

Department of Journalism and Mass Communication

Himachal Pradesh University, Shimla – 5

Structure, norms and Syllabus for:

- **B.A. (Honours) Journalism and Mass Communication**
- **B.A. (Pass) Programme with Journalism and Mass Communication**
- **Generic Elective Courses in Journalism and Mass Communication**

(w.e.f. Academic session 2018-19)

**Approved by the Under-Graduate Board of Studies
in Journalism and Mass Communication**

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List of abbreviations

AECC	Ability Enhancement Compulsory Course
B	Bachelor
C	Core Course
D/DSE	Discipline Specific Elective
G/GE	Generic Elective
IA	Internal Assessment
JMC	Journalism and Mass Communication
L	Lecture
LE	Level
P	Practical
PA/HA	Pass Course Annual System/Honours Annual Stem
S/SEC	Skill Enhancement Course
Sub	Subject
T	Tutorial
Th	Theory Exam
Tot	Total
Type	Type of Course
Yr	Year

Norms, programme structure and curriculum for B.A. (Honours) Journalism and Mass Communication and B.A. (Pass) Programme with Journalism and Mass Communication

1. The rules/criteria for admission, credit requirement, attendance, compartment, grace marks, re-evaluation, re-appear, duration of the degree programme, result, the division secured by a candidate, etc. shall be as prescribed by Himachal Pradesh University from time to time.
2. The internal assessment, practical examination and year-end theory examination shall carry the following marks distribution:

Course Type	Internal Assessment	Practical	Theory	Total
Non-Practical	30	0	70	100
Practical	30	20	50	100
Media Project/Media Internship	30	70	0	100

3. The marks for internal assessment shall be distributed as follows:

For all other courses except Media Project and Media Internship:

- i. Attendance (5 Marks): To be awarded by the course teacher as per Himachal Pradesh University rules;
- ii. Class test (5 marks): To be conducted by the course teacher upon completion of 40% of the course contents;
- iii. Classroom activity (10 marks): To be awarded by the course teacher based on assignments/tutorials/general behaviour of the candidate;
- iv. House test (10 marks): To be conducted upon completion of 70% of the course contents;

For Media Project/Media Internship courses:

- i. Attendance (5 Marks): To be awarded by the course teacher;
In case of media project, the marks for attendance will be awarded as per Himachal Pradesh University rules. In case of Media Internship, the marks for attendance will be awarded on the basis of a certificate of attendance from the industry supervisor to be submitted by the candidate at the end of the internship;
- ii. 1st Midterm Assessment (15 marks): To be undertaken by the course teacher upon completion of 40% of the course components.
- iii. 2nd Midterm Assessment (10 marks): To be undertaken by the course teacher upon completion of 70% of the course components.

The procedure for 1st and 2nd midterm assessments has been detailed within the contents of the respective courses.

4. A candidate will be considered having successfully passed a course if (s)he:
 - (i) secures at least 35% marks in internal assessment;
 - (ii) secures at least 35% marks in the year-end theory exams;
 - (iii) secures at least 40% marks in practical examination (applicable for courses with practical components);
 - (iv) secures at least 40% aggregate marks in (i), (ii) and (iii) above.

A candidate shall be considered to have failed in the course if (s)he does not fulfill any of the above criteria from (i) to (iv).

5. Besides the courses listed under the “List of Generic Elective Courses in Journalism and Mass Communication,” all core courses offered under B.A. (Pass) programme with Journalism and Mass Communication may be offered as Generic Electives. These Generic Elective Courses may be opted for by the students having other subjects as their core discipline. This choice shall however be subject to Himachal Pradesh University norms and the approval by the institute of studies. This is applicable for both, B.A. (Pass) programme and B.A. (Honours) programme students.
6. The students with Journalism and Mass Communication as their Core Discipline may opt for Generic Elective from other disciplines as per Himachal Pradesh University norms and the approval by the institute of studies. This is applicable for both, B.A. (Pass) programme and B.A. (Honours) programme students.
7. The scheme of examination, marks distribution and the procedure for assessment mentioned under each course shall be followed.
8. Ability Enhancement Compulsory Courses (AECC) may vary as per Himachal Pradesh University norms for both B.A. (Pass) programme with Journalism and Mass Communication and B.A. (Honours) programme in Journalism and Mass Communication.

B.A. (Honours) Journalism and Mass Communication – List of Courses

Course Code							Title of the course	Credit Distribution				Marks Distribution			
LE	Sub	PA/HA	Type	Yr	No	P		L	T	P	Tot	IA	P	Th	Tot
Core Courses															
B	JMC	HA	C	1	01		Introduction to Journalism	5	1	0	6	30	00	70	100
B	JMC	HA	C	1	02		Introduction to Media and Communication	5	1	0	6	30	00	70	100
B	JMC	HA	C	1	03	P	Reporting and Editing for Print	4	0	2	6	30	20	50	100
B	JMC	HA	C	1	04		Media and Cultural Studies	5	1	0	6	30	00	70	100
B	JMC	HA	C	2	01		Introduction to Broadcast Media	5	1	0	6	30	00	70	100
B	JMC	HA	C	2	02		History of the Media	5	1	0	6	30	00	70	100
B	JMC	HA	C	2	03	P	Advertising and Public Relations	4	0	2	6	30	20	50	100
B	JMC	HA	C	2	04	P	Introduction to New Media	4	0	2	6	30	20	50	100
B	JMC	HA	C	2	05		Development Communication	5	1	0	6	30	00	70	100
B	JMC	HA	C	2	06		Media Ethics and the Law	5	1	0	6	30	00	70	100
B	JMC	HA	C	3	01		Global Media and Politics	5	1	0	6	30	00	70	100
B	JMC	HA	C	3	02	P	Advanced Broadcast Media	4	0	2	6	30	20	50	100
B	JMC	HA	C	3	03	P	Advanced New Media	4	0	2	6	30	20	50	100
B	JMC	HA	C	3	04		Communication Research and Methods	5	1	0	6	30	00	70	100
Discipline Specific Electives															
B	JMC	HA	D	3	05		Introduction to Community Media	5	1	0	6	30	00	70	100
B	JMC	HA	D	3	06		Newspaper Organisation and Functioning	5	1	0	6	30	00	70	100
B	JMC	HA	D	3	07		Visual Communication Basics	5	1	0	6	30	00	70	100
B	JMC	HA	D	3	08	P	Photojournalism	4	0	2	6	30	20	50	100
Discipline Specific Electives (Project)															
B	JMC	HA	D	3	09	P	Media Project [@]	0	1	5	6	30	70	00	100
B	JMC	HA	D	3	10	P	Media Internship [@]	0	0	6	6	30	70	00	100
Skill Enhancement Courses															
B	JMC	HA	S	2	07	P	Interpersonal Communication Skills	3	0	1	4	30	20	50	100
B	JMC	HA	S	2	08	P	New Media Writing and Publishing	3	0	1	4	30	20	50	100

[@] These courses will be offered solely on the discretion of the institute of studies.

B.A. (Pass) Programme with Journalism and Mass Communication – List of Courses

Course Code							Title of the course	Credit Distribution				Marks Distribution			
LE	Sub	PA/HA	Type	Yr	No	P		L	T	P	Tot	IA	P	Th	Tot
Core Courses															
B	JMC	PA	C	1	01		Principles of Communication	5	1	0	6	30	0	70	100
B	JMC	PA	C	1	02		Introduction to Radio and TV	5	1	0	6	30	0	70	100
B	JMC	PA	C	2	01		Advertising and Public Relations	5	1	0	6	30	0	70	100
B	JMC	PA	C	2	02		New Media Communication	5	1	0	6	30	0	70	100
Discipline Specific Electives															
B	JMC	PA	D	3	01		Community and Traditional Media	5	1	0	6	30	0	70	100
B	JMC	PA	D	3	02	P	Introduction to Photojournalism	4	0	2	6	30	20	50	100
Skill Enhancement Courses															
B	JMC	PA	S	2	03	P	Reporting, Editing and Feature Writing	3	0	1	4	30	20	50	100
B	JMC	PA	S	2	04	P	Skills for New Media	3	0	1	4	30	20	50	100
B	JMC	PA	S	3	03	P	Communication Skills	3	0	1	4	30	20	50	100
B	JMC	PA	S	3	04		Film Appreciation Skills	3	1	0	4	30	00	70	100

List of Generic Elective Courses in Journalism and Mass Communication

Course Code							Title of the course	Credit Distribution				Marks Distribution			
LE	Sub	PA/HA	Type	Yr	No	P		L	T	P	Tot	IA	P	Th	Tot
B	JMC	HA	GE	1	01		Basic Principles of Communication	5	1	0	6	30	0	70	100
B	JMC	HA	GE	1	02		Broadcast Communication Basics	5	1	0	6	30	0	70	100
B	JMC	HA	GE	2	01		Marketing Communication Basics	5	1	0	6	30	0	70	100
B	JMC	HA	GE	2	02		New Media Basics	5	1	0	6	30	0	70	100
B	JMC	PA	GE	3	01		Media and Culture	5	1	0	6	30	0	70	100
B	JMC	PA	GE	3	02		Introduction to Visual Communication	5	1	0	6	30	0	70	100

B. A. (Honours) Journalism and Mass Communication – Annual Structure

Year	Core Courses (6 credits each)	Ability Enhancement Courses		Elective Courses				
		AECC* (4 credits each)	SEC (4 credits each)	DSE (6 credits each)	GE (6 credits each)			
I	Introduction to Journalism	Environmental Studies			Basic Principles of Communication [#]			
	Introduction to Media and Communication							
	Reporting and Editing for Print	English/Hindi/Sanskrit (One out of three)				Broadcast Communication Basics [#]		
	Media and Cultural Studies							
	24 credits	8 credits			12 credits			
Total credits = 44								
II	Introduction to Broadcast Media		Interpersonal Communication Skills		Marketing Communication Basics [#]			
	History of the Media							
	Advertising and Public Relations							
	Introduction to New Media		New Media Writing and Publishing		New Media Basics [#]			
	Development Communication							
	Media Ethics and the Law							
36 credits		8 credits		12 credits				
Total credits = 56 credits								
III	Global Media and Politics							
	Advanced Broadcast Media							
	Advanced New Media							
	Communication Research and Methods							
	24 credits							24 credits
	Total credits = 48							
Grand total = 148 credits								

[#] The Generic Elective courses listed here may be opted for only by Honours students of other disciplines. The students pursuing B.A. (Honours) Journalism and Mass Communication may opt for Generic Elective courses from other disciplines as per Himachal Pradesh University rules and the the institute of studies.

