



COURSE STRUCTURE & SYLLABUS
M.A. IN JOURNALISM AND MASS COMMUNICATION,
P.G. DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FAKIR MOHAN UNIVERSITY, VYSAVIHAR, PO-NUAPADHI,
BALASORE-756089, ODISHA

EFFECTIVE FROM THE ACADEMIC YEAR 2021-2022



COURSE STRUCTURE & SYLLABUS
M.A. in Journalism and Mass Communication,
P.G. Department of Journalism and Mass
Communication Fakir Mohan University, Vyasavihar,
PO Nuapadhi, Balasore-756089

Semester	Course Code	Course Title	L	T	P	CH	CR	Theory Marks	Sessional Marks/ Practical Marks	Total Marks	
SEMESTER- I	MAJMC 101	Introduction to Journalism and Communication	3	1		4	4	60	40	100	
	MAJMC 102	Theoretical Perspectives of Communication	3	1		4	4	60	40	100	
	MAJMC 103	Media Laws & Ethics	3	1		4	4	60	40	100	
	MAJMC 104	Print Media Journalism	3		1	5	4	60	40	100	
	MAJMC 105	Folk and Community Media	3		1	5	4	60	40	100	
SEMESTER- II	MAJMC 201	Visual Communication and Photography	2		2	6	4	60	40	100	
	MAJMC 202	Advertising	3		1	5	4	60	40	100	
	MAJMC 203	Public Relation and Corporate Communication	3		1	5	4	60	40	100	
	MAJMC 204	Intercultural Communication	3	1		4	4	60	40	100	
	MAJMC 205	Radio Production	2		2	6	4	60	40	100	
SEMESTER- III	MAJMC 301	TV Journalism and Production	2		2	6	4	60	40	100	
	MAJMC 302	Communication for Development	3		1	5	4	60	40	100	
	MAJMC 303	Communication Research	3	1		4	4	60	40	100	
	MAJMC 304	Media and Human Rights	3	1		4	4	60	40	100	
	MAJMC 305 (Elective)	Odia Journalism	2			2	6	4	60	40	100
		Documentary Production									
MAJMC 306 (CBCS)	Media, Culture and Society	3	1		4	4	60	40	100		
SEMESTER- IV	MAJMC 401	Film Production and Appreciation	2		2	6	4	60	40	100	
	MAJMC 402	Convergent Journalism	2		2	6	4	60	40	100	
	MAJMC 403	Political and International Communication	3	1		4	4	60	40	100	
	MAJMC 404	Dissertation					4	60 (Dissertation)	40 (Viva)	100	
	MAJMC 405	Internship					4	60 (Report)	40 (Viva)	100	
Total Credits: 84											

Note: L= Lecture, T=Tutorial, P= Practical, CH=Contact Hour, CR=course Credit

PROGRAMME OBJECTIVE

The aim of the course is to impart quality education in the field of Journalism and Mass Communication and to train students to become responsible media professionals. The specific objectives of the program are to:

1. Equip students to be professionally competent with the ever changing media environment.
2. Familiarize students with the theoretical implications of a highly de-territorialized communication discipline.
3. Encourage students to engage in meaningful dialogues with the impoverished section of the society through a bottom-up communication approach.
4. Help students to explore the alternative media platforms for channelizing the talents of the deprived.
5. Train students to understand the corporate mechanism of media market and how to infuse it with an idea of social responsibility.
6. Provide students to learn the technicalities of Audio-Video production.
7. Train students in the areas of brand promotion and image building in a mediated society.
8. Engage the students in critical discussions on the ramification of information explosion and convergence culture.
9. Train students to become technically sound and independent content producers in a digital social universe.

PROGRAMME FEATURES

The course has been designed with a vision to provide the students an equal opportunity to develop both on-field knowledge as well as theoretical understanding of the subject. The course takes within its scope the latest trends in the field of media and communication. The course tries to address the difficulties of the second generation theories of Mass Communication by aligning them with the third generation theories of communication. The course has tried to trace the journey from cultural to mass, personalized, and segmented communication processes. Taking into consideration the limited potentials of the mass media organization to flourish as a business organization in terms of its immediate environment, the students will be trained to become media producers in deterritorialized media markets through expertise over multimedia techniques. The course offers ample opportunities for the students to become independent documentary and digital short film makers capable enough to actively participate in a prosumer culture. The course has attempted to accord nearly equal weightage to theory and as well as practical areas of the subjects.

PROGRAMME OUTCOME

After completion of the program, students will be able to justify themselves as successful media professionals with sound knowledge in practical as well as theoretical aspects of the various fields of journalism and mass communication. The program will inspire them to not only become successful professionals but also the program will inculcate the required values in them to be socially responsible citizens. The program has been designed to enrich the students with multifunctional abilities to face the challenges offered in the age of digital and media convergence.

EVALUATION:

The semester end written examination for each course paper will be held for 60 marks. The sessional examination for 40 marks will be held according to the following directions:

Quiz Test (1st Unit) = 10 Marks

Mid Term Examination (1st & 2nd Unit) = 20 Marks

Quiz Test (3rd Unit) Or Assignment (4th Unit) = 10 Marks

The Dissertation and Internship paper will be evaluated as 60 mark for report and 40 marks for the viva (External/Internal).

INTRODUCTION TO COMMUNICATION AND JOURNALISM

Course Code- MAJMC 101

Course Objective: The paper seeks to provide an overview of the field of communication as it is understood from both academic as well as professional point of view. The course paper will throw light on the dynamics of mediated environment, and how communication, as an organised activity, became a tool for reaching out to the masses both in India and abroad in conjunction with the growth of industrial society.

Teaching Scheme: Since this is an introductory paper, aimed to give a brief overview of various mass mediums, a combination of classroom lectures with power point presentations, videos and photographs on journey of print, radio and journalism will be included. Guest lectures and visit to media houses will be also assimilated into learning scheme.

Course Outcome: Students will be introduced to the field of journalism and communication as a fundamental human activity. The course paper will enrich the students' knowledge on the art of communication and journalism profession. The paper will prepare the students to further explore the diverse areas associated with the field of study.

Unit I: Introduction to Communication

- 1.1. Concept and Definitions
- 1.2. Elements, Process, Forms and Functions
- 1.3. Barriers, Johari Window, Sapir-Whorf Hypothesis
- 1.4. Types of Communication
- 1.5. Noise in Communication

Unit II: Mass Communication

- 2.1. Mass in Mass Communication,
- 2.2. Mediation
- 2.3. Re-mediation,
- 2.4. Emancipation Theories
- 2.5. Domination Theories

Unit III: Models

- 3.1. Shannon and Weaver, Gerbner's Model
- 3.2. Helical Model
- 3.3. Jacobson's Model
- 3.4. Discourse Model
- 3.5. HUB Model

Unit IV: Mass Media in India

- 4.1. Print media- Pre and Post-Independence
- 4.2. Evolution of Radio
- 4.3. Evolution of Television in India
- 4.4. Media and Nationalism
- 4.5. Globalisation and Mass Media in India

Unit V: Media and Society

- 5.1 Media and Society
- 5.2 Media Audience
- 5.3 Functionalism, Aberrant Decoding, Audience Segmentation
- 5.4 New Technologies and New Media
- 5.5 Information Anarchy

Suggested Reading:

1. Baran, Stanley J. (1999) *Introduction to Mass Communication*, Texas: Mayfield Publishing Company
2. Emery E. et al. (1994). *Introduction to Mass Communication*, New York: Harper Collins College
3. Hartley, P. (1997) *Group Communication*, London: Routledge
4. Hartley, P. (1999) *Interpersonal Communication*: London: Routledge
5. Kamath, M.V. (2009) *The Journalist's Handbook*, New Delhi: Vikas Publishing House
6. Krishnamurthy, Nadig, (1966) *Indian Journalism* Indian Journalism, Prasaraanga, Mysore University, Mysore

7. Kumar, Keval J. (2000) *Mass Communication in India*. New Delhi: Jaico
8. McQuail, Denis, (2006) *Mass Communication (Four volume set)*, New Delhi: Sage
9. Pavlik, John, (2011) *Converging Media: A New Introduction to Mass Communication*, New York: Oxford
10. Rangaswamy, P. (1989) *Journalism in India*. New Delhi: Sterling Publishers

THEORETICAL PERSPECTIVES OF COMMUNICATION

Course Code- MAJMC 102

Course Objective: The course aims to construct mass communication as an object of intellectual concern and enquiry. It seeks to offer a selected survey of critical humanistic and social scientific theories on human communication. The main focus of the paper is orient the students with the theoretical perspectives of the field of communication and journalism.

Teaching Schema: The method of teaching is graphical presentation of the theory with description and how the theory is related to practical field and research. The criticism of the theory is also associated with the teaching.

Course Outcome: The course is designed to provide students with basic theoretical and conceptual aspects that are necessary to understand mass media's relation to individual, society, economy and culture. An attempt will be made to place these discussions in the Indian context enriching the students' abilities to understand media and its relevance in our society.

Unit I: Effect Theories

- 1.1. Magic Bullet Theory
- 1.2. Limited Effects Theory
- 1.3. Cognitive Dissonance
- 1.4. Agenda Setting,
- 1.5. Knowledge-Gap Hypothesis

Unit II: Audience Theories

- 2.1. Uses and Gratification, Social Learning, Framing Theory
- 2.2. Dependency, Cultivation, Narcotisation
- 2.3. Cultivation Theory
- 2.4. Play and Entertainment Theory
- 2.5. McLuhanism, Pleasure of Viewing

Unit III: Recent Advances

- 3.1. Media Literacy Movements
- 3.2. Normative Theories
- 3.3. Ideology, Mythification, Surveillance Capitalism
- 3.4. Semiotics, Encoding/Decoding, Sign, Symbols,
- 3.5. Information and Network Society

Unit IV: Philosophical Orientations

- 4.1. Philosophy and Communication
- 4.2. Communication and Religious Perspectives
- 4.3. Western and Eastern Concepts of communication
- 4.4. Hermeneutics
- 4.5. Media Aesthetics

Unit V:

- 5.1. Manufacturing Consent (Chomsky)
- 5.2. Technological determines
- 5.3. Social shaping of technology
- 5.4. Active theory of Television viewing
- 5.5. The third person effect

Suggested Reading:

1. Baran, Stanley J. & Davis, Dennis K. (2006) *Mass Communication Theory: Foundations, Ferment, and Future*, US: Thomson Wadsworth
2. Copley, Paul, (1996) *The Communication Theory Reader*, London: Routledge
3. DeFleur, Melvin L. & Ball-Rokeach, Sandra J. (1982) *Theories of Mass Communication*. New York:

Longman

4. Fiske, J. (1997) Introduction to Mass Communication, New York: Routledge
5. McLuhan, M. (1980) Understanding Media. London: Mentor
6. Melkote, Srinivas R. and Rao, Sandhya (Eds.) (2001) Critical Issues in Communication- Looking Inward for Answer, New Delhi: Sage Publications
7. Mosco, V. (1996) The Political Economy of Communication: Rethinking and Renewal. London: Sage
8. Philipsen, Gerry & Albrecht, Terrance L. (1997) Developing Communication Theories. New York: Suny Press

MEDIA LAWS AND ETHICS

Course Code-MAJMC103

Course Objective: The basic objective of this course is to give an overview of the press and media laws in India as well as the Constitution of the country. It also aims to provide the students with a critical understanding of ethical issues related to mass media in India.

Teaching Schema: This paper will envisage the student about various media laws and ethics which will help them become a sensitive law abiding and responsible media personnel. Student will do power point presentation, group discussion on related issues, case and current topics.

Course Outcome: After completion of the course the students will be able to understand the legal implications of media functioning in India. The course paper will enrich the students' knowledge on the legal provisions when it comes to the various aspects of communication and journalism.

Unit I: Introduction to Indian Constitution

- 1.1 Fundamental Rights, Duties of Citizens.
- 1.2 Freedom of Expression: Overview of the Constitution of India,
- 1.3 Freedom of the Press- Substance of Article 19, Interpretation of Article 19 and Reasonable Restrictions.
- 1.4 Limits of Transparency: Privileges of the legislature - Article 105 and Article 19 (A); Judiciary and contempt of Court
- 1.5 Information and the bureaucracy: Official Secrets Act; Lokpal; RTI

Unit II: Jurisprudence and Media

- 2.1 Boundaries of Freedom of Expression: Media Content- Morality, Public Interest, Women & Minorities; Advertisement, Indecent Representation of Women (Prohibition) Act
- 2.2 Defending Individual Rights: Trial by Media, Defamation- IPC Article 499-500, Libel, Slander, Provisions for Defences; Interpreting Right to Privacy
- 2.3 Protecting the State: Colonial Legacies; Restrictions through IPC and CrPC; Censorship and Proscription
- 2.4 Accumulation of Interests: Anti-Trust ideas; Consumer Protection and Consumer Courts; Liability and Foreign Media
- 2.5 Working Journalist Act, 1955, Wage boards

Unit III: Media Laws in India

- 3.1 Registration of Books and Newspaper Act, 1867; Copyright Act, 1957.
- 3.2 Prasar Bharti Act.
- 3.3 Cyber Laws in India.
- 3.4 Institutional agencies: RNI and its Duties, Broadcast regulations and I&B Ministry, Press Commissions and their recommendations, Press Council of India- formation, composition, role, power, guidelines; Censor board, Censorship Act and Procedures.
- 3.5 Cable T.V. Network Regulations Act.

Unit IV: Media Ethics

- 4.1 Ethics: what and why of ethics; Truth, Fairness and Objectivity, Case Studies in Indian context; Tangible Property- Knowledge and Copyright; Ownership and Usage Right, Fair Use and Piracy
- 4.2 Basics of Media Ethics: Press Council Code of Ethics, PCI Guidelines on Privacy and Public Interest; Advertising Standards Council of India Guidelines; News Broadcasters' Association Code
- 4.3 Ideas of Commons: Ethical Issues of Copyright and the Idea of Commons/ Creative Commons
- 4.4 Ethics in Sting journalism; Media Trial; Internet- Plagiarism, obscenity and indecency; Issues in Governance- Self-Regulation and Ombudsman;
- 4.5 Media and Pressure Groups, Social audit, Debate about Ombudsman

Unit V : Media in digital Age

- 5.1 Press Freedom in the Digital Age ; New Challenges ; cyber freedom-Surveillance ; Privacy ; Laws and Regulations related to online Media—Information Technology Act 2000 ; Wiki Leaks-challenge before Free Media.
- 5.2 Ethical issues related to cyber media ; Social Media Trolling ; Communication police for the Digital Age.

Suggested readings:

1. Basu, D.D. Laws of the Press
2. Bhatiya, Sita. Freedom of the Press: Political legal aspects of Press legislations in India.
3. Fackler, Mark, et al. Media Ethics- cases and moral reasoning. Longman 1995
4. Prabhakar M. et al A compendium of code of conduct for media Professional. University book.
5. Shrivastava, K.M. Media Ethics: Veda to Gandhi and beyond. New Delhi: Dorling Kindersely.
6. Singh, P.P. et al. Media Ethics and Laws, Anmol. 1998.

PRINT MEDIA JOURNALISM **Course Code-MAJMC 104**

Course Objective: The paper is a foundation for students in journalism and focuses on both theory and practice of the print media. Emphasizing on reporting and editing, the course relies heavily on practical and hands-on-training. As a part of the course, the students will produce lab journal at regular intervals.

Teaching Scheme: The teaching scheme of print media journalism include practical exercises on newspaper reading. It also includes news reporting exercises and designing a publishing lab journal.

Course Outcome: After completion of this course the students will be able to write news reports and design newspapers and magazines. As part of their practical, the students will publish lab journals on a regular basis.

Unit I: History of the Press

- 1.1 Early history of print
- 1.2 History of Newspapers in the world
- 1.3 Press in India
- 1.4 Language Press

Unit II: News Determinants and Procedures

- 2.1. Concept of News, Types of News,
- 2.2. News Values, Ethicality
- 2.3. Concept of Reporting, Types of Reporting,
- 2.4. Qualities of a Reporter, Sub-Editor
- 2.5. Sources of news, cultivation of sources

Unit III: Reporting Practice and News Organization

- 3.1. News Production Hierarchy
- 3.2. Reporter in Action, Skills and Techniques for different Beats
- 3.3. Specialised Reporting, Beat News
- 3.4. Political, Court, Crime, Culture
- 3.5. Sports Reporting, Business Reporting

Unit IV: Editing Techniques

- 4.1. Editing, Symbols, Style Sheets,
- 4.2. Writing Headlines, Types of Headlines
- 4.3. Page Layout-Modular, Horizontal, Vertical
- 4.4. Photo placements, Photo-caption, Use of Art Work, Breaking the Layout, Agency Copy Editing
- 4.5. Page Design-Innovations in the Edit Page

Unit V: Production of Lab Journal

The students are required to 2 Broadsheets in a Semester

Suggested Readings:

- 4.5.1. Branston, G. and Stafford, R. (1997) The Media Student's Handbook. London: Routledge.
- 4.5.2. E.C. Thomas, (1998) Economic and Business Journalism. New Delhi: Sterling Publishers
- 4.5.3. Fedler F, et.al., Reporting for the Media, London: Oxford University Press. (2005).
- 4.5.4. Hough, G.A. (1988) News Writing, New Delhi: Kanishka Publications
- 4.5.5. Kamath, M.V. (1995) The Journalists Handbook. New Delhi: Vikas Publishing House
- 4.5.6. Meikbe, G. (1994) Interpreting News. New York: Palgrave Macmillan
- 4.5.7. NDTV Style Book, New Delhi
- 4.5.8. Parthasarathi, R. (2009) Here is the News: Reporting for Media, New Delhi: Sterling Publishers
- 4.5.9. Srivastava, K.M. (1995) News Reporting and Editing. New Delhi: Sterling Publishers
- 4.5.10. Strentz, H. (1992) News Reporters and News Sources. New Delhi: Prentice Hall of India

FOLK AND COMMUNITY MEDIA

Course Code- MAJMC 105

Course Objective: The objective of the course is to develop a strong sense of understanding about the concept of community media. The course structure reflects upon the possibilities offered by alternative and community media in resisting the dominant discourses of the mainstream media. The course will prepare the students to work as grassroots activists by decentralizing media and taking it to the reach of the poor and marginalized.

Teaching Scheme: Case study of the community media is highlighted in teaching with giving some example, Folk songs and dances are discussed and community outreach programmes will be organized by the department.

Course Outcome: after completion of this paper, the students will be able to identify the difference between community media and mass media and their respective roles within our society. The students will also be able to understand the relevance of community media in a world dominated by mass and commercial media. The paper will enrich the students' abilities to become community media operators.

Unit I: Culture and Traditions

- 1.1. Culture and Traditions-Meaning Definitions
- 1.2. Folklore and Oral Traditions
- 1.3. Folk Media in India and Odisha
- 1.4. Devotional and Religious Forms
- 1.5. Folk and Resistance

Unit II: Community

- 2.1. Concept and Definitions
- 2.2. Community Norms and Rituals
- 2.3. Customs and Traditions
- 2.4. Community Social Capital
- 2.5. Community and Development

Unit III: Community Media

- 3.1. Understanding Community Media
- 3.2. Case Studies-India and Odisha
- 3.3. Community Radio in India
- 3.4. Community Journalism
- 3.5. Recent Developments

Unit IV: Participation

- 4.1. Community Participation-Techniques
- 4.2. PRA & PAR
- 4.3. Community Media Production

Unit V: Practicum

The students are required to do a play and perform it in a village community.

Suggested Readings:

1. Howley, K. (2010) Understanding Community Media, New Delhi: Sage
2. Pavarala, V. & Malik, K. (2007). Other Voices: The Struggle for Community Radio in India.
3. Atton, C. (2001). Alternative Media, Sage: New York.

VISUAL COMMUNICATION AND PHOTOGRAPHY

Course Code- MAJMC 201

Course Objective: The objective of this paper is to orient the students with the art and aesthetics of photography and visual communication. With a fair balance of both theoretical and practical inputs for the students, the paper aims to develop a sense of understanding on the principles and practices of visual communication.

Teaching Scheme: student will learn the basics & fundamental of photography & visual aesthetics. Hands on training will be employed on how to operate a DSLR camera, lighting aspects etc. A Photo walk & photography presentation will be organized for creative participation & engagement.

Course Outcome: After completion of the paper, the students will be able to operate camera and take photographs. The students will also be able to visually express their ideas with the help of photographs in the form of photo features and photo exhibitions.

Unit I: Introduction to Visual Communication

- 1.1. Defining Visual Communication
- 1.2. Defining Visual Communication
- 1.3. Visual Grammar
- 1.4. Elements and Principle of Design
- 1.5. Coding and Decoding Visual Messages

Unit II: Camera Control Techniques

- 2.1. Evolution of Camera from film to digital
- 2.2. Different features of camera
- 2.3. Exposure, Shutter Speed, Aperture, ISO
- 2.4. Types of Lens, Lighting(Indoor and Outdoor)

Unit III: Introduction to Photography

- 3.1. History and Evolution of Photography
- 3.2. Genres of Photography: Fashion, Street, Portrait
- 3.3. Photo Feature Story
- 3.4. Photo Editing Tools

Unit IV: Practicum

- 4.1. Creating Photo Story in 10 frames
- 4.2. Rural Photo Feature Story
- 4.3. Photography highlighting Social/ Economic / Day to Day life issue

Unit V:

- 5.1 Photo journalism- the concept-definitaion-history of photo journalism India and abroad-scope and importance in morden news papers-News photo-main characteristic-photo agencies-news agency services-foreign photo agency-AFE, AP, Reuters-PTi & Un-Photo division-Government of India.
- 5.2 Photography in the age of electronic imaging, Form analogue to digital images, a post photography ear, digutal encoding, dgital simulation, multimedia digital, editing interactive and media convergency, technical challenges and cultureal continuity.

Suggested Reading:

1. Smith Kenneth L., et.al. (2011). Handbook of Visual Communication: Theory, Methods, and Media. Routledge.
2. Messaris, Paul (1996). Visual Persuasion – Role of Images in Advertising. Sage.
3. Parrish, Fred S., (2001). Photojournalism: An Introduction, Wadsworth Publishing.

4. Brill, Betsy. (2001). Photo Journalism: The Professionals' Approach, Focal Press.
5. Hodge, Gavin, et. al. (1990). In Introduction to Photography. Sandstone Publishing.
6. Drew, Helen. (2005). The Fundamentals of Photography. AVA Publishing.
7. McCartney, Susan. (2001). Mastering the Basics of Photography. Allworth Press.

ADVERTISING

Course Code- MAJMC 202

Course Objective: This course offers a rigorous and exhaustive introduction to advertising as a communication tool for business, non-profits, government and political organizations. It is designed to build critical thinking and channelize skills toward possible careers in the industry. For the academically inclined, it offers an interesting entry point into communication and cultural studies.

Teacher Scheme: Different local, regional, national, international advertisements both direct and indirect surrogate will be showcased to student, group discussion and analysis in classroom will be held on the demonstrated ads to dissect the ethical and creative perspectives.

Course Outcome: After completion of this paper, the students will be able to conceptualize advertisements, write a-copies and design advertisements in print and audio-visual formats.

Unit 1: Introduction to Advertising

- 1.1. Introduction, Meaning and Framework of Advertising
- 1.2. Growth and Development of Advertising in India and world
- 1.3. Types of Advertising
- 1.4. Advertising to Persuade the Buyer
- 1.5. Role of Advertising in Marketing Mix

Unit 2: Holistic Advertising

- 2.1. 360 Degree Advertising
- 2.2. Introduction to Social Advertising; Need and Objectives of Social Advertising
- 2.3. Case study on an existing Social Campaign
- 2.4. Rural Advertising: Rural India Perceptions, values, traditions and Buying Behaviour
- 2.5. Growth of Rural Advertising in India, Case study on an existing Rural campaign

Unit 3: Advertising Design

- 3.1. Overview of Market research: Definition, Importance and methods
- 3.2. Creation and cultivation of ideas
- 3.3. Steps for Planning an Ad Campaign
- 3.4. Media Planning, buying and scheduling
- 3.5. Ad agencies- Function, structure and types

Unit 4: Legal Aspects

- 4.1. Laws for Protection against Malpractices
- 4.2. Introduction, Civil and Penal Codes Applicable to Advertising
- 4.3. Laws Relating to Intellectual Property Rights
- 4.4. Consumer Protection and Consumer Protection Act, 1986
- 4.5. The Monopolies and Restrictive Trade Practices Act, 1969.

Unit 5: Ethical and Regulatory Guidelines

- 5.1. Ethical Aspects of Advertising, Forms of Violations
- 5.2. Regulatory Aspects of Advertising
- 5.3. Apex Bodies in Advertising - AAIL, ASCI and their codes
- 5.4. Advertising to children, Product endorsements
- 5.5. Stereotyping, Cultural, religious and racial sensitivity, Obscenity in advertising

Suggested Readings:

1. Aaker, David, A, and Mayers, Advertising Management, New Delhi: Prentice Hall, 2007.
2. Batra, Myers, and Aaker, Advertising Management, New Delhi Prentice Hall, 1996.
3. Jefkins, Frank. Advertising, New Delhi: Tata McGraw Hill, 2007.

4. Jethwaney, J., and Shruti, Jain, Advertising management, New Delhi: Oxford University Press, 2006.
5. Kenneth, Clow, E., Integrated Advertising, Promotion and Marketing, London: Pearson Education Limited, 2016.
6. Kotler, Philip, Marketing Management, New York: Pearson Prentice Hall, 2002.
7. Ogilvy, David, (1985) Ogilvy on Advertising, New York: Vintage.
8. Semenik, Allen, Advertising and Integrated Brand Promotion, New Delhi: Vikas Publication House, 2008.
9. Valladaras, June, The Craft of Copywriting, New Delhi: Vikas Publication House, 2008.

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Course Code-MAJMC 203

Course Objective: The objective of this course is to offer a wide and thorough introduction to public relations and corporate communications for students who are interested to pursue a career in the industry. Drawing upon the legacy of PR as much as the expansion and reinvention of its toolkit in the digital age, it demonstrates the role of the corporate brand as a brand house as well as an employer and member of the community. It shows the necessary synergies of Corporate Communications with marketing and HR and explores the changing role of PR as a tool through case studies in India and from across the world.

Teaching Scheme: Student will be thought to develop and design various public relation messages ranging from print, electronic, radio and digital media. Student will attend press conferences, make press releases event management etc.

Course Outcome: After completion of the course, the students will be able to write press release and organize events. They will also learn tricks of the profession through organizing media events, and outreach activities surrounding the university campus and beyond.

Unit I: Introduction to Public Relations

- 1.1. Concept, Meaning, & Definition
- 1.2. Practice of P.R., PR Department, Organizational Structure
- 1.3. PR Tools, Effective Writing for P. R
- 1.4. The P.R. Campaign, Publicity
- 1.5. PR Agencies: structure, functions, client servicing.

Unit II: Writing for PR & Corporate Communication

- 2.1. PR writing: writing press release, techniques, online press release
- 2.2. Role of PR in Crisis Communication, P.R. Industry Practice and Application
- 2.3. Event Management, Event Planning, Event Execution
- 2.4. PR Skills; relationship management, Public Speaking and Presentation Skills for PR
- 2.5. Professionals, PR Writing and Presenting. Business of PR Agency

Unit III: Corporate Communication

- 3.1. Corporate Communication: Concepts elements, PR vis-à-vis Corporate Communication
- 3.2. Corporate communication identity: concept and goals, elements and process

Unit IV: Communication Management

- 4.1. Reputation management: image building and reputation management, employer branding
- 4.2. Stakeholders relationships: employee relations, community relations, consumer relations, investor/donor
- 4.3. Corporate Social Responsibility (CSR): CSR and concept of good governance by corporate bodies, regulatory bodies in India, CSR case study in India.

Unit IV:

- 5.1 PR education : research, training and employment readiness programmes-new trends in Pr- Challenges and opportunities and preparation for the same.

Suggested readings:

1. Bhimani, R. (1995) Corporate Peacock: New Plumes of Public Relations. New Delhi: Rupa
2. Cutlip, S. M. and A.H. Center, (1997) Effective Public Relations: New York: Prentice Hall
3. Mahalanobis, Parvati. (2005) A textbook of Public Relations and Corporate Communication. Dominant Publishers and Distributors.
4. Oliver, Sander. (2004) Handbook of Corporate Communication and Public Relations, Routledge (22 April 2004)

INTERCULTURAL COMMUNICATION

Course Code-MAJMC 204

Course Objective: The paper offers an overview of cultural complexities of mediated society. While culture happens to be an integral part of any society, the course content essentially reflects on the ability of media to pervade and influence the cultural practices of every society.

Teaching scheme: Class room teaching with discussion of culture and communication. Discussion of challenges, problems of intercultural communication, special teaching of the theoretical backup of intercultural communication.

Course Outcome: The students will develop an intercultural understanding about the functions and effects of media and communication. This will enrich the students with necessary ideas for culture sensitive communication and reduce cultural conflicts and misunderstandings.

Unit I: Culture & Communication

- 1.1. Culture-Meaning and Concept, Definition
- 1.2. Culture and Communication-The Connection
- 1.3. Culture as a Social Institution
- 1.4. Culture, Language and Nonverbal Communication

Unit II: Intercultural Communication

- 2.1. Definition of Intercultural Communication
- 2.2. Process & Dimensions of Intercultural Communication
- 2.3. Eastern and Western Perspective on Communication
- 2.4. Communication Contexts-Cross-cultural, Intercultural

Unit III: Challenges of Intercultural Communication

- 3.1 Intercultural Difference
- 3.2 Religion
- 3.3 Culture
- 3.4 Lack of Empathy

Unit IV: Barriers of Intercultural Communication

- 4.1 Stereotypes & Prejudice
- 4.2 Misinterpretation
- 4.3 Language
- 4.4 Regional Differences

Unit V: Theoretical backdrop of Intercultural Communication

- 5.1 Culture shock
- 5.2 Melting pot
- 5.3 Composite culture
- 5.4 East-west parallelism
- 5.5 Political and International communication

Suggested Reading:

1. Fred E Jandt (2017). An Introduction to Intercultural Communication: Identities in a Global Community.
2. Ting-Toomey, Stella, Chung, Leeva C. (2012). Understanding Intercultural Communication. Oxford University Press.
3. Larry A. Samovar, Richard E. Porter, Edwin R. McDaniel. (2011). Intercultural Communication: A Reader. Wordsworth Publishing.
4. Fay Patel, Mingsheng Li, Prahalad Sooknunan (2011). Intercultural Communication: Building a Global Community.

RADIO PRODUCTION

Course Code-MAJMC 205

Course Objective: The paper introduces the medium of radio to the students and its basic working principles. It treats the medium across different settings like All India Radio, FM Broadcasting, Community Broadcasting and Educational Broadcasting. Emphasizing on both theory and practical aspects of radio production, students will be trained in producing various types of radio programmes.

Teaching scheme: The teaching scheme of radio production include practical exercise on radio news reading along with production of radio news bulletin on a daily basis.

Course Outcome: After completion of this paper the students will be able to identify the relevance of radio as a medium of communication. Students will be able to produce radio contents in the form of news, documentary, and drama. They will also learn the art of radio anchoring and RJs.

Unit I: Evolution of Radio

- 1.1 Development of Radio as a Mass Medium in India. Ham Radio, Pre – Post Independence
- 1.2 Radio Today-Control Mechanism - AIR, PRASAR BHARTI
- 1.3 Days of Private FM Channels, Broadcasting and Narrowcasting
- 1.4 Community Radio, Campus Radio, Web Radio
- 1.5 Debates around Autonomy of Electronic Media

Unit 2: Science of Sound

- 2.1 Technical and Operating Principles
- 2.2 Principles of Sound – Frequency, Low/Mid/High Amplitudes, Wave Length, Pitch, Spectrum, Infrasonic, Ultrasonic, Acoustics, Reverberation, Echo
- 2.3 Microphones – Positioning, Fish Pole, Floor Stand,
- 2.4 Tables and Hidden Mikes, Wireless Mikes

Unit 3: Radio Tools & Techniques

- 3.1. Line Mikes, Shotgun, Recording Techniques
- 3.2. Studio Acoustic, Sound Level Controls – Manual, Automatic,
- 3.3. Digital Recording, Digital Filters, Multi- Track Production Techniques
- 3.4. Production basics – Acoustics, Perspective, Sound Effects, Distort and Filter, Artificial Echo, Silence

Unit 4: Radio Programme Formats

- 4.1. Radio documentary, Feature, Phone-in programme, PSAs
- 4.2. Commercial Broadcasting – Music Promo, Sparkles, Teaser, Radio Jockeying, Radio Streaming, Announcer, Compere, Narration and Voiceover
- 4.3. News Writing, Compilation of News,
- 4.4. Audience Understanding, Fixed Point Charts, Audience Research

UNIT 5: Practical – Any Two

Individual PSA of 30 Seconds
Documentary / Feature (Group Production) of 10 – 15 Minutes
Production of 15-minute Radio News/Programme on Current Affairs
Radio Jingle

Suggested Reading:

1. Kaempfer, R. and John S. (2004) The Radio Producer's Handbook. New York, Allworth Press
2. Keith, M.C.M. (2007) The Radio Station: Broadcast, Satellite and Internet, Burlington: Focal Press
3. McLeish, R, Radio Production. Burlington, Focal Press. (2005)
4. Priestman, C. (2002) Web Radio: Radio Production for Internet Streaming, Burlington: Focal Press
5. Reese, D.E. Lynnes S. Gross and Brian Gross (2005) Radio Production Work text: Studio and Equipment, Burlington: Focal Press
6. Sauls. S.J. and Craig A. Stark (2013) Audio Production Work Text Concepts, Techniques and Equipments. Burlington: Focal Press

7. Stephenson, A. R., David E Reese and Mary E. Beadle (2004) Broadcast Announcing Work text: Performing for Radio, Television, and Cable, Burlington: Focal Press
8. Truesdell, C. (2007) Mastering Digital Audio Production: The Professional Music Workflow with Mac OS X. Canada: Wiley Publishing Inc
9. Whitakaer, J.C. (2003) Master Handbook of Audio Production: A Guide to Standards, Equipments and System Design. New Delhi: Mc Graw Hill Professional
10. Woodhall, W. (2010) Audio Production and Postproduction. London: Jones and Bartlett Publishers

TELEVISION JOURNALISM AND PRODUCTION

Course Code-MAJMC 301

Course Objective: The course will introduce students to the basic theory and operation of TV production equipment. With both theoretical practical orientations, the course aims to train the students in the promising field of television production and journalism.

Teaching Scheme: A combination of theory and practical class will be deployed. Practical lesson will be delivered in studio to impart hands-on training on camera, light and editing, while theory will be covered through lecture, PPTS, videos and invited talks.

Course Outcome: The students will learn how to operate video camera and report from the field. The students will also learn how to write a news copy for television and television anchoring. Apart from that they will also acquire knowledge on visual editing and producing news.

Unit I: Introduction to Television

- 1.1. History and Evolution of Television
- 1.2. Prasar Bharati, Broadcasting Code
- 1.3. Early days of Doordarshan, SITE
- 1.4. Advent of Color and Satellite TV

Unit II: Basic Concepts of Television Production

- 2.1. Visual language and Grammar, Rules of Composition and Framing
- 2.2. TV production personnel and their responsibilities
- 2.3. Preproduction, Production and Postproduction Activities
- 2.4. Television News Production: Reporting and Anchoring TV news

Unit 3: Tools and Techniques of Video Production

- 3.1 Camera types and features
- 3.2 Sources and types of lights, Indoor and Outdoor lighting
- 3.3 Concept and importance of sound in TV production
- 3.4 Writing and Editing Video

Unit 4: Contemporary trends in TV broadcasting

- 4.1 Indian TV Industry
- 4.2 Public service and Commercial TV broadcasting
- 4.3 Economics of TV broadcasting
- 4.4 National and International TV news agencies

Unit 5: Practicum

- 5.1 Production of TV news bulletin
- 5.2 Production of short documentary on socially relevant issue

Suggested Reading:

1. Burrows, T., et.al. (2000). Video Production: Disciplines and Techniques. US: Holcomb Hathaway
2. Compesi, R. and Gomez, J. (2015). Introduction to Video Production: Studio, Field and Beyond. New York: Routledge
3. Johnson, K. and Radosh, J. (2016). Shoot Edit Share: Video Production for Mass Media, Marketing, Advertising, and Public Relation. London: Focal Press
4. Kellison, C. (2009). Producing for TV and New Media. London: Focal Press

5. Millersen, G. & Owens, J. (2009). Television Production. London: Focal Press
6. Owens, J. (2017). Video Production Handbook. London: Focal Press
7. Zettl, H (2012). Handbook of Television Production. UK: Wadsworth

COMMUNICATION FOR DEVELOPMENT
Course Code-MAJMC 302

Course Objective: It has been a well-accepted view that proper implementation of any developmental programme is largely dependent on the effectiveness of an appropriate communication strategy. The paper sheds light on different communication strategies adopted so far worldwide, and the theoretical and ideological factors responsible for the application of such strategies as an indispensable component in different developmental programmes.

Teaching scheme: The teaching scheme of communication for development includes practical orientation with the idea of communication for development. It includes intervention programs on communication for development such as outreach activities and communications intervention.

Course Outcome: The students will be trained to become development communicators who would bridge the communication gap between development agencies and beneficiaries of development. This would prepare the students to design development messages and create awareness among the communities.

Unit I: Development: Concept and Approaches

- 1.1. Meaning, Concept and Approaches to Development
- 1.2. Problems and Issues in Development
- 1.3. Characteristics of Developed and Developing Countries
- 1.4. Economic Theories of Development

Unit II: Development Communication: Theory and Practice

- 2.1. Developmental Communication- Meaning and Definition
- 2.2. Early Development Paradigms and their Social Impact
- 2.3. Role of Communication and Mass Media in National Development
- 2.4. Alternative Models of Development

Unit III: Developmental Issues and Discourse

- 3.1. Development and Environment
- 3.2. Role of third sector in Development
- 3.3. Developmental Communication Policies
- 3.4. Sustainable Development and Social Empowerment

Unit IV: Alternative Approaches to Development and Communication

- 4.1. Communitarian Perspectives of Development
- 4.2. Understanding Indigenous Knowledge System
- 4.3. Traditional Folk Media
- 4.4. Understanding Local Cultures and Traditions-culture centred approach

Unit V: Communication Campaign and Strategy (practicum)

- 5.1. Communication Strategy Design
- 5.2. Media Campaign and Advocacy
- 5.3. Development Reporting and Documentation
- 5.4. Social mapping, PRA & PAR (outreach activity)

Suggested readings:

1. Jan Servaes (Ed), (2008) Communication for development and social change, Sage Publications India Pvt Ltd, New Delhi
2. Reddy, Y. K. (2014), Understanding development communication, Astha Publishers & Distributors, New Delhi
3. Srinivas Melkote & Steeves. (2001). Communication for development in the third world, Sage Publication, New Delhi

4. Serveas J, Jacobson, T. & White, S. A. (Eds) Participatory communication for social change, Sage Publication.
5. Lerner, D. (1958) Passing of the Traditional Society, London: Macmillan
6. Mefalopulos, P. (2008) Development Communication Sourcebook: Broadening the boundaries of communication. New York: World Bank Publication

COMMUNICATION RESEARCH

Course Code-MAJMC 303

Course Objective: The course is designed to train the students in the evolving field of media and communication research. It aims to develop a thorough understanding of media research applying both quantitative and qualitative research techniques. The course outline also explores the probable dimensions of research in the field of journalism and mass communication.

Teaching Scheme: Steps of communication research process in graphical presentation, methods of research and simple selection teaching in classroom. Writing practice on synopsis, abstract, review of literature on communication research.

Course Outcome: The outcome of the paper is to prepare students for conducting academic as well as professional research in the field of Journalism and Media studies. The course paper will orient the students the diversified areas of media and communication research spanning across culture, art, politics, and society and their connection with media. As part of this paper the students are required to prepare small research project proposals.

Unit I: Meaning and Objectives of Research

- 1.1. Meaning, Scope, Objectives and Significance of Media Research.
- 1.2. Research Process; Formulation of Research Problem, Literature Survey, Research Design
- 1.3. Writing Research Reports: Bibliography, Footnote and Reference, Synopsis
- 1.4. Writing of Report, Summary, Executive Summary, Conclusion and Recommendation

Unit II: Research Methods and Applications

- 2.1. Techniques of Data Collection: Observation, Questionnaire and Interview, Content Analysis.
- 2.2. Qualitative Methods: Field Experiments, Ethnography, Focus Groups, Case Studies.
- 2.3. Quantitative Research Methods: Experimental Research, Survey Research, Content Analysis.
- 2.4. Audience Research in Print and Electronic Media

Unit III: Statistical Applications in Communication Research

- 3.1 Statistics: Definitions, Uses and Limitations. Classification and Tabulation of Data, Sampling
- 3.2 Test of Hypothesis, Probability distribution, Measures of Central Tendencies Measure of Variability
- 3.3 Correlation: Correlation Co-Efficient, Spearman's Rank, Scaling Techniques

Unit IV:

- 4.1 Field Experiment and conducting experiments online
- 4.2 Descriptive research
- 4.3 Participatory research, mixed methods
- 4.4 Research ethics.

Unit V: Research Proposal Writing

As part of this unit, students are required to write a research proposal on any of the media and communication related issues.

Suggested Reading:

1. Wimmer, Roger D. and Joseph R. Dominick. Mass Media research: An Introduction. Belmont: Wadsworth Publishing Company. 1998
2. Agarwal, Binod C., and S.R. Joshi and Arbind Sinha. Communication research for Development: The

- ISRO Experience. New Delhi: Concept Publishing Company. 1986.
3. Berger, Arthur Asa. Media Research Techniques. Thousand Oaks: Sage Publication. 1998.
 4. Berger, Arthur Asa. Media Analysis Techniques. Beverley Hills: Sage Publications. 1998.
 5. Gibaldi, Joseph and Walter S. Aichert. MLA Handbook for Writers of Research Papers. New Delhi: Affiliated East-West Press Pvt. Ltd. 1994.
 6. Kothari, C.R. Research Methodology Methods and Techniques
 7. Krishnaswamy, O.R. Research Methods in Social Sciences
 8. Natziger, Ralph O. and David M. White. Introduction to Mass Communication Research. Baton Rouge: Louisiana State University Press. 1981.
 9. Oliver, Paul. Writing your thesis. New Delhi: Sage Publications. 2008

MEDIA AND HUMAN RIGHTS

Course Code- MAJMC 304

Course Objective: The objective of the course is to offer an understanding on the crucial relationship between media and human rights. With theoretical inputs and practical knowledge about the uses of media and technology for human rights activism, the paper will build a strong foundation on the journalistic roles and responsibilities in connection to human rights and its violation.

Teaching Scheme: Students will be encouraged to visit villages, Police stations, media organization and organization run by NGOS to understand various human rights issues etc. Group discussion, debate, PPT, Presentation will also be conducted.

Course Outcome: After completion of this course, students will be able to understand the existing relationship between media and protection of human rights. They will acquire essential abilities on how to use media for advocacy and human rights activism.

Unit I: Introduction to Human Rights

- 1.1 Meaning, Nature and development of Human Rights
- 1.2 Right to life, equality, civil rights, political rights, cultural rights and economic rights.
- 1.3 UN charter and UNDHR, specific articles of the UNDHR.
- 1.4 Organizations working on Human Rights issues,- National and global, red cross, Amnesty,
- 1.5 Human Rights watch etc.

Unit II: Issues and challenges of Human Rights

- 2.1 Rights of women and children
- 2.2 Media and Human rights in international perspectives
- 2.3 Freedom of speech and expression under Indian constitution, freedom of press, right to Privacy

Unit III: Writing on Human Rights

- 3.1 Types of reports, sources of news,
- 3.2 Trends in Indian press, problems of writing about Human Right issues,
- 3.3 Right to Information Act.

Unit IV: The role of Media in protecting human rights violations

- 4.1 Investigative journalism, persuasive journalism and media activism,
- 4.2 Media lobbying, politics of Human rights.

Unit V:

- 5.1 Writing on Human Rights : Promotion, Protection and violations, problems of writing for human Rights issues, role of social media and mobilization of public opinions, Media as a catalyst for Human Rights and development.

Suggested Reading:

1. Agnes, Flavia, Law and Gender Inequality: The Politics of Women's Right in India, London: Oxford

- University Press, 1999.
2. Baxi, Upendra, The Future of Human Rights, New Delhi: OUP, 2002.
 3. Department of public affairs, United Nations, UNDHR.
 4. Guruswamy, S. Human rights and gender Justice.
 5. Kar, P.K. & P.P. Panda. Awareness of women rights: projection in Mass Media.
 6. Papademas, Diana (Ed), Human Rights and Media.

ODIA JOURNALISM

Course Code- MAJMC 305

Course Objective: Considering the increasing importance of language journalism, this paper aims to impart knowledge and skills among the students to become able journalists in Odia. With a critical insight on the roles and responsibilities of language journalism in the process of social transformation in Odisha, this paper will inculcate the core values of journalism and ethics in them to serve as journalists.

Teaching scheme: The teaching scheme of the paper includes reading practices on the history and growth of odia newspapers / press along with writing news in Odia.

Course Outcome: This paper will orient students on the historical contribution made by Odia Journalism towards formation of Odia identity and Nationalism.

Unit I: History of Odia Journalism

- 1.1. Early Phases of Odia Press
- 1.2. Odia Press in the Pre-Independence Era
- 1.3. Odia Press in the Post-Independence Era
- 1.4. Press and Language Movement

Unit II: Growth of Odia Journalism

- 2.2. Role of Christian Missionaries
- 2.3. The first Odia newspaper
- 2.4. Role of Odia Press in Social Reform
- 2.5. Role of Odia Press in the Growth of Odia Literature
- 2.6. Press and Vernacular Nationalism

Unit III: Newspapers and Magazines

- 3.1. Utkala Dipika
- 3.2. Sambada Bahika
- 3.3. Naba Sambad
- 3.4. Asha
- 3.5. Prabodha Chandrika, Utkala Darpana, Utkala Madhupa

Unit IV: Odia Journalism Practice

- 4.1. News
- 4.2. News values
- 4.3. Reporting
- 4.4. Editing
- 4.5. Readership and Circulation

Unit V: Practical

- 5.1 Students are required to write and publish stories in Odia.

Suggested Reading:

1. Mohanty, S. (2015). Periodical Press and Colonial Modernity, Odisha 1866-1936, Oxford University Press.
2. Mishra, Pritipuspa (2020). Language and the Making of Modern India Nationalism and the Vernacularin

- Colonial Odisha, 1803-1956, Cambridge University Press.
3. Chatterjee, Mrinal (2010). History of Journalism in Odisha.
 4. Mohanty, S. K. (2019). Journalism and Mass Communication, OSOU Press.

DOCUMENTARY PRODUCTION

Course Code- MAJMC 305

Course Objective: The objective of the paper is to impart the required skills and competencies to make documentary films. It is a combination of both the theoretical and practical aspects of the process of documentary film production.

Teaching scheme: Students will be given hands-on- training on script writing, lighting, sound, different techniques and styles of documentary filmmaking, brainstorming sessions on script ideation and execution etc., student will be taught to make short and other feature documentary films.

Course Outcome: The students will be able to understand the technicalities of the art of documentary film production. Students will be producing short documentary films as part of the practical components of this paper.

Unit I: Documentary Films

- 1.1. Meaning and Definition
- 1.2. Types of Documentary Films/Documentary Genres
- 1.3. Cinema Verite/ Direct Cinema
- 1.4. Documentary Films vs Fiction Films
- 1.5. History of Documentary Films

Unit II: Ideation and Script Writing

- 2.1. Generating Ideas-Researching for Documentary
- 2.2. Draft Proposal-Review and Rewriting
- 2.3. Screen Grammar
- 2.4. Screen craft Analysis
- 2.5. Screen writing formats

Unit III: Production

- 3.1. Recce
- 3.2. Camera and Equipment
- 3.3. Lighting
- 3.4. Sound
- 3.5. Direction

Unit IV: Post-Production

- 4.1. Paper Edit
- 4.2. The First Assembly
- 4.3. Editing
- 4.4. Narration
- 4.5. Fine Cut to Sound Mix

Unit V: Practical

- 5.1 Production of short documentary films.

Suggested Reading:

1. Aufderheide, P. (2007). Documentary Film: A Very Short Introduction.
2. Nichols, B. (2000). Introduction to Documentary.
3. Rosenthal, P. A. (2002). Writing, Directing and Producing Documentary Films and Video.
4. Rabiger, M. (2004). Directing the Documentary.

MEDIA, CULTURE AND SOCIETY

Course Code- MAJMC 306 (CBCS)

Course Objective: The core objective of the paper is to develop an understanding about the close connections between media, culture and society. With an interdisciplinary take, the paper explores the growth and development of the discipline of media studies and its link with the process of social and cultural production.

Teaching scheme: Teaching of culture and media, media and society. Media and politics, class room teaching with discussion topic of media and national development.

Course Outcome: This paper will help students understand the existing relationship between media, culture and society. They will be able to critically understand the implications of media revolutions on our cultural practices as well as our social practices.

Unit I: Understanding Media

- 1.1 Media Development-History and Evolution
- 1.2 Media Theory-Normative Theory
- 1.3 Media Effects-Effects Theory
- 1.4 Media Audience
- 1.5 Media Content

Unit II: Media Culture

- 2.1 Culture
- 2.2 Culture Industry
- 2.3 Cultural Production and Mediation
- 2.4 Intercultural Exchange
- 2.5 Culture Flows

Unit III: Media and Society

- 3.1 Mass Society
- 3.2 Media and Modernity
- 3.3 Media and Public Opinion
- 3.4 Media and Public Sphere
- 3.5 Media and Democracy

Unit IV: Media & Politics

- 4.1 Media & Political agenda
- 4.2 Media and Identity Politics
- 4.3 Media and Ideology
- 4.4 Media Hegemony

Unit V: Media & Nationalism

- 5.1 Imagined communities
- 5.2 Mediated nationalism
- 5.3 Media & National Development
- 5.4 Media & International Relations

Suggested Readings:

1. Adorno, Theodor, W. (1991). *The Culture Industry: Selected Essay on Mass Culture*. London, Routledge.
2. Blumler, Jay and Elihu Katz. (1974). *The Uses of Mass Communication*. US: Sage.
3. Carey, James W. (1992). *Communication as Culture: Essay in Media and Society*. UK: Routledge.
4. Fiske, John. (1987). *Television Culture*. UK: Routledge.
5. Halleck, DD. (2002). *Hand Held Visions: The Impossible Possibilities of Community Media*. USA: Fordham University Press.
6. Hartley, John. (1992). *The Politics of Pictures: The Creation of the Public in the Age of Popular Media*. UK: Routledge.
7. Leach, Edmund. (1976). *Culture and Communication*. UK: Cambridge University Press.

8. Mcphail, Thomas L. (ed.) (2010) *Development Communication: Reframing the Role of Media*, Oxford: Willey Blackwell
9. McQuail, Denis. (1997). *Audience Analysis*. US/UK: Sage.
10. Storey, John. (2009). *Cultural Theory and Popular Culture: An Introduction*. London: Pearson Longman.
11. Watson, James. (2003). *Media Communication: An Introduction to Theory and Process*. New York: Palgrave, Macmillan.

FILM PRODUCTION AND APPRECIATION

Course Code- MAJMC 401

Course Objective: The objective of the paper is to develop a critical understanding on the process of film production. With strong theoretical inputs on the theory of film production, the paper will develop abilities with the students to appreciate films of different times and genres.

Teaching Scheme: Various short and full length films from black and white to silent to talkie to OTT era will be showcased, followed by group discussion on various aspects like light, camera, angle, narrative structure, plot, cinematography and process of production.

Course Outcome: After completion of this paper students will be able to produce short length films on their own. The students will also be able to understand the art of critically appreciating cinema.

Unit I: History and Evolution of Films

- 1.1. Evolution of films
- 1.2. Black and white and Colour films
- 1.3. Silent films and Spoken films
- 1.4. Film Movements in India and World
- 1.5. Film Genres

Unit II: Screenplay & Direction

- 2.1. Film Language and Film Grammar
- 2.2. Process of Film Production
- 2.3. Feature Film and Short Film
- 2.4. Narrative Elements, Narrative Techniques
- 2.5. Screen Direction, Time Space Relation, Dramatic Elements, Characterization

Unit III: Sound and Cinematography

- 3.1. Relevance of Sound in Cinema, Sound Effects
- 3.2. Camera-Structure, Functions, and Types; Basics of Camera Techniques
- 3.3. Shots and Framing-Image Size, Camera Angles, Movements
- 3.4. Cinematographic Techniques-Principle of Cinematography
- 3.5 Lights and Lighting Techniques

Unit IV: Editing and Postproduction

- 4.1 Understanding Montage, Montage Principles
- 4.2 Editing Process- Logging, First Assembly, Rough Cut, First Cut, Fine Cut, Final Cut
- 4.3 Linear Editing
- 4.4, Non-Linear Editing
- 4.5 Film Promotion and Exhibition

Unit V: Practical

- 5.1 Showcase of selected Indian and foreign classics
- 5.2 Case Studies of Renowned Films: “Gone with the Wind”, “Roshomon”, “Pather Panchali” and “Casablanca”
- 5.3 Production of minimum five-minute film by student

Suggested Reading:

1. Edgar. G. Willis and D’Arienzo (1992) *Camille, Writing Scripts for Television, Radio, and Film*. New York: Harcourt
2. Gunning, R. (1962) *New Guide to More Effective Writing in Business and Industry*. Boston: Industrial Education Institute

3. Hohenberg, J. (1978) *The Professional Journalist: A Guide to the Practice and Principles of the News Media*, New York: Holt, Rinehart, Winston
4. Kamath, M. V. (2009) *Professional Journalism. New Delhi: Vikash*
5. MacDougal, Curtis D & Reid, Robert D. (1978) *Interpretative Reporting. UK: Macmillan*
6. Mani, Annakavoor Doraiswamy and Wolseley Roland Edgar (Eds.,) (1964). *Journalism in Modern India*. New Delhi: Asia Publishing House
7. Mencher, M. (1992) *Basic Media Writing*, New York: William C Brown Publisher
8. Raman, U. (2015) *Writing for the Media*, New Delhi: Oxford University Press
9. Ward, M. (2002) *Journalism Online*. London: Focal Press
10. Wavell, S. (1969) *The Art of Radio. Sri Lanka: Sri Lanka Broadcasting Corporation*

CONVERGENT JOURNALISM

Course Code-MAJMC 402

Course Objective: The aim of this paper is to orient the students with the idea and terminologies associated with the evolving concept of culture of convergence in Journalism and Mass Communication. With a blend of both theoretical and practical aspects, the paper aspires to train the students who would become successful journalists in the emerging field of Multimedia Journalism.

Teaching scheme: The teaching scheme of this paper includes practical exercises of designing and publishing news websites along with putting multimedia contents in you tube channel – News times JMC. Dept.

Course Outcome: This paper will help students acquire the required skills to work in a rapidly changing convergent media environment. The paper will impart technical knowledge and expertise among the students to make them ready for doing journalism using convergent media platforms such as mobile phones and social media platforms.

Unit I Perspectives on Convergence

- 1.1 Convergence-Concept and Definition, Convergence Culture,
- 1.2 The Need for Convergence,
- 1.3 Media Convergence-Technology, Ownership, and Content;
- 1.4 Perspectives on Media Convergence

Unit II: Convergent Practice

- 2.1. Convergence in Journalism- Writing across different Platforms
- 2.2. Networked Journalism
- 2.3. Characteristics of Convergent Journalism-Interactivity, Inter-textuality, Non-linearity, Multi-Mediability
- 2.4. Professional Convergence-Polyvalence in Journalistic Profession

Unit III Journalism Basics

- 3.1. Qualities of a Good Journalist, Objectivity in Journalism, Ethical Journalism, Journalism and Social responsibility
- 3.2. Writing, Reporting, and Interviewing Skills, Concept of News and News Writing Guidelines, News Values
- 3.3. News Writing Structure-Inverted Pyramid and Narrative Structure, Three Act Structure
- 3.4. Characteristics of print, broadcast and convergent Journalism, differences between the three
- 3.5. Citizen Journalism, Concept, its Practices, changed concept of Gate keeping

Unit IV Practicing Journalism in the Age of Convergence

- 4.1. Writing for the Web-Story Idea, Dealing with the Sources, Verifying the Sources
- 4.2. Writing-News, Features, Opinion Pieces, Blogs, writing guidelines
- 4.3. Video for the Web, Podcasting, Web Content Management
- 4.4. Converged News Room Practices, Gate Keeping, Role of the Editor, Changing role of Journalist
- 4.5. Understanding the Audience in the Convergent Medium, Importance of Audience Feedback, Audience as Prosumers

Unit V: Practical

5.1 Students are required to design a News Website/Personal Blogs

Suggested Reading:

1. Bull, A. (2015). *Multimedia Journalism: A Practical Guide*. London: Routledge
2. Felder, L. (2011). *Writing for the Web: Creating Compelling Web Content using words, Pictures and Sound*. New Delhi: Pearson Education India
3. Filak, Vincent F. (2014). *Convergent Journalism: An introduction: Writing and Producing Across Media*. London: CRC Press
4. Heinrich, A. (2014). *Network Journalism: Journalism Practice in Interactive Spheres*. London: Routledge
5. Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press
6. Kolodzy, J. (2012). *Practicing Convergence Journalism: An Introduction to Cross Media Story Telling*. New Delhi: Routledge
7. Lugmayr, A., et.al. (2016). *Media Convergence handbook, Vol.1. Journalism, Broadcasting and Social Media Aspects of Convergence*. BerlinQuinn, S. (2005) *Convergent Journalism: The Fundamentals of Multimedia Reporting*. London: Peter Lang
8. Siapera, E. & Veglis, A. (2012). *The Handbook of Global Online Journalism*. Oxford: Willey-Blackwell
9. Wilkinson, Jeffrey S et.al. (2012). *Principles of Convergent Journalism*. London: OUP

POLITICAL & INTERNATIONAL COMMUNICATION

Course Code MAJMC 403

Course Objective: The course intends to expose the students with the theoretical foundations of political communication. By orienting the students with the existing relationship between media and politics in a rapidly changing media environment, the course aims to develop a critical understanding about the role of communication in politics.

Teaching Scheme: Theoretical discussion in classroom teaching on political communication, International relation and propaganda, International news agencies, historical background and media and cultural imperialism.

Course Outcome: After the completion of this course paper, students will be able to understand the existing relationship between communication and politics. They will also be able to understand the dynamics of international media and communication environment along with information flow among the countries of the global south and north.

Unit I: Introduction to Political Communication

- 1.1. Nature and Definition of Political Communication
- 1.2. Political Organizations
- 1.3. Political Campaigns
- 1.4. Emergence of third world political communication
- 1.5. Media and Public Opinion

Unit II: Political Communication Management

- 2.2. Transnational news
- 2.3. International Relations and Propaganda
- 2.4. Communication as human rights
- 2.5. International News agencies and syndicates, their organizational structure and functions
- 2.6. UNO's Universal Declaration of Human rights

Unit III: Historical Background of International Communication

- 3.1 Free flow of Information
- 3.2 Information imbalance
- 3.3 NAM, NWICO, NIEO

3.4 McBride Commission

Unit IV: Globalization Paradigm

- 4.1 Media Structure, Cross Media Ownership
- 4.2 Media and Globalisation
- 4.3 Media & Cultural Imperialism
- 4.4 Media Economics and Policy
- 4.5 Flows and Counter flows

Unit V:

- 5.1 International/ Transnational Media Organizations
- 5.2 News agencies
- 5.3 Evolution
- 5.4 Typology
- 5.5 Cable News Networks (CNS)
- 5.6 Al Jazeera Networks

Suggested Reading:

1. Thussu, Daya Kishan (2006). International Communication: Continuity and Change, 2nd second. Hodder Arnold Publication.
2. Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.
3. Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, New York: Pantheon Books.
4. Seator, Jean. (1998). Politics and the Media, Blackwell.
5. Gunther, Richard. (2000). Democracy and the Media, Cambridge
6. Thussu, Daya Kishan (2009), International Communication: A Reader, Routledge