



## Five-year Integrated B.A. - M.A. in Mass Communication

# Syllabus

### **Nature of the Programme**

Five-year full-time course with multiple entry-exit options according to the New Education Policy 2020

**Eligibility:** 10+2 (any discipline)

### **Programme Description and Outcome**

This programme provides a firm foundation to those wishing to become media professionals. The curriculum is a combination of theory and practice and is designed with an objective to equip students with a judicious blend of knowledge, skills, and attitude to become media professionals with social commitment. This programme takes care of the requirements of the ever-changing media industry – language, content, and technology in the contemporary social needs. The courses are designed to impart intensive knowledge and training in print, electronic and digital media.

### **Department of Mass Communication**

School of Mass Communication and Media Technologies

### **Central University of Jharkhand**

(Established by an Act of Parliament of India, 2009)

Ranchi - 835205, Jharkhand

Website: [www.cuj.ac.in](http://www.cuj.ac.in)

**2023**

**Course Structure**

**Five-year Integrated BA-MA in Mass Communication**

<b>Major Papers (62 Credits)</b>			
<b>Paper Code</b>	<b>Name of the Paper</b>	<b>Credits</b>	<b>Semester</b>
JMC011010	Basics of Communication	3	I
JMC011030	Development of Media	2	I
JMC011020	Principles of Journalism	3	II
JMC011040	Communication, Culture & Society	2	II
JMC012010	Print Media	4	III
JMC012030	Writing for Media	4	III
JMC012020	Photography	3	IV
JMC012040	Traditional & Indigenous Communication	4	IV
JMC012060	Science Communication	3	IV
JMC012080	Introduction to Radio & Television	4	IV
JMC013010	Advertising and Public Relations	4	V
JMC013030	Digital Media	4	V
JMC013050	Communication Technology	3	V
JMC013070	Radio & Television Production	4	V
JMC013020	Development Communication	4	VI
JMC013040	Media Laws & Ethics	4	VI
JMC013060	Media Business & Management	4	VI
JMC013080	Internship	4	VI
<b>Minor Papers (24 Credits)</b>			
JMC021010	Introduction to Communication	4	I
JMC021020	Media, Society and Culture	4	II
JMC022010	Print and Digital Media	4	III
JMC022020	Radio and Television	4	IV
JMC023010	Introduction to Advertising & Public Relations	4	V
JMC023020	Media Laws	4	VI
<b>Multidisciplinary Paper (9 Credits)</b>			
JMC031010	Understanding Media	3	I
JMC031020	Human Communication	3	II
JMC032010	Introduction to Indian Media	3	III

Course Structure							
Semester	Major Papers (63 Credits)	Minor Papers (24 Credits)	Multidisciplinary Paper (9 Credits)	Ability Enhancement (AEC) (Total- 8 Credits)	Skill Enhancement (SEC) (Total- 9 Credits)	Value Added Courses (VAC) (Total- 6 Credits)	Total Credits
Semester I				English for Communication (Credit: 2)	Skill Enhancement Course (Credit:3)	Understanding India (Credit: 3)	20
Semester II				Basics of Hindi Language (Credit: 2)	Skill Enhancement Course (Credit: 3)	Environment. Education (Credit: 3)	20
Semester III				English Language (Credit: 2)	Skill Enhancement Course (Credit: 3)		20
Semester IV				Basics of Hindi Language (Credit: 2)			20
Semester V					Internship (Credit: 4)		22
Semester VI							20
	63	24	9	8	13	6	122

**Important:** Syllabus for Ability Enhancement Courses (AEC), Skill Enhancement Courses (SEC) and Value-Added Courses (VAC) would be provided separately. Minor papers are to be opted by the students of the departments other than Mass Communication. During the entire course students are required to opt total three multidisciplinary courses each from different basket provided by the university.

## Semester I

### Basics of Communication

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Basics of Communication	JMC011010	Major	I	3	3	100

**Course Objectives:** This course aims to introduce to the students the concepts of communication and its background further leading into the discussion on various models of communication given by different scholars. It would also cater to the need of introducing the different types and forms of mass media to the students.

**Learning Outcomes:** After completing this course, students should be able to:

- Define communication and explain the process of communication.
- Identify the basic elements and types of communication.
- Discuss the barriers to effective communication.
- Describe the various models and functions of mass communication.

**Teaching-learning process/Pedagogy:**

- Interactive lectures supported by real-life examples, PowerPoint presentations.
- Sharing of teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, student's presentation, and assignments.
- Interactive exercises and practical classes.

**Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

### Basics of Communication

**Block I: Communication: An Introduction**

Unit 1: Communication: Process, Principles and Functions

Unit 2: Evolution and Development of Communication

Unit 3: Elements and Types of Communication

Unit 4: Effective Communication; Barriers to Communication.

**Block II: Models of Communication**

Unit 1: Aristotle's Model, S-M-C-R Model, Laswell's Model; Braddock's Model; Katz and Lazarsfeld's Model

Unit 2: Shannon and Weaver's Model; Osgood's Model

Unit 3: Dance's Model; Newcomb's Model; Schramm's Model; Gerbner's Model

Unit 4: Gatekeeping Models; Spiral of Silence, Dependency Model

### **Block III: Theories of Communication**

Unit 1: Individual difference theory: Selective Exposure and Selective Perception

Unit 2: Personal influence theory: Two-step flow and multi-step flow

Unit 3: Sociological theories: Cultivation Theory, Agenda Setting Theory, Diffusion of Innovation

Unit 4: The Uses and Gratification Theory, Dependency Theory, Critical Theory,

### **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- **Introduction to Mass Communication**, IGNOU Handbook, 1992
- Kumar Keval J., **Mass Communication in India**, Fourth Ed., Jaico Publishing House, New Delhi, 2012
- McQuail Denis, **Mass Communication Theory**, Sage (fourth Edition), London, 2000
- Schramm Wilbur, Roberts Donald F. (ed), **The Process and Effects of Communication**, University of Illinois Press, 1971
- Fiske John, **Introduction to Communication Studies**, Routledge, 1982
- Littlejohn W. Stephen, Foss A. Karen, **Communication Theory**, Wadsworth-Cengage Learning, 2006.
- Baran, S., & Davis, D., **Mass Communication Theory: Foundation, Ferment, and Future** (5th ed.), Boston, MA: Wadsworth Cengage Learning, 2009.



## Development of Media

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Development of Media	JMC011030	Major	I	2	2	100

**Course objectives:** This course attempts to provide detailed input about the evolution and development of media in India. It focuses on the history of print, cinema, radio, television, documentary, and digital media. It also appraises students socio-cultural, political, and economic context in which these mediums of mass communication have grown up.

**Learning outcomes:** After completing this course, student should be able to:

- Get familiar with the evolution and development of print media;
- Understand historical development of cinema and documentary;
- Describe the development of radio and television;
- Explain evolution and development of digital media.

**Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing of teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- interactive exercises and practical classes

**Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Development of Media

### Block-I Print Media

Unit 1: Newspapers in Pre- and Post-Independence Era

Unit 2: Key magazines, Major News Agencies

Unit 3: Indian Cinema: Silent Era, Talkie Era, Golden Age and Modern Era

Unit 4: Significant Movements in Indian Cinema

### Block-II Radio & Television

Unit 1: Development of *Akashvani* in India

Unit 2: Public Broadcasting, Community Radio, and Private FM Channels

Unit 3: Development of *Doordarshan* in India

Unit 4: Major Private Television Networks

### **Block-III Digital Media**

Unit 1: Development of Computer and Internet

Unit 2: Development of Digital Journalism in India

Unit 3: Social Media, Major Social Networking Sites

Unit 4: OTT Platforms and Emerging Trends in Digital Media

#### **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- J. Natarajan, **History of Indian Journalism**, Publication Division, 2000
- Rangaswamy Parthasarathi, **Journalism in India**, Sterling Publishers, 1989
- **Report of First Press Commission**, (1952-54).
- **Report of Second Press Commission**, (1980-82).
- P. C. Chatterjee, **Broadcasting in India**, Sage, New Delhi, 1990
- Robin Jeffrey and Assa Doron, **Cellphone Nation**, Hachette Publisher, 2013
- Dev Vrat Singh, **Indian Television – Content, Issues and Debate**, Har-anand Publications, New Delhi, 2012
- Robin Jeffrey, **India's Newspaper Revolution** (Hindi), 1996, IIMC Publication. New Delhi.

#### **Web resources:**

[https://swayam.gov.in/nc\\_details/NPTEL](https://swayam.gov.in/nc_details/NPTEL)

<https://egyankosh.ac.in/>

<https://epgp.inflibnet.ac.in/>

## Introduction to Communication

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Introduction to Communication	JMC021010	Minor	I	4	4	100

**Course Objectives:** The course primarily focuses on introducing overview of communication and its process. It explains functions, elements, types, and barriers to communication and highlights various aspects of mass communication and its models.

**Learning Outcomes:** After completing this course, students should be able to:

- Overview of communication and its process.
- Describe basic functions, elements, and types of communication.
- Discuss the barriers to effective communication.
- Explain the basic models of mass communication.

### Teaching-Learning Process/Pedagogy:

- Interactive lectures supported by real-life examples, PowerPoint presentations.
- Sharing of teaching materials, e-notes, e-books and related videos.
- Classroom discussion, student's presentation and assignments.
- Interactive exercises and practical classes.

### Evaluation process

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Introduction to Communication

### Unit- I: Basics of Communication

Communication: Meaning and Definitions, Process, Principles and Functions; Evolution and Development of Communication; Elements and Types of Communication; Effective Communication; Barriers to Communication.

### Unit II: Models of Communication -I

Aristotle's Model, S-M-R Model; S-M-C-R Model; Laswell's Model; Braddock's Model; Katz and Lazarsfeld's Model; Shannon and Weaver's Model; Osgood's Model; Dance's Model; Newcomb's Model.



### **Unit III: Models of Communication - II**

Schramm's Model; Gerbener's Model; Gatekeeping; Westley and MacLean Model, D.M. White's Model; Spiral of Silence; Dependency Model.

### **Unit IV: Theories of Communication**

Individual difference theory: Selective Exposure and Selective Perception; Personal influence theory: Two-step flow and multi-step flow; Sociological theories: Cultivation Theory, Agenda Setting Theory, Diffusion of Innovation; The Uses and Gratification Theory, Dependency Theory, Critical Theory,

### **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- **Introduction to Mass Communication**, IGNOU Handbook, 1992
- Kumar Keval J., **Mass Communication in India**, Fourth Ed., Jaico Publishing House, New Delhi, 2012
- McQuail Denis, **Mass Communication Theory**, Sage (fourth Edition), London, 2000
- Schramm Wilbur, Roberts Donald F. (ed), **The Process and Effects of Communication**, University of Illinois Press, 1971
- Fiske John, **Introduction to Communication Studies**, Routledge, 1982
- Littlejohn W. Stephen, Foss A. Karen, **Communication Theory**, Wardsworth-Cengage Learning, 2006.
- Baran, S., & Davis, D., **Mass Communication Theory: Foundation, Ferment, and Future** (5th ed.), Boston, MA: Wadsworth Cengage Learning, 2009.



## Understanding Media

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Understanding Media	JMC031010	Multidisciplinary	I	3	3	100

**Course Objectives:** This course attempts to provide basic understanding about various mediums of mass communication such as print, radio, television, and digital media along with their features and characteristics. It briefly explains about evolution and development of media and their working mechanism in India.

**Learning outcomes:** After completion of the course learners would be able to:

- Demonstrate knowledge about historical perspectives of Indian media
- Define salient features and characteristics of various media
- Understand the functioning of print, electronic and digital media in India
- Differentiate various media in terms of their strengths and limitations

**Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing teaching materials, e-notes, e-books and related videos.
- Classroom discussion, students' presentation and assignments
- interactive exercises and practical classes

**Who can attend the course:** This course is suitable for all the students with Social Science, Humanities, Science and Technology background. Students of first/second semester can attend the course.

## Understanding Media

### Unit I: Print Media

Introduction to Newspaper and Magazine, Print Media: Features and Characteristics, Prominent Indian and Global Newspapers, Working Mechanism of Print Media: News Gathering, Gatekeeping, Editing & Production.

### Unit II: Electronic Media

Introduction to Radio and Television Media, Features and Characteristics, Prominent Indian and Global Radio and Television Channels, Working Mechanism of Electronic Media: News Gathering, Gatekeeping, Editing & Production.



### Unit III: Digital Media

Introduction to Digital Media, Features and Characteristics of Digital Media, Online Newspapers, Online Radio, Online Television, Web Portals, Websites, Blogs, Podcasting, Social Media, OTT Platforms, Working Mechanism of Digital Media: Content Creation, Consumption and Sharing.

#### Suggested Readings:

(additional books will be prescribed by the respective teachers)

- **India's Newspaper Revolution: Capitalism, Politics, and the Indian-Language Press, 1977-1999: Capitalism, Technology and the Indian Language Press**, Robin Jeffrey, Palgrave MacMillan, 2000
- **Mass Communication in India**, Keval J Kumar, Jaico Publishing House, Mumbai, 2020
- **The Media of Mass Communication**, PHI Learning Private Limited, 2011
- **Media Today**, John Vivian, Routledge, Taylor & Francis Group, New York & London, 2010
- **History of Indian Cinema**, Renu Saran, Diamond Pocket Books Pvt. Ltd., 2014
- **Encyclopaedia of Indian Cinema**, Ashish Rajadhyaksha and Paul Willemen, Routledge, Taylor & Francis Group, New York & London, 1999
- **The India Media Business**, Vanita Kohli-Khandekar, Response Books, Sage Publications, New Delhi, 2010
- **भारतीय इलेक्ट्रॉनिक मीडिया**, डॉ. देवव्रत सिंह, प्रभात प्रकाशन, नयी दिल्ली, 2010
- **टेलीविजन पत्रकारिता – एक परिचय**, डॉ. देवव्रत सिंह एवं डॉ. कीर्ति सिंह, श्रीनटराज पब्लिकेशंस, नयी दिल्ली, 2009

#### Web Resources:

- [https://swayam.gov.in/nc\\_details/NPTEL](https://swayam.gov.in/nc_details/NPTEL)
- <https://egyankosh.ac.in/>
- <https://epgp.inflibnet.ac.in/>

## Principles of Journalism

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Principles of Journalism	JMC011020	Major	II	3	3	100

**Course objectives:** This course primarily deals with principles and practices of journalism. It explains qualities and skills required for a journalist for working in Print, Radio, Television and Digital Media. It provides input about various techniques of reporting and editing and emphasizes on exercise with respect to news gathering, gatekeeping, editing and production.

**Learning outcomes:** After completing this course, student should be able to:

- Get familiar with the principles and practices of journalism;
- Understand working mechanism of Print, Radio, Television and Digital Media;
- Get acquainted with qualities and skills required for a journalist and;
- Practice news gathering, gatekeeping, editing and production work.

**Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing of teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- interactive exercises and practical classes

**Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Principles of Journalism

**Block-I Journalism: An Introduction**

Unit 1: Information, News, Journalism, Communication, Mass Communication, Media

Unit 2: News: Definition, Elements, Types and Sources

Unit 3: Hard and Soft News, Visual Journalism

Unit 4: Trends in Contemporary Journalism

**Block-II Journalistic Principles**

Unit 1: Principles of Journalism: Accuracy, Balance, Fairness and Objectivity

Unit 2: Qualities of a Journalist: Editorial and Reporting Team

Unit 3: Skills Required for a Journalist, Do's, and Don'ts for a Journalist

Unit 4: Writing for Print, Radio, Television and Digital Media

### **Block-III Reporting and Editing Principles**

Unit 1: Process of Reporting and its various techniques

Unit 2: Reporting for Print, Radio, Television and Digital Media

Unit 3: Concept and Process of Editing and its various techniques

Unit 4: Editing for Print, Radio, Television and Digital Media

#### **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- Kamath M. V, **Professional Journalism**, Asia Publishing House
- Melvin Mencher, **Basic News Writing**, Brown Publishers
- Fleming Carole, **An Introduction to Journalism**, Vistaar
- Aggarwal S.K, **Investigative Journalism in India**, Mittal Publication
- Curtis MacDougall D, **Interpretative Reporting**, Prentice Hall
- Stovall James Glen, **Journalism: Who, What, When, Where, Why & How**
- Rao Chalpati, **The Romance of the Newspaper**, NCERT
- Rao Chalpati, **The Press**, National Book Trust
- **Financial Times: Style Guide**, Viva Books
- Franklin Bob, **Key Concepts in Journalism Studies**, Vistaar
- Bird L George and Merwin FE, **The Press and Society**, Prentice Hall
- Spark David, Harris Geoffrey, **Practical Newspaper Reporting**, Sage (fourth Edition)
- Varma Adarsh Kumar, **Advanced Journalism**, Har-Anand Publications
- Evans Herold, Heinemann William, **Editing & Design**, London (Five books)
- New Man's English, **Handling Newspaper Text, News Headlines, Picture Editing, Newspaper Design**

#### **Web resources:**

[https://swayam.gov.in/nc\\_details/NPTEL](https://swayam.gov.in/nc_details/NPTEL)

<https://egyankosh.ac.in/>

<https://epgp.inflibnet.ac.in/>



## Communication, Culture & Society

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Communication, Culture & Society	JMC011040	Major	II	2	2	100

**Course Objectives:** This course attempts to provide basic understanding about the concepts and inter-relationship between communication, media, society, and culture. This also aims to provide learners a sound understanding along with solutions to the socio-cultural problems in the present Indian contexts. Students will critically analyse the role of media in shaping and reflecting cultural values, norms and practices while also examining the social impact of media on individuals and communities. Through real-world case studies, students will gain a deeper understanding of the dynamic interplay between media, society, and culture.

**Course learning outcomes:** After completion of the course student would be able to:

- Define communication and explain the process of communication in society
- Explain various concepts related to society and culture
- Describe different dimensions of socio-cultural communication
- Explain various socio-cultural problems from communication perspectives

**Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- interactive exercises and practical classes

**Evaluation process**

- Total Marks - 100
- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Communication, Culture and Society

**Block I: Communication and Culture**

Unit 1: Nature of Human Communication

Unit 2: Meaning of Culture, Sub-culture, Cultural Diversity

Unit 3: Popular Culture, Cultural appropriation, and Media commodification

Unit 4: Cultural Imperialism

## **Block II: Communication and Society**

Unit 1: Understanding a Society, Media influence on attitudes, beliefs, and behaviour

Unit 2: Stereotypes, diversity, and representation in media

Unit 3: Media representations and Cultural Identity

Unit 4: Media literacy and critical media consumption

## **Block III: Emerging Trends**

Unit 1: Media and Democracy, Privacy, Surveillance and Data protection

Unit 2: Digital Media and Convergence

Unit 3: Transmedia storytelling and participatory culture

Unit 4: Media globalization and cultural hybridity

## **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- Anthony Giddens, **Sociology**, Atlantic Publishers, and Distributors Pvt. Ltd. 2017
- Yogendra Singh, **Ideology and Theory in Indian Sociology**, Rawat Publications, Jaipur, 2004.
- Nalin Mehta, **India on Television**, Harper Collins, New Delhi, 2009
- Shakuntala Rao (Editor), **Indian Journalism in a New Era – Changes, Challenges and Perspectives**, Oxford University Press, 2019
- Veena Das (Editor), **Oxford Handbook of Indian Sociology**, Oxford Press, 2006
- Graeme Burton, **Media and Society: Critical Perspectives**. Rawat Publications, 2017
- Paul Hodkinson, **Media Culture and Society: An Introduction**. SAGE Publications, 2010.
- Sevanti Ninan and SubarnoChattarji, **The Hoot Reader, Media Practice in Twenty-first Century India**, Oxford University Press, 2013
- David Page and William Crawley, **Satellites Over South Asia**, Sage Publication, 2000.
- Arvind Singhal & Everett M. Rogers, **India's Information Revolution**; Sage, New Delhi, 1989.
- Sunetra Sen Narayan and Shalini Narayanan, **India Connected – Mapping the Impact of New Media**, Sage Publications, New Delhi, 2016
- Shoshana Zuboff, **The Age of Surveillance Capitalism – The Fight for a Human Future at the New Frontier of Power**, Profile Books Ltd. 2019
- Ramchandra Guha, **India After Gandhi: The History of the World's Largest Democracy**, Picador India, 2017

## **Web resources:**

- <http://asu.thehoot.org/>



## Media, Society & Culture

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Media, Society & Culture	JMC021020	Minor	II	4	4	100

**Course Objectives:** This course attempts to provide basic understanding about the concepts and inter-relationship between communication, media, society, and culture. This also aims to provide learners a sound understanding along with solutions to the socio-cultural problems in the present Indian contexts. Students will critically analyse the role of media in shaping and reflecting cultural values, norms and practices while also examining the social impact of media on individuals and communities. Through real-world case studies, students will gain a deeper understanding of the dynamic interplay between media, society, and culture.

**Course learning outcomes:** After completion of the course student would be able to:

- Understand key concepts related to media, society, and culture
- Analyse and critique media texts in relation to society and cultural contexts
- Explore the impact of media on identity formation, socialization, and power dynamics
- Develop critical thinking, research through engaging with academic literature
- Explain contemporary socio-cultural problems with communication perspectives

**Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- interactive exercises and practical classes

**Evaluation process**

- Total Marks - 100
- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Media, Society and Culture

### Unit I: Media and Culture

Understanding Communication and Media; Meaning of Culture, Sub-culture, Cultural Diversity; Popular Culture, Cultural appropriation, and Media commodification; Cultural Imperialism



## **Unit II: Media and Society**

Understanding a Society, Media influence on attitudes, beliefs, and behaviour; Stereotypes, diversity, and representation in media; Media representations and Cultural Identity; Media literacy and critical media consumption

## **Unit III: Media and Power**

Media ownership and concentration of power; Media regulation and censorship; Media's role in shaping public opinion; Social media and political activism; Alternative media and grassroots movements

## **Unit IV: Emerging Trends**

Privacy, Surveillance and Data protection; Digital Media and Convergence; Transmedia storytelling and participatory culture; Media globalization and cultural hybridity

**Suggested Readings:** (additional books will be prescribed by the respective teachers)

- Anthony Giddens, **Sociology**, Atlantic Publishers and Distributors Pvt. Ltd. 2017
- Yogendra Singh, **Ideology and Theory in Indian Sociology**, Rawat Publications, Jaipur, 2004.
- Nalin Mehta, **India on Television**, Harper Collins, New Delhi, 2009
- Shakuntala Rao (Editor), **Indian Journalism in a New Era – Changes, Challenges and Perspectives**, Oxford University Press, 2019
- Veena Das (Editor), **Oxford Handbook of Indian Sociology**, Oxford Press, 2006
- K.B.Dutta. **Mass Media and Society: Issues and Challenges**. Akansha Publishing House, 2007
- Graeme Burton, **Media and Society: Critical Perspectives**. Rawat Publications, 2017
- Paul Hodkinson, **Media Culture and Society: An Introduction**. SAGE Publications, 2010.
- Sevanti Ninan and SubarnoChattarji, **The Hoot Reader, Media Practice in Twenty-first Century India**, Oxford University Press, 2013
- David Page and William Crawley, **Satellites Over South Asia**, Sage Publication, 2000.
- Arvind Singhal & Everett M. Rogers, **India's Information Revolution**; Sage, New Delhi, 1989.
- Sunetra Sen Narayan and Shalini Narayanan, **India Connected – Mapping the Impact of New Media**, Sage Publications, New Delhi, 2016
- Shoshana Zuboff, **The Age of Surveillance Capitalism – The Fight for a Human Future at the New Frontier of Power**, Profile Books Ltd. 2019
- Ramchandra Guha, **India After Gandhi: The History of the World's Largest Democracy**, Picador India, 2017

**Web resources:** <http://asu.thehoot.org/>



## Human Communication

Course Name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Human Communication	JMC032010	Multidisciplinary	II	3	3	100

**Course Objectives:** This course would introduce to the learners the basic idea of communication and how communication functions in different contexts of human life. In doing so it would also let the learners understand different levels and forms of communication. The latter part of the course would be practical based where the students would be asked to learn different nuances of communication and further practice the same in different contexts.

**Learning Outcomes:** After completion of the course learners would be able to:

- Understand basic idea of communication and how communication functions in different contexts;
- Identify different levels and forms of communication; and
- Demonstrate different nuances of communication in different contexts.

**Teaching Learning Process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing teaching materials, e-notes, e-books and related videos.
- Classroom discussion, students' presentation and assignments
- interactive exercises and practical classes

**Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Human Communication

### Unit I: Basics of Communication

The Concept of Communication, Evolution of Human Communication, Role of communication in human life, Intrapersonal Communication, Interpersonal Communication, Group Communication, Public Communication, Mass Communication, Functions of Communication, Seven C's of Communication.

### Unit II: Levels and Forms of Communication

Levels of Communication, Five Levels of Communication (verbal, physical, auditory, emotional, and energetic), Francisco's Model of Five Levels of Communication, Forms of Communication, Verbal, Non-verbal communication, Written Communication, Listening, Visual Communication. SMR Model, SMCR Model, Sender, Message, Channel, Receiver, Feedback, Noise, Aristotle Model, Berlo Model, Effective Communication.

### Unit III: Communication Skills (Practical Based)

Formal vs Informal Communication, Extempore, Elocution, Debate and Discussion, Interview, Panel Discussion, Writing Email, Writing CV, Powerpoint Presentation.

#### Suggested Readings:

*(Additional books will be prescribed by the respective teachers)*

- Mass Communication in India, Keval J Kumar, Jaico Publishing House, Mumbai, 2020
- The Media of Mass Communication, PHI Learning Private Limited, 2011
- Media Today, John Vivian, Routledge, Taylor & Francis Group, New York & London, 2010
- Understanding Human Communication, Ronald B Adler and George Rodman, Oxford University Press, 2019

#### Web Resources:

- [https://swayam.gov.in/nc\\_details/NPTEL](https://swayam.gov.in/nc_details/NPTEL)
- <https://egyankosh.ac.in/>
- <https://epgp.inflibnet.ac.in/>
- <https://milnepublishing.geneseo.edu/interpersonalcommunication/chapter/1/>

### Print Media

Course Name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Print Media	JMC012010	Major	III	4	4	100

**Course objectives:** This course mainly attempts to explain working mechanism of print media, which covers process of information gathering, gatekeeping, editing and designing. It will prepare students to learn about reporting and its various beats, process and activities under editing and basics of designing skills.

**Learning outcomes:** After completing this course, student should be able to:

- Get familiar with the basics and various types of reporting for print media;
- Understand the gatekeeping process in working mechanism of print media;
- Describe editing activities for newspapers and magazines and;

- Know about the basic of desktop publishing for print production.

### **Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing of teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- interactive exercises and practical classes

### **Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## **Print Media**

### **Block-I Print Media**

Unit 1: News: Definition, Concept, Elements, Values

Unit 2: Article and Feature: Types, Purpose, and Techniques

Unit 3: Editorial and Report Writing: Purpose and Techniques

Unit 4: Interview and its Types, Purposes and Techniques

### **Block-II Print Media Reporting**

Unit 1: Reporting Beats: Political, Crime, Sports, Business and Life Style

Unit 2: Reporting Beats: Legislative, Court, Art & Culture, Science and Environment

Unit 3: Interpretative Reporting: Purpose and Techniques

Unit 4: Investigative Reporting: Purpose, Source and Techniques

### **Block-III Print Media Editing**

Unit 1: Editing: Meaning, Purpose and Tools

Unit 2: Editing and its Types and Activities

Unit 3: News Desk, News Flow and Copy Management

Unit 4: Headlines: Types, Techniques and Purposes

### **Block-IV Print Media Desktop Publishing**

Unit 1: Page Layout and Designing: Principles and Practices

Unit 2: Page Designing Software: Tools and Techniques

Unit 3: Photo Editing Software: Tools and Techniques

Unit 4: Typing and its Need, English and Hindi or Regional Language Typing

### Suggested Readings:

(additional books will be prescribed by the respective teachers)

- Kamath M. V, **Professional Journalism**, Asia Publishing House, 1963
- Melvin Mencher, **Basic News Writing**, Brown Publishers, 1989
- Fleming Carole, **An Introduction to Journalism**, Sage Vistaar, 2006
- Aggarwal S.K, **Investigative Journalism in India**, Mittal Publication, 1990
- Stovall James Glen, **Journalism: Who, What, When, Where, Why & How**, Pearson, 2005 Franklin Bob, **Key Concepts in Journalism Studies**, Vistaar Publication, 2005
- Spark David, Harris Geoffrey, **Practical Newspaper Reporting**, Sage (fourth Edition), 2010
- Varma Adarsh Kumar, **Advanced Journalism**, Har-Anand Publications, 2001

### Web resources:

[https://swayam.gov.in/nc\\_details/NPTEL](https://swayam.gov.in/nc_details/NPTEL)

<https://egyankosh.ac.in/>

<https://epgp.inflibnet.ac.in/>

## Writing for Media

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Writing for Media	JMC012030	Major	III	4	4	100

**Course Objective:** This course would let the learners understand different aspects of writing for media. It would make them understand various formats of writing used as per the respective media. They would understand the significance of writing in media industry and learn about its writing styles. They would further be able to write for different media. Overall, this paper would help the learners to learn basic rules of media writing, develop media writing skills and motivate them to develop their own writing style.

**Learning Outcome:** After completion of this course learners would be able to:

- Describe the basic need for writing in media;
- Define and recognize different writing styles of media;
- Distinguish between different formats of different media; and
- Write for different media as per their respective formats.

### **Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples,
- Audio-video lectures and power point presentations
- Sharing teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, assignments, and Quiz

### **Evaluation process**

- Total Marks - 100
- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## **Writing for Media**

### **Block-I Basics of Language**

Unit 1: Meaning and importance of language

Unit 2: Language and communication

Unit 3: Signs, symbols, codes, and signification

Unit 4: Essentials of good writings

### **Block-II Print Media**

Unit 1: Writing news for newspaper

Unit 2: Importance and types of lead and heading

Unit 3: Writing articles, features, editorials, and news analysis

Unit 4: Writing reviews and travelogue

### **Block-III Electronic Media**

Unit 1: Characteristics of Spoken Language

Unit 2: Concept of Visual Language and Writing for visuals

Unit 3: Writing Radio News, Radio Talk and Radio Drama

Unit 4: Writing Television News and Documentary

### **Block-IV Digital Media**

Unit 1: Characteristics of Digital Media Writings

Unit 2: Writing Blogs, Writing for Social Media

Unit 3: Using hyperlinks in digital media writing

Unit 4: Techniques of translation

### Suggested Readings:

(Additional books will be prescribed by the respective teachers)

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

### Print and Digital Media

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Print and Digital Media	JMC022010	Minor	III	4	4	100

**Course Objectives:** The course attempts to explain various aspects of print media, which includes reporting, editing, page layout & designing and desktop publishing. It also provides overview of digital media, its functioning and production. It aims to develop basic skills among students for print and digital media production.

**Learning outcomes:** After completing this course, student should be able to:

- Demonstrate basic skills required for the print media production.
- Understand the reporting, editing and desktop publishing.
- Inculcate basic skills for digital media production.

- Get familiar with the content collection, consumption and sharing process.

### **Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing of teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- interactive exercises and practical classes

### **Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## **Print and Digital Media**

### **Unit-I Print Media**

Types of Print Media: Newspaper, Magazine, Books, Newsletter; Forms of Content: News, Article, Feature, Editorial; Interview: Types, Purpose, and Techniques

### **Unit-II Print Media Production**

Structure of Newsroom: Reporting Desk, Beats of Reporting, Specialized Reporting, Editing Desk, Copy Editing, Desktop Publishing, Page Layout and Designing

### **Unit-III Digital Media**

Concepts and Characteristics of Digital Media; Forms of Digital Media: Digital Newspaper, Digital Radio, Digital Television, Social Media, Weblog, Podcasting

### **Unit-IV Digital Media Production**

Digital Newsroom, Content Collection & Creation Process, Content Sharing Process: Hyperlinks, Hyper textuality, Tag, Multimedia Writing: Photos, Graphics, Slides, Audio & Video

### **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

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



- Spark David, Harris Geoffrey, **Practical Newspaper Reporting**, Sage (fourth Edition), 2010
- Varma Adarsh Kumar, **Advanced Journalism**, Har-Anand Publications, 2001
- RC Ramanujan, **Multi Media Journalism**, Aph Publication, 2009
- Rajiv Saxena, **Computer Application for Journalism**, Centurn Press
- Mike Word, **Journalism Online**, Elsevier India, 2002
- Tapas Ray, **Online journalism: A basic Text**, Cambridge university press, 2006
- Anty Bull, **Multi Media Journalism**, Routledge Publication, 2010
- Catherine Kellison, **Producing for TV and New Media**, Focal Press, 2012
- Nicholas Gane and DAvid Beer, **New Media**, Berg: Oxford, New York, 2008
- Martin Lister, **New Media: A Critical Introduction**, Routledge Publication, 2009
- Eli Noam, **Internet Television**, Lawrence Erlbaum Associate Publication, 2003
- Charles Miller, **The Future of Journalism**, Cojo Publication, 2009

**Web resources:**

[https://swayam.gov.in/nc\\_details/NPTEL](https://swayam.gov.in/nc_details/NPTEL)

<https://egyankosh.ac.in/>

<https://epgp.inflibnet.ac.in/>

### **Introduction to Indian Media**

<b>Course Name</b>	<b>Code</b>	<b>Nature</b>	<b>Semester</b>	<b>Credits</b>	<b>Hours per week</b>	<b>Total Marks</b>
Introduction to Indian Media	JMC031020	Multidisciplinary	III	3	3	100

**Course objectives:** This course attempts to provide basic understanding about various mediums of mass communication such as print, radio, television, and digital media along with their features and characteristics. It briefly explains about evolution and development of media and their working mechanism in India.

**Learning outcomes:** After completing this course, student should be able to:

- Demonstrate knowledge about historical perspectives of Indian media
- Define salient features and characteristics of various media
- Understand the functioning of print, electronic and digital media in India
- Differentiate various media in terms of their strengths and limitations

**Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing of teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students’ presentation, and assignments
- interactive exercises and practical classes

**Evaluation process:**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Introduction to Indian Media

**Unit I: Indian Print Media**

Historical perspectives of Newspaper and Magazines in India, Features and Content of Print Media, Major Indian Newspapers, Working Mechanism of Newspaper, Process of News Gathering, Role of Print Media in Indian Democracy.

**Unit II: Indian Electronic Media**

Historical perspectives of Radio and Television in India, Features and Content of Electronic Media, Major Television and Radio Channels in India, Functioning of Electronic Media, News Gathering Process, Role of Electronic Media in Indian Society.

**Unit III: Indian Digital Media**

Historical perspectives of Digital Media in India, Features and Content of Digital Media, Major Digital News Platforms, Various Forms of Digital Media, Nature of Social Media, Role of Digital Media in Indian Society, e-Democracy, e-Banking, e-Learning and e-Governance.

Suggested Readings: (additional books will be prescribed by the respective teachers)

- India's Newspaper Revolution: Capitalism, Politics, and the Indian-Language Press, 1977-1999: Capitalism, Technology and the Indian Language Press, Robin Jeffrey, Palgrave MacMillan, 2000
- Mass Communication in India, Keval J Kumar, Jaico Publishing House, Mumbai, 2020
- The Media of Mass Communication, PHI Learning Private Limited, 2011
- Media Today, John Vivian, Routledge, Taylor & Francis Group, New York & London, 2010
- History of Indian Cinema, Renu Saran, Diamond Pocket Books Pvt. Ltd., 2014
- Encyclopaedia of Indian Cinema, Ashish Rajadhyaksha and Paul Willemen, Routledge, Taylor & Francis Group, New York & London, 1999
- The India Media Business, Vanita Kohli-Khandekar, Response Books, Sage Publications, New Delhi, 2010
- भारतीय इलेक्ट्रॉनिक मीडिया, डॉ. देवव्रत सिंह, प्रभात प्रकाशन, नयी सदल्ली, 2010
- टेलीनिजि पत्रकाररता – एक पररचय, डॉ. देवव्रत सिंह एवं डॉ. कीसतिसिंह, श्रीनटराज पसललकेशिं, नयी सदल्ली, 2009

**Web Resources:**

- [https://swayam.gov.in/nc\\_details/NPTEL](https://swayam.gov.in/nc_details/NPTEL)

- <https://egyankosh.ac.in/>
- <https://epgp.inflibnet.ac.in/>

## Photography

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Photography	JMC012020	Major	IV	3	3	100

**Objectives:** This course introduces students to basic visual and technical skills necessary to understand and appreciate photography and videography. This course will cover all aspects of digital photography and videography involving camera operation, exposure control, composition and presentation of the final product.

**Learning outcomes:** After completing this course, student should be able to:

- Define visual communication and explain the process of visual communication
- Clearly explain various concepts related to photography
- Describe different parts and functioning of a digital still camera
- Handle a professional digital camera and capture good quality images

**Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing teaching materials, e-notes, e-books and related videos.
- Classroom discussion, students' presentation and assignments
- interactive exercises and practical classes

**Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Photography

### **Block-I Introduction to Photography**

Unit 1: Introduction to Visual Communication

Unit 2: Visual Semiotics and its Application to Photography

Unit 3: Photography- Elements, Principles, and Rules of Composition

Unit 4: Types of Photographic Cameras and their Structure

### **Block-II Basics of Photography**

Unit 1: Lenses: Types and their Perspective

Unit 2: Exposure Triangle, Focus, Depth of Field, Reciprocity, and Exposure Metering

Unit 3: Main Shots, Camera Movements and Angles

Unit 4: Portrait, Nature, Food, Street, Wildlife, Product, and Fashion Photography

### **Block III Lighting and Editing**

Unit 1: Lighting- Characteristics, and Techniques

Unit 2: Various Photo Editing Tools

Unit 3: Camera Mounting – Monopod, Tripod and Gimble

Unit 4: Use of Drone Technology in Photography

### **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- Bo Bergström, **Essentials of Visual Communication**, Laurence King Publishing, 2009.
- John Berger, **Ways of Seeing**, Penguin UK, 2008.
- Michael Langford, **The Story of Photography: From Its Beginnings to the Present Day**, Focal press, 1997.
- William S. McIntosh, **Classic Portrait Photography: Techniques and Images from a Master Photographer**, Amherst Media, 2004.
- Kirk Tuck, **Commercial Photography Handbook: Business Techniques for Professional Digital Photographers**, Amherst Media, 2009.
- Chris Nelson, **Master Guide for Glamour Photography: Digital Techniques and Images**, Amherst Media, 2007.
- James Williams, **Master Guide for Team Sports Photography**, Amherst Media, 2007.
- Kenneth Kobre, **Photojournalism: The Professionals' Approach**, Volume 1, Focal Press, 2004.
- Martin Keene, **Practical Photojournalism: A Professional Guide**, AE Publications, 2015.
- Gerald Millerson, **The Technique of Television Production**, Focal Press, UK, 2005
- फोटो पत्रकारिता, नवल जायसवाल, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
- फोटो पत्रकारिता, मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003
- प्रसारण ऑफ फोटो पत्रकारिता, डॉ. माला मिश्रा, ज्योति फाउंडेशन, नई दिल्ली, 2010

### **Web Resources:**

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

## Traditional and Indigenous Communication

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Traditional and Indigenous Communication	JMC012040	Major	IV	4	4	100

**Course Objectives:** This course attempts to explore the rich landscape of traditional and indigenous communication methods on their historical significance, cultural contexts, and modern-day relevance. Students will gain an understanding of diverse traditional communication practices including storytelling, oral traditions, music, dance, and visual arts. Students will develop a deep appreciation for the value and impact of traditional and indigenous communication within contemporary media landscapes.

**Learning outcomes:** After completing this course, student should be able to:

- Explore the historical, cultural, and social significance of traditional and indigenous communication practices
- Analyse the ways in which traditional and indigenous communication methods especially oral traditions influence contemporary media practices.
- Appreciate the utility of deep rooted traditional and indigenous communication practices in the Indian society

**Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing of teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- interactive exercises and practical classes

**Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Traditional and Indigenous Communication

**Block-I Indian Traditions**

Unit 1: Concept and definitions of tradition

Unit 2: Characteristics, advantages, limitations of traditions

Unit 3: Oral cultures and role of storytelling in indigenous and traditional cultures

Unit 4: Cultural forms of expression – music, dance, drama, puppetry and visual arts

## **Block-2 Indigenous Communication**

Unit 1: Concept and definitions of Indigenous

Unit 2: Historical perspectives of indigenous communication

Unit 3: Cultural preservation, modernization, and technologies

Unit 4: Contemporary adaptations and intersection with modern media

## **Block: 3 Development and Indigenous Communication**

Unit 1: Indigenous voices and their movements in India

Unit 2: Impact of digital technology on indigenous culture

Unit 3: Role of indigenous communication in communicating modern themes

Unit 4: Empowering indigenous communities through various media

## **Block: 4 Jharkhand – The Regional Contexts**

Unit 1: Overview of the tribal culture and traditions in Jharkhand

Unit 2: Issues and challenges before Indigenous culture

Unit 3: Tribal philosophy and traditions of *Dhumsudia* and *Jatra*

Unit 4: Case study of indigenous communication campaigns

### **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- Parmer, Shyam, **Traditional Folk Media in India**, New Delhi: Geka Books.
- Sitaram, KS. **Culture and Communication**, Associate Printers, Mysore.
- Ranganath, H.K. **Folk Media and Communication**, Chintam Prakashana, Mysore.
- Vijaya, N. **The Role of Traditional Folk Media in Rural Areas**, Gian Publishing

### **Web Resources:**

<https://akhrasite.wordpress.com/>

<https://tribal.nic.in/Livelihood.aspx>

<https://trifed.tribal.gov.in/resources-n-media>

<https://vikaspedia.in/>

## Science Communication

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Science Communication	JMC012060	Major	IV	3	3	100

**Learning Outcomes:** After completing this course, students should be able to:

- Clearly define and determine the need and importance of science and technology communication.
- Discuss the evolution of science communication, as well as identify the major institutions and organizations regarding the same.
- Evaluate the coverage of scientific and technological themes and topics in print, radio, television, and new media.

**Teaching-learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing of teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, student's presentation, and assignments
- Interactive exercises and practical classes

**Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Science Communication

**Block I: Science and Technology**

Unit 1: What is Science and Technology?

Unit 2: Need for Science and Technology Communication

Unit 3: Historical Background of Science and Technology Communication, Institutions and Organisations for Science and Technology Communication

Unit 4: Models of science communication: Deficit, Dialogue, Contextual and Participation, Public Understanding of Sciences (PUS)

**Block II: Overview of Science and Technology Communication**

Unit 1: Science and Technology in Print Media

Unit 2: Science and Technology in Radio and Audio

Unit 3: Science and Technology in Television

Unit 4: Science and Technology in Internet and Online

### **Block III: Science and Technology Writing**

Unit 1: Why to write Science and Technology?

Unit 2: Forms of Science and Technology Writing

Unit 3: Survey of the types of writing available in various media

Unit 4: Survey of TV platforms for Science and Technology Exhibition, Non- TV platforms for Science and Technology Exhibition

#### **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- Basu Sisir (Ed.), **Science Communication: A Reader**, Banaras Hindu University, Varanasi
- Das Gupta Jyoti Bhusan (Ed.); **Science, Technology, Imperialism and War**, 1<sup>st</sup> Ed., Pearson Longman, New Delhi, 2007
- Bose D M, Sen S N, Subbarayappa (Ed.), **A Concise History of Science in India**, 2<sup>nd</sup> Edition, Indian National Science Academy, Universities Press, Hyderabad.
- Sarukkai Sundar, **Indian Philosophy and Philosophy of Science**, Centre for Studies in Civilizations, New Delhi, 2005
- Gregory J, Miller S, **Science in Public: Communication, Culture, And Credibility**, Basic Books, 2000
- Bucchi M, **Handbook of Public Communication of Science and Technology**, Routledge, 2014
- Knight D, **Public Understanding of Science: A History of Communicating Scientific Ideas**, Paperback, 2011
- Vilanilam J.V, **Science Communication and Development**, Sage Publication, 1992



## Introduction to Radio and Television

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Introduction to Radio and Television	JMC012080	Major	Fourth	4	4	100

**Learning outcomes:** After completing this course, student should be able to:

- Demonstrate basic understanding required for radio & television;
- Analyse the status of radio and television industry in India;
- Identify various programme formats used in radio & television and
- Understand nature of different kinds of radio and television programmes.

**Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- interactive exercises and practical classes

**Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Introduction to Radio and Television

### **Block-I Introduction to Radio**

Unit 1: Oral culture and storytelling

Unit 2: Nature and property of sound- mono, stereo, and surround sound

Unit 3: Structure and functioning of a radio channel

Unit4: Status of radio industry in India

### **Block-II Radio Programming**

Unit 1: Basics of radio – voice, music, sound effects, script, and editing

Unit 2: Types of radio programs - Indoor program and outdoor program

Unit 3: News, interview, discussion, vox pop, drama, feature, docudrama, magazines

Unit 4: Chat show, phone-in programme, commercials, radio tease and promos

### **Block-III Introduction to Television**

Unit 1: Visual storytelling, visualization, and visual aesthetics

Unit 2: Basics of television – video, audio, lighting, script, set, editing and graphics

Unit 3: Structure and functioning of a television channel

Unit 4: Status of television industry in India

## **Block-IV Television Programming**

Unit 1: Television programmes - Outdoor and indoor production

Unit 2: Fictional programmes – serial, film, cartoon show, advertisement etc.

Unit 3: Non-fictional programmes – news, documentary, reality show, sports telecast etc.

Unit 4: Direction and role of a director

### **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- **UNESCO, Community Radio Handbook, 2001**
- J. David, **Radio Broadcast Journalism**, Cyber Tech Publication, 2007
- Tony Zaza, **Mechanics of Sound Recording**, Prentice Hall Publication, 1991
- Herbert Zettl, **Television Production Handbook** (12 th Edition) Cengage Learning, 2015
- Nancy Reardon, Tom Flynn, **On Camera: How to report, Anchor and Interview**, Focal Press, 2013
- Tomlinson Holman, **Sound for Digital Video**, Elsevier Publication, 2012
- Catherine Kellison, **Producing for TV and New Media**, Focal Press, 2013
- Frederick Shook, **Television Field Production and Reporting**, Pearson Publication, 2008
- Andrew Boyd, **Broadcast Journalism- Techniques for Radio and Television News**, Focal Press, 2008
- **रेडियो जोकिंग की कला**, प्रो. हरिमोहन, के.के. प्रकाशन, नई दिल्ली, 2009
- **रेडियो नाटक की कला**, डॉ सिद्धार्थ कुमार नाथ, राधाकृष्ण प्रकाशन, नई दिल्ली, 2004
- **टेलीविजन प्रोडक्शन**, डॉ. देवव्रत सिंह, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल 2015

## Radio and Television

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Radio and Television	JMC022020	Minor	IV	4	4	100

**Learning outcomes:** After completing this course, student should be able to:

- Demonstrate basic understanding required for radio & television;
- Analyse the status of radio and television industry in India;
- Identify various programme formats used in radio & television and
- Understand nature of different kinds of radio and television programmes.

**Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- interactive exercises and practical classes

**Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Radio and Television

### Unit-I Introduction to Radio

Oral culture and storytelling; Nature and property of sound- mono, stereo, and surround sound; Structure and functioning of a radio channel; Status of radio industry in India

### Unit-II Radio Programming

Basics of radio – voice, music, sound effects, script, and editing; Types of radio programs - Indoor program and outdoor program; News, interview, discussion, vox pop, drama, feature, docudrama, magazines; Chat show, phone-in programme, commercials, radio tease and promos

### Unit-III Introduction to Television

Visual storytelling, visualization, and visual aesthetics; Basics of television – video, audio, lighting, script, set, editing and graphics; Structure and functioning of a television channel; Status of television industry in India

## Unit-IV Television Programming

Television programmes - Outdoor and indoor production; Fictional programmes – serial, film, cartoon show, advertisement; non-fictional programmes – news, documentary, reality show, sports telecast; Direction and role of a director

### Suggested Readings:

(additional books will be prescribed by the respective teachers)

- UNESCO, Community Radio Handbook, 2001
- J. David, Radio Broadcast Journalism, Cyber Tech Publication, 2007
- Tony Zaza, Mechanics of Sound Recording, Prentice Hall Publication, 1991
- Herbert Zettl, Television Production Handbook (12 th Edition) Cengage Learning, 2015
- Nancy Reardon, Tom Flynn, On Camera: How to report, Anchor and Interview, Focal Press, 2013
- Tomlinson Holman, Sound for Digital Video, Elsevier Publication, 2012
- Catherine Kellison, Producing for TV and New Media, Focal Press, 2013
- Frederick Shook, Television Field Production and Reporting, Pearson Publication, 2008
- Andrew Boyd, Broadcast Journalism- Techniques for Radio and Television News, Focal Press, 2008
- रेडियो जोकिंग की कला, प्रो. हरिमोहन, के.के. प्रकाशन, नई दिल्ली, 2009
- रेडियो नाटक की कला, डॉ सिद्धार्थ कुमार नाथ, राधाकृष्ण प्रकाशन, नई दिल्ली, 2004
- टेलीविजन प्रोडक्शन, डॉ. देवव्रत सिंह, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल 2015

## Advertising & Public Relations

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Advertising & Public Relations	JMC013010	Major	V	3	3	100

**Course objectives:** This course appries student about the core concepts, functioning and best practices of advertisement and public relations. Student will be able to comprehend that with the understanding of advertisement; anyone can effectively reach out to the target audience. Students will also understand that how corporate builds and maintain reputation and relations with the help of public relations practices.

**Learning outcomes:** After completing this course, student should be able to:

- Define advertisement, its functions, and their impact of target audience.
- Clearly differentiate between different types of advertisement.
- Describe about creation of an advertisement and its placement.
- Details about an advertising agency, its types and working process.

- Effectively discuss the meaning, functions, and history of PR.
- Give insight on how internal and external relation is important for organization.
- Discusses the functioning of a PRO in various sectors.
- Give inputs on Crisis Management, corporate social responsibility, and other allied discipline of PR.

#### **Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing of teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- Interactive exercises and practical classes

#### **Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## **Advertising & Public Relations**

### **Block I Introduction to Advertising**

Unit 1: Advertising – definition, functions, and classification

Unit 2: History of advertising, various media for advertising

Unit 3: Socio-economic-cultural effects of advertising

Unit 4: Different Models related with Advertisement

### **Block II Process of Advertising**

Unit 1: Advertising agency: types and functioning

Unit 2: Segmentation of the consumer and various ad appeals

Unit 3: Advertising expenditure; process of budgeting

Unit 4: Client related issues, account pitching and negotiations

### **Block III: Introduction to Public Relations**

Unit 1: Public Relations – definition, functions, and history

Unit 2: Different types of publics and tools for communication

Unit 3: PR and publicity, propaganda, lobbying and public opinion

Unit 4: PR in government, public, private and NGO sector

### **Block IV: Process of Public Relations**

Unit 1: PR and various media, importance of media relations

Unit 2: Writing for public relations, corporate social responsibility

Unit 3: PR as a profession, qualities required for a PRO

Unit 4: Crisis management, PR strategy and campaign

**Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- Jaishri Jethwaney, Shruti Jain, **Advertising Management**, 2nd Ed., Oxford University Press, New Delhi, 2012
- David Ogilvy, **Ogilvy on Advertising**. London Pan Books, London, Sidgwick & Jackson
- Subroto Sengupta, **Brand Positioning Strategies for Competitive Advantage**, Tata-Mcgraw Hill, New Delhi, 1990

**Web resources:**

- <https://mib.gov.in>
- <https://ascionline.in/>
- <https://prsi.org.in/>
- <https://www.ipra.org/>
- <https://www.campaignindia.in/>
- <https://repository.duke.edu/dc/adaccess>



## Digital Media

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Digital Media	JMC013030	Major	V	4	4	100

**Course objectives:** This course aims at developing skills required among students for the production for digital media. This introduces students with tools and techniques of digital journalism.

**Learning outcomes:** After completing this course, student should be able to:

- Demonstrate basic skills required for the production for digital media
- Write and edit the content for various forms of digital media
- Aggregate content through various social media platforms
- Act as entrepreneur in the business of digital media

**Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- interactive exercises and practical classes

**Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Digital Media

**Block I: Basics of Digital Media**

Unit 1: Digital media- key concepts, forms, and characteristics

Unit 2: Growth and development of digital media in India and world

Unit 3: Social media – meaning and characteristics and evolution

Unit 4: Social media literacy, impacts and ethical issues

**Block II: Digital Journalism**

Unit 1: Evolution of digital journalism in India

Unit 2: Content searching, curating, writing, and editing

Unit 3: Using multimedia: photos, graphics, slides, videos, and audio

Unit 4: Digital newsroom – Editor, Content Writer, Content Editor, Content Curator, Graphics Designer, Animator, Webmaster

### **Block III: Applications of Digital Media**

Unit 1: Virtual games, podcasting, live-casting, health information online

Unit 2: E-democracy, e-governance, e-commerce, e-banking, e-learning

Unit 3: Smart phones as platform for digital services, products, and governance

Unit 4: Case study of digital transformation of any sector

### **Block IV Digital Media Business**

Unit 1: Digital business model and revenue sources

Unit 2: Distribution platforms and aggregators

Unit 3: Digital optimization and rating techniques

Unit 4: Digital content packaging

### **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- RC Ramanujan, **Multi Media Journalism**, Aph Publication, 2009
- Rajiv Saxena, **Computer Application for Journalism**, Centurn Press
- Mike Word, **Journalism Online**, Elsevier India, 2002
- Tapas Ray, **Online journalism: A basic Text**, Cambridge university press, 2006
- Anty Bull, **Multi Media Journalism**, Routledge Publication, 2010
- Catherine Kellison, **Producing for TV and New Media**, Focal Press, 2012
- Nicholas Gane and DAvid Beer, **New Media**, Berg: Oxford, New York, 2008
- Martin Lister, **New Media: A Critical Introduction**, Routledge Publication, 2009
- Eli Noam, **Internet Television**, Lawrence Erlbaum Associate Publication, 2003
- Charles Miller, **The Future of Journalism**, Cojo Publication, 2009
- इलेक्ट्रॉनिक मीडिया एवं साइबर पत्रकारिता, राकेश कुमार, श्री नटराज प्रकाशन, नई दिल्ली, 2009
- वेब पत्रकारिता- नये मीडिया नये रुझान, शालिनी जोशी व शिवप्रसाद जोशी, राधाकृष्ण प्रकाशन, नई दिल्ली, 2012

### **Web Resources:**

- [www.timesofindia.indiatimes.com](http://www.timesofindia.indiatimes.com)
- [www.jagran.com](http://www.jagran.com)
- [www.bhaskar.com](http://www.bhaskar.com).
- [www.mib.nic.in](http://www.mib.nic.in)
- [www.digitalindia.gov.in](http://www.digitalindia.gov.in)



## Communication Technology

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Communication Technology	JMC013050	Major	V	3	3	100

**Course objectives:** This course gives a brief introduction to various technological innovations and their evolution with an objective to help students understand the nature of various media along with their specific nature in the context of communication and media.

**Learning outcomes:** After completing this course, student should be able to:

- Describe the historical context of evolution of communication technologies
- Explain about the technical aspects and inventors of various communication media
- Differentiate among various communication technologies
- Describe the advantages and limitations of various technological innovations

**Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- interactive exercises and practical classes

**Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Communication Technology

### Block-I Basic Communication Technology

Unit1: Evolution of communication technologies

Unit 2: Printing processes – letter press, lithography, offset press, screen printing

Unit 3: Recording technologies –still camera, cine-camera, video camera, audio recorder

Unit 4: World Wide Web, Hologram technology, Virtual Reality, Drone technology, Artificial Technology

### Block-II Radio Technology

Unit 1: Technology of radio – narrowcasting and broadcasting

Unit 2: Frequency Modulation and Amplitude Modulation

Unit 3: Various radio frequencies and bands

Unit 4: Mobile communication technologies

### **Block-III Television and Digital Technology**

Unit 1: Broadcasting technologies- terrestrial, satellite and webcasting

Unit 2: Display technologies – CRT, LCD, LED, Plasma Screen, 3D TV,

Unit 3: Television standards: NTSC, PAL, SECAM, and HDTV

Unit 4: Distribution technologies – Cable Television, DTH, Optical Fibre, IPTV

#### **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- Ashok V Desai, **India's telecommunication industry**, Sage Publication, 2006
- August E. Grant & Jennifer H. Meadows, **Communication Technology update & fundamentals**, Focal Press, 2008
- NIIR Board, Handbook of printing technology, Asia pacific business press, new delhi, 2012
- Neil Heller, **Understanding Video Equipment**, Knowledge Industry Publication Inc.(KIPI), 1994
- Ian Poole, **Basic Radio: Principle and Technology**, Newnes, 2000
- Martin Lister, Jon Dovey, **New Media- A critical introduction**, Routledge, 2009
- John Arnold, Michael Fraser, Mark Pickering, **Digital Television: Technology and standards**, Wiley, 2007
- **Art and Print Production**, NN Sarkar, Oxford Publication,
- **मुद्रण के तकनीकी सिद्धांत**, नवीन चंद्र पंत, तक्षशीला प्रकाशन, नई दिल्ली, 1990

#### **Web Resources:**

- [www.epanorama.net/links/video.html](http://www.epanorama.net/links/video.html)
- [www.webopedia.com](http://www.webopedia.com)
- [www.nos.org](http://www.nos.org)
- [www.zeepedia.com](http://www.zeepedia.com)

## Radio and Television Production

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Radio and Television	JMC013070	Major	V	4	4	100

**Learning outcomes:** After completing this course, student should be able to:

- Demonstrate basic skills required for radio & television programme production
- Identify various programme formats used in radio & television channels
- Write script for different kinds of radio and television programmes
- Handle basic equipment used for radio and television production

**Teaching learning process/Pedagogy:** After completing this course, student should be able to:

- Interactive lectures supported by real life examples, power point presentations
- Sharing teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- interactive exercises and practical classes

### Evaluation process

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Radio and Television Production

### Block-I Basics of Radio Production

Unit 1: Idea generation- concept, importance, and process

Unit 2: Radio Studio- structure, equipment, and acoustics

Unit 3: Types of microphones, recorders, headphones, and speakers

Unit 4: Sound recording and audio editing software

### Block-II Basics of Television Production

Unit 1: Television equipment – Camera Control Unit, Vision mixer, audio console, recorders, talk-back system, CG generator, cables & connectors, OB Van

Unit 2: Single and multi-camera set-up

Unit 3: Lighting techniques and make-up

Unit 4: Set designing, chroma key, virtual studio

### **Block III Program Presentation**

Unit 1: Voice modulation, pronunciation, and ad-lib

Unit 2: Voice analysis – pitch, volume, tempo, vitality

Unit 3: Art of Radio jockeying, music selection,

Unit 4: Skills for radio and television program presentation

### **Block IV Audio-Video Editing**

Unit 1: Basics of audio-video editing workstation

Unit 2: Process and aesthetics of audio-video editing

Unit 3: Cut, dissolve, wipe, fade, cross fade patterns

Unit 4: Using VFX and GFX during editing

### **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- Robert Mcleish, **Radio Production**, Focal Press, 2005
- Bruce Bartlett and Jenny Bartlett, **Practical Recording Techniques**, Focal Press, 2013
- **UNESCO, Community Radio Handbook**, 2001
- J. David, **Radio Broadcast Journalism**, Cyber Tech Publication, 2007
- Andrew Boyd, **Broadcast Journalism- Techniques for Radio and Television News**, Focal Press, 2008
- Herbert Zettl, **Television Production Handbook** (12<sup>th</sup> Edition) Cengage Learning, 2015
- Nancy Reardon, Tom Flynn, **On Camera: How to report, Anchor and Interview**, Focal Press, 2013
- Gretchen Davis & Mindy Hall, **The Makeup Artist Handbook**, Focal Press, 2012
- Tomlinson Holman, **Sound for digital video**, Elsevier Publication, 2012
- Catherine Kellison, **Producing for TV and New Media**, Focal Press, 2013
- Andrew H. Utterback, **Studio Television Production and Directing**, Focal Press, 2015
- Frederick Shook, **Television Field Production and Reporting**, Pearson Publication, 2008
- Lee Goldberg and William Rabkin, **Successful Television Writing**, Wiley, New Jersey, 2003
- **टेलीविजन प्रोडक्शन**, डॉ. देवव्रत सिंह, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल 2015

## Introduction to Public Relations & Advertising

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Introduction to Public Relations	JMC023010	Minor	V	4	4	100

**Course objectives:** This course apprise student about the core concepts, functioning and best practices of advertisement and public relations. Student will be able to comprehend that with the understanding of advertisement; marketer can effectively reach out to the target audience, also sell and promote their product. Students will also understand that how corporate builds and maintain reputation and relations with the help of public relations practices.

**Learning outcomes:** After completing this course, student should be able to:

- Define advertisement, its functions, and their impact of target audience
- Differentiate between various types of advertisements
- Describe about creation of an advertisement and its placement
- Details about an advertising agency, its types and working process
- Give insight on how internal and external relation is important for organization.
- Understand the functioning of a PRO in various sectors.
- Give inputs on Crisis Management, Corporate Social Responsibility

**Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing of teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- Interactive exercises and practical classes

**Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Introduction to Public Relations & Advertising

**Block I: Introduction to Public Relations**

Unit 1: Public Relations – evolution, definition, functions, and classification

Unit 2: Different types of Publics, Publicity, Lobbying and Public Opinion

Unit 3: Propaganda- meaning and various techniques

Unit 4: PR in government, public, private and NGO sector

## **Block II: Process of Public Relations**

Unit 1: PR and various tools, importance of media relations

Unit 2: Writing for public relations, corporate social responsibility

Unit 3: PR as a profession, qualities required for a PRO

Unit 4: Crisis communication and campaign

## **Block III: Introduction to Advertising**

Unit 1: Advertising –definition, functions, and classification

Unit 2: Evolution and different phases of advertising

Unit 3: Socio-economic-cultural effects of advertising

Unit 4: Media planning, various media for advertising

## **Block IV: Process of Advertising**

Unit 1: Advertising agency: types and functioning

Unit 2: Segmentation of the consumer and various ad appeals

Unit 3: Advertising expenditure; process of budgeting

Unit 4: Client related issues, account pitching and negotiations

## **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- Jaishri Jethwaney, Shruti Jain, **Advertising Management**, 2nd Ed., Oxford University Press, New Delhi, 2012
- David Ogilvy, **Ogilvy on Advertising**. London Pan Books, London, Sidgwick & Jackson
- Subroto Sengupta, **Brand Positioning Strategies for Competitive Advantage**, Tata-Mcgraw Hill, New Delhi, 1990

## **Web resources:**

- <https://mib.gov.in>
- <https://ascionline.in/>
- <https://prsi.org.in/>
- <https://www.ipra.org/>
- <https://www.campaignindia.in/>
- <https://repository.duke.edu/dc/adaccess>

## Development Communication

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Introduction to Public Relations	JMC013020	Major	VI	4	4	100

### Course Objectives

The objective of this course is to illuminate the linkages between development and communication. It discusses the different perspectives on development, specific national development issues and programs and the role of communication and media in it. It will help students understand the use of media for development.

**Learning outcomes:** After completing this course, student should be able to:

- Define the concept of development in the national contexts
- Analyse various issues and problems of development
- Describe about various approaches to development communication
- Apply their knowledge in solving various development problems
- Understand various development projects implemented in India

### Teaching learning process/Pedagogy:

- Interactive lectures supported by real life examples, power point presentations
- Sharing of teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- Interactive exercises and practical classes

### Evaluation process

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Development Communication

### Block I: Understanding Development

Unit 1: Development: Meaning and Indicators

Unit 2: Sustainable Development Goals (SDGs)

Unit 3: Key issues of development in India and Indian thoughts

Unit 4: Development journalism in India

### Block II: Development Communication

Unit 1: Development communication – meaning, importance and philosophies

Unit 2: Development Support Communication, Participatory Development Communication, Communication for Development

Unit 3: Participatory Rural Communication Appraisal (PRCA)

Unit 4: Change agents: NGO, SHG, Community Radio, RTI and opinion leader

### **Block-III Approaches to Development Communication**

Unit 1: Paulo Freire Approach to development

Unit 2: Paradigms of development: dominant paradigm, dependency, alternative paradigm

Unit 3: Magic multiplier, Trickle-down effect

Unit 4: Process of diffusion of innovation

### **Block IV: Development Message and Implementation**

Unit 1: Creation of development messages and evaluation

Unit 2: SITE and *Kheda* project, *Gyandoot* Project, SWAN Projects, DD Kisan Channel

Unit 3: ICT and development, e-governance, e-democracy

Unit 4: Use of traditional media for rural development

### **Suggested Readings:**

- Kiran Prasad, **Communication for Development**, BR Publishing Corporation, Delhi, 2004
- P.Sainath, **Everybody Loves a Good Drought**, Pearson, 2000
- Srinivas R. Melkote & Steeves, **Communication for Development in the Third World**, SAGE, 2001
- Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, **The Handbook of Development Communication and Social Change**, Wiley-Blackwell, 2014
- Paolo Mefalopulos, **Development Communication Sourcebook- Broadening the boundaries of Communication**, The World Bank, 2008
- O.P. Dahama, OP Bhatnagar, **Education and Communication for Development**, Oxford & IBH Publishing Co. Pvt. Ltd. New Delhi, 2009
- Emile G. McAnany, **Saving the World- A brief history of Communication for Development & Social Change**, University of Illinois Press, 2012
- Tim Unwin, **Information and Communication Technology for Development**, Cambridge University Press, 2009
- विकास संचार (आलोचनात्मक परिपेक्ष में), धर्मेन्द्र सिंह, नेहा पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, नई दिल्ली, 2013
- विकास संचार विविध परिचय, चन्द्र शेखर यादव, हेमाद्री प्रकाशन, नई दिल्ली, 2012
- पत्रकारिता एवं विकास संचार, अनिल उपाध्याय, के. के. पब्लिकेशन, नई दिल्ली, 2007

### **Web Resources:**

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



## Media Laws and Ethics

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Media Laws and Ethics	JMC013040	Major	VI	4	4	100

**Course Objectives:** This course is aimed at introducing various relevant media laws and ethical aspects to the students and helping them to understand various limitations of media persons and act consciously while working in the media profession.

**Learning outcomes:** After completing this course, students should be able to:

- Learn about the constitution and the parliament of India
- Explain the role of freedom of speech and expression in the functioning of Indian media.
- Explain the other media-related issues and rights safeguarded by the Indian Constitution.
- Describe the ethical issues need to be taken into consideration in the context of media and mass communication.

**Teaching-learning process/Pedagogy:**

- Interactive lectures supported by real-life examples, PowerPoint presentations
- Sharing of teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- interactive exercises and practical classes

**Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Media Laws and Ethics

**Block-I Constitution and Other laws**

Unit 1: Constitution and freedom of speech and expression

Unit 2: Defamation, obscenity, and sedition

Unit 3: Right to Information Act 2005

Unit 4: Contempt of court and legislature, Public Interest Litigations

**Block-II Print Media Laws**

Unit 1: Press and Registration of Books Act 1867

Unit 2: Working Journalists Act 1955

Unit 3: Copyright act 1957, Press Council Act 1978

Unit 4: Report of wage commissions and Government's Newsprint Policy

### **Block-III Electronic Media Laws**

Unit 1: Cinematography Act 1952, Prasar Bharti Act 1990

Unit 2: Cable Television Networks (Regulations) Act 1995

Unit 3: Information Technology Act 2000 and Social Media Guidelines

Unit 4: Guidelines for Community Radio Stations

### **Block-IV Media Ethics**

Unit 1: Fundamentals of Journalistic ethics: objectivity, balance, accuracy, and fairness,

Unit 2: Invasion of privacy, plagiarism, vulgarity, bias, portrayal of violence and sex

Unit 3: Gifts and payments for news, ethics of sting operations and fairness in editing

Unit 4: Various ethical codes – ASCI Code, *Doordarshan* Programme and Advertising code, News Broadcasters' Association Code

### **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- Jethmalani Ram and Chopra DS, **Cases and Material on Media Law**, Thomson Reuters South Asia Pvt. Ltd.,
- New Delhi, 2012
- BasuDurga Das, **Law of the Press**, Lexis Nexis Butterworths Wadhawa, Gurgaon (Haryana), Fifth edition,
- 2010
- Robertson Geoffrey, Nicol Andrew, **Media Law**, Penguin, 4th revised edition, 2002
- Kumar Keval J., **Mass Communication in India**, Jaico Publishing House, New Delhi, Fourth Edition, 2012



## Media Business and Management

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Advertising & Public Relations	JMC013060	Major	VI	4	4	100

**Course Objectives:** This course has been envisioned to give the students the concepts of media management and the broad overview of different management systems across different media organizations. Also, it will deal with the revenue and business models of different mediums and organizations. This will apprise student about how the media their business and organization work. Student will be able to comprehend that with the understanding of media market and the business model of media organization in detail. This will also encourage the students for the entrepreneurship in media.

**Learning outcomes:** After completing this course, student should be able to:

- Understand media business and its management.
- Explore media entrepreneurship for Career Avenue.
- Critically understand the functioning and revenue model of media houses.
- Details about various media platforms and their organization structure.
- Have clarity about the work domain of media managers and can explore the field.

**Teaching learning process/Pedagogy:**

- Interactive lectures supported by real life examples, power point presentations
- Sharing of teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- Interactive exercises and practical classes

**Evaluation process**

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

# Media Business and Management

## Block I: Introduction to Business and Management

Unit 1: Business- definition, features, and types of business organization

Unit 2: Essential of successful business, Modern business environment

Unit 3: Management- definition, features, and importance

Unit 4: Basic principles of management and functions

## Block II: Media Business and Management

Unit 1: Media as an Industry and Profession

Unit 2: Organizational structure of Print, Radio, Television, Web Media, and OTT

Unit 3: Structure and functioning of other media wings/reference departments

Unit 4: Media Entrepreneurship- definition, importance, and opportunities

## Block III: Economics of Media Business in India

Unit 1: Indian media and entertainment landscape, media ownership patterns

Unit 2: Revenue generation model for various media, concept of space and time selling

Unit 3: Media Circulation and Distribution, Audience measurement

Unit 4: Contemporary trends, AI and challenges in Media business and management

## Block IV: World View of Mass Media

Unit 1: Overview of Mass Media in the World

Unit 2: Media proliferation, crisis of content and credibility, market dominance

Unit 3: Career avenues in Media business and management

Unit 4: Role of media manager, Qualities required for media manager

## Suggested Readings:

(additional books will be prescribed by the respective teachers)

- Kohli, Khandekar, Vanita, **The Indian Media Business pandemic and after**, Sage Publication, New Delhi.
- Shajaha S., **Marketing Research**, Mcmillan Publication, New Delhi
- Albrarran Alan B., **Management of Electronic Media**, Thomson Publication.
- Chaturvedi B.K., **Media Management**, Global Vision Publishing House, New Delhi.
- Thomas John Prescott, **Media Management Manual, A Handbook for Television and Radio Parishioners in Countries-in-transition**, Communication and Information Sector, United Nations Educational Scientific & Cultural Organization, New Delhi.

## Web resources:

- <https://repository.duke.edu/dc/adaccess>

## Internship

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Internship	JMC013080	Major	VI	4	4	100

**Objectives:** The purpose of the internship is to provide hands-on experience of the media industry to the students in the real-life settings so that they could understand various theoretical aspects of media in the proper context. Internship would also help them realise the working conditions and environment of media industry that will ultimately facilitate their skills and confidence along with the ability to adapt to media environment.

**Learning outcomes:** After completing this course, students should be able to:

- Understand and explain about the internal functioning of a media house
- Identify various divisions of a media house and learn about their dynamic relations
- Demonstrate about the complete content creation process in media house
- Learn to work in a team and handle with the pressure and challenges at work place

### Place of Internship

Internship can be carried out in any national, regional, or local media organisation i.e., newspaper, radio or television channel, digital media company, advertising agency, public relations firm/ department, NGO, government organisation, corporate house etc. with the consent of the Head of the Department.

### Duration

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

### Evaluation Process

After completion of the internship students will submit a detailed internship report containing a certificate of internship and narrating experiences during internships in a prescribed proforma prepared by the Department. Each student will also give a presentation on the same in the Department. Internship report and presentation will be evaluated by a panel of three teachers constituted by the Head of the Department. Following is the pattern of distribution of Marks.

- Internship Report – 80
- Internship Presentation – 20
- Total Marks - 100

## Media Laws

Course name	Code	Nature	Semester	Credits	Hours per week	Total Marks
Media Laws	JMC023020	Minor	VI	4	4	100

**Course Objectives:** The main objective of this paper is to make students aware of the basic tenets of the Indian Constitution and different laws with respect to the press that exists in India. Besides, this paper deals with the different ethical issues regarding mass media as well as the various existing ethical and political philosophies.

**Learning outcomes:** After completing this course, students should be able to:

- Learn about the constitution and the parliament of India
- Explain the role of freedom of speech and expression in the functioning of Indian media.
- Explain the other media-related issues and rights safeguarded by the Indian Constitution.
- Describe the ethical issues need to be taken into consideration in the context of media and mass communication.

### Teaching-learning process/Pedagogy:

- Interactive lectures supported by real-life examples, PowerPoint presentations
- Sharing of teaching materials, e-notes, e-books, and related videos.
- Classroom discussion, students' presentation, and assignments
- interactive exercises and practical classes

### Evaluation process

- Summative Evaluation - 60 Marks (End semester examination)
- Continuous Evaluation - 40 Marks (Sessional examination)

## Media Laws

### Unit-1 Constitution and Media

Introduction to the Indian Constitution, Freedom of Speech and Expression, Defamation, obscenity, and sedition, Contempt of court and legislature, Public Interest Litigations

### Unit-II Print Media Laws

Press and Registration of Books Act 1867, Working Journalists Act 1955, Copyright Act 1957, Press Council Act 1978, Right to Information Act 2005



### **Unit-III Electronic Media Laws**

Cinematography Act 1952, Prasar Bharti Act 1990, Cable Television Networks (Regulations) Act 1995, Guidelines for Community Radio Stations

### **Unit-IV Digital Media Laws**

Information Technology Act 2000, Cyber Crimes, Social Media Guidelines and five case studies related to cyber crimes

### **Suggested Readings:**

(additional books will be prescribed by the respective teachers)

- Jethmalani Ram and Chopra DS, **Cases and Material on Media Law**, Thomson Reuters South Asia Pvt. Ltd., New Delhi, 2012
- Basu Durga Das, **Law of the Press**, Lexis Nexis Butterworths Wadhawa, Gurgaon (Haryana), Fifth edition, 2010
- Robertson Geoffrey, Nicol Andrew, **Media Law**, Penguin, 4th Revised edition, 2002
- Kumar Keval J., **Mass Communication in India**, Jaico Publishing House, New Delhi, Fourth Edition, 2012

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