* The AECC programmes may vary as per Himachal Pradesh University rules.

[@] These courses will be offered solely on the discretion of the institute of studies.

B. A. (Pass) Programme with Journalism and Mass Communication – Annual Structure

Year	Core Courses (6 credits each)	Ability Enhancement Courses		Elective Courses	
		AECC* (4 credits each)	SEC (4 credits each)	DSE (4 credits each)	GE [@] (6 credits each)
1	English-1	Environmental Studies			
	Sanskrit/Hindi-1				
	Principles of Communication				
	Introduction to Radio and TV	English/Hindi/Sans krit (One out of three)			
	DSC-2A				
	DSC-2B				
	36 credits	8 credits			
Total credits = 44					
2	English-2		Reporting, Editing and Feature Writing		
	Sanskrit/Hindi-2				
	Introduction to Advertising and Public Relations		Skills for New Media		
	New Media Communication				
	DSC-2C				
	DSC-2D				
	36 credits		Nil		
Total credits = 44					
3			Communication Skills	Community and Traditional Media	Media and Culture [#]
				Introduction to Photojournalism	
			Film Appreciation Skills	DSE-2A	Introduction to Visual Communication [#]
				DSE-2B	
Nil	Nil	8 credit	24 credit	12 credit	
Total credits = 44					
Grand total = 132 credits					

[@] Besides the courses listed here, all core courses offered under Journalism and Mass Communication discipline for BA (Pass course) may be offered as Generic Electives subject to the norms of Himachal Pradesh University norms and the approval by the institute of studies.

[@] The students with Journalism and Mass Communication as one of their Core Disciplines may opt for Generic Elective courses from other disciplines, subject to the norms of Himachal Pradesh University norms and the approval by the institute of studies.

[#] These Generic Elective Courses may be opted for only by the students having other subjects as their core discipline.

* The AECC programmes may vary as per Himachal Pradesh University rules.

Courses for BA (Honours) Journalism and Mass Communication

Introduction to Journalism

Course Code	BJMCHAC101							
Course Title	Introduction to Journalism							
Course Credits	Lecture	Tutorial		Practice		Total		
	5	1		0		6		
Contact hours	75	15		0		90		
Course objective	This course builds the basic foundation of a budding journalist, helping her understand what news is. Through a journey into various facets of and approaches to news, it prepares the learner to be a responsible journalist.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4 = 20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	UNDERSTANDING NEWS: Ingredients of news; News: meaning, definition, nature; The news process: from the event to the reader (how news is carried from event to reader); Hard news vs. Soft news; Basic components of a news story: Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.	19	4	0
II	DIFFERENT FORMS OF PRINT – A HISTORICAL PERSPECTIVE: Yellow journalism; Penny press; Tabloid press; Language of news: Robert Gunning – Principles of clear writing; Rudolf Flesch formula – skills to write news.	19	4	0
III	UNDERSTANDING THE STRUCTURE AND CONSTRUCTION OF NEWS: Organizing a news story, 5W’s and 1H, Inverted pyramid ; Criteria for news worthiness; Principles of news selection; Use of archives, sources of news, use of internet.	18	3	0
IV	DIFFERENT MEDIA – A COMPARISON: Language and principles of writing: Basic differences between the print, electronic and online journalism; Citizen journalism; Contemporary debates and issues relating to media; Ethics in journalism.	19	4	0

Texts and References:

- Bruce D. Itule and Douglas A. Anderson (2000). News writing and reporting for today’s media; McGraw Hill Publication.
- M.L. Stein, Susan Paterno & R. Christopher Burnett (2006). News writer’s Handbook: An Introduction to Journalism; Blackwell Publishing.
- George Rodmann (2007). Mass Media in a Changing World; Mcgraw Hill Publication.
- Carole Flemming and Emma Hemmingway (2006). An Introduction to Journalism; Vistaar Publications.
- Richard Keeble (2006). The Newspaper Handbook; Routledge.

Introduction to Media and Communication

Course Code	BJMCHAC102							
Course Title	Introduction to Media and Communication							
Course Credits	Lecture		Tutorial		Practice		Total	
	5		1		0		6	
Contact hours	75		15		0		90	
Course objective	This course aims to steer a student towards understanding the role and importance of communication in society. The course also builds a theoretical background for understanding how communication works. This course lays the theoretical base for applied communication courses.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4=20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	MEDIA AND EVERYDAY LIFE Mobile phones, television, ring tones, Twitter; The Internet: Media and everyday life; Mediated and non-mediated communication; Forms of Communication; Levels of Communication: Mass Communication and its process;	19	4	0
II	COMMUNICATION AND MASS COMMUNICATION Normative Theories of the Press; Media and the Public Sphere. Four models of communication: Transmission models; Ritual or Expressive models; Publicity Model; Reception Model.	19	4	0
III	MASS COMMUNICATION AND EFFECTS PARADIGM Direct Effects; Mass Society Theory; Propaganda; Limited Effects; Individual Difference Theory; Personal Influence Theory.	18	3	0
IV	CULTURAL EFFECTS AND THE EMERGENCE OF AN ALTERNATIVE PARADIGM Cultural Effects; Agenda Setting; Spiral of Silence; Cultivation Analysis; Critique of the effects paradigm and emergence of alternative paradigm.	19	4	0

Texts and References:

- Michael Ruffner and Michael Burgoon (1981). Interpersonal Communication; New York: Holt, Rinehart and Winston; pp. 21-34, pp. 59-72.
- John Fiske (1982). Introduction to Communication Studies, Routledge 1982, pp. 1-38.
- Dennis McQuail (2000). Mass Communication Theory (Fourth Edition); London: Sage: pp. 1-11; 41-54; 121-133
- Baran and Davis (2006). Mass Communication Theory (Indian Edition); South West: Coengate Learning; pp. 42-64; 71-84; 148-153; 298-236
- Kevin Williams (2003). Understanding Media Theory; pp. 168-188
- Robin Jeffrey (2013). Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India. New Delhi: Hachette.

Reporting and Editing for Print

Course Code	BJMCHAC103P							
Course Title	Reporting and Editing for Print							
Course Credits	Lecture	Tutorial		Practice		Total		
	4	0		2		6		
Contact hours	60	0		60		120		
Course objective	The students will learn the basics arts of journalism: reporting and editing. Basic skills and concepts of reporting and copy editing dealt with in this course intend prepare a student for entry level positions in a newspaper organisation.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination [#]	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	20	50	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

[#] Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks).

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions for each part should be mentioned at the beginning of the respective part in the question paper. Maximum time: 3 hours.

Part A	Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	8 × 1 = 08 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	5 × 2 = 10 marks
Part C	Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.	3 × 4 = 12 marks
Part D	Three questions for long answers, each for 10 marks. Two questions are to be answered.	2 × 10 = 20 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	COVERING NEWS Reporter: role, functions and qualities; General assignment reporting/ working on a beat; news agency reporting; Covering Speeches, meetings and press conferences; Covering of beats: crime, courts, city reporting, local reporting, local bodies, hospitals, health, education, sports.	15	0	15
II	INTERVIEWING/TYPES OF NEWS LEADS Interviewing: doing the research, setting up the interview, conducting the interview; Structure of the News Story: Inverted Pyramid style; Lead: importance, types of lead; Body of the story, intro; Attribution and verification; Features: Types of features and human interest stories, leads for features; Difference between articles and features.	15	0	15
III	THE NEWSPAPER NEWSROOM Newsroom, organizational setup of a newspaper; Editorial department; Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents; Introduction to editing: Principles of editing, Style sheet; Headlines: importance, functions of headlines, typography and style, language, types of headline; Pictures: Importance of pictures, selection of news pictures.	15	0	15
IV	TRENDS IN SECTIONAL NEWS Week-end pullouts, supplements, backgrounders; Columns/columnists; Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader, opinion pieces; Op. Ed. page. Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers; Objectivity and politics of news; Neutrality and bias in news.	15	0	15

Texts and References:

- Baskette and Scissors. The Art of Editing, Allyn and Bacon.
- S.N. Chaturvedi. Dynamics of Journalism and Art of Editing, Cyber Tech Publications.
- Bruce Itule and Douglas Anderson. News Writing and Reporting for Today's Media, NY:

McGraw Hill.

- F.W. Hodgson. Modern newspaper practice: A primer on the press, Focal Press.
- John R. Bender, Lucinda D. Davenport, Michael W. Drager, and Fred Fedler (2016). Reporting for the Media (11th Edition), Oxford University Press
- Richard Keeble (2006). The Newspaper's Handbook, Routledge
- MacDougall and Curtis Daniel (1973). Principles of Editorial Writing, W.C. Brown Co.
- Melvin Mencher (2003). News Reporting and Writing, NY: McGraw Hill.
- Dennis McQuail (2000). Mass Communication Theory (Fourth Edition); London: Sage.
- Fred Fedler (1989). Reporting for the Print media (4th Ed.); NY: Harcourt, Bruce Jovanovich Inc.

Media and Cultural Studies

Course Code	BJMCHAC104							
Course Title	Media and Cultural Studies							
Course Credits	Lecture	Tutorial		Practice		Total		
	5	1		0		6		
Contact hours	75	15		0		90		
Course objective	The media is a powerful actor in social conditioning. It mirrors, transplants and perpetuates social norms and values. This course is designed to equip a student appreciate the politics of mass media culture industry by sensitizing her towards the dynamics of this power and its impact on cultures in the globalised world.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4 = 20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	UNDERSTANDING CULTURE: Mass Culture; Popular Culture; Folk Culture; Sub Cultures; Media and Culture; Media and technologies: Folk Media as a form of mass culture; Live performance, Audience in live performance; Media technologies; Medium is the message; Technological Determinism; New Media and cultural forms.	19	4	0
II	CRITICAL THEORIES: Frankfurt School; Media as cultural industries; Political economy; Ideology and hegemony.	19	4	0
III	REPRESENTATION MEDIA AS TEXTS: Signs and Codes in Media; Discourse Analysis; Genres; Representation of nation, class, caste and gender issues in media.	18	3	0
IV	AUDIENCES: Uses and Gratification Approach; Reception studies; Active Audiences; Women as audiences; Music and the popular; Fandom.	19	4	0

Texts and References:

- Philip Rayner, Peter Wall and Stephen Kruger (Eds.). Media Studies: An Essential Introduction, Routledge (Covers Unit II, III, IV and V)
- John Fiske (1982). Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)
- Dennis McQuail (2000). Mass Communication Theory (4th Edition), London: Sage (Covers Unit IV, Media Technologies).
- Baran and Davis. Mass Communication Theory (covers Unit II, III and IV)
- John Storey (2009). Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman.
- Kevin Williams. Understanding Media Theory (Covers Unit II, III and IV)

- Nick Stevenson (2002). *Media Cultures* (2nd Edition). Sage.
- James Clifford, Tony Bennett, Raymond Williams, Stuart Hall, John Storey. Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan
- S. Parmar (1975). *Traditional Folk Media in India*, New Delhi: Geka Books.

Introduction to Broadcast Media

Course Code	BJMCHAC201							
Course Title	Introduction to Broadcast Media							
Course Credits	Lecture	Tutorial		Practice		Total		
	5	1		0		6		
Contact hours	75	15		0		90		
Course objective	Students will understand the power of audio-visual media in communication. They will understand how radio and television use sound and images for programming and communication.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4=20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the

candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	BASICS OF SOUND: Concepts of sound: scope, sound culture; Types of sound: Sync, non-sync, natural sound, ambience sound; Sound Design: Its meaning with examples from different forms; Sound recording techniques; Introduction to microphones; Characteristics of radio as a medium.	19	4	0
II	BASICS OF VISUAL: What is an image, electronic image, television image, Digital image, edited Image (politics of an image); What is a visual? (still to moving); Visual Culture; Changing ecology of images today; Characteristics of television as a medium.	19	4	0
III	WRITING AND EDITING RADIO NEWS: Elements of a radio news story: Gathering, writing/reporting; Elements of a radio news bulletins; Working in a radio news room; Introduction to recording and editing sound (Editing news based capsule only).	18	3	0
IV	WRITING AND EDITING TELEVISION NEWS: Basics of a camera (Lens & accessories); Electronic News Gathering (ENG) & Electronic Field Production (EFP) (Concept); Visual Grammar: Camera movement, types of shots, focusing, visual perspective; Elements of a television news story: Gathering, writing/ reporting; Elements of a Television News Bulletins; Basics of editing for TV: Basic softwares and techniques (for editing a news capsule).	19	4	0

Texts and References:

- Zettl Herbert. Television Production Handbook; pp. 20-80; 85-135.
- Robert c Allen and Annette Hill (Eds.) (2004). The Television Reader, Routledge; pp. 10-40.
- P.C. Chatterjee (1987). Broadcasting in India, New Delhi: Sage 1987; pp. 25- 78.
- Carrol Fleming (2002). The Radio Handbook, London & New York: Routledge; pp. 47- 105.

History of the Media

Course Code	BJMCHAC202							
Course Title	History of the Media							
Course Credits	Lecture	Tutorial		Practice		Total		
	5	1		0		6		
Contact hours	75	15		0		90		
Course objective	This course helps a student understand the traditional media of mass communication through a study of their evolution – how stand alone technologies of the yore in print, audio and visuals come together to form the mass media today.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4=20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	HISTORY OF PRINT MEDIA: Media and Modernity: Print Revolution , Telegraph, Morse Code Yellow Journalism; Evolution of Press in United States, Great Britain and France.	19	4	0
II	HISTORY OF THE PRESS IN INDIA: Press during Colonial period, national freedom movement; Gandhi and Ambedkar as journalists and communicators; Media in the post-independence era: Emergency and Post-emergency era; Changing readership, print cultures, language press.	18	3	0
III	SOUND MEDIA: Emergence of radio technology, the coming of gramophone, early history of radio in India; History of AIR: Evolution of AIR programming; Penetration of radio in rural India: Case studies; Patterns of State control; the demand for autonomy; FM: Radio Privatization Music: Cassettes to the Internet.	19	4	0
IV	VISUAL MEDIA : The early years of photography, lithography and cinema; From silent era to the talkies; Cinema in later decades Indian television: The coming of television and the State's development agenda; Commercialization of Programming (1980s); The coming of transnational television (1990s); Formation of Prasar Bharti.	19	4	0

Texts and References:

- Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press , 2010) (Chapter 2 and Chapter 5)
- ParthasarthyRangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
- Jeffrey, Robin, India's News Paper Revolution: Capitalism, Politics and the Indian Language Press, (New Delhi, Oxford 2003)
- Manuel, Peter Cassette Culture page, (Chicago, University of Chicago Press, 1993), 1- 32
- Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991) -39-57
- Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," Economic Development of Cultural Change, vol 10, No. 3 (pp 275-283)
- David Page and William Crawley, Satellites Over South Asia, (Sage, 2001) Chapter 2, chapter 8

and Chapter 9.

- Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India," *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)
- Parthasarthi, Vibhodh, "Constructing a 'New Media Market: Merchandising the Talking Machine'" in *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)
- Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started,"
- John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage, 2000).
- Elen McDonald "The modernizing of communication: Vernacular Publishing in Nineteenth Century Maharashtra" *Asian Survey*, 8-7, (1968) pp 589-606
- Francis Robinson (1993) *Technology and Religious change: Islam and the impact of Print; Modern Asian Studies*, Vol 27, No. 1 (Feb) pp. 229-251.
- Seminar Issue October 1997, Indian Language Press
- G.N.S Raghavan, *Early years of PTI, PTI story: Origin and Growth of Indian Press*, (Bombay, Press Trust of India, (1987), 92-119
- Melissa Butcher *Transnational Television, Cultural Identity and Change*, (New Delhi, Sage, 2003) 49-77
- V. Ratnamala, *Ambedkar and media* - http://roundtableindia.co.in/index.php?option=com_content&view=article&id=4992:ambedkar-and-media&catid=119:feature&Itemid=132
- *Hindi Dalit Literature and the Politics of Representation* by Sarah Beth Hunt (New Delhi: Routledge), 2014; pp 264.

Advertising and Public Relations

Course Code	BJMCHAC203P							
Course Title	Advertising and Public Relations							
Course Credits	Lecture	Tutorial		Practice		Total		
	4	0		2		6		
Contact hours	60	0		60		120		
Course objective	This course will help students build a basic understanding about advertising and public relations. The students will get an exposure to their evolution along with application in the current times.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination [#]	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	20	50	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

[#] Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks). The exercises prescribed (may be changed keeping in mind the resources available at the institute of studies) are as follows:

- Design an ad copy for a product
- Script writing for electronic media (Radio jingle, TV commercial)
- Planning and designing advertising campaigns
- Critical evaluation of advertisements
- Writing a press release
- Planning and designing PR campaign
- Assignment on crisis management

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	8 × 1 = 08 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	5 × 2 = 10 marks

Part C	Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.	3 × 4 = 12 marks
Part D	Three questions for long answers, each for 10 marks. Two questions are to be answered.	2 × 10 = 20 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	INTRODUCTION TO ADVERTISING: Meaning and history of advertising, importance and functions; Advertising as a tool of communication; Role of Advertising in Marketing mix, PR; Advertising theories and models: AIDA model, DAGMAR Model, Maslow's Hierarchy Model; Communication theories applied to advertising; Types of advertising and new trends; Economic, cultural, psychological and social aspects of advertising; Ethical and regulatory aspects of advertising: Apex bodies in Advertising – AAAI, ASCI and their codes.	15	0	15
II	ADVERTISING MEDIA: Advertising through print, electronic and online media; Types of media for advertising; Advertising objectives, segmentation, positioning and targeting media selection, planning, scheduling; Marketing strategy and research and branding; Advertising department vs. agency-structure, and functions; Advertising budget; Campaign planning, creation and production.	15	0	15
III	PUBLIC RELATIONS: Concepts and practices; Importance, role and functions of pr; Growth and development of PR; Principles and Tools of Public Relations Organisation of Public relations: In-house department vs. consultancy; PR in govt. and private sector; Govt.'s print, electronic, publicity, film and related media organizations	15	0	15
IV	PR PUBLICS AND CAMPAIGNS: Research for PR; Managing promotions and functions;	15	0	15

	PR campaign: planning, execution, evaluation; Role of PR in crisis management; Ethical issues in PR: Apex bodies in PR – IPRA, PRSI, PSPF and their codes.			
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Texts and References:

- David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
- Frank Jefkins, Advertising Made Simple, Rupa & Co.
- Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
- Jethwaney Jaishri, Advertising, Phoenix Publishing House
- Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcose and Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M. and Noya Prakash, Public Relation in India, Calcutta

Introduction to New Media

Course Code	BJMCHAC204P							
Course Title	Introduction to New Media							
Course Credits	Lecture	Tutorial		Practice		Total		
	4	0		2		6		
Contact hours	60	0		60		120		
Course objective	This course introduces a student to the basic concepts involved in the use of new media technologies and gives them an overview of Internet-based content production and publishing.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination [#]	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	20	50	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

[#] Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks).

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	8 × 1 = 08 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	5 × 2 = 10 marks
Part C	Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.	3 × 4 = 12 marks
Part D	Three questions for long answers, each for 10 marks. Two questions are to be answered.	2 × 10 = 20 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the

candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	KEY CONCEPTS AND THEORY: Defining new media, terminologies and their meanings – Digital media, new media, online media et. al.; Information society and new media; Technological determinism; Computer-mediated-communication (CMC), Networked Society.	16	0	0
II	UNDERSTANDING VIRTUAL CULTURES AND DIGITAL JOURNALISM: Internet and its beginnings; Remediation and new media technologies; Online communities; User generated content and Web 2.0; Networked Journalism; Alternative Journalism.	16	0	10
III	DIGITIZATION OF JOURNALISM: Authorship and what it means in a digital age; Piracy, copyright, copyleft, creative commons and open source; Digital archives; New media and ethics; Activism and New Media; Social media in the above context.	16	0	10
IV	OVERVIEW OF WEB WRITING AND DESIGN: Linear and Non-linear writing; Contextualized Journalism; Writing Techniques: Linking, using multimedia, storytelling structures. Website planning and visual design; Content strategy and audience analysis; Brief history of Blogging; Creating and promoting a blog.	12	0	40

Texts and References:

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.
- Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
- O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatis web->

20.html

- Grossman, "Iran Protests: Twitter, the Medium of the Movement" Lemann, Nicholas. 2006.
- Amateur Hour: Journalism without Journalists. The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
- Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380.

Development Communication

Course Code	BJMCHAC205							
Course Title	Development Communication							
Course Credits	Lecture	Tutorial		Practice		Total		
	5	1		0		6		
Contact hours	75	15		0		90		
Course objective	This course familiarizes a student with role of communication in development. While introducing major development thoughts and programmes, the course builds an understanding of the evolution of approaches to development communication and illustrates the use of development communication through examples.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4 = 20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	DEVELOPMENT: Concept, concerns, paradigms of development; Concepts in development: Measurement of development, Development versus growth, Human development, Development as freedom; Models of development: Basic needs model, Nehruvian model, Gandhian model, Panchayati Raj; Developing countries versus developed countries; UN Millennium Development Goals.	19	4	0
II	DEVELOPMENT COMMUNICATION: Concept and approaches; Paradigms of development: Dominant, dependency, and alternative paradigms; Development communication approaches: Diffusion of innovation, Empathy, Magic multiplier; Alternative Development Communication approaches: Sustainable development, Participatory Development, Inclusive development, gender and development; Development Support Communication: Definition, genesis, area woods triangle.	19	4	0
III	ROLE OF MEDIA IN DEVELOPMENT: Mass media as a tool for development; Development support communication in India in the areas of agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI); Cyber media and development: e-governance; e-chaupal; National Knowledge Network; ICT for development; Narrow Casting.	19	4	0
IV	DEVELOPMENT COMMUNICATION AND MEDIA: Strategies for designing messages for print; Role, performance record of each medium – print, radio, TV, video, traditional media. Community radio communication and development; Television programmes for rural india (<i>Krishi Darshan</i>); Using new media technologies for development; Critical appraisal of development communication programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA.	19	4	0

Texts and References:

- Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000
- Srinivas R. Melkote and H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.
- Belmont CA: Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
- Dr. Anil Kumar: Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007.
- UNDP: Human Development Report (published every year), Oxford University Press, New Delhi.
- World Bank: World Development Report (published every year) Oxford University Press, New Delhi.
- Wilbur Schramm: Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.
- AmartyaSen: Development as freedom, Alfred A Knopf, New York, 1999.
- DayaThussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.
- D V R Murthy: Development Journalism, What Next? Kanishka Publication, New Delhi, 2007.
- Ghosh and Pramanik: Panchayat System in India, Kanishka Publication, New Delhi, 2007.
- Shivani Dharmarajan: NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.
- What Do We Mean By Development: An Article by Nora C Quebral in International Development Review, Feb, 1973, P. 25.
- Modern Media in Social Development: Harish Khanna.

Media Ethics and the Law

Course Code	BJMCHAC206							
Course Title	Media Ethics and the Law							
Course Credits	Lecture	Tutorial		Practice		Total		
	5	1		0		6		
Contact hours	75	15		0		90		
Course objective	This course aims to inspire ethical journalistic conduct in budding journalists by making them conversant with the meaning of journalism, its power to make a difference in the world and the common pitfalls.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^]Class test will be taken on completion of 40% of the syllabus.

^{*}Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@]House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4=20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	ETHICAL FRAMEWORK AND MEDIA PRACTICE: Freedom of expression (Article 19(1)(a) and Article 19(1)2); Freedom of expression and defamation: Libel and slander; Issues of privacy and surveillance in society; Right to Information; Idea of fair trial vs. trial by media; Intellectual Property Rights; Media ethics and cultural dependence.	19	4	0
II	MEDIA TECHNOLOGY AND ETHICAL PARAMETERS: Live reporting and ethics; Legality and ethicality of sting operations, phone tapping etc.; Ethical issues in social media (IT Act 2000, Sec 66 A and the verdict of the Supreme Court); Discussion of Important cases – e.g. Operation Westend; Relevant sections of Broadcast Bill; NBA guidelines.	19	4	0
III	REPRESENTATION AND ETHICS: Media reportage of marginalized sections: Children, dalits, tribals, gender; Related laws and case studies: Indecent representation of Women (Prohibition) Act, 1986 and rules 1987; Protection of Women against Sexual Harassment Bill, 2007; Sec 67 of IT Act 2000; and 292 IPC etc.	18	3	0
IV	MEDIA AND REGULATION: Advertisement and women; Pornography; Regulatory bodies, codes and ethical guidelines; Self Regulation; Media Content: Debates on morality and accountability – Taste, Culture and Taboo; Censorship and media debates.	19	4	0

Texts and References:

- Thakurta, Paranjoy Guha, Media Ethics, Oxford University Press, 2009.
- Barrie Mc Donald and Michel Petheran, Media Ethics, Mansell, 1998.
- Austin Sarat, Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011.
- Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007.

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- Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000.
- William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity.
- Raminder Kaur and William Mazzarella, Censorship in South Asia: Cultural Regulation from Seditious to Seductive.
- Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible".

Global Media and Politics

Course Code	BJMCHAC301							
Course Title	Global Media and Politics							
Course Credits	Lecture		Tutorial		Practice		Total	
	5		1		0		6	
Contact hours	75		15		0		90	
Course objective								
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^]Class test will be taken on completion of 40% of the syllabus.

^{*}Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@]House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4=20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	MEDIA AND INTERNATIONAL COMMUNICATION The advent of popular media – a brief overview; Propaganda in the inter-war years: Nazi Propaganda; Radio and international communication; Media conglomerates and monopolies: Ted Turner/Rupert Murdoch; Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood	19	4	0
II	MEDIA AND SUPER POWER RIVALRY Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, Voice of America; Communication debates: NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, Rich-Poor	18	3	0
III	GLOBAL CONFLICT AND GLOBAL MEDIA World Wars and media coverage post 1990: Rise of <i>Al Jazeera</i> ; The Gulf Wars: CNN's satellite transmission, embedded journalism; 9/11 and implications for the media; Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide.	19	4	0
IV	MEDIA AND CULTURAL GLOBALIZATION Cultural politics: Cultural imperialism, media hegemony and global cultures, Homogenization, the English language, Local/Global, Local/Hybrid; Entertainment: Local adaptations of global programmes (KBC/Big Boss/Others).	19	4	0

Texts and References:

- Daya Kishan Thussu. International Communication: Continuity and Change, Oxford University Press, 2003.
- Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow "Many Voices One World" Unesco Publication, Rowman and Littlefield publishers, 2004.
- Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and Francis Publication, 2012.
- DayaKishanThussu. War and the media: Reporting conflict 24x7, Sage Publications,2003.
- Stuart Allan and Barbie Zelizer. Reporting war : Journalism in war time, Routledge Publication, 2004.
- Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press, 2003.
- Yadava, J.S, Politics of news, Concept Publishing and Co.1984.
- Zahida Hussain and Vanita Ray. Media and communications in the third world countries, Gyan Publications, 2007.

Additional Readings:

- Choudhary, Kameswar (ed) Globalisation, Governance Reforms and Development in India, Sage, New Delhi, 2007.
- Patnaik, B.N & Imtiaz Hasnain (ed). Globalisation: language, Culture and Media, Indian Institute of Advanced Studies, Shimla, 2006.
- Monroe, Price. Media Globalisation' Media and Sovereignty, MIT press, Cambridge, 2002.
- Singh, Yogendra. Culture Change in India: Identity and Globalisation, Rawat Publication, New Delhi, 2000.
- Lyn Gorman and David McLean. Media and Society into the 21st Century: A Historical Introduction. (2nd Edition) Wiley-Blackwell, 2009. pp. 82-135, 208-283.

Advanced Broadcast Media

Course Code	BJMCHAC302P							
Course Title	Advanced Broadcast Media							
Course Credits	Lecture	Tutorial		Practice		Total		
	4	0		2		6		
Contact hours	60	0		60		120		
Course objective	While understanding how and why commercial broadcasting is different from public service broadcasting, the students will learn about various formats of radio and TV programming and their production.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination [#]	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	20	50	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

[#] Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks). The practical exercises may be based on Unit V.

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	8 × 1 = 08 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	5 × 2 = 10 marks
Part C	Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.	3 × 4 = 12 marks
Part D	Three questions for long answers, each for 10 marks. Two questions are to be answered.	2 × 10 = 20 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	PUBLIC SERVICE BROADCASTING Public Service Model in India (Policy and laws); Global Overview of Public Service Broadcasting; Community Radio; Community Video; Participatory Communication; Campus Radio.	17	0	0
II	PRIVATE BROADCASTING Private broadcasting model in India; Private broadcasting policy and laws; Structure, Functions and Working of a Broadcast Channel; Public and Private partnership in television and radio programming (India and Britain case studies).	17	0	0
III	BROADCAST GENRES Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre; Various evolving contemporary television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.	17	0	0
IV	ADVANCED BROADCAST PRODUCTION I Writing and Producing for Radio; Public Service Advertisements; Jingles; Radio Magazine shows Mixing Genres in Television Production; Music Video for social comment/as documentary; Mixing ENG and EFP; Reconstruction in news-based programming.	9	0	60

Texts and References:

- Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
- Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: Focal Press Focal Press)Pg-95-133, 179-212
- Ambrish Saxena, Radio in New Avatar- AM to FM,(Delhi: Kanishka) , Pg- 92-138, 271-307
- Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press ,2012) 3-17, 245-257, 279-286
- Herbert Zettl, Television Production Handbook, (Delhi : Akash Press, 2007) 190-208
- Vinod Pavarala, Kanchan K Malik, Facilitating Community Radio in India: Profiles of NGOs and their Community Radio Initiatives Other Voices (New Delhi: Sage, 2007)
- G. Mc Leash, Robert, Radio Production (US: Taylor & Francis)

Advanced New Media

Course Code	BJMCHAC303P							
Course Title	Advanced New Media							
Course Credits	Lecture	Tutorial		Practice		Total		
	4	0		2		6		
Contact hours	60	0		60		120		
Course objective	The course prepares the student for critical understanding of new media technologies. While introducing the student to the potential and pitfalls of this technology, the course prepares them to engage with the technology meaningfully and efficiently.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination [#]	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	20	50	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

[#] Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks). Based on Unit V, the following practical exercises may be prescribed (Depending on the resources available with the institute of studies, the course teacher may vary these exercises.):

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

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover first four units as explained below. The instructions part should be mentioned at the beginning of the Part of the question paper. Maximum time: 3 hours.

Part A	Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	8 × 1 = 08 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	5 × 2 = 10 marks
Part C	Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.	3 × 4 = 12 marks
Part D	Three questions for long answers, each for 10 marks. Two questions are to be answered.	2 × 10 = 20 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	BASICS OF NEW MEDIA FRAMEWORKS – GENRES AND ENVIRONMENTS Understanding new media ecologies; Trans-medial storytelling; Genres – Digital art; Digital Cinema – New Media Fiction and Documentary; Gaming and player culture, virality and memes; Guerrilla media; Curating media: festival, media spaces.	15	0	0
II	SOCIOLOGY OF THE INTERNET AND NEW MEDIA Social construction of technology; Utopian-Dystopian Interface; Digital inequalities – Digital Divide and Access, Economy of New Media – Intellectual value; Digital media ethics; New media and popular culture.	15	0	0
III	CRITICAL NEW MEDIA Who controls new media; Questions surrounding net neutrality and related issues; Surveillance and the state; Cybersecurity and issues of privacy; the Internet and public sphere: politics and public sphere in the digital age.	15	0	0
IV	PARTICIPATORY CULTURE Convergence culture: social media and participatory media culture, digital fandom and online communities; Gender and new media Digital media and identities; New media campaigns.	15	0	0

V	<p>PROJECT AND PRODUCTION Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and microblogs etc. related to the above four units. Research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity, exhibition/screening</p>	0	0	60
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Texts and References:

- Lister Dovey, Giddings, Grant and Kelly, “New media and new technologies” (2003).
- Rosen, J. “The People Formerly Known as the Audience” What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.
- Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007.
- Bosker, “Randi Zuckerberg: Anonymity online has to go away” Negroponte, N. (1996). Being Digital, Part 3 [pp. 163-233]
- Jenkins, Henry. (2006). Convergence culture: Where old and new media collide. New York, NY: NYU Press.
- May, Keenan & Peter Newcomb. (2008, July) How the web was won. Vanity Fair, retrieved from <http://www.vanityfair.com/culture/features/2008/07/internet200807>
- “Privacy vs. the Internet: Americans should not be forced to choose” (ACLU report, 2008)
- Nakamura, “Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet”

Communication Research and Methods

Course Code	BJMCHAC304							
Course Title	Communication Research and Methods							
Course Credits	Lecture	Tutorial		Practice		Total		
	5	1		0		6		
Contact hours	75	15		0		90		
Course objective	This course serves the dual objectives: one, of training young minds for scientific inquiry, and two, of exploring the realms of enquiry in communications. The students will learn to identify problems and learn methods to finding answers to those problems.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4 = 20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	INTRODUCTION TO RESEARCH Definition, importance and function; Basic and applied research; Scientific approach; Role of theory in research; Steps of conducting research.	18	3	0
II	METHODS OF MEDIA RESEARCH Qualitative and Quantitative Techniques; Content analysis; Survey method; Observation methods; Experimental studies, Case studies, Narrative analysis, Historical research; Readership and audience surveys; Ethnographies; Textual analysis; Discourse analysis; Ethical perspectives of mass media research.	19	4	0
III	SAMPLING AND DATA COLLECTION Sampling: Need for sampling, sampling methods, representativeness of the samples, Sampling Error; Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.	19	4	0
IV	METHODS OF ANALYSIS AND REPORT WRITING Data analysis techniques, coding and tabulation, Non-Statistical methods: Descriptive and historical, Working with Archives; Library Research; Working with Internet as a source; Writing citations, bibliography; Writing the research report.	19	4	0

Texts and References:

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

Introduction to Community Media

Course Code	BJMCHAD305						
Course Title	Introduction to Community Media						
Course Credits	Lecture	Tutorial	Practice	Total			
	5	1	0	6			
Contact hours	75	15	0	90			
Course objective	In a scenario where the big corporations and cross-media ownerships control the flow of information and opinion, community media is seen as an alternative voice. This course introduces the student to the concept of 'community' in the globalised world and alternatives to the mainstream media. The course sensitizes the student to the potential of using community-based traditional, new and folk media.						
Type of the course	Core	DSE	Project	GE	AECC	SEC	
		√					
Pass marks	IA		Practical		Theory Exam		Total
	Max	Pass	Max	Pass	Max	Pass	Max Pass
	30	35%	0	0	70	35%	100 40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^]Class test will be taken on completion of 40% of the syllabus.

^{*}Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@]House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4 = 20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	BASIC CONCEPTS: Community: its concept and importance; Community as Place; Community as Identity/Belonging; Community as Ideology.	19	4	0
II	COMMUNITIES: Locality, place and neighbourhood; Virtual Communities; Imagined Communities; Imaginary Communities.	18	3	0
III	COMMUNITY MEDIA AS ALTERNATIVE MEDIA: Concept, need and origin; Types of Alternative Media: Alternative media as serving a community, alternative media as an alternative to mainstream media, linking alternative media to civil society, and alternative media as collaborative media.	19	4	0
IV	COMMUNITY MEDIA SPACE: Alternative Print media: strengths and weakness with examples; Alternative Television with special focus on PUBLIC Access Television; Alternative Radio with special focus on Community Radio; Internet Virtual Communities with special focus on blogging and micro-blogging.	19	4	0

Texts and References:

- Tony Blackshaw (2010). *Key Concepts in Community Studies*, New Delhi: Sage.
- Olga Bailey, Bart Cammaerts and Nico Carpentier (2008). *Understanding Alternative Media*, New York: Open University Press.
- Kate Coyer, Tony Downumt and Alan Fountain (2007). *The Alternative Media Handbook*, New York and London: Routledge.
- Kevin Howley (2012). *Understanding Community Media*, Sage Publications.
- Indian Institute of Mass Communication (1981). *Communication and the Traditional Media: Papers and Proceedings of Seminar*.
- Keval J Kumar (2012). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.

Newspaper Organisation and Functioning

Course Code	BJMCHAD306							
Course Title	Newspaper Organisation and Functioning							
Course Credits	Lecture	Tutorial	Practice	Total				
	5	1	0	6				
Contact hours	75	15	0	90				
Course objective	This course intends to familiarise the students with the organisational structure of a newspaper along with the roles and responsibilities of key personnel working in various departments of a newspaper organisation. This course will also give a macro view of the working of a newspaper organisation thus preparing a budding journalist to identify her surroundings and adjust to the working environment.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
		√						
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^]Class test will be taken on completion of 40% of the syllabus.

^{*}Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@]House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4 = 20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>EDITORIAL DEPARTMENT – I:</p> <p>Chief functionaries: Editor, Deputy Editor, Associate Editor, Assistant Editor, Special Assignment Editors.</p> <p>Editorial Desk: Chief Sub Editors, Sub Editors;</p> <p>Reporting: Roles and responsibilities of News Editor, Bureau Chiefs, Special Correspondents, Beat Reporters, General Assignment Reporters, Stringers;</p> <p>Features section: Features editor, feature writers, columnists, freelancers.</p>	19	4	0
II	<p>ADVERTISING DEPARTMENT:</p> <p>Source of Revenue of a Newspaper: Circulation and Advertising;</p> <p>Types of advertisements: Display and classified advertising, advertorials; local, regional and national advertisements;</p> <p>Functions of Advertising Department: Billing and collection, dummy preparation, advertising research, advertising promotion, public relations;</p> <p>Space marketing features.</p>	19	4	0
III	<p>CIRCULATION DEPARTMENT:</p> <p>Function of Circulation Department: Packing and dispatch, transportation, distribution,</p> <p>Relationship with agents; subscription; collection of sales; print order; circulation promoting;</p> <p>Duties of Circulation Manager.</p>	18	3	0
IV	<p>PRODUCTION DEPARTMENT:</p> <p>Duties and functioning;</p> <p>Methods of Composition: Traditional (Hand Composing, Linotype, Monotype, Ludlow, Direct Impression); Modern- VDT (Video Display Terminal);</p> <p>Printing Processes: Letterpress; Offset; Gravure and Digital Printing.</p>	19	4	0

Texts and References:

- Vir Bala Aggarwal (2006). *Essentials of practical journalism*, New Delhi: Concept Publishing
- Dalpat S. Mehta (2009 [1992]). *Mass communication and journalism in India* (Reprinted in 2009, last revised edition in 1992), New Delhi: Allied Publishers.
- Susan Pape and Sue Featherstone (2005). *Newspaper journalism: A practical introduction*, London Thousand Oaks New Delhi: Sage Publications.
- S. Kundra (2005). *Media management*, New Delhi: Anmol Publications Pvt. Limited.

Visual Communication Basics

Course Code	BJMCHAD307							
Course Title	Visual Communication Basics							
Course Credits	Lecture	Tutorial	Practice	Total				
	5	1	0	6				
Contact hours	75	15	0	90				
Course objective	This course intends to familiarise the students with the organisational structure of a newspaper along with the roles and responsibilities of key personnel working in various departments of a newspaper organisation. This course will also give a macro view of the working of a newspaper organisation thus preparing a budding journalist to identify her surroundings and adjust to the working environment.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
		√						
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^]Class test will be taken on completion of 40% of the syllabus.

^{*}Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@]House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover first four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4 = 20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	BASIC CONCEPTS: The power of visual communication; Perception: Meaning and function in communication, visual perception; Four stages of visual perception: Viewing, brain processing of visual information, psychological processing, adding social-cultural dimension.	19	4	0
II	PSYCHOLOGICAL PROCESSING: perception of relationships, building of structures, predictive order, coalescing the real and the perceived, framing and contextualising, perceiving time, space and movement); Gestalt Psychology: Whole and parts; Gestalt Principles: Similarity, Proximity, Continuation, Closure, Figure/Ground.	19	4	0
III	CULTURAL CODES: Foundations for a Theory of Signs; Relations between signs and what they signify; Relation between signs and their users; Signification: from Denotation to Connotation.	19	4	0
IV	VISUAL CULTURE: Three types of responses to mass media images: dominant or preferred readings, negotiated readings, oppositional readings; Concept of gaze: desire, voyeurism, critique of male gaze, and interactive gaze, masculine and feminine identities.	18	3	0

Texts and References:

- Matteo Stocchetti and Karin Kukkonen (2011). *Images in Use: Towards the critical analysis of visual communication*, Amsterdam, Philadelphia: John Benjamins Publishing Company
- Ken Smith, Sandra Moriarty, Gretchen Barbatsis and Keith Kenney (2005). *Handbook of visual communication: Theory, methods, and media*, Mahwah, New Jersey London: Lawrence Erlbaum Associates, Publishers
- Kevin Mullet and Darrell Sano (1995). *Designing visual interfaces: Communication oriented techniques*, California: SunSoft Press, Prentice Hall
- Stephen W. Littlejohn and Karen A. Foss (2009). *Encyclopedia of communication*, Thousand Oaks, London, New Delhi, Singapore: Sage Publications.

Photojournalism

Course Code	BJMCHAD308P							
Course Title	Photojournalism							
Course Credits	Lecture	Tutorial		Practice		Total		
	4	0		2		6		
Contact hours	60	0		60		120		
Course objective	This course is targeted at developing the ability to conceptualise, capture and use photographs meaningfully. The course in other areas of print communication as well – journalism, graphic designing and new media communication.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
		√						
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination [#]	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	20	50	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

[#] Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks) to judge the photography skills of the student.

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	8 × 1 = 08 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	5 × 2 = 10 marks
Part C	Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.	3 × 4 = 12 marks
Part D	Three questions for long answers, each for 10 marks. Two questions are to be answered.	2 × 10 = 20 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>ESSENTIALS:</p> <p>Photojournalism: Concept, difference of news photography from other photography, difference of news photographer’s job from new reporter and copy editors;</p> <p>The newspaper photo section: Chief Photographer, photographers and freelancers;</p> <p>Importance of photographs in news; News values for photographs;</p> <p>Responsibilities of a photojournalist</p>	15	0	0
II	<p>TECHNOLOGY AND CREATIVE RULES:</p> <p>Camera: Elements of a camera – viewfinder, lens, iris, shutter, film chamber, light meter;</p> <p>Camera Designs: pinhole camera, view camera, compact camera, TLR , SLR, Instant/Polaroid camera, digital camera;</p> <p>Picture composition: Framing, rule of thirds, perspective, angle of view, backgrounds;</p> <p>Framing: Visual quality and photographic meaning through conscious framing.</p>	15	0	20
III	<p>CREATIVE OPTIONS:</p> <p>Light: direct and indirect light; cool and warm; Three-point lighting;</p> <p>Focus: Concepts of Aperture and f-stop;</p> <p>Lenses – Types of lenses and their functions;</p> <p>Depth of field;</p> <p>Exposure: Relationship between light, aperture and shutter speed; Time and motion.</p>	15	0	20
IV	<p>PHOTO EDITING:</p> <p>Image sizes: captured image size, screen display size, printing size; concept of pixels per inch;</p> <p>Image formats: Digital camera formats (JPEG, TIFF, RAW), web formats (FPX, GIF, PNG), printing format (EPS, PDF), editing format (PSD, PIC, BMP);</p> <p>Image manipulation: Resizing, cropping, rotation.</p>	15	0	20

Texts and References:

- Kenneth Kobre and Betsy Brill (2000). *Photojournalism: The professionals’ approach (4th edn)*, New Delhi: Focal Press
- Stacy Pearsall (2013). *A photojournalist’s field guide*, Peachpit Press.
- Brian Horton (2001). *Associated Press guide to photojournalism*, Mc-Graw Hill.

- Terry Hope (2001). *Photo journalism: Developing style in creative photography*, New York: RotoVision SA.
- Angela Faris Belt (2008). *The elements of photography: Understanding and creating sophisticated images*, Focal Press.
- Barbara London and Jim Stone (2011). *A Short Course in Digital Photography*, Prentice Hall.
- Barbara Brundage and Chris Grover (2006). *Digital photography: The missing manual*, CA: Publisher: O'Reilly.
- David D. Busch (2006). *Mastering digital photography* (2nd edn), Thompson Course Technology.

Media Project

Course Code	BJMCHAD309P							
Course Title	Media Project							
Course Credits	Lecture	Tutorial		Practice		Total		
	0	1		5		6		
Contact hours	0	15		150		165		
Course objective	In this course the student will learn to create and publish media content. This will give them prepare them a comprehensive practical experience and will prepare an extensive portfolio. This course thus becomes an essential tool for preparing the student for the real world employment market.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
			√					
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	70	40%	00	00	100	40%

Examination Scheme:

Components	Internal Assessment			Practical Examination [#]	Theory Examination	Total
	Attendance	1 st Midterm Assessment [^]	2 nd Midterm Assessment [^]			
Marks	5	15	10	70	00	100

[^] The 1st and the 2nd midterm assessments may be carried out by the course teacher based on the progress made by the student upon completion of 40% and 70% of the course components, respectively and shall be based on in-house practical examination.

[#] Practical exam to be conducted at the end of the year by an external examiner (with assistance from the course teacher), will consist of evaluation of an individual blog maintained by each student (55 marks) and viva voce (15 marks). Each blog should have following components and will be marked as follows:

Unit	Component	Evaluation criteria	Marks
I	Video	Concept/script, use of natural light, camera handling and editing. 1 x 10 = 10 marks	10
II	Audio message	Innovativeness of message, creativity in editing. 2 x 5 = 10 marks	10
III	News Reports	Relevance of topic, headlines, lead, editing, relevance of photograph.	10
IV	Photo feature	Thematic fidelity of photographs, variation within thematic unity, use of natural light, composition of photographs, originality of thought, etc. 2 x 5 = 10 marks	10
IV	Graphic Ad	Effectiveness of message, use of design elements, overall appeal of the ad. 1 x 10 = 10 marks	10
V	Blog	Aesthetics, organisation of content, regularity of posts.	05
VI	Viva Voce		15
Total marks for practical examination			70

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>VIDEO: One video of two minute duration. The video should be shot in a documentary format and can be on a thematic area decided by the course teacher. Any video recording tool with at least 5MP (including mobile phone cameras) resolution may be used for shooting. Editing may be done using any suitable open source video editing software downloaded from the internet.</p>	0	3	30
II	<p>AUDIO MESSAGE: Create three two-minute audio messages (advertisement or a social service message or an RJ link) on a thematic area decided by the course teacher using two or more of the following components: voice piece, interview, vox-pop, commentary, music and ambient sound. Audio recording can be done using computer headsets, mobile phone voice-recorders, or other available voice recorder.</p>	0	3	30
III	<p>NEWS REPORTING: At least one news report every week throughout the year with pictures on major happenings in the community.</p>	0	3	30
IV	<p>PHOTO FEATURES: At least two photo-features in the year on a thematic area decided by the course teacher. The photographs may be clicked using consumer or professional digital cameras or mobile phones with at least 5 MP resolution.</p> <p>GRAPHIC AD: Create and design a social service ad in graphic mode using Scribus on a thematic area decided by the course teacher.</p>	0	3	30
V [^]	<p>PERSONAL BLOGS: Each student is required to create and maintain a personal blog using free blog services such as Wordpress or Blogspot. All the above activities should be incorporated in this blog.</p>	0	3	30

[^] Unit V will run concurrently with Units I to IV

Media Internship

Course Code	BJMCHAD310P							
Course Title	Media Internship							
Course Credits	Lecture	Tutorial		Practice		Total		
	0	0		6		6		
Contact hours	0	0		180		180		
Course objective	For this course a student will intern with a reputed mass media/communication organisation. The course intends to prepare a student for a real world working environment through practical exposure.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
			√					
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	70	40%	00	00	100	40%

Examination Scheme:

Components	Internal Assessment [@]			Practical Examination [#]	Theory Examination	Total
	Attendance [~]	1 st Mid-term Assessment [^]	2 nd Mid-term Assessment [^]			
Marks	5	15	10	70	00	100

[@] A candidate shall undertake the internship under the direct supervision of an industry supervisor appointed from the organisation where (s)he is placed for internship. One faculty member from the Department of Journalism and Mass Communication in the institution of study will act as the internal supervisor for a student who opts for internship. The internal supervisor shall, in consultation with the industry supervisor, shall carry out the monitoring and evaluation of the candidate during the internship.

[~] Attendance will be awarded on the basis of a certificate of attendance from the industry supervisor to be submitted by the candidate at the end of the internship.

[^] The 1st and 2nd midterm assessments will be carried out by the internal supervisor on the basis of feedback from the industry supervisor upon completion of 40% and 75%, respectively, of the 180 mandatory hours for internship.

[#] Evaluation of the practical work undertaken during the internship will be conducted by an external expert with assistance from the internship supervisor. For this purpose the candidate shall maintain a detailed record of the work carried out during the internship endorsed by the industry supervisor. The evaluation will be held after the completion of at least 180 hours of internship. Marks will be distributed as follows: Seminar presentation by a student on the work done during the internship (55 marks) + Viva Voce (15 marks).

Course Components:

- For the internship, a student will join an organisation of repute working either in the area of mass communication or the communication department of an organisation of repute, provided that the work undertaken during the internship is in the following areas: journalism, public relations, advertising, development communication or visual communication. A student can also have the following work profiles: writing, copy editing, production or designing in television, radio, print publications, internet publications, etc.

- A student who joins internship may complete 180 working hours with the organisation where (s)he is placed. These 180 hours may be completed by working either part-time or for the whole working days depending upon the convenience of the institution of studies and the organisation offering internship.

Notes:

- Finding the internship placement will be the sole responsibility of the student.
- Internship can be joined only after completing 2nd year of studies.

Interpersonal Communication Skills

Course Code	BJMCHAS207P							
Course Title	Interpersonal Communication Skills							
Course Credits	Lecture	Tutorial		Practice		Total		
	3	0		1		4		
Contact hours	45	0		30		75		
Course objective	This course aims to build leadership and interpersonal skills of students. The skills learnt in this course will help a student in professional and personal life besides adding to their skills as a mass communication practitioner.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
						√		
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination [#]	Theory [§] Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test ^{@§}			
Marks	5	5	10	10	20	50	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

[#] The practical examination to be conducted by an external expert will consist of viva-voce (05 marks) along with evaluation of a file maintained by each student of exercises completed during the year based on subunits I(b), II(b), III(b), and IV(b) (15 marks).

[§] The mid-term and Theory Exams will be set from subunits I(a), II(a), III(a), and IV(a) only.

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover subunits I(a), II(a), III(a), and IV(a) only. The instructions part should be mentioned at the beginning of the Part of the question paper. Maximum time: 3 hours.

Part A	Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	8 × 1 = 08 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	5 × 2 = 10 marks
Part C	Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.	3 × 4 = 12 marks
Part D	Three questions for long answers, each for 10 marks. Three questions are to be answered.	2 × 10 = 20 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>SELF-ESTEEM:</p> <p>Subunit I(a): Spiral model of personal development; Steps to developing self-esteem: The five freedoms, you are unique, set a new goal, know yourself, personal strengths, relaxation, self-talk, identify problem areas, take off your dark glasses, spot the danger signals, be realistic, ask for help, improve your communication skills, you are taller than you think.</p> <p>Subunit I(b): Practice exercises from the chapters 'Self-esteem' and 'Self-awareness and self-knowledge,' in Mandy Kotzman and Anne Kotzman (2008), <i>Listen to me listen to you: A step-by-step guide to communication skills training</i>, (pp.19-46).</p>	11	0	7
II	<p>LISTENING:</p> <p>Subunit II(a): Importance of listening; Difference between active and reflective listening; Reflective Listening: Meaning; Five Response Styles: Judgemental, explanatory, reassuring, exploratory, empathic; Listening skills: Attending, following, reflecting;</p> <p>Subunit II(b): Practice exercises from the chapter 'Effective listening,' in Mandy Kotzman and Anne Kotzman (2008), <i>Listen to me listen to you: A step-by-step guide to communication skills training</i>, (pp. 47-72).</p>	11	0	7
III	<p>SELF-ASSERTION:</p> <p>Subunit III(a): Self assertion: concept and need; Assertive Behaviour and Sell-Esteem; 'Rights' in interpersonal communication; Assertion skills: Psychological skills – managing anxiety and stress, non-verbal skills – facial expression, gestures, voice (timing, tone, volume, pitch, fluency), eye contact, movement, distance; verbal Skills – 'I' messages, negotiation towards a workable compromise, free information, self-disclosure , negative assertion, setting limits, negative inquiry; Fogging; Broken record; The five-star plan.</p> <p>Subunit III(b): Practice exercises from the chapter 'Self-assertion,' in Mandy Kotzman and Anne Kotzman (2008), <i>Listen to me listen to you: A step-by-step guide to communication skills training</i>, (pp.73-99).</p>	11	0	8
IV	<p>OFFICIAL COMMUNICATIONS:</p> <p>Subunit IV(a): Writing process: designing the document, writing a first</p>	12	0	8

	<p>draft, editing the draft.</p> <p>Designing the document: Goal orientation, readership analysis, creating a message, organising information, constructing an outline;</p> <p>Readership analysis – Managing readership expectations; Identifying the key persuasive factors;</p> <p>Creating a message – A sentence, single idea, word limit, self-explanatory, action-centered;</p> <p>Organising information – Vertical and horizontal organisation, summarising and grouping, managing detail;</p> <p>Writing first draft – summaries, introductions, headings, bullet points;</p> <p>Effective editing – paragraphs, sentences, words.</p> <p>Subunit IV(b): Practice exercises on writing emails, letters, memos, resume assigned by the course teacher.</p>			
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Texts and References:

- Mandy Kotzman and Anne Kotzman (2008), *Listen to me, listen to you: A step-by-step guide to communication skills training*, Victoria: Acer.
- Anne Kotzman (1989), *Listen to me, listen to you*, Penguin.
- Alan Barker (2010). *Improve your communication skills (2nd end)*, London, Philadelphia, New Delhi: Kogan Page Limited.
- Richard Ellis (2002). *Communication Skills: Stepladders to success for the professional*, Bristol, Portland: Intellect.
- Randy Fujishin (2009). *Creating communication: Exploring and expanding your fundamental communication skills (2nd edn)*, Rowman & Littlefield Publishers, Inc.
- John O. Greene and Brant R. Burleson (2003). *Handbook of Communication and Social Interaction Skills*, Mahwah, New Jersey and London: Lawrence Erlbaum Associates, Publishers.

New Media Writing and Publishing

Course Code	BJMCHAS208P							
Course Title	New Media Writing and Publishing							
Course Credits	Lecture	Tutorial		Practice		Total		
	3	0		1		4		
Contact hours	45	0		30		75		
Course objective	This course will prepare a student to write and publish in the new media environment. The course components will progressively prepare a student to adapt content writing for the internet environment while also making them familiar with the potential and application of various web 2.0 tools.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
						√		
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination [#]	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	20	50	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

[#] Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks).

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	8 × 1 = 08 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	5 × 2 = 10 marks
Part C	Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.	3 × 4 = 12 marks
Part D	Three questions for long answers, each for 10 marks. Two questions are to be answered.	2 × 10 = 20 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	STARTING BLOCKS: Digital information: Megabytes, gigabytes and terabytes; Internet: Web browsers, search engines, websites, FTP; RSS readers and feeds; Iconic services: Google, Google Maps, MySpace, Instagram, YouTube, Digg, del.icio.us, Ebay, Amazon; Tags and tag clouds; Mobile internet connectivity.	15	0	15
II	ONLINE NEWS GATHERING: What is online journalism? News gathering: Shared database, crowd-sourcing, distributed, collaborative or open-source reporting, online research; Virtual newsroom; Information graphics: How to use them and why.	15	0	15
III	ONLINE NEWS WRITING: Storytelling: Non-linear storytelling, using chunks in a story, using multiple media; Integrating online features for storytelling: Immediacy, global reach, multiple media, archives, hyper-linking – internal and external, interactivity.	15	0	15
IV	BLOGS: Meaning and origin; Individual and professional blogs; Basic terminology: Post, permalink, trackback, blogroll, link-blog, vlog, moblog; Maintaining a blog: Think e-mail, Link, summarize and analyze, specific headlines; authority and personality; short posts; frequency; handling comments; Using photos and screenshots; Essentials of blog writing: Timely and relevant; lively and tight writing; time stamps, headlines; Contextual hyper linking; audio-visual elements; Interactivity, context.	15	0	15

Texts and References:

- Stephen Quinn and Vincent F. Filak (2005). *Convergent journalism: An introduction*, Focal Press.

- Mike Ward (2002). *Journalism Online*, Focal Press.
- John V. Pavlik (2001). *Journalism and New Media*, New York: Columbia University Press.
- Mark Briggs (2007). *Journalism 2.0: How to survive and thrive*, J-Lab (Available online: http://www.kcnn.org/images/uploads/Journalism_20.pdf).

Courses for B.A. (Pass) Programme with Journalism and Mass Communication

Principles of Communication

Course Code	BJMCPAC101							
Course Title	Principles of Communication							
Course Credits	Lecture		Tutorial		Practice		Total	
	5		1		0		6	
Contact hours	75		15		0		90	
Course objective	This course aims to steer a student towards understanding the role and importance of communication in society. The course also builds a theoretical background for understanding how communication works. This course lays the theoretical base for applied communication courses.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4 = 20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	COMMUNICATION BASICS: Concept and definitions of communication; Functions of communication; Elements and process of communication; Types of communication: intrapersonal, interpersonal, group and mass communication; Verbal and Non-verbal communication.	19	4	0
II	COMMUNICATION AND SOCIETY: 7 Cs of communication; Barriers to communication: Physical, language, cultural, emotional and perceptual barriers to communication; Socialization and role of communication in socialization. Meaning in communication; Basics of signs, symbols and codes.	19	4	0
III	COMMUNICATION MODELS: One-way and two-way models of communication; SMCR model; Lasswell formula; Osgood and Schramm model.	18	3	0
IV	COMMUNICATION THEORIES: Bullet theory; Personal influence theory; Normative theories: Authoritarian, libertarian, social responsibility and democratic participant media theories.	19	4	0

Texts and References:

- Erik Karl Rosengren (2000). *Communication: An Introduction*, London: Sage Publications.
- Keval J Kumar (2007). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- Stanley J Baran & Dennis K Davis (2002). *Mass Communication Theory: Foundations (2nd edn), Ferment, and Future*, Singapore: Thomason Asia Pvt. Ltd.
- N. Andal (2005). *Communication Theories and Models*, Bangalore: Himalaya Publishing House.
- Denis Mc Quail (2005). *Mc Quail's Mass Communication Theory*, New Delhi: Vistaar Publications.
- Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.
- John Fiske (2011). *Introduction to Communication Studies: Studies in culture and communication (3rd edn)*, Oxon: Routledge.
- Uma Narula (2006). *Handbook of Communication: Models, Perspectives and Strategies*, Atlantic Publications.

Introduction to Radio and TV

Course Code	BJMCPAC102							
Course Title	Introduction to Radio and TV							
Course Credits	Lecture	Tutorial		Practice		Total		
	5	1		0		6		
Contact hours	75	15		0		90		
Course objective	This course aims to provide a basic understanding of the broadcast media to the students. The course contents will sensitize them towards television and radio media and their content.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^]Class test will be taken on completion of 40% of the syllabus.

^{*}Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@]House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4=20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the

candidates should strictly adhere to the word limit and use examples wherever possible.

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	RADIO vs. TELEVISION: Characteristics of radio and television; Development of radio and television in India; Strengths and weaknesses of radio and television; Role and functions of radio and television in society.	19	4	0
II	TV PROGRAMMING GENRES: Types of programming: Fiction, Non-fiction and Mixed; Live, Packaged and Mixed; Programme format for television: News, current affairs, interviews, documentary, discussions, talk shows, reality TV, soap operas, game shows, educational programmes, lifestyle, travel and food, music shows, religious discourse, events – live and recorded, sports, etc.	19	4	0
IV	RADIO PROGRAMMING: Talks and discussions, news and current affairs, commentary on public events, radio drama, comedy and light entertainment, music, programmes for family welfare, education, rural audience, youth and armed forces, phone-in programmes.	18	3	0
IV	BROADCAST INDUSTRY: Doordarshan: Organisation structure; Doordarshan Kendras; Private Television Ownership and control in India; Analog Transmission: AM and FM; Growth of private FM channels in India; Community Radio; Campus Radio; Digital radio: Internet radio, satellite radio, visual radio.	19	4	0

Texts and References:

- Nalin Mehta (2008). *Television in India: Satellites, Politics and Cultural Change*, Oxon: Routledge
- Walter McDowell (2006). *Broadcast Television: A Complete Guide to the Industry*, New York: Peter Lang.
- Keval J Kumar (2012). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- PC Chatterji (1987). *Broadcasting in India*, New Delhi: Sage Publications.
- Melissa Butcher (2003). *Transnational Television, Cultural Identity and Change: When STAR Came to India*, New Delhi: Sage.
- David Page and William Crawley (2001). *Satellites over South Asia: Broadcasting, culture, and the Public Interest*, Sage Publications.
- Aditi Chatterjee, N. Bhaskara Rao and P. N. Vasanti (2000). *Vision and Mission for India's Public Broadcasting: Prasar Bharti Corporation*. New Delhi: Centre for Media Studies.
- Jonathan Bignell (2012). *An Introduction to Television Studies*, Oxon: Routledge.
- Gary Richard Edgerton and Brian Geoffrey Rose (2005). *Thinking Outside the Box: A Contemporary Television Genre Reader*, University Press of Kentucky.

- Prasar Bharti (2007). *All India Radio*, New Delhi: Audience Research Unit, Prasar Bharti (Available online: <http://allindiaradio.gov.in/allindiaradio/shared/AIRComp2007.pdf>).
- GoI (1983). *This is All India Radio: A handbook of radio broadcasting in India*, Publications Division, Ministry of Information and Broadcasting, Government of India.
- Keval J Kumar (2012). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.
- Andrew Crisell (1994). *Understanding Radio* (2nd edn), New York and London: Routledge.
- Emile G. McAnany (1973). *Radio's Role in Development: Five Strategies of Use*, USAID (Available online: http://pdf.usaid.gov/pdf_docs/PNAAD453.pdf).
- UNESCO (1965). *Radio Broadcasting Serves Rural Development*, UNESCO reports and papers on mass communication.
- PC Chatterji (1987). *Broadcasting in India*, New Delhi: Sage Publications.

Introduction to Advertising and Public Relations

Course Code	BJMCPAC201						
Course Title	Introduction to Advertising and Public Relations						
Course Credits	Lecture	Tutorial		Practice		Total	
	5	1		0		6	
Contact hours	75	15		0		90	
Course objective	This course will help students build a basic understanding about advertising and PR and their processes. The students will learn their importance and role in commerce, along with the ethical practices in the field.						
Type of the course	Core	DSE	Project	GE	AECC	SEC	
	√						
Pass marks	IA		Practical		Theory Exam		Total
	Max	Pass	Max	Pass	Max	Pass	Max Pass
	30	35%	0	0	70	35%	100 40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4=20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the

candidates should strictly adhere to the word limit and use examples wherever possible.

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	MARKETING MIX: Marketing Mix: Meaning and components; Factors Determining Marketing Mix; Advertising as tools of Marketing; PR as a tool of Marketing; Evolution of Public Relations; Evolution of Advertising.	19	4	0
II	ADVERTISING – BASIC CONCEPTS: Definition, origin & development; Scope, need and functions of advertising; Process of advertising; Advertising and Sales Promotion; Advertising and Publicity; Advertising and Personal Selling; Advertising and Public Relations.	19	4	0
III	PR – BASIC CONCEPTS: Public Relations: meaning, definition and objectives; Importance and functions of Public Relations; Types of public; Process of Public Relations; Principles of Public Relations.	19	4	0
V	ESSENTIALS OF AD AND PR: Types of advertising; Campaign approach to advertising; ASCI's code of Advertising Practice; Ethical issues in Public Relations; PRSI code of ethics for PR.	18	3	0

Texts and References:

- C L Tyagