

Proposed Curriculum of M.A. in Mass Communication and Convergent Journalism

Under Choice Based Credit System in Kanyashree University
Overview of the Master of Arts in Mass Communication and Convergent Journalism
(M.A. in Mass Communication and Convergent Journalism)

Objectives:

M.A. in Mass Communication and Convergent Journalism Programme at the Kanyashree University aims to train aspiring journalists and media communicators to meet the challenges of the evolving media scene. It strives to make students competent in multiple modalities of production and distribution and prepare them for a complex, convergent and fluid media environment. Convergent Journalism is bringing together multiple forms of media to tell a more effective story. Rather than just reading an article in a newspaper, news consumers read the article online, scroll through a slideshow, click on a video link, and then listen to the related audio. The Kanyashree University has recently taken an initiative to introduce a new Convergent Journalism program, based on three basic principles: The public increasingly wants to access quality news and information at any time through any and all media that are convenient or appealing to them. The audience for news and information is less passive than it used to be. Many people, especially younger people, want to create, respond to, and interact with media. This desire has led to emerging citizen journalists. Fulltime journalists need to accept this power shift and take advantage of the opportunities it presents. Convergence training should not be "a mile wide and an inch deep." Young journalists will not be equally skilled at all storytelling styles and skills, but each student will have the opportunity to focus in on their desired field. Each student can still be effective in their desired field while understanding and taking advantage of changes in the media landscape. "Convergence" has been defined as a "merging of specialized knowledge areas associated with organizational work for particular media platforms" (Lowrey, Daniels, & Becker 2005, p. 33), or as "some combination of news staffs, technologies, products, and geography from previously distinct print, television, and online media" (Singer, 2004, p. 838). Initially, convergence typically took place in the form of partnerships between newspapers and TV stations. However, these partnerships began to diminish as the 2000s came to an end (Kraeplin, 2013). Instead, news organizations began to produce their own multiplatform content due to better technology (Kraeplin, 2013), which has led to the creation of platform-agnostic journalists, or journalists who can seamlessly work in print and in broadcast and on the Web and smart phones.

The programme endeavors to teach students to become thinking practitioners with a strong sense of ethics. The Course of M.A. in Mass Communication and Convergent Journalism of Kanyashree University surely train students on high-quality professional equipment in state-of-the-art facilities, with ample access to a skilled faculty and seasoned media professionals from India and abroad. Students receive crossplatform training in print, radio, video, and web and social media techniques and are required to produce projects using multiple modalities that showcase their news and narrative skills. The Mass Communication program at Kanyashree University seeks to provide its students with guidance and encouragement to develop communication skills needed to begin careers in journalism, public relations, advertisement, event management, graphic designer, Film professionals and allied professions. For students who do not choose to prepare for a career as media professionals, we expect to illuminate them

on media traditions, to inculcate in them an appreciation of free expression, to stimulate in them a desire to learn, to help them understand the roles media play in India, and to encourage them to share the fruits of their intellectual growth. We will provide our students with a climate of learning that stresses the importance of personal honor and integrity and promotes the responsibility to serve society through the productive use of their communication talent and training. Journalism today exists in an environment marked by convergence and cross-ownership, in a broader context of scientific, technological and structural change. The forces of innovation, competition, entrepreneurship, urbanization, automation, and globalization, along with changes in the social fabric itself, will continue to alter journalism routines and the ethics of being a professional information provider. The programme strives to equip the students with necessary conceptual, theoretical and practical skills to meet the challenges of this constantly changing media scenario. In addition to providing technical skills training in news and narrative forms, Kanyashree University's two-year M.A. course in Mass Communication and Convergent Journalism Programme seeks to forge a professional ethic in which journalism and media communicators understand the importance of anticipating technical and business innovations, as well as keeping up with research that affects their field. We want to encourage students to become informed, responsible, and articulate; to think critically and creatively; and, to write well and develop an understanding of media history, ethics and law. The aim of the University is to refine students' reporting, writing and presentation skills, including tasks of editing and content production for traditional and converged media. University wants their students to understand and use the changing technologies in communication to better equip them to work in the emerging multi-media workplace. Combining discipline-specific knowledge with expressive, interpretive and reasoning skills, university encourages originality and creativity and promotes intellectual curiosity, critical analysis, clarity of thought, precision of language and a desire to continue learning with graduate study. This particular course seek to provide knowledge and the requisite learning skills necessary to fully participate and succeed in a global society as a communication professional and as an involved citizen. M.A. in Mass Communication and Convergent Journalism students must be adapt this ethic of developing professional skills and broad-based expertise and develop rewarding careers that serve the information needs of India, its various regions, and the world beyond its borders. Kanyashree University journalism programs have taken notice of convergence, and have made some progress toward creating and enacting convergence curricula. We are now focusing on convergence skills, so those skills must be present in the syllabi.

Structure of the Programme :

The programme follows semester system and there will be four semesters spread over a period of two years. There will be no choice in the case of compulsory courses. In the case of elective courses, students can choose one course from the given list in each semester. The CBCS course offerings will be modified as per the University ordinances or offerings.

Outline of Choice Based Credit System in M.A. in Mass Communication and Convergent Journalism

The curriculum has been prepared according to Choice Based Credit System (CBCS) which offers opportunities and avenues to learn core subjects as well as exploring additional avenues of learning beyond the core subjects for holistic development of an individual. The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, discipline specific elective, generic elective and ability enhancement compulsory and skill enhancement courses. The Choice Based Credit System in M.A. in Mass Communication and Convergent Journalism is comprised of various choices

like core courses, discipline specific elective courses, generic elective courses, ability enhancement compulsory courses and skill enhancement courses.

1. Core Course (CC): A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

2. Elective Course: Generally a course which can be chosen from a pool of courses and this may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

i. Discipline Specific Elective (DSE) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

ii. Dissertation/Project: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his/her own supported by a teacher/faculty member is called dissertation/project.

iii. Generic Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective. A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. Ability Enhancement Courses (AEC): The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

Eligibility for Admission:

The candidates having B.A. Honours/General in any Subject of any stream are eligible for taking admission in Master of Arts in Mass Communication and Convergent Journalism (M.A. in Mass Communication and Convergent Journalism). But, the priority will be given to the candidates having B.A. Honours /B.Voc in Journalism and Mass Communication or Public Relations. The reservation policy for taking admission in M.A. in Mass Communication and Convergent Journalism with respect to the candidates from SC/ST/OBC categories will be followed according to government rules.

Academic Activity:

The two year M.A. course will consist of four (04) semesters, covering Theory papers, Practical, Field Work and Dissertation. b) Every student shall be required to attend a minimum of 75% of theory and practical classes as well as field work in all the four semesters. i) Ten days of field work on relevant subject(s) will be conducted either inside or outside the university campus. ii) Session based classes on Computer and Communicative English are mandatory. iii) As part of field work and / or practical work, students will prepare Kanyashree University News Bulletin either in Bengali or English .The periodicity will be determined by the University. c) Students are allowed to take one paper in Semester II from other subjects

as Choice Based Credit System (CBCS) Paper as decided by the university. d) Each student would be advised have access to a Laptop/Desktop computer. e) Some practical classes may be arranged in the professional laboratories/studios situated in Kolkata and its surroundings and students will have to attend those classes on their own. No travelling cost will be provided for attending the classes.

Programme Outcome:

All Mass Communication and Convergent Journalism students are expected to be able to:

1. Demonstrate and advance academic integrity in all interactions.
2. Demonstrate the ability to use tools and technologies appropriate for the communication professions in which they work.
3. Demonstrate the ability to think independently, critically, and creatively.
4. Demonstrate the ability to write correctly and clearly in forms and style appropriate for the communications professions, audiences and purposes they serve.
5. Demonstrate the ability to gain the required skills, knowledge, and dispositions to effectively engage the communication professions, audiences and purposes they serve.
6. The student should be able to use the skills in the creative industry – be it television channels, information technology, public relations, or corporate communication.
7. The students should be able to produce independent content for electronic media.
8. The students should be able to simplify technical content in simple language and multimedia as part of technical communication.
9. The students should be well-equipped to be media teachers and researchers.
10. The students should be equipped with soft skills required by many of the managerial and high-profile jobs.
11. The students can plan, develop and implement communication for development projects at local, regional and global levels.
12. Able to research and source stories responsibly within a multi-platform context
 - Be able to write stories for print and the internet
 - Be able to adapt and edit stories for broadcast
 - Be able to reflect on own journalistic work

M.A (Mass Communication and Convergent Journalism) Employment Areas:

- Colleges & Universities
- Electronic Journalism
- Public Relations

- Advertising
- Event Management
- Magazines
- Newspapers
- Radio
- Social Media
- Film/Documentary
- Web Journalism

M.A (Mass Communication and Convergent Journalism) Job Roles:

- Anchor
- Assistant Professor
- Columnist
- Copy Writer
- Correspondent
- News Photographer
- Camera Person
- Editors and Producer
- Proof Reader
- Photojournalist
- Reporter
- Visual Writer
- Visual Reporter
- Public Relations Practitioner
- Public Relations Officer
- Advertising Copy Writer
- Visual Editor
- Web Designer
- Blogger
- Content writer
- Film/Documentary Maker etc.

Evaluation System:

The performance of students should be assessed throughout the semester. It means assessment will be conducted continuously and comprehensively by the means like seminar presentation, assignments, term papers, case study & survey, quiz, debate & group discussion, class test, class assessment and participation in different activities. After each semester, there will be a end semester examination on 40 marks for each and every course. The courses will be evaluated by the grading system, which is considered to be better than the conventional marks system.

Continuous Assessment (10 Marks)	End Semester Examination (40 Marks)
Attendance	Test
Participation in Group/Individual Activities	Short Type (5x2=10) Any <i>Five</i> from <i>Eight</i> options. Short Notes (2x5=10)
Seminar Presentation	
Assignment/Project	

	Any Two from Four options. Essay Type (2x10=20) Any Two from Four options.
Term Paper	
Quiz, Debate and Group Discussion	
Case Study and Survey	
Class Test	

THE STRUCTURE OF CURRICULUM OF
M.A. IN MASS COMMUNICATION AND CONVERGENT JOURNALISM
UNDER CHOICE BASED CREDIT SYSTEM (CBCS) IN KANYASHREE UNIVERSITY

SEMESTER-1							
Course Code	Course Type	Course Title	L	T	P	Credits	Marks
MAMCJ-01	CC-1 (Theory+Practical)	News Reporting	2	1	1	04	40+10=50
MAMCJ-02	CC-2 (Theory+Practical)	Editing News	2	1	1	04	40+10=50
MAMCJ-03	CC-3 (Theory+Practical)	Introduction to Convergent Journalism	3	1	0	04	40+10=50
MAMCJ-04	CC-4 (Theory+Practical)	Photo Journalism	2	0	2	04	10+40=50
MAMCJ-05	CC-5	Environmental Journalism	2	1	1	04	40+10=50
MAMCJ-06	CC-6 (Theory)	History of Media Development in India	3	1	0	04	40+10=50
		Total				24	210+90=300
SEMESTER-2							
Course Code	Course Type	Course Title	L	T	P	Credits	Marks
MAMCJ-07	CC-7 (Theory)	Data Journalism	3	1	0	04	40+10=50
MAMCJ-08	CC-8 (Theory+Practical)	Radio Journalism	2	0	2	04	40+10=50
MAMCJ-09	CC-9 (Theory)	Theories and Models of Mass Communication	2	1	1	04	40+10=50
MAMCJ-10	CC-10 (Theory+Practical)	Television Journalism	2	0	2	04	10+40=50
MAMCJ-11	CC-11 (Practical)	Essentials for Video Journalism	0	0	4	04	10+40=50
MAMCJ-12	SEC (Any one)	Sound for media	0	0	4	04	40+10=50
		Camera Handling and shooting techniques					
		Total				24	180+120=300

SEMESTER-3							
Course Code	Course Type	Course Title	L	T	P	Credits	Marks
	GEC (Theory)	To be selected from other departments				04	40+10=50
		Introduction to Convergent Journalism (For other PG Students)	3	1	0		
MAMCJ-13	CC-12 (Theory)	Documentary Making and Digital Story Telling	3	1	0	04	40+10=50
MAMCJ-14	CC-13 (Theory+Practical)	Multimedia and Mobile Journalism	3	0	1	04	40+10=50
MAMCJ-15	CC-14 (Theory)	Media and Communication Research	3	1	0	04	40+10=50
MAMCJ-16	CC-15 (Theory+Practical)	Basics of Film Making	2	0	2	04	10+40=50
MAMCJ-17	DSEC(I) (Any one)	(a)Development Communication	3	1	0	04	40+10=50
		(b)Film Appreciation					
		(c)Media, culture and society					
		Total				24	210+90=300
SEMESTER-4							
Course Code	Course Type	Course Title	L	T	P	Credits	Marks
MAMCJ-18	CC-16 (Theory+ Practical)	Advertisement and Public Relations	3	0	1	04	40+10=50
MAMCJ-19	CC-17 (Theory+ Practical)	Media and Event Management	2	1	1	04	40+10=50
MAMCJ-20	CC-18 (Theory)	Media Law and Ethics	3	1	0	04	40+10=50
MAMCJ-21	CC-19 (Practical)	Dissertation and Viva	0	0	4	04	10+40=50
MAMCJ-22	CC-20 (Practical)	Projects on Convergent Journalism	0	0	4	04	10+40=50
MAMCJ-23	DSEC(II) (Any one)	(a) International Communication	3	1	0	04	40+10=50
		(b) Gender and Media					
		(c) Corporate Communication and CSR					
		Total				24	180+120=300

Abbreviations:

CC- Core Course, GEC: Generic Elective Course, SEC- Skill Enhancement Course and DSEC- Discipline Specific Elective Course

'L' refers to Lectures per week; 'T' refers to number of Tutorial Lectures per week and 'P' refers to the number of Practical Lectures per week.

Semester Total:

Semester	1	2	3	4	Total
Credit	24	24	24	24	96
Marks	300	300	300	300	1200

Semester 1
News Reporting
(CC-1, Course Code:)

Objectives: The students will specialize in the working skills of print, electronic and online media and they are able:

- To explain basic concepts of news, views, objectivity of news, news ethics and media writing trends with special focus on convergence journalism.
- To commence news language and writing styles for the print, broadcast and new media.
- To present news management methods and new trends in the journalism arena.
- To accustom students with various fields of specialized reporting.

Unit-I: Basics of Reporting

Definition of News, News values, Soft news and Hard News, News and Media Convergence, Positive reporting. Ethical Considerations: Balance, Bias, Attribution, Facts v/s comments, news v/s views, fiction v/s nonfiction, Objectivity v/s subjectivity, Plagiarism, Defamation- Libel & Slander, Copyright dimensions, Fake news, Fact verification. Types of journalism – print, magazine, radio, television, online and literary journalism.

Unit-II: News- Preparation

News sources-Primary, Secondary - Library, archives, internet, Cultivation of news sources, Source credibility, News values, Non-disclosure principle v/s public interest, Censorship and self censorship. News room organization, Key players in news room, Traditional and modern formats of news structure – Inverted pyramid v/s formless structures, Principles of simple language in News Writing, Principles of meaningful language, Principles of inclusive language. Structuring story for the print,

broadcast and digital media, Narrative story-telling and impersonal writing, Elements (5Ws and 1 H) of news, Writing leads and headlines and strategies for connecting paragraphs.

Unit-III: News Sourcing and Reporting

Story Ideas, Off-the record, Press releases, Government and Non-government sources, Wire copies, News agencies, Crowd sourcing, Citizen reporting, Interviewing and its techniques. On-the-scene coverage, Speeches, Conferences, Follow-up stories, Round-ups, Human Interest Story, Social media-as news sources, News-views continuum, News interviews, Types of news stories, Features and special reports. Beat reporting; Nature and forms of Reporting: Political: Parliamentary, Electoral and Political Parties, Crime and Legal; Sports; Science and Public Health Reporting; Rural and City Reporting, Economic and Business Reporting; Nature, Environment and Climate Reporting; Cultural Reporting; War, Peace and Conflict Reporting; Data Journalism, and Social Media Reporting, Intimate and precision journalism, advocacy reporting, multicultural reporting,

Unit-IV: News Management

Desk and field interaction, news bureau management, types of reporters- local, national, foreign and specialist reporters, Structure of news department –News desk, editorial department set-up, news flow, copy management and organization-- Editor – Managing editor – Executive editor -- Chief Editor/Editor in Chief/ Group Editor/Editor-at-Large-- Roving Editor – Resident editor – position and status – duties and responsibilities – qualities; News editor –Chief reporter – Chief sub-editor–Sub editor – position and status – duties and responsibilities – qualities---Reporter-- Special correspondents – status, duties and qualities -- Photojournalist – qualities- duties and responsibilities. --Digital archives and library, Freelancing, Engaging special reporters, News syndication,

Unit-V: News Writing

Techniques of writing news stories, News backgrounders, Opinion Piece- Editorial, Post Editorial, Review, Letters to the editor, Column, Basic rules and style of writing Opinion Pieces--Editorial – Column –Syndicate column- Reviews– cinema, book, drama, exhibitions etc. Differences between News features and Columns; Editorial writing, Types of editorials, Types of special assignment writing. Interview – importance – types with special reference to personality interview – planning – home work – technique of questioning – note recording and audio recording and recording for new media – writing style. Feature – definition – difference between feature and news report – special kind of writing – different type of features – scope. News Agency Reporting and Copy writing.

Suggested Readings:

- David Wainwright: Journalism Made Simple.
- Randall, David; The Universal Journalist, 5th Edition, 2016
- Richard Keeble. The Newspaper's Handbook 5th Edition; Routledge Publication, 2014.
- Robinson Tom; The Evolution of News Reporting, 2010
- Bruce D. Itule and Douglas A. Anderson. News Writing and reporting for today's media; McGraw Hill ,Publication, 2000
- Hakemulder Jan R, Acde Jonge Fay & Singh P.P: Professional Journalism.
- Kamath M.V.: Professional Journalism.

- Melvin Mencher: Basic News Writing.
- Rangaswamy Parthasarathy: Here Is the News! Reporting for the Media.
- Shrivastava K.M.: News Reporting and Editing.
- William L. Rivers: News Reporting and Editing.
- Schudson Michael: The power of News
- Hugo de Burgh: Investigative Journalism, Context & Practice.
- Joseph M.K.: Outline of Reporting.
- Melvin Mencher: News Reporting and Writing
- Adams, Sally and Hicks, Wynford, Interviewing for Journalists (Media Skills), Routledge, 2009.
- Campbell, L.R., & R.E. Wolseley: How to Report and write News, Prentice Hall Inc., 1961
- Harcup, Tony. Journalism: Principles and Practice, Sage, 2009.
- Hohenberg, John, The Professional Journalist, Holt, Rinehardt and Winston, 1983.

Semester 1
Editing News
(CC-2, Course Code:)

Objectives: The students will specialize in the editing skills of print, electronic and online media and they are able:

- To begin students to the basics of news editing and design as well as the professional use of media language.
- To provide practical training in editing news stories for print, broadcast and digital media on paper and computers.
- To make acquainted students with the roles and rules of editorial staff.
- To explain the principles and techniques of editorial writing and preparing edit pages.
- To accustom the students with managing textual and non-textual elements on different media formats.

Unit-I: Basics of Editing

Definitions, Need, Purpose and Principles of Editing, Organizational Pattern of Editorial section in newspaper, radio and television, Duties and Responsibilities of editor and editorial staff, Editing in the age of convergence, The methods and skills of news editing, traditional v/s modern methods of news editing, editorial and editing protocols, cultural challenges in news editing.

Unit-II: Functionaries of Editorial Department

News desk: who does what up the newsroom tree, Editor, News Editor, News Coordinator, Chief Sub-Editor, Sub-Editor- duties, Responsibilities and qualities

Unit-III: Principles of Editing

Editing- principles; Style sheet - terminology; Editing in the electronic age, Difference between daily and Sunday newspapers and magazines in style, format, perspective and approaches. Different types of copy – selection of copy – processing of copy, Testing copy- testing copy for libel, slant and colour, Copy processing- its location, breaking up of stories, linking of similar stories, making the news meaningful, developing the copy. news value– improving intro and lead – paraphrasing – sub head – editing news agency copy – selection – processing – editing process in English and language papers. Headline – importance – types – art and principles to be followed – difference style for different items: hard news items, anchor story, feature etc.

Unit-IV: Editing Process

Proof-reading, Style books, Checking facts and figures, Localizing and contextualizing news. Subbing, Copy fitting, Rewriting, Summarizing, and Abstracting. Preparing Edit Page
Editorial: meaning, significance, types, structure and writing techniques. Editorial policy formation;
Edit Page: contents, significance. Headlines: types, functions and techniques; editing for Magazine.
(Text editing assignments shall be given in each segment after theory classes)

Unit-V: News Design

Design principles in general, Newspaper design: types, principles, elements, colour management, front-page design and layout trends, Magazine design, Magazine cover. Typography, Trends in printing technology.
(Page design assignments shall be given after theory classes)

Unit-VI: Managing Non-Textual Content

Managing visual elements in print media- cartoons, comics, puzzles, and illustrations. Info-graphics and an overview of data visualization techniques. Photojournalism, Photo editing- principles and techniques, Captioning. Techniques for integrating newspaper with digital media through QR code, links etc.

Suggested Readings:

- Campbell, L.R., & R.E. Wolseley: How to Report and write News, Prentice Hall Inc., 1961
- Hyde, Grant Milnor; Newspaper Editing – A manual for Editors, Copyreaders and Students, 2008
- Ludwig, Mark, D and Gilmore, Gene; Modern News Editing, 2005
- M V Kamath, Professional Journalism, 2009
- Richard Keeble. The Newspaper's Handbook 5th Edition; Routledge Publication, 2014.
- Robinson Tom; The Evolution of News Reporting, 2010
- K.M. Shrivastava. News Reporting and Editing. Sterling publishers Pvt. Ltd. 2011
- Harcup, Tony. Journalism: Principles and Practice, Sage, 2009.
- Hohenberg, John, The Professional Journalist, Holt, Rinehardt and Winston, 1983.

- Iyer, Ramachandra R. Quest for News, Macmillan India, 1979.
- Kamath MV. Professional Journalism, Vikas Publishers,1983.
- Rao,Ursula. News as Culture: Journalistic Practices and the Remaking of Indian Leadership Tradition. Berghahn Books, 2010.
- Swan,Michael.Practical English Usage, Oxford University Press,2005.
- Saxena,Sunil.Headline Writing,Sage,2006.
- Harold Evens: Newsman's English
- Harold Evans: Newspaper Design
- Harold Evans: Handling Newspaper Text
- Harold Evans: News Headlines

Semester 1
Introduction to Convergent Journalism
(CC-3, Course Code:)

Objectives: Aims of this paper are:

- To introduce the concept of Convergence and understand its various implications in the world of journalism.
- To prepare the students to conceptualize the convergent media.
- To train students to successfully pitch their ideas.
- To accustom students with various fields and modes of journalism.
- To inform students about innovative possibilities in journalism

Unit-I: Convergence and Internet

Concept and significance of Convergence, Process and effects of Convergence, Models of media convergence—Convergence Continuum, Lawson Borders model, Flynn & Gordon model Case studies of convergence—Tampa news centre, Vinnova model, Global and Indian scenario, Understanding the internet, its applications in media, Computer network fundamentals – cable, NIC, router, hub, bridge gateway, types of network, LAN, MAN, WAN; Static and dynamic websites and portals; Convergence of technologies; Convergence and contemporary media

Unit-II: IT Application in Convergence

The 24x7 media concepts, Web publishing – tools and applications, Electronic and cyber media , Blogs and vlogs – emerging online tools; Newseum; Network Society, Understanding New Media concept— Social and digital; Digital storytelling, Wiki Journalism, Need for multi-media/multi-skilled journalists, Blogging & journalism, Case study-Social networking sites, New Media Terminologies: websites and portals; cyber space; cyber culture; cyber journalism; digital divide; blogosphere; Webisodes; Webinars; podcasts ; search engine and search engine optimization; user-generated content; content duration; hits; page views; users; unique users; sessions; contextual advertising;

Unit-III: New tools for Journalism and Changing Scenario of Media

Changing newsrooms and current innovations in journalism-New possibilities; integrating installation practices into journalism; Social media and news platforms, Age of Information Journalism- Existential journalism, Regulatory challenges to media convergence; Convergence in Cinema and Broadcasting, Concept of Web 2.0, Communication Convergence Bill, Web newspapers; Blogs, Vlogs and blog aggregator; Ethical issues in blogging and other internet writings; E-Commerce applications; MIS tools for internet management.

Unit-IV: Effects of Convergence of Media

Media industry, ownership and control, Media conglomerates, mergers and Consolidation, Role and effects of Social Media as alternative media, Issues of credibility, Privacy and Security

Unit-V: Online Editing and Web Broadcasting

Developing and editing contents and stories on internet; File transfer protocols and uploading images and text; Creating graphics and animation; Editing software for various media; Displaying images in web pages, inserting images, supporting file formats, JPEG, TIFF, PNG, GIF; Concepts of web based TV and radio transmission; Concepts of IPTV and satellite based broadcast; Satellite transmission; Internet research; Online research tools

Unit-VI: Online Lab-Journal Production

Making an online Lab-Journal with relevant and updated information/news: Lab Journal: students will be divided into groups to produce some Lab Journals either in English and/or Bengali language according to their specific language strength. This will include practical marks for photos which the students click as a part of their photojournalism assignment.

Suggested Readings:

- Zelizer, B. (2017). What journalism could be. John Wiley & Sons.
- Marsden, P. (2017). Entrepreneurial journalism: how to go it alone and launch your dream digital project. Taylor & Francis.
- Peters, C., & Broersma, M. J. (Eds.). (2013). Re-thinking journalism: Trust and participation in a transformed news landscape. Routledge.
- Briggs, M. (2011). Entrepreneurial Journalism: How to build what's next for news. CQ Press.
- King, L. (2015). Innovators in digital news. IB Tauris.
- Batsell, J. (2015). Engaged journalism: Connecting with digitally empowered news audiences. Columbia University Press.
- Lemelshtrich, L. N. (2018). Robot Journalism: Can Human Journalism Survive? World Scientific.
- Eide, M. (Ed.). (2016). Journalism Re-examined: Digital Challenges and Professional Reorientations: Digital Challenges and Professional Reorientations. Intellect Books.
- Mueller, J. P. (2017). Algorithms for Dummies. John Wiley & Sons. Alpaydin, E. (2016). Machine learning: the new AI. MIT Press.
- Batsell, J. (2015). Engaged journalism: Connecting with digitally empowered news audiences. Columbia University Press.
- Jenkins, H., Ford, S., & Green, J. (2018). Spreadable media: Creating value and meaning in a networked culture (Vol. 15). NYU press.

- Napoli, P. M. (2011). Audience evolution: New technologies and the transformation of media audiences. Columbia University Press.
- Journalism Re-examined: Digital Challenges and Professional Reorientations: Digital Challenges and Professional Reorientations. Intellect Books. Mueller, J. P. (2017).
- Algorithms for Dummies. John Wiley & Sons. Alpaydin, E. (2016). Machine learning: the new AI. MIT Press.

Semester 1
Photo Journalism
(CC-4, Course Code:)

Objectives: The students will specialize in the working skills of photography especially for print, electronic and online media and they are able:

- To understand *how* an image can be intentionally crafted using the tools of exposure, lens, composition, moment and light and how to individually manipulate each of these variables to an effect
- To relate ethical guidelines and boundaries in photojournalism to your own work and choices
- To recognize, verbalize and employ the qualities of storytelling images
- To demonstrate the following skills with digital workflow in still photography:
 - Digital photography workflow
 - Media management
 - Metadata and caption writing
 - Editing

Unit-I: Basics of Photojournalism

Definition and concept Text Vs Photograph – history of photo journalism in India and abroad – scope and importance in modern newspapers-- News photo – main characteristics- Photo agencies – news agency services – Foreign photo agency – AFP, AP, Reuters -- PTI & UNI – Photo Division- Government of India. Essentials of a press photograph Qualities of a good photojournalist, Photo Journalism: Meaning & Definition, Growth & Development Camera: Types and parts- Origin and development of photography, Types of photographs-News photographs, advertisements photographs, wild life photographs, sports photographs. Review of Photo journals and magazines in India. Leading photographers and photojournalists in India; International news photographers.

Unit-II: Structure of Photojournalism Department of a News Media

Scope and significance of photo journalism; Photojournalism: Origin and Development, Photographer- News photographer- photojournalist. News photographs and other photographs; photo feature, photo

essay, Photo stories – Getting the exclusive/special photo, celebrity coverage, details to add to photo captions, photographing sensitive issues (communal issues, crime involving minors) ,Ethics of news photography, Photography department of a newspapers/magazine/online media house – Photo journalist – duties and responsibilities –qualities – role as a working journalist-- working in photography department, Multi Tasking Concept of Photojournalist.

Unit-III: Basics of Photography and photo-editing for News photo

Photography: Elements & principles; Lens: different types of lenses: Normal, wide, telephoto, Zoom, Fish eye Lens and close up lens. News photo – main characters , Choosing the right spot, right angle and right moment for an appropriate composition, Principles of cropping and photo editing, relationship between still and video photography in respect of types of recording modes, image sizes and camera angles for various purposes, Photo editing – principles and techniques – picture photo. Caption, Composition – fundamentals – viewpoint – shape and form – perspective – pattern and texture etc Focal length, aperture, shutter speed, depth of field, Focusing exposure. Exposure meter; Film: Nature, speed and types of film. Lighting Arrangement: Different light sources, Electronic flash, shutter synchronization, lighting principles, Composition: Basic elements of composition rule of thirds.

Unit-IV: Digital Photography

Photography in the age of electronic imaging, from analogue to digital images, a post photography era, digital encoding; Techniques in digital photography, Photo appreciation, Appeal, effect and persuasion through good photograph, Photo manipulation through software. Selection, Cropping, scaling and toning pictures. Printing with actual resolution, Case studies in World Photography

Suggested Readings:

- Rothsteline A: Photo Journalism
- Rhode and Mcneal: Press Photography
- Cyernsheim G.H.: History of Photography
- Jack Price: News photography
- Midwest Magnet: Photograph and Printed World
- Calder, Julian and Garret J.: New 35 mm Photographer's Handbook
- Allyn Salomon: Advertising Photography
- Peter Tausk: An Introduction to Press Photography
- Logan H. Richard: Elements of Photo Reporting
- Erickson B. and Romano F.: Professional Digital Photography
- Susan Sontage, On Photography, London, 1977.
- The encyclopedia of photography - Richard Zakia & LeatieStroebe
- Understanding Digital Photography - Joseph A .Ippolito
- The Manual of Photography - Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray
- F.P. Hoy. Photo Journalism
- Ron Reeder Brad Hinke: Digital Negatives, Focal Press, 2007
- Steve Heath: Multimedia and Communications Technology, Elsevier,2003

Semester 1	
Environmental Journalism	
(CC-5, Course Code:)	

Objectives: At times, the focus will also shift to environmental policy, politics and law. The main goal is to teach journalism students how to write thoughtful, detailed and nuanced stories about environmental problems, conflicts, research and issues: stories that are informative, engaging and technically accurate. A high premium is placed on the latter in the world of science journalism, which environmental reporting inhabits. Students will also learn about reporting challenges faced by those who cover the environment and, in general, science. Assigned writings will focus on local and regional environmental topics, including those with national ramifications. Students will be required to venture beyond campus at times to do field reporting for this class, and to interview experts invited to class.

Unit-I: Introduction to Environmental Activities

Origins and characteristics of environmental activism/movements in India/West Bengal, the cultural meanings of nature, land, water, air, sky and light in West Bengal and particularly in Nadia.

Unit-II: Environment, Globalization and News

The green politics and globalization v/s the politics of news and globalization; Environment journalism: Definition, concept ; Types of stories – investigative and interpretative, Journalism vs. Activism; Role of Mass Media in Environment Literacy ; Sustainable development: Definition and concept ; Climate Change – Global Warming, Greenhouse Effect, Ozone Layer ; Committees and conventions on environmental issues – Stockholm, Rio, Kyoto Protocol

Unit-III: Environmental Movements

Major environmental movements across the world and India – the Minamata movement, Three Mile Island Anti Nuclear Movement, Silent Valley Movement, Chipko movement, Narmada bachao andolan movement and the Kudankulam Anti Nuclear Movement.

Unit-IV: Basics of Environmental Journalism

Modes and techniques of environmental journalism, understanding the alternative meanings of science and technologies, cultivation of critical perspectives on the mainstream narratives of the role of science in development and science as development; Environment news and feature; Environment Writing - Sources and Structure; Ethics and Laws for Environment Reporting; Environmental Reporting Case Studies- India, Environmental Issues of West Bengal

Unit-V: Project of Environmental Journalism

One field-based assignment in one of the areas of environmental journalism.

Suggested Readings:

- Specialised publications about environment like Down To Earth.
- Watching programmes on Discovery, National Geographic. Watching documentaries about environment etc.
- Carson, Rachel (1962) Silent Spring, Houghton Mifflin.
- Pawar S.N and Patil R.S (2005) Environmental Movements in India: Strategies and Practices, Rawat. Pringle, Lawrence.D (2000)

- The Environmental Movement, Harper Collins.
- Rootes, Christopher (1999) Environmental Movements: Local, National and Global, Routledge.
- Wyss, Robert (2007) Covering the Environment: How Journalists Work the Green Beat?. Routledge
- Lester Libby, Hutchins Brett.
- Environmental Conflict and the Media. Peter Lang Publication New York.
- Jurin, Richard R., Roush, Donny, Danter, K. Jeffrey - Environmental Communication. Second Edition, Sage, 2000
- Keya Acharya, Frederick N. J. Noronha - The Green Pen: Environmental Journalism in India and South Asia, Allied Publication, 2003
- Benny Joseph - Environmental Studies, Rawat publication, 2010
- R Rajagopalan - Environmental Studies 2nd Edition, Orient Blackswan, 2010
- Riley E. Dunlap And William Michelson (Eds.) Handbook Of Environmental Sociology, Sage 2008
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- Jenkins, H., & Deuze, M. (2008). Convergence culture. Manovich, L. (2001).
- The language of new media. MIT press. Visvizi, A., & Lytras, M. D. (Eds.). (2019).
- Politics and technology in the post-truth era. Emerald Publishing Limited.

Semester 1
History of Media Development in India
(CC-6, Course Code:)

Objectives:

- To help students develop skills in primary resources about Indian and Global Media.
- To provide students with knowledge of rich and diverse history of Indian Press, Television, Radio and Online media.
- To help students understand and value great Contribution of the Press in struggle for freedom.
- To introduce students to Global Media and UNESCO's role in balancing news flow.

Unit-I: Early History of Press in India (1780-1915)

Origin of Indian Press in Colonial Period, Newspaper, Characteristics and their Effect in the Society; Development of typesetting and printing technologies and their impact -special reference to India – early efforts to publish newspapers (both English language and Indian language) in different parts of India – J A Hicky –James Silk Buckingham, Rammohun Roy - Derozians –Iswar Gupta- Harish Chandra Mukherjee-- post-1857 developments –Development of mass circulated press in India – repressive press laws by the colonial rulers, Brief History of Prominent Newspapers, Contribution of Indian Media in Social Awakening (Renaissance)/Social Reforms

Unit-II: Press and Freedom Struggle (1915-1947)

Role of Press in Indian Freedom Movement; Brief Introduction of Newspapers which Contributed in Freedom Struggle: Young India, Navjeevan, National Herald, Kesri, The Forward etc. Contribution of Eminent Journalists; Press and Non-Cooperation Movement, Civil Disobedience, Satyagraha Movement, Press during Quit India Movement

Unit-III: Media in Independent India

Role of Language Press in National Development; History of Language Press Hindi, Urdu, Bangla; Eminent Journalists of Post Independence Period; Development and growth of Indian News Agencies; Radio: History of AIR, Evolution of Programming, Privatization of Radio Broadcasting, FM, Community Radio; Television: History of Doordarshan, SITE, Privatization of TV, Regulatory Mechanism, Prasar Bharati, Joshi, Verghese & Chanda Committees, Press Commissions and Press Council of India, Press during Emergency (1975-77), Cable Television in India, DTH and IPTV in India, History of Online Journalism and Citizen Journalism in Indian Perspective.

Unit-IV: Introduction to Global Media

Role of News Agencies in Global Media, Reuters, AP, AFP, TAAS, DPA, Xinhua; The Cold War, Diplomacy and Media, Media Hegemony and Homogenization; Radio Liberty, Voice of America, Television Origin and Technological Evolution; BBC and CNN; Role of UNESCO, New World Information and Communication order, The Mac Bride Round Table; Introduction of Social Medias, History and evolution of online and social media.

Unit-V: Media ownership and News Agencies

Ownership Pattern in India: Types and Patterns, Cross Media Ownership, Conglomeration, Ownership of Newspapers, News Channels and Digital Media in India, Evolution and Functions of News Agencies in Indian Press, Establishment and its Conflicts: News Agencies- UNI, PTI, Univarta, Bhasha, Hindustan Samachar, ANI; Press in Asia, Newspool

Suggested Readings:

- G.C. Awasthy: Broadcasting in India
- Keval J. Kumar: Mass Communication in India
- Rangaswamy Parthasarathy: Indian Journalism
- P.C. Chattarjee: Television in India.
- S.C. Bhat: Broadcast Journalism
- S. Natarajan: An Outline of Indian Journalism
- Chalapathi Rau M.: The Press.
- Geoffrey Nowell-Smith: The Oxford History of World Cinema
- Satyajit Ray: Deep Focus: Reflection on Indian Cinema
- Amelia Bonea, The News of Empire: Telegraphy, Journalism and the Politics of Reporting in Colonial India, OUP, 2016
- Arvind Singhal, Everett M Rogers, India's Information Revolution, 2001
- B S Kesavan, History of Printing and Publishing in India, Vol. I-III, NBT, 1997
- Barns, Maragarita, The Indian Press, History of Growth of Public Opinion in India, G Allen and Unwill, London, 1940

- Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press , 2010)
- H R Luthra, Indian Broadcasting, 1986
- Israel, Milton. Communications and Power, Propaganda and the press in the Indian nationalist struggle, 1920-47 Cambridge University press, Delhi 1994
- J, Natarajan, History of Indian Journalism, 1995
- K M Shrivastava, News Agencies from Pigeon to Internet, 2007
- Krishnamurthy, Nadig. The History of Journalism in India, Mysore Prasara 1968.
- Natarajan. S, A History of the press in India, Asia Publishing House, 1962.
- Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
- Press Council of India, Future of Print Media, 2001
- Robin Jeffrey, India's newspaper revolution, 2000
- S C Bhatt, Indian Press Since 1955
- Usha M. Rodrigues & Maya Ranganathan, Indian News Media-From Observer to Participant, 2014
- Vanita Kohli- Khandekar, The Indian Media Business, 4th edition, 2013
- The Green Pen: Environmental Journalism in India and South Asia, Sage.
- Carson, Rachel (1962) Silent Spring, Houghton Mifflin.

Semester 2
Data Journalism
(CC-7, Course Code:)

Objectives: The students will specialize in the working skills of print, electronic and online media and they are able:

- To understand the concept of data journalism and acquire the basic skills in finding and cleaning data sets.
- To comprehend the basic concepts of data visualisation web tools and to master the use of data in journalistic storytelling
- To introduce the collection, analysis, and presentation of data in newsrooms for the purpose of engaging and informing the public

Unit-I: Introduction to Data Journalism

Definition, Types of Data and Key tools, Data Team and ways to get a story concept, Data journalism in Perspective-Computer Assisted Reporting, Precision Journalism, Info-graphics, Mass Data Literacy, Pros and cons of Data journalism. Datadriven journalism; Case studies: global: ABC, BBC and Guardian, India: India Spend, Factly, India Lives etc.

Unit-II: Data to News- Preparation

Govt. as a major source of data collection; Primary and Secondary sources of Data Collection, Primary and Secondary sources of Data Collection; Collection of Data from Non-Governmental Organization;

How Data is Used for Public Interest Stories, How to Find a Story in Data, Sector-Specific Data Stories; Common Data Formats, Finding Data Online, Alternative Data Sources, Planning a Data Story: Hypothesis and Questions, Enriching Stories With Data, Analyzing Fact Sheets Lab: Scraping and Cleaning (Practical) Data Mining, Scraping PDFs, Scraping websites, Cleaning Data

Unit-III: Techniques applied in Data Journalism

Organizing Data, Verifying Data, Summarizing and Simplifying Data Insights Essential Statistics, Evaluating Data Interpretation, Data Privacy; Accounting for method of Data Journalism: Spreadsheet, Script and Programming Notebook, Scraping and Cleaning data, Data visualizing and searchable database, Storytelling with Data and data-drive Gold Standards; Data mapping and charts

Unit-IV: Data analysis and understanding

Basic calculations, Summary Statistics, Percentage change, working with large datasets, Pivot Tables, Advanced merging and formulas, Data Analysis and transformation, Data Tabulation, Testing, Data Processing: Classification, Segregation and identification, Data presentation

Unit-V: Producing Data driven Journalism and CAR

Anatomy of a Data Story, Reaching your Audience, Data-Driven Leads, Data-Driven Writing, Solution Journalism; CAR and Data Journalism, Ethical and Legal issues of data collection, Different Genre of Web Journalism, Co-relations with market and Data Journalism, Current trends and future of Data Journalism.

Suggested Readings:

- Jonathan, G., Liliana, B., & Chambers, L. (Eds.). (2012). The Data Journalism Handbook. Sebastopol: O'Reilly Media.
- Riche, N. H., Hurter, C., & Nicholas Diakopoulos, S. C. (Eds.). (2018).
- Noble, S. U. (2018). Algorithms of oppression: How search engines reinforce racism. nyu Press.
- Anderson, C. W. (2018). Apostles of certainty: Data journalism and the politics of doubt. Oxford University Press.
- Jenkins, H., & Deuze, M. (2008). Convergence culture. Manovich, L. (2001).
- The language of new media. MIT press. Visvizi, A., & Lytras, M. D. (Eds.). (2019).
- Politics and technology in the post-truth era. Emerald Publishing Limited.
- The Data Journalism hand book (2012) Edited by Jonathan gray, lillanabounegru and Lucy chanbrs O reillyProduction services.
- Data Journalism: Mapping the Future,Editor: John Mair and Richard Lance Keeble.
- Brant Houston Data for Journalists, Rutledge Publisher

Semester 2
Radio Journalism
(CC-8, Course Code:)

Objectives:

- To introduce the medium of Radio, its evolution, policies and trends in contemporary broadcasting
- To develop understanding of different genres of Radio and their nuances
- To enable students to write and produce programmes for Radio.

Unit-I: Characteristics of Radio

The medium: role of sound, characteristics, strengths and limitations; Radio broadcasting: main characteristics; Types of Radio: AM (medium and short wave), FM, Community Radio, DRM and Internet Radio, Evolution and Growth of Broadcasting in India, Pre-Independence and Post-Independence broadcasting ; Public Service Broadcasting

Unit-II: Writing for Radio Programmes

Thinking audio- Planning and structuring the copy for various audio inputs; Rewriting the printed and agency copy for broadcasting ; Writing for voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox- Pops, interviews; Radio features/documentaries; Radio commentaries; Spotlight/Talks, etc; Types of News Bulletins (AIR Formats): 15-minute bulletin, 5 minute, news-on-phone, headlines; Radio News Magazine New Format News; Compiling Radio News Bulletins : Production of different formats of news - 2-minute headline bulletin to one hour news show; Handling of news rundown, last minute changes and on air changes in the news; Headline Writing: Role and importance of headlines; Different types of headlines ;Checking language, spelling and grammar; Following style book

Unit-III: Radio Production and Basic Concepts of Audio Production

Microphones – Designs, categories and application; Digital Studio Mixer; Portable Audio Mixer ; Recording formats; Understanding sound recording / perspective of sound; Sound transfer, editing and post-production, Editing software; OB recording equipment; Studio recording : Off air / On air studios; Usage of mobile phones in audio production; Broadcasting Policy, laws and Community: Radio Broadcasting code and limitations; Roles of AIR and private broadcasters; Commercial broadcasting policy and Community Radio policy

Unit-IV: FM, Community Radio and Podcast

Organization and structure of FM Broadcasting in India; Planning and organizing the content ; Writing for FM Radio; Music clock; Positioning the channel; Broadcast laws and ethics for music broadcasting; FM technology and software; Management of FM Radio stations; Community Radio: Role of Community Radio in Community Empowerment; Community Radio, Culture and Society; Community Radio and Contemporary Issues; Management of Community Radio stations; Challenges of Community Radio; Podcast: Introduction of Podcasting; Content creation and writing for Podcasts; Different types of Podcasting; Challenges in Podcasting

Unit-V: Radio and audio production

Writing Radio News Bulletins; Production of field based Radio Reports, Features and Documentaries; Production of Radio programmes in different formats for Community Radio; Production of Podcasts

Suggested Readings:

- Beaman, Jim (2000) Interviewing for Radio, Routledge
- Boyd, Andrew et.al (2008) Broadcast Journalism: Techniques of Radio and Television News, Focal Press.
- Chatterji, P.C. (1992) Indian Broadcasting, Sage.
- McLeish, Robert (2005) Radio Production, Focal Press.
- BARUAH, U. L. (2017). This is All India Radio. Publications Division Ministry of Information & Broadcasting,
- Hasling, J. (1980). Fundamentals of Radio Broadcasting. McGraw-Hill, 1980.
- Luthra, H. (1986). Indian Broadcasting. Publications Division Ministry of Information & Broadcasting.
- NEELAMALAR, M. (2018). RADIO PROGRAMME PRODUCTION. PHI Learning Pvt. Ltd.
- Vinod Pavarala, K. K. (2007). Other Voices: The Struggle for Community Radio in India. SAGE Publications India.
- Robert McLeish- Radio Production, Fifth edition-Focal Press, 2005
- Bhatt, S.C., Broadcast Journalism: Basic Principles , Har Anand Publications (June 30, 2007)
- Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., 2005, New Delhi
- Sim Harris & Paul Chantler, Local Radio., Sage, 2005
- Masani, Mehra :Broadcasting and People - National Book Trust, New Delhi, 1997
- Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987
- Hellard Robert -, Writing for Television and Radio, Sage 2000
- Mitchell Stephen, Holt - Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston, rawat publication, 2010
- Kapoor D N:, Broadcast Journalism, Mohit Pub New Delhi 2006

Semester 2
Theories and Models of Mass Communication
(CC-9, Course Code:)

Objectives: Upon completion of this course, students will be able:

- To be knowledgeable about theories that explain a wide range of communication phenomena
- To enhance communication competence as a result of studying theories
- To distinguish similarities and differences among theories
- To understand the ways in which communication inquiry occurs
- To develop competencies in using theories to analyze actual events
- To appreciate the current conduct of communication research

Unit-I: Communication: Origins and Types

Communication Theory: Scope and definitions; Schools of Communication - Communication Theories: Indian, Eastern and Western philosophies; Communication- process, elements, function, barriers, Nature and process of human communication, verbal and nonverbal communication, inter-personal, group, public, mass communication, communication and socialization-Nature, process, characteristics, impact of mass communication, media of mass communication and their characteristics.

Unit-II: Models of Communication

Models: Aristotle, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbner, Newcomb, Westley & MacLean - Berlo, Rogers & Shoemakers -Two steps & multi step flow – Agenda Setting - convergent and gate-keeping.

Unit-III: Critical Theories of Communication

Robert Craig's "Communication Theory as a Field" Raymond Williams: high and low cultures Stuart Hall: Representation, Identity / Encoding and Decoding Rhetoric and Persuasion Overview of models of communication: Shannon & Weaver, David Berlo, Osgood-Schramm, Transmission, Ritual and Publicity models; Media Effects Theories: News Framing; Media Priming; Social-Cognitive theory of mass communication; Uses and Gratifications; Cultivation theory; Stereotyping; Public Communication Campaigns; Entertainment and Enjoyment as Media Effects.

Unit-IV: Media System and Theories

Media systems and theories: Types of Media Systems; Individual Differences Theory, Normative theories; Functional theory; Feminist theory; Mass media: public opinion and democracy. Media culture and its production- Propaganda model -Public Sphere and Jürgen Habermas - Media organizations, media content, market-driven media content – effects, Political Economy of Communication.

Unit-V: Positivist theories of Communication

Lasswell's Magic Bullet Theory Symbolic Interactionism/Selective perception, retention / Cognitive dissonance Cultivation Theory/Spiral of Silence Theory Agenda-setting /Framing/Priming Theories Two-step Flow Model Uses and gratifications Theory McLuhan: The Medium is the Message/Medium Theory Diffusion of Information

Unit-VI: Applied Communication projects

The last unit will be an Applied Theory programme wherein students can draw on any of the theories learnt and prepare any one of the following though the options are not limited to whatever is specified here Communication plan for media industry/Communication plan for an NGO Communication plan for digital media/Communication plan to study a phenomenon Reviewing a film using theories learnt/Preparing a research agenda Preparing an outline for documentary on a topic using one of the theories as a lens Interpersonal communication plan for any organisation Cross-cultural communication plan for MNCs

Suggested Readings:

- Dennis Mc Quail: Mass Communication Theory: An Introduction
- Melvin L. De fleur and Sandra Ball – Rokeach: Theories of Mass Communication
- Melvin L. De fleur and Evelette Dennis: Understanding Mass Communication
- Berko and Wolvin: Communication
- Surgeon General's Scientific Advisory Committee on Television and Social Behaviour Reports, USA.
- Joshi P.: Culture, Communication and social Change
- Wilbur Schramm: The process and Effects of Mass Communication.
- Wilbur Schramm: Men, Messages and Media
- Dennis Mc Quail: Milestones in Mass Communication Research
- Stephen W. & Little John: Theories of Women Communication
- S.J. Baran & D.K. Davis: Mass Communication Theory – Foundations Ferment & Future
- Hena Naqvi : Journalism and Mass Communication
- Baran, Stanley and Davis, Dennis Mass Communication Theory, 7th Edition, 2015
- Fahmy Shahira et al; Visual Communication Theory and Research, 2014
- Fortner, Robert and Fackler Mark; The Handbook of Media and Mass Communication Theory, 2014
- Harris, Richard Jackson; A Cognitive Psychology of Mass Communication, 6th Edition, 2013
- Keval J. Kumar, Mass Communication in India, 1994
- Kevin Williams, Understanding Media Theory, (2003),
- Stevenson Nicholas; Understanding Media Cultures, 2002
- Thomson B. John : The Media and Modernity, Polity Press, 1995
- Vir Bala Aggarwal, V S Gupta, Handbook of Journalism and Mass Communication, 2012
- Yadava, J.S. and Mathur Pradeep; Issues in Mass Communication, 2008

Semester 2
Television Journalism
(CC-10, Course Code:)

Objectives: The students will specialize in the working skills of electronic and television media and they are able:

- To introduce the principles of visual communication: films with focus on documentaries and photography
- To develop an understanding of Television, its newsroom, organizational structure and reporting process
- To enable the process of writing news scripts for television

Unit-I: Evolution and Development of Television

Television Broadcasting: main characteristics; History of TV in India: SITE experiment, growth and expansion of terrestrial network, introduction of Colour TV; Advent of Cable and Satellite TV and DTH services ; Channel distribution: Role of MSO"s, CAS, HITS, DTH, IPTV ; TV on Mobile 3G & Prospects of 4G , 5G

Unit-II: Contemporary TV Broadcast Scenario in India

Indian TV Industry: Main features, trends and issues; Public service TV broadcasting: Role, Evolution, Growth and Expansion, Challenges and Future; Commercial TV broadcasting: News and Non-News sectors; News Television industry: Main features, trends and challenges; Economics of TV broadcasting: Ownership Patterns, Business Model and its impact on content; National and International TV news agencies

Unit-III: Organizational Structure of TV News Channels

Modern TV newsroom: Input/output and Assignment Desks; TV news production desk and its functions; Visual sources: servers, graphics, archives, MSR and OB; TV Newsroom Research and its functions

Unit-IV: Techniques of Writing and Broadcast Styles

The writing process- thinking audio and video; Developing TV stories: Process and planning; Planning and structuring the copy for various audio visual inputs; Structuring a TV news report, V/O's, packages and story formats; Editing bytes, procuring and editing visuals – archives, graphics and other sources; Writing anchor leads; Writing for Astons, subtitles, scrawls and other TV screen value addition instruments; Handling information overload and allowing visuals to breathe; Rewriting agency copy; Writing for Bytes and Outside Broadcast (OB) copy; Understanding the pitfalls of broadcast punctuation and presentation

Unit-V: TV News Reporting

Locating TV stories: Sources of news, ideation; PTC: Opening, bridge and closing; The equipment, field work, TV news interviews, shooting, recording and editing; Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and split screen, V/O from field and technical challenges; Major International events and TV coverage; Satellite link for news reporting from abroad; Satellite bookings and co-ordination with local TV channels, booking local editing facilities; Planning news stories of cultural and social interest on the sidelines; Satellite phones, broadband, optical fiber and internet and 4G based solutions

Unit-VI: Practical for TV

TV writing for Different Types of Visuals; TV Script writing; Videography Practical; Different TV News Formats; Different types of PTC, OBs, Facing the Camera; Film and TV Fiction Script writing exercises

Suggested Readings:

- Boyd, Andrew et.al (2008) Broadcast Journalism: Techniques of Radio and Television News, Focal 19 Press.
- Barnett, Steven (2011) The Rise and Fall of Television Journalism: Just Wires and Lights in a Box, Bloomsbury Academic.
- Cushion, Stephen (2011) Television Journalism, Sage.
- Chatterji, P.C. (1992) Indian Broadcasting, Sage.
- Thompson, Rick (2011) Writing for Broadcast Journalists, Routledge.
- Hyde, Stuart. Television and Radio Announcing. Kanishka.
- Masani, Mehra. Broadcasting and the People. National Book Trust.

- Awasthi, G. C. Broadcasting in India. Allied Publications.
- Fiske, John. Television Culture. Routledge
- Mehta, Nalin. India on Television. Harper Collins
- Yorke, Ivor. Basic TV Reporting. Focal Press
- Wurtzel, Alan. Television Production McGraw-Hill.
- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
- Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
- Lewis, Bruce. Technique of Television Announcing. Focal Press.
- Khan J: Basics of Electronic Media, Shipra Pub New Delhi, 2006
- Kohli .V: The Indian Media Business, Response New Delhi, 2006
- Siddiqui H: Television Broadcasting, Anmol New Delhi 2011
- Ramanujam RC: Television and Radio Broadcasting APH Publishing Delhi 2011
- Johnson K: Television and social change in rural India Sage Delhi 2000
- Ninan S: Through the magic window-Television and change in India Penguin Delhi 1995
- Shrivastava KM: Radio and TV Journalism Sterling India 1989
- Ravi M. Khanna: TV News Writing made easy for Newcomers
- Allen, Robert C. and Annette Hill (Eds), The Television Studies Reader, Routledge, 2004
- Millerson, Gerald; Effective Television Production, 3rd Edition, 2016
- Owens, Jim; Television Production, 2016
- Report of the Working Group on Television Software for Doordarshan, Vol. 1-2, Publication Division, New, Delhi, 1985
- Zettl, Herbert; Television Production Handbook, 2014
- Stuart W. Hyde, Television and Radio Announcing, Kanishka Publishers, Delhi. 2007

Semester 2
Essentials for Video Journalism
(CC-11, Course Code:)

Objectives:

- To acquire broad knowledge of the history of video camera and the evolution of Cinematography/videography technology and techniques over the years.
- To understand the basics of composition of framing and other elements like shot, scene and sequence.
- To have hands on experience with various digital cameras and mounting devices.
- To have the ability to carry out shoots in indoor and outdoor for various programmes formats.
- To create visuals and use technical skills to convert scripts to video.
- To understand how to maintain the aesthetic look and emotional effects by using lights, lens and camera movements

Unit-I: History of Motion picture camera.

Early stages of video camera; Beam splitters, Cinematography v/s Videography; Elements of Composition. Framing; Image size; angle; CCD and CMOS sensor; Frame rates and scanning.

Unit-II: Lens and image formation

Focal length, F-number, T-number, ISO , Types of lens, image formation, magnification, normal lens ,wide and telephoto lens, filters, , Depth of field , Depth of focus, ND filter. Video tapes & formats; Types of shots, camera angles, floor management, color temperature, white and black balance, gamma correction, tripod setting, hand held shots, tracks and trolleys.

Unit-III: Camera movements

Panning, tilting, craning, and zooming. 180° axis of action rule; Imaginary line and continuity; Screen directionality; White and black balance; Auto Exposure, Gain control. Filter selection. Color temperature. View finder adjustments. Gunlock and other controls.

Unit-IV: Basics of Lighting

Units of light - Lux/fc , Lighting techniques -Key fill, back light and background light, kicker light and side light , use of reflectors, outdoor shooting, matching indoor and outdoor lighting.; Lighting and exposure; Direct light, diffused light, illumination, brightness, contrast.

Unit-V: High Definition and 24P cinematography

Ultra High Definition- 4K, 6K etc. Picture quality; Display quality; Color space – Adobe RGB, Rec -709, Rec -2020, LUT, 3DLUT, DCI, DPX. Video converters – Upscale & Downscale measures; Role of videography in storytelling; The future of Videography.

Suggested Readings:

- Owens, J. (2017). Video production handbook. Routledge.
- Compesi, R. (2015). Video field production and editing. Routledge.
- Silcock, B. W., Heider, D., & Rogus, M. T. (2009). Managing television news: A handbook for ethical and effective producing. Routledge.
- Tuggle, C. A., Carr, F., Huffman, S., Stephens, M., Metzler, K., & Smith, D. (2010). Broadcast news handbook. McGraw-Hill Publishing
- Documentary 7 Display – Keith Bealtie Wallflower Press.
- In The Track Of Mahatma; The Making Of A Documentary _A. K. Chettiar ,Orient Longman 2007
- Vasuki Belavadi, Video Production, 2nd Edition, OUP, 2013

Semester 2
Sound for Media
(SEC-1, Course Code:)

Objectives:

- To introduce the basic principles of sound production for radio and television
- To familiarize the students with different types of microphones and other audio recording instruments

- To introduce the basics of sound editing and sound design.

Unit-I: Introduction to sound

Air pressure, waveforms, amplitude, frequency, phase; Bit depth, sampling, bit rate, distortion, resonance; File compression. Audio file formats; Mono and stereo sound

Unit-II: Sound Qualities

Rhythm, Intensity, Pitch, Timbre, Bass and Silence ; Hi-fi vs low-fi sound, Sound perspective (3D feel), Texture; Natural sound (Ambience, Speech and Dialogue etc); Sound creation (Studio sounds, Inventing sounds and sound creation in software)

Unit-III: Sound recording

Microphones: construction and usage; Recording practices (location recording, recording in a studio); Devices for recording, sound tracks

Unit-IV: Sound for narrative

Music and Ambience; Creating Soundscape; Off-screen, on-screen and non diegetic sound; Sound for video (News Stories, Documentaries and Internet Videos)

Unit-V: Sound in arts and academics

Sound for installations, galleries and performances; Interactive media and sound; Sound in academics (Anthropology, Ethnography, Cultural Studies etc)

Suggested Readings:

- Timothy Taylor, Strange Sounds: Music, Technology and Culture, Routledge, 2001.
- Jonathan Sterne, The Audible Past: Cultural Origins of Sound Reproduction, Duke University Press, Durham and London, 2003.
- Hillel Schwartz, Making Noise: From Babel to The Big Bang and Beyond, Cambridge, M.A.: Zone Books, 2011.
- Trevor Pinch and Karin Bijsterveld, eds., The Oxford Handbook of Sound Studies, New York: Oxford University Press, 2013.
- Paul D. Miller, Sound Unbound: Sampling Digital Music and Culture, MIT Press, 2008.

Semester 2
Camera Handling and Shooting techniques
(SEC-2, Course Code:)

Objectives:

- To introduce the basic principles of camera operating

- To familiarize the students with different types of video and still photo camera and other video recording instruments
- To introduce the basics of camera handling and shooting techniques..

Unit-I: Introduction to Camera Handling

Basic Concepts of Composition, Different parts of TV/Video Camera, Camera Angles and Camera Movement - Digital Cinematography

Unit-II: Light Arrangement

Lighting for Camera

Unit-III: Know about Camera Lens and its uses

Basic Concepts about Video camera Lenses, Camera angles and camera movement

Unit-IV: Sound for narrative

Music and Ambience; News Stories, Documentaries and Internet Videos Production style

Suggested Readings:

- Kobre Kenneth, The Professionals' Approach, sixth edition, Focal Press
- Eisman, Dugan, and Grey, Read World Digital Photography, Pearson/Prentice Hall
- Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson
- Fred Ritchin ,Bending the frame
- John Berger, Ways of Seeing
- Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better.Oxford University Press.

Semester 3
Documentary Making and Digital Story Telling
(CC-12, Course Code:)

Objectives: Upon completion of this course students should be able to

- Understand the history and modes of documentary film.
- Know the principles of non-fiction storytelling.
- Critique documentary films
- Write a documentary proposal and professional treatment.
- Understand the ethical considerations as a documentarian.
- Know how to plan and research a story.
- Identify and secure interviewees.
- To shoot and edit a documentary film.

Unit-I: Introduction to Documentary

Understanding the Documentary: Introduction to the debate on realism, Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive, and Poetic. Ethical Debates in the Documentary Encounter, Defining the Subject / Social Actor / Participant; Voice in the Documentary: Problematic of 'Voice of God' Narrator & Different Posturing of the Narration, Participant, Filmmaker & Audience; Camcorder Cults Documentary.

Unit-II: Documentary Production

Documentary Production: Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography. Writing a concept: telling a story. Writing a Treatment, Proposal and Budgeting Structure and scripting the documentary; Issues of Funding and Pitching; Issues of Primary and Secondary Audience. Documentary Production: Production Documentary Sound; Documentary Cinematography – a responsive filmic encounter. Location Research, Technologies and Techniques, Shooting Schedule, Shot Breakdown & Call list, Production Team, Meetings, Checklist, Crowd Funding.

Unit-III: Documentary Post Production and Marketing

Documentary Production: Post-Production. Grammar of editing, Transitions: Scenic Realism & Sound Effects and Visual Effects, Aspect Ratio, Language, Duration and marketing of DVD and issues of piracy. Distribution and Exhibition Spaces (Traditional and Online); Festivals and International Market Box office documentaries.

Unit-IV: Story telling in a Digital era

Reasons for using Story Telling Process; History and role of storytelling in society and academia; Planning and storytelling; Multimedia explorations in planning; Planning practice and art of storytelling; Stories and counter-stories (Race and Gender); Digital storytelling and social justice work; Makings of a Good Story; Digital Story Mapping in Planning; Data Storytelling, Video storytelling; Audio Visual Storytelling; Audio Storytelling: Podcast; Interactive storytelling; Digital Ethnography; Photo Diaries

Unit-V: Practical Project

Making a digital story

Suggested Readings:

- Hampe, Barry. Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries. New York: Henry Holt & Company.
- Rabiger, Michael. Directing the documentary. Amsterdam; Boston : Focal Press/Elsevier, (5th Ed.)
- Fox, Broderick. Documentary media: history, theory, practice. New York: Routledge
- Nichols, B. (2017). Introduction to documentary. Indiana University Press.
- Winston, B. (2008). Claiming the real II: Documentary: Grierson and beyond (pp. 1-336). BFI.
- Bruzzi, S. (2006). New documentary. Routledge.
- Jayasankar, K. P., & Monteiro, A. (2015). A fly in the curry: Independent documentary film in India. SAGE Publications India.

- Sutoris, P. (2016). Visions of development: films division of India and the imagination of progress, 1948-75. Oxford University Press.
- Rabiger, M. (2014). Directing the documentary. Routledge. Rancière, J. (2015). Dissensus: On politics and aesthetics. Bloomsbury Publishing. Butler, J., & Trouble, G. (1990). Feminism and the Subversion of Identity. New York: Roudledge.
- D.Banerjee and K.Basu (2018) Towards A People's Cinema - Independent Documentary and its Audience in India
- Kishore, S. (2018). Indian Documentary Film and Filmmakers: Practising Independence. Edinburgh University Press.
- Donald and Spann, Fundamentals of Television Production, Surjeet, New Delhi, 2004
- Belavadi, Vasuki, Video production, OUP, New Delhi, 2013
- Jerald Millerson, Video Production Handbook, Focal Press, 1998
- Kenneth Dancygen, The technique of film and video editing, Focal Press, 2010
- Roland Lewis, Video Makers' Handbook, Macmillan, 1995
- Kishore, S. (2018). Indian Documentary Film and Filmmakers: Practising Independence. Edinburgh University Press.

Semester 3
Multimedia and Mobile Journalism
(CC-13, Course Code:)

Objectives: This paper aims to familiarize students to the integration of text, graphics, drawings, still and moving images for effective storytelling. The students will be introduced to basics of multimedia journalism, software and platforms that aid such storytelling.

Unit-I: Introduction to Multimedia

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. Introduction to multimedia and hypermedia; Elements of multimedia; Characteristics of hypermedia; Trans-media and cross media journalism

Unit-II: Convergence and Multimedia

Why convergence matters - Cross platform stories; Linear and non-linear storytelling; Tools for multimedia journalism; Print: Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques.

Unit-III: Photography as a medium of Multimedia Journalism

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 cut lines as an important part of storytelling. Placements & Visual Design.

Unit-IV: Audio-Video Content in Multimedia Journalism

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-V: Mobile Journalism

Introduction to Mobile Journalism (MOJO): Mobile Journalism Overview; Purpose of Mobile Journalism, Understanding Mobile Journalism, MOJO in India. 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. Global adoption and influence of the Mobile, History of MOJO, Case Studies: Arab Revolution, ;Anna Hazare Movement; MOJO's Basic Equipment, MOJO & Smartphone, Scope and reach of Smartphone, Overcoming the Limitations of Smartphone. Traditional Media & MOJO, Social Media & MOJO, Audience Research and Engagement, Social media branding and Marketing, Storytelling and User Generated Content creations, Content marketing, Keyword marketing like SEO, SEM

Unit-VI: Projects on Multimedia and Mobile Journalism

Brainstorming and planning stories · Reporting a multimedia story · Interviewing, getting quotes and information and · Doing collaborative stories · Basics of using mobile phones for covering stories

Suggested Readings:

- Digitizing the News: Innovation in Online Newspapers.
- Online News: Journalism and Internet by Stuart Allen.
- Reddick, R., & King, E. (2000). The online journalist. Wadsworth Publishing. Lee, E. (2005).
- How Internet Radio Can Change the World: An Activist's Handbook. Universe. Ray, T. (2006).
- Interactive journalism: Hackers, data, and code. University of Illinois Press.
- Reddick, R., & King, E. (2000). The online journalist. Wadsworth Publishing. Lee, E. (2005).
- How Internet Radio Can Change the World: An Activist's Handbook. Universe. Ray, T. (2006).
- Online Journalism: a basic text. Cambridge India. Stovall, J. G. (2004).
- Web journalism: Practice and promise of a new medium. Allyn and Bacon. 37 Gray, J., Chambers, L., & Bounegru, L. (2012).
- The data journalism handbook: how journalists can use data to improve the news. " O'Reilly Media, Inc.". Usher, N. (2016).
- Reddick, R., & King, E. (2000). The online journalist. Wadsworth Publishing. Lee, E. (2005).
- Online Journalism: a basic text. Cambridge India. Stovall, J. G. (2004).
- Web journalism: Practice and promise of a new medium. Allyn and Bacon. 37 Gray, J., Chambers, L., & Bounegru, L. (2012).
- The data journalism handbook: how journalists can use data to improve the news. " O'Reilly Media, Inc.". Usher, N. (2016).

Semester 3
Media and Communication Research
(CC-14, Course Code:)

Objectives:

- To make the learners acquainted with the process and procedures of research in mass communication
- To offer theoretical and practical knowledge in literature review and scholarly communication
- To impart practical training in conducting survey, data collection, data analysis and research writing

Unit-I: Research Process

Nature and scope of media communication research; development of mass media research, aspects of research, characteristics of research; evaluation of communication research in India; Research in print media, electronic media, advertising and public relations and internet.

Unit-II: Research Procedures

Topic selection - Relevance of the topic, literature review, setting hypothesis and research questions/objectives, analysis and interpretation, summary

Unit-III: Research Approaches

Qualitative research method – field observations, focus groups, interviews, case studies; Content analysis – Definitions, steps in content analysis, reliability and validity. Quantitative method – Definitions and components; Survey research – Descriptive and analytical surveys, Sampling methods; procedures; mixed method.

Unit-IV: Data analysis and Interpretation

Introduction to Statistics – Basic statistical procedure; techniques for communication research – Measures of central tendencies, frequency distribution, tests of significance – ttest, Chi-square, ANOVA, MANOVA, reliability, validity and correlations and regression. Introduction to quantitative and qualitative data analysis software.

Unit-V: Research Writing

Writing with style, avoiding common writing errors, readability of the manuscript, writing a research report, concluding the research report, and writing exercises. Indexing, abstracting, citation styles: APA, MLA etc.

Unit-VI: Issues and Trends in Research Domain

International Journals in Communication, Ethical perspective of Communication Research – Plagiarism, IPR issues. Using the Web for academic research and publication, academic databases and search engines.

Suggested Readings:

- Wimmer and Dominic: Mass Media Research
- Ralph Nafzieger & David M. White: Introduction to Mass Communication Research.
- Robert B. Burns: Introduction to Research Methods

- Methodology of Research in Social Sciences: O.R. Krishnaswamy
- Stempel and Westley: Research Methods in Mass Communication
- David M. Nachmias & Chava Nachmias: Research in Social Sciences
- Susanna Horning Priest: Doing Media Research
- Althide: Qualitative Media Analysis
- K. Swamy: Methodology of Research in Social Sciences
- Lewis – Beck: Basic Statistics.
- Bower & Courtright: Communication Research Methods
- Dennis McQuil: Milestones in Mass Communication Research
- Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research-Qualitative and Quantitative Methodologies. Routledge.
- Wimmer and Domnick, (2011) Mass Media 'Research: An Introduction, 10th edition. Boston : Wadsworth.
- Hansen Anders, Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods. New York University Press.

Semester 3
Basics of Film Making
(CC-15, Course Code:)

Objectives: By the end of the course the students will be able to

- Distinguish between, and critically evaluate, the principle 'modes' of film making
- Be able to read a film text closely and write about how it communicates meaning
- Understanding film production in its social and historical context
- Be conversant with, and sensitive to, current debates about film ethics and aesthetics.
- Produce their own short film, making informed and creative decisions at every stage of production process.

Unit-I: Understanding Cinema

The language of film – Mise-en-Scene, Cinematography, Editing, Sound, Formalism and Realism, Film Techniques and Film Form. Early Cinema, Mainstream and Alternative Film Forms; Exp- Distribution and Exhibition of Cinema.

Unit-II: Critical Approaches to Film

Authorship – Reflections on Authorship; Post-structuralism and Recent Developments. Genre – Film Genre and Narrative, Film genre, society and history, Contemporary Film Genres and Postmodernism. Stars – The Real Person, Economic capital/commodity, Role character and Performance, Image, Representation and Meaning. Meaning and Spectatorship; The evolution and rise of Film Movements - Experimental Film.

Unit-III: Film as a narrative art

The semiotics of narrative, Film as a narrative art, Contemporary models of formal structure, Plot and sub-plot analysis, Semantic and syntactic approaches, The problem of point-of-view, Focalization and

filtration, Narration in film, Types of filmic narrator, character narration, Gender in voice-over narration, Unreliability, The cinematic narrator, Enunciation and cinematic narration, Cognitive approaches to narration, Recent theories of the cinematic narrator and Tense.

Unit-IV: Film Theories

Structuralism and semiotics- the foundations of contemporary film theory; Structuralism and Psychoanalysis. Apparatus theory - Jean-Louis Baudry and Christian Metz, Screen theory: Colin McCabe and Stephen Heath. Auteur Theory; Feminism and film; Visual pleasure and identificatory practices; Cinema of the other –Post-colonialism, race and queer theory. Philosophers and film - Gilles Deleuze and Stanley Cavell. Film as art - History poetics and neo-formalism. The cognitive turn - Narrative comprehension and character identification.

Unit-V: Film Analysis and Appreciation

Choice of shots, camera movement, angle, design and expression – Technical film review and analysis –Approaches to Research in Film Studies.

Suggested Readings:

- Garth Jowett and James M. Lintou: Movies as Mass Communication
- John L. Fell: An Introduction to film
- Ray, Satyajit: Our Films, and their Films
- Vaidyanathan T.G.: Hours in the dark
- Mast and Cohen: Film theory and Criticism
- Thoraval Vyas: Cinemas of India
- Levitan E.L: An Alphabetical Guide to Motion Picture, Television and video Tape production.
- Manaco, James: How to read a film
- Prasad: Ideology of Indian Cinema
- Azmi: The Politics of Conventional Cinema in India
- Gokulsing M. and Dissanayake W: Indian Popular Cinema
- Rajadhyaksha: Encyclopaedia of Indian Cinema.

Semester 3
Development Communication
(DSEC-1A, Course Code:)

This course will develop an understanding on developmental issues and make students realize the importance of it in everyday life.

- Students will be better equipped to contribute to the development of the country as future communicators.

Unit-I: Primary Concept of development

Development: meaning, concept, process and models of development, Rostow, Hagen, Inkeles, McClelland, Lerner, Schramm. Approaches to development, characteristics of developing societies, development dichotomies. Indicators of development, human development; Development

Communication: concept, definition, process, strategies and action plans, democratic decentralization, Panchayat Raj

Unit-II: Paradigms in Development Communication

Modernisation paradigm; Dependency paradigm; Alternative development; Telecommunication for development Sustainability and development communication Sustainable strategies in Development Communication Diffusion of innovation History of diffusion research and development

Unit-III: Agricultural Communication

Agricultural communication: Diffusion of innovation, agricultural extension, case studies of communication support to agriculture, communication for rural development.

Unit-IV: Development Support Communication

NGOs and development; Communication planning and rural development in India; Modern media for development communication; Development support communication: population and family welfare, health, education and society, issues of empowerment, barriers to development support communication. Development in the age of globalization; ICT and economic growth; ICT and development; ICT and health sector; ICT and rural development; ICT in poverty reduction; Digital divide and development Internationalising development communication; Development Communication: A philanthropy or tyranny From development to governance

Unit-V: Alternative media for Development

Uses of folk media and alternative media for development. Case studies of experiments in development communication; Writing development messages for rural audience, development programmes for radio and television.

Suggested Readings:

- Development Journalism- What Next?- An Agenda for the Press: D.V.R. Murthy, Kanishka, 2007.
- Kuldeep Mathur, Panchayati Raj: Oxford India Short Introductions, Oxford India Publication, 2013
- Organizing for Social Change- A Dialectic Journey of Theory and Praxis: Michael J. Papa et al., Sage, 2006.
- Participatory Rural Appraisal- Principles, Methods and Application: N. Narayanasamy, Sage, 2009.
- Sukhamoy Chakravarty, Development Planning: The Indian Experience, Oxford University Press.
- Communication for Development in the Third World: Srinivas R. Melkote & H. Leslie Steeves, Sage, 2008.
- Communication of Innovations- A Journey with Everett Rogers: eds Arvind Singhal & James W. Dearing, Sage, 2006.
- Communication Technology and Human Development- Recent Experiences in the Indian Social Sector: Avik Ghosh, Sage, 2006.
- Communications Development and Civil Society: V.S. Gupta, Concept, 2004.
- Development Communications and Media Debate: Mridula Menon, Kanishka, 2007.
- Doing Development Research: eds Vandana Desai & Robert B. Potter, Sage, 2006.

- J. V. Vilanilam, Development Communication in Practice : India and Millennium Development Goals, Sage, India, 2009.
- K. Sadanandan Nair and Shirley A White (Edited), Perspectives on Development Communication, Sage Publications Pvt. Ltd., 2009.
- Linje Manyozo, Media, Communication & Development: Three Approaches, Sage, 2012
- Nair and Shirley White (eds), *Perspectives on Development Communication*, Sage, 1993

Semester 3
Film Appreciation
(DSEC-1B, Course Code:)

Objectives: By the end of the course the students will be able to

- Distinguish between, and critically evaluate, the principle ‘modes’ of documentary making
- Be able to read a documentary text closely and write about how it communicates meaning
- Understanding documentary production in its social and historical context
- Be conversant with, and sensitive to, current debates about documentary ethics and aesthetics.
- Produce their own short film, making informed and creative decisions at every stage of production process.

Unit-I: Introduction to Cinema

Introduction to cinema, film as an art form, aesthetics of film, the language of cinema, sociology of films.

Unit-II: Elements of Film

Elements of films – Camera, Lighting, sound, colour, editing.

Unit-III: Critical Approaches to Film

Major theories of cinema: Munsterberg, Arnheim, Kracauer, Bazin, Balaz, Mitry, Eisenstein, Montage. Film Movements: Expressionism, Neorealism, French new wave, Avante Garde, Cinema verite, Film noir. Major film Directors: Satyajit Ray, Alfred Hitchcock, Kurosawa, Bergman, Majid Majidi, Girish Kasaravalli

Unit-IV: Major Genres of Film

Major genres of cinema, documentary, social crusades, animation film, feature film, popular films, cinema and society.

Unit-V: Overview the role of Film in India

Film Criticism in India, promoting film culture in India- FTII, NFAI, NFDC, Films Division, Directorate of Film Festivals, film awards, Film society movement, film appreciation.

Suggested Readings:

- Andre Bazin, –The Ontology of the Photographic Image|| from his book What is Cinema Vol.I
- 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 30 in Film
- Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: AHarvest/Harcourt
- Brace Jovanovich, Publishers: 1977, 45-63
- Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films,"in
- Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in Film Theory: An Introduction. Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129.
- Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998 Global Bollywood by Anandam P. Kavoori and AswinPunanthambekar Eds. New York: New York University Press. 2008
- How to read a film – James Monaco, Oxford University Press, 2009.
- History of Indian Cinema – Renu Saran, Diamond Books, 2012.
- Bollywood Melodies – Ganesh Anantharaman, Penguin India, 2008.
- The Bollywood Saga – Dinesh Raheja, Roli Books, 2004.
- From Raj to Swaraj – B. D. Garga, Penguin India, 2007.
- Indian Cinema : A Very Short Introduction, Oxford University Press, 2016.
- Bollywood : Popular Indian Cinema – Lalit Mohan Joshi, Dakini Books Ltd., 2nd Edition, 2002.
- Studying Indian Cinema – Omar Ahmed, Columbia University Press, 2015.
- Bollywood – Tejaswini Ganti, Routledge, 2004.
- Bollywood Cinema : Temples of Desire – Vijay Mishra – Psychology Press, 2002.
- Bombay Cinema : An Archive of the City – Ranjani Mazumder, University of Minnesota Press, 2007.
- Making Meaning in Indian Cinema – Ravi S. Vasudevan, Oxford University Press, 2001.

Semester 3
Media, Culture and Society
(DSEC-1C, Course Code:)

Objectives: By the end of the course the students will be able

- To develop a clear grasp of the key concepts of cultural studies and media studies;
- To help understand the cultural dynamics of society with the help of contemporary theory and to equip with students the analytical tools to study diverse media and cultural practices;
- To provide an exposure to various forms of cultural expression, and a hands on experience of media production;
- To familiarize the student with the rich and complex cultures of West Bengal;
- To develop critical and analytical abilities through case studies focused on cultural sites and practices;
- To engage with question of documentation, archiving, curation and conserving folk and indigenous cultures;

Unit-I: Basics of Culture

Concept of Culture--meaning, dimensions--the basic theoretical framework. Counter cultures, women, youth, and minorities. Critical Cultural Theory; Frankfurt School; Communication Technology and Culture, Mass Media and Postmodern Culture, Culture industries

Unit-II: Linkage between Media and Society

Media and society - Cultural implications of mass media. Popular and elite culture. Multiculturalism and sub cultures. Feminist critiques of media. Media and the minorities. National culture and communication policy. Mass Society; Political Economy; Functionalism; Technology Determinism; Information Society.

Unit-III: Audience and its characteristics

Audience theory: Goals of audience research — Alternative traditions of research— Audience issues of public concern — Types of audience: The audience as a group or public — The gratification set as audience — The medium audience— Audience as defined by channel or content

Unit-IV: Media and Society

Media Organisation: The media organization in a field of social forces Relations with society; Relations with pressure and interest groups; Relations with owners and clients; Relations with the audience; Aspects of internal structure and dynamics

Unit-V: Media Content

Media Content: Critical perspectives on content; Structuralism and semiology; Media content as information; Media performance discourse; Objectivity and its measurement; Questions of research method

Suggested Readings:

- James W Carey Communication As Culture: Essays on Media and Society, Routledge, (1989)
- John Storey, What Is Cultural Studies? A READER (Edited by John Storey) Hodder Education – 2009
- McPhail, T. L.(2009).Development communication: Reframing the role of media. UK: Wiley Blackwell
- McQuail D, McQuail's Mass Communication Theory; 6th Edition; Sage, 2010
- Servaes, J., Jacobson, T. & White, S.A. (Eds.), Participatory communication for social change. Thousand Oaks: Sage
- Stuart Hall Representation: Cultural Representations and Signifying Practices - Vol. 2 (Culture), Sage 1997
- Wilkins, KG. (Ed.): Redeveloping communication for social change: Theory practice and power. UK: Rowman and Littlefield Publishers 2000.

Semester 4
Advertisement and Public Relations
(CC-16, Course Code:)

Objectives:

- To provide basic and emerging concepts and principles in relation to better decision making in the areas of Advertising & allied fields, Public Relations & Corporate Communication.
- To enable the students integrate various functions with organizational goals and strategies.
- To sensitize students on various gender/ social communication issues in the light of concepts.
- To provide hands-on training on planning and production of brand and social campaigns.
- To provide skills on various relevant software especially in media planning and production of campaigns.

Unit-I: Basics of advertisement

Advertising- definition and scope, evolution of advertising and functions of advertising, evolution of advertising in India, advertising agencies in India. Social and economic effects of advertisement. Advertising and consumerism.

Unit-II: Ad Campaign and Branding

Planning advertising campaigns, Brand Positioning – USP- Selling Images. Case Studies of Advertising Campaigns. Ad Production: Preparation of Copy, Visualization, Layout, Text, Slogans, Brand, Colour, Illustration, Trade mark, Trade name, packaging.

Unit-III: Media Planning

Media planning – Budget, Media Selection: Newspaper, Magazine, Radio, Television, Outdoor, Direct Advertising, Point of purchase, new media Advertising, Media Buying

Unit-IV: Digital Advertising

Defining Digital Advertising: Evolution and Current Status " Digital Media Landscape " Emailers and Search Engine Optimization; Mobile Marketing and Augmented Reality Emerging Trends; " Digital Advertising Agencies – Structure and Functions " How mainstream advertising agencies are going Digital and Integration today " Digital Media Integration across Advertising, Market Research, Activation etc. Advent of Hybrid Advertising (Online merging with Offline); Digital Laws –IT Act/ TRAI " Various Case Studies : Successful and Disasters Brand Presence on Social Media

Unit-V: Understanding PR

PR –Concepts, Definitions and Theory " Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links. " The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney) " Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory " Understanding Various Concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising " Defining Publics/Stakeholders

Unit-VI: PR Process and Practice

The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies " Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) " The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion " Political PR, PR vs Spin " Sports PR " Entertainment and Celebrity Management " Persuasion and Public Relations: The Power Structure, Roots of Attitude, Culture, Laws of Public Opinion and Governors of Opinion Change " What Media Expects from PR? Understanding Media Needs/New Value of Information etc. " PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs; Crisis Communication " PR's Evolving Role in Business, Government, Politics, NGOs and Industry Associations " Media Tracking, PR Angle & Response " Research in PR " Laws and Ethics in PR " Introduction to PR Awards " PR Measurements " Campaign Planning in PR

Suggested Readings:

- B.S. Rathor: Advertising Management
- Chunnawala: Advertising Theory and Practice
- Frank Jefkins: Advertising Made Simple
- Waston, Rinehart and Winston: Advertising
- Sandage and others: Advertising: Theory and Practice
- Thomas Russell and Glenn Verrill: Otto Cleppner's Advertising Procedure.
- Manendra Mohan: Advertising Management: Concepts and Cases.
- Watson S. Dunn: Advertising: Its Role in Marketing.
- Otto Cleppner: Advertising Procedure
- Sethi and Chunnawala: Foundations of Advertising in India.
- George E. Belch: Advertising and Promotion: An Integrated Marketing Communications Perspective
- Jaishri Jethwaney and Shruti Jain :Advertising Management
- Balan K.R.: Lectures on applied Public Relations.
- Dennis L. Wilcox, Philip H. Ault & Warren K. Agee: Public Relations strategies and tactics.
- Mehta D.S.: Handbook of Public Relations in India.
- Scott M. Cutlip, Allen H. Centre & Glen M. Broom: Effective Public Relations.
- Philip Lesley: Lesley's Public Relations Handbook.
- Kaul J.M.: Public relations in India.
- Frank Jefkins: Planned Public Relations.
- Sam Black: The role of Public Relations in Management.
- Sandra Oliver: A Handbook of Corporate Communication and Public Relations

Semester 4
Media and Event Management
(CC-17, Course Code:)

Objectives:

- To impart the basic understanding of PR process and practices.

- To produce learners who understand the general process of media management.
- To produce learners who understand the tools of media management.
- To train learners in the techniques of media management.
- To help students learn the process of social media management.
- To understand the process of launching communication campaign.
- To impart knowledge on various types of events.
- To develop understanding on events and experiential industry.

Unit-I: Basics of Media Management

Principles of management –application of management principles to media organizations; Structure and characteristics of media organizations : Newspapers, Magazines, Radio, Television, Cinema, social Media - Ownership patterns in Media Industries; Management – principles – scope –Overview of media landscape in India—Print, Radio, Television, Digital media- New media and its impact-- media economy with special reference to Indian market-- media as an industry and profession; Introduction to Media Economics.

Unit-II: Recent Perspectives of Indian Media

Indian media consumer; - Principles of media management and their significance --Foreign equity in Indian media (including print media) – New challenges. Sources of Revenue for Print, Electronic and Digital Media; Strategy to boost advertisements – competition with other media – management of advertisement department – advertisement manager – responsibilities -- apex bodies: DAVP, INS and ABC: Convergence and Conglomerations in Indian Media. Broadcast Management; TV, Radio and Digital Media: Ownership Pattern-: Organizational Structure, Structural Hierarchy, Functions of various departments and personnel. Programming considerations, Audience research, Programming strategies, Programme promotion, Marketing programmes; FM radio in India; The market and the audiences, CBS; an analysis, issues of broadcast management; Management of community radio – principles and scope.

Unit-III: PR Campaign and Marketing

Definition of PR management; Client orientation & ethical issues ; Setting goals & objectives; Campaign Design; Timeline & Budget development; Campaign plan Presentation; PR as marketing tool; RACE Formula; Research in PR & Marketing; The age of Public Relations marketing; The marketing plan - Product Publicity ;Public Relations marketing Activities

Unit-IV: Principle of Event Management Event Planning and Team Management

Introduction to event management- code of ethics; Principles of event management- Concept & designing; Analysis of event management- concept, logistics of concept; Use of planning tools; Protocols, dress code, staging, staffing; Leadership skill, managing team; Planning, concept, nature and Practices in event management; Customer relationship management, Infrastructure management; Financial management- Raising funds, investment, Fund flow management, Profit & Loss statement, Balance sheet.

Unit-V: Introduction of Event Planning and Management

Introduction to Event planning and management, Event Production, Role of event planner and Qualities of good event planner; Importance of organizing events and its components, Techniques, Selections; Coordination, Creativity, Designing, Marketing, Sponsorships and Production of Special, Corporate and Sports events, Basic cost concepts, cost classification, allocation and absorption of costs, Cost centers etc.; Cost analysis for managerial decisions – Direct costs, Break Even Analysis, Relevant costs etc.; Pricing – Joint costs, Make or buy, relevant fixed costs, sunk costs etc.; Cost analysis and control, standard costing, variance analysis, unit and output; costing, budgeting and control.

Unit-VI: Creating an Event, programming and service Management

Conceptualization and Planning- The Nature of Planning, Project Planning, Planning the Setting, Location and Site; The Operations Plan, The Business Plan, Developing the Strategic plan; Organization: Setting up an Event Organization structure; The Committee Systems, Committee and Meeting Management; Programming and Service Management Programme Planning, The Elements of Style; Developing a Program Portfolio; The Programme Life Cycle, Scheduling; Image creation of Event Management Group - Branding, Advertising Publicity and Public relations of Event Management Group; The six p's of event marketing, perspective of the event sponsor, event sponsorship practicalities, sponsorship in a communication context, synergy between sponsor & event, identifying potential sponsors, in-kind sponsorship, cause-related event marketing.

Suggested Readings:

- Event Management and Marketing: Theory, Practical Approaches and Planning , Dr. Anukrati Sharma and Dr. Shruti Arora
- Marketing And Event Management, Dr Kiran L Maney, Dr Anita Walia, Dr Sukanya Hegde, Omkar Publishers
- Event Management- Hoshi Bhiwandiwalla and Bhavana Chaudhary; Nirali Prakashan
- Allen, J. et al., 2011. Festival & Special event management. 5th edition.
- John Wiley & Sons: Brisban G. Masterman, Strategic Sports Event Management An International Approach(Elsevier Butterworth-Heinemann, Great Britain
- Jago, L. and Shaw, R., 1998. Special Events: a conceptual and differential framework. Festival Management and Event Tourism
- Hall, C.M. 1992. Hallmark tourist events: impacts, management and planning. London: Belhaven Press
- Newspaper Management in India – Gulab Kothari, Rajasthan Patrika Pvt. Ltd.
- Media Management – S. Kundra, Anamol Prakashan, 2016.
- News Media Management – P. K. Rabindranath, Authors Press, 1st Edition, 2010

Semester 4
Media Law and Ethics
(CC-18, Course Code:)

Objectives:

- To introduce the idea of journalism, its role and functions in society and democracy.

- To develop an understanding of media and its relationship with India's constitution and media laws.
- To introduce the principles of ethics, journalistic ethics, their role and the importance of ethical and responsible journalism.

Unit-I: Types of Journalism and Critical Thinking

Watchdog Journalism, Advocacy Journalism, Investigative Journalism, Data Journalism, Community Journalism, Development Journalism, Citizen Journalism, Alternative Journalism, Non-profit Journalism, Entrepreneurial Journalism, Yellow Journalism, PR Journalism; Searching for truth, Logic, evidence, Observation and questioning. Indian Media and the Constitution: Media Roles, Responsibilities and Privileges - Fundamental Rights, Directive Principles of State Policy; Media Freedom in a Democracy

Unit-II: Indian Constitution & Media Laws

Indian Media and the State: Parliamentary Privileges and Contempt of Court; Judiciary and Contempt of Court; IPC and Cr. PC, Censorship and its different forms, Official Secrets Act, Sedition laws, Defamation; Working Journalists Act, Copyright Act, Freedom of speech and expression: main features, scope and importance of article 19; Interpretation of article 19: defining the freedom of the press and media; Supreme court judgments related to article 19; Right to information act 2005: Right to Know; Fundamental rights and duties; Right to Privacy, Pressures on Media: political, corporate, social, religious, advertisers and lobbies, Indecent Representation of Women (Prohibition) Act 1986

Unit-III: Laws Related to Press & Broadcast Media

Books and Newspapers Registration Act; Press Council Act and role of PCI; Broadcasting Law: Press Council of India, Prasar Bharati Act, Cable TV Network (Regulation) Act, Advertising code, Cinematography Act 1952 and Film Censorship; Prasar Bharti Act; Digitization and Conditional Access System(CAS); The need for cyber laws: regulation of Social Media and other web platforms; Regulatory authorities and framework; Previous Information Technology Acts and IT Act, 2021; Information Technology Act, 2021; Implementation issues

Unit-IV: Media Ethics and Ethics of Journalism

Principles of Ethics: key principles, importance and contemporary relevance; Rationale and evolution of journalistic ethics; Journalistic Ethics: concept, importance and debates; Journalists' code of conduct: Some model codes of conduct (RTDNA, SPJ, PCI, NBA etc.); Resolving ethical dilemmas: different methods; Media trial and sting operation; Cross Media Ownership: Emergence of duopoly and monopoly; Newsroom diversity

Unit-V: Media Regulation

Regulatory practices in developed democracies; Debates and controversies related to media regulation: ownership, distribution, investment and content regulation; Regulation of broadcast, press and web: Challenges and issues; Different forms of regulation: State regulation, self-regulation, co-regulation; Press ombudsman: Readers' editor; Media council of India or PCI

Suggested Readings:

- A.N. Grover: Press and the law
- A.G. Noorani: Freedom of the Press in India
- Durga Das Basu: Law of the Press in India
- R.C. Sarkar: The press in India
- Rangaswamy Parthasarathy: History of Indian Journalism
- Reports of inquiry committees and the Press Council of India.
- K.S. Venkateswaran: Mass Media Laws and Regulations in India
- S.K. Aggarwal: Media & Ethics 9. Kushal N: Press and Democracy
- Justice Yatindara Singh: Cyber Laws
- Publication Division of India: Right to Information Act - 2005
- Kashyap Subhash C: Constitution Of India - Review And Reassessment
- Rossi, Philip J. (1994), Mass Media and the Moral Imagination. Sheed & Ward, U.S., 1 March.
- Srambickal, Jacob. Media Education in India.
- Christmas, Clifford (1997), Communication Ethics and Universal Values. SAGE Publications, Inc.
- Ess, Charles (2009), Digital Media Ethics. Polity. 1 edition.
- Andrew Belsey and Ruth Chadwick (1992). Ethical issues in journalism and mass media. London, New York: Routledge.
- J. S Mudholkar (1975), Press Laws. Kolkata: Eastern Law House.
- Ursula Smartt (2006), Media Law for Journalists. London, Thousand Oaks, New Delhi: Sage
- Duncan Bloy (2006), Media Law. London, Thousand Oaks, New Delhi: Sage.
- VenkatIyer (2000), Mass Media Laws and Regulations in India. New Delhi: Bahri Sons (India Research Press).
- Monroe Edwin Price, Stefaan G. Verhulst (2001), Broadcasting Reform in India: Media Law from a Global Perspective. Oxford: Oxford University Press.
- Peter Lunt, Sonia Livingstone (2011), Media Regulation: Governance and the Interests of Citizens and Consumers. London, Thousand Oaks, New Delhi: Sage.
- B. Manna (2006), Mass Media and Related Laws in India. Kolkata: Academic Publishers.

Semester 4
Dissertation and Viva
(CC-19, Course Code:)

Objectives: The learners will be able–

- To proceed researches work with scientific steps.
- To collect data from field
- To acquire skills how to analyze the data
- To develop the art of writing research report
- To enhance communication skills by presenting the study in front of experts and audience
- To acquire skills how to defense of investigation

Rules & Regulations:

- i. Each and every student will be allotted to a supervisor for conducting the project/dissertation.
- ii. The topic will be selected from any Discipline Specific Elective Courses.

- iii.* It will be individual.
- iv.* Students have to present a synopsis/research proposal in front of experts for selecting the topic.
- v.* Students need to do field work for data collection.
- vi.* Students are required to prepare two copies of report. One is student copy and another copy will have to be submitted to the Department of Mass Communication and Convergent Journalism.
- vii.* Each and every work should be plagiarism free. *viii.* Students have to make a presentation on their researched topic followed by viva-voce during examination.

Semester 4
Projects on Convergent Journalism
(CC-20, Course Code:)

Objectives: This paper will prepare the students to come up with original ideas that will be developed into their Convergent Media Project in the fourth semester. The students will be introduced to the current transformations in the field of journalism. They will be encouraged to come up with innovative ideas that have the possibility to develop into start ups. Students will research and develop proposals on either of the following streams Online with interactive/immersive components (major and minor) Video with online presence (major and minor)

- To prepare the students to conceptualize a convergent media project
- To train students to successfully pitch their ideas
- To inform students about innovative possibilities in journalism
- To encourage the students to come up with and execute original and innovative media projects
- To enable students to gain greater expertise in at least two medium
- To familiarize students with the process of and the challenges involved in disseminating their work to a larger public
- To train students to become journalists and media practitioners who will lead rather than follow the industry
- To encourage the students to think of creating their own jobs through entrepreneurial media ventures.

Unit-I: Changing newsrooms and current innovations in journalism

Changing newsrooms and current innovations in journalism- New possibilities; integrating installation practices into journalism; Social media and news platforms

Unit-II: Conceptualizing and executing idea

Conceptualizing and executing a unique idea in the field of journalism; Research and proposal writing pitching your project, finding funding; Collaborations, creating a network around your project, integrating distribution and production; Entrepreneurial journalism, different stages of a startup, Developing a business plan and strategy, Leading a team

Unit-III: Trans disciplinary Practices

Trans disciplinary practices, working with emerging technologies; Artificial intelligence and the newsroom, essential skills to keep up with the changing newsroom; The future of journalism

Unit-IV: Practical

Preproduction and research for convergent media project; Producing Convergent Media Project; Post-production and framing of distribution plan for convergent media project

Suggested Readings:

- Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies. Routledge.
- Wimmer and Domnick, (2011) Mass Media 'Research: An Introduction, 10th edition. Boston : Wadsworth.
- Hansen Anders, Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods. New York University Press.
- Reinard, John C. (2006). Communication Research Statistics, California State University: Sage Publication.
- Fink, Arlene & Kos, J. B. (2005). How To Conduct Surveys, A Step By Step Guide, 3rd Edition, University of California, Sage Publication.

International Communication
Semester 4
(DSEC-IIA, Course Code:)

Objectives:

- Analyze and explain the role of international communication in a global society
- Critically analyze the impact of various social and political philosophies on the media
- Demonstrate an ability to apply communication to the solution of global problems
- Display an understanding of the place of social movement in solving problems
- Evaluate the process of international communication within the framework of social, cultural, economic, religious and political division of the early 21st century.

Unit-I: Understanding International Communication

Definition, nature and scope of International Communication- Characteristics of International Communication; Objectives of International Communication; Channels of International Communication; International Communication in the Internet Age; Imbalance in International Information Flow; The New World Information and Communication Order(NWICO); Towards an Integrative View of Balanced Information Flow.

Unit-II: Approaches to Theorizing International Communication

Modernization Theory; Dependence Theory, World Systems, Structural Imperialism, Hegemony, Propaganda; Global Village, Technological Determinism; Globalization; Cultural Imperialism; Theories of Information Society.

Unit-III: International/Transnational Media Organizations

Transnational News agencies, Origin and Growth of AP, UPI, AFP, Reuters, TASS, ITAR etc., News Agencies- Evolution- Functions- Typology; Broadcast Networks; Cable News Networks.(CNN);British Broadcasting Service(BBC); Al Jazeera Networks; Online Social Media; Internet and Information Sharing. ; News Portals.

Unit-IV: Disappearing Borders of Empowerment

Global Homogenization and Cultural Hybridism- Revised Cultural Imperialism; Spaces of Empowerment.

Unit-V: Key Figures in International Communication

Marshall McLuhan ;Bill Gates; Noam Chomsky; Walter Lippmann; Sean McBride.

Suggested Readings:

- Ahmet Atay, M. U. (2019). Mediated Intercultural Communication in a Digital Age. Routledge.
- Fay Patel, M. L. (2011). Intercultural Communication: Building a Global Community. SAGE
- Judith Martin, T. N. (2012). Intercultural Communication in Contexts: Sixth Edition. McGraw-Hill Higher Education.
- Larry A. Samovar, R. E. (2011). Intercultural Communication: A Reader. Cengage Learning.
- Piller, I. (2011). Intercultural Communication: A Critical Introduction. Edinburgh: Edinburgh University Press, 2011.
- Ramesh N. Rao, A. T. (2015). Intercultural Communication: The Indian Context. New Delhi: SAGE Publication India.
- The International Encyclopaedia of Intercultural Communication. Wiley: 2017.
- Daya Kishan Thussu , International Communication: Continuity and Change, 2016
- George Gerbner, Hamid Mowlana, Kaarle Nordenstreng, The Global Media Debate: Its Rise, Fall and Renewal, 1993
- Hamid Mowlana, Global Information and World Communication: New Frontiers in International Relations
- MacBride Commission,,Many Voices, One World, UNESCO, Paris, 1980.
- Oliver Boyd-Barrett, Media Imperialism, 2014
- Colin Cherry : World Communication: Threat or Promise. London, Wiley Interscience, 1971.

Semester 4
Gender and Media
(DSEC-IIB, Course Code:)

Objectives: The course, at the end, would enable the student to:

- Familiar with media and gender discourse.
- Learn about perspective of feminism and media.
- Learn about women portrayal in print, visual and digital space.

Unit-I: Introduction to Gender Studies

Introduction, Gender Perspectives of Body, Social Construction of Femininity, Social Construction of Masculinity, Women's Studies and Gender Studies. Gender, Family and Economy, Gender Lens: Political and Legal Systems, Gender and Education, Social Dynamics of Gender

Unit-II: Gender and Media

Introduction, Feminist Communication Theories, Gender Stereotyping in Media, Gender and Electronic Media, Gender and Alternative Media. Representations of race, class, gender, and sexual identity in the media, with a particular focus on new media and how digital technologies are transforming popular culture. the ways in which various media content (film, television, print journalism, blogs, video, advertising) enables, facilitates, and challenges these social constructions in society, construction of cyber identities and cyber feminism

Unit-III: Feminist movements and theories

Historical Overview of Feminist Movements, Feminist Movement in Europe and the US, the Women's Movement in pre-independent India, Women's participation in the movements in post-independent India, Grass root Movements. Liberal Feminism, Marxist and Socialist Feminism, Radical Feminism, Psychoanalytic and Existential Feminism, Other Feminist Thought

Unit-IV: Queer studies

Representation of queer in media, misconceptions and misleads, gender power dynamics, portrayal politics, impact in queer community

Unit-V: Gender Mainstreaming

Introduction, Steps in Gender Mainstreaming, Tools and Techniques, Engendering Policy and Programs, Political Participation of Women and other sexual minorities. Gender dimensions of poverty and livelihood of sexual minorities

Suggested Readings:

- Carter Cynthia and Linda Steiner (2004) Critical Readings in Media and Gender, OUP, Maindenhead.
- Carter Cynthia, Linda Steiner, Lisa McLaughlin (2013) The Routledge Companion to Media and Gender, Routledge,
- Chaudhuri Maitrayee (2017) Refashioning India: Gender, Media, and a Transformed Public Discourse, The Orient Blackswan.
- Dasgupta Sanjukta, Dipankar Sinha and Sudeshna Chakravarti (2011) Media, Gender and Popular Culture in India: Tracking Change and Continuity, Sage, New Delhi.

- Ross Karen (2012) The Handbook of Gender, Sex, and Media, Editor, 13 March 2012, Print ISBN:9781444338546 |Online ISBN:9781118114254 |DOI:10.1002/9781118114254, Wiley Blackwell.
- Unesco (2019) Gender, Media and ICT: New Approaches for Research, Education and Training, Unesco Series on Journalism Education, United Nations Educational, Scientific, Cultural Organization, Paris, France. ISBN: 978-92-3-100320-2 URL: (<http://www.unesco.org/open-access/terms-use-ccbysaen>).

Semester 4
Corporate Communication and CSR
(DSEC-IIB, Course Code:)

Objectives: At the end of the course, the students will be able to:

- Explain the various concepts, characteristics, characters involved and organizations related to Public Relations, Corporate Communication and Corporate Social Responsibility.
- Illustrate the various tools of Corporate Communication and CSR.
- Examine the process of implementing PR activities, the communication with stakeholders.
- Demonstrate and implement the strategic communication plans for PR Campaigns and CSR.
- Examine media especially the trade media and its relevance to the practice of Corporate Communication.

Unit-I: Corporate Communication

Definition, scope and functions of Corporate Communication - Evolution of Corporate Communication in India -Corporate Communication Vis-à-vis Public Relations - Corporate identity, philosophy, image, Branding and Brand management- Publicity – Social Media Strategies - Social Media Technologies and Management - Tactics and Ethics of Social Media Tools - Measurement Strategies - Event management

Unit-II: Corporate Communication and image management

Communication and Corporate world; Corporate Governance, Cynicism; Corporate Identity-types of identity-corporate image survey-image management; Public opinion-how public opinion is formed-opinion leaders & social interaction- role of media.

Unit-III: Corporate activities and tools for Corporate Communication

Day to day operations-Environmental Sustainability, workplace Issues; Crisis management-role of corporate communication-recent case studies 8. Tools for Business Communication: letters, meetings, memos, reports, minutes, presentation and annual report

Unit-IV: Concepts of Corporate Social Responsibility

Corporate Social Responsibility: Meaning and Scope-its Philosophy & history- Different definitions; Community engagement, community relations-case studies in Indian context; Today's relevance-

increasing Affluence, Growing & Changing Social Expectations, Globalization; Concept of Corporate Citizenship; Milton Friedman's views of the Third World ; Economic Argument & Moral Argument for CSR ; CSR as a corporate investment, even as a CSR initiative

Unit-V: CSR Implementation

Understanding UN stipulations and GOI ratifications for CSR ; CII, ASSOCHAM, FICCI recommendations on CSR ; Strategic Philanthropy, Cultural Conflict Ethics (Personal & Legal obligations as opposed to Discretionary Actions) ; CSR Initiatives & Innovative Ventures of different organizations (RANK & BOLT award etc.)

Suggested Readings:

- Cees B. M. Van Riel, Charles J. Fombrun,
- Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management, Taylor & Francis, 2007.
- Effective Public Relations: S. M. Cutlip & A. C. Center, Prentice Hall, 2008.
- Handbook of PR in India: D. S. Mehta, Allied, 1997.
- Handbook of Public Relations: Philip Lesley, Jaico, 2000.
- International Communications Strategy-Developments in Cross-Cultural Communications, PR and Social Media: Silvia Cambie and Yang-May Ooi, Kogan Page, 2009.
- Joep P Cornelissen, Corporate Communication : A Guide to Theory and Practice, Sage
- Narayan Mitra & Rane Schmidpeter, Corporate Social Responsibility in India: Cases and Developments after the Legal Mandate, Springer International Publishing, 2016.
- Paul A Argenti, Corporate Communication , McGraw-Hill Education, 2015.
- Practical Public Relations: Sam Black, Prentice, 1983. Publications, 2017.
- Samuel O. Idowu and Stephen Vertigans, Stages of Corporate Social Responsibility: From Ideas to Impacts, Springer International Publishing, 2016.
- Sanjay K Agarwal, Corporate Social Responsibility in India, Sage Publications, 2008.
- The Public Relations Handbook: Alison Theaker, Routledge, 2008.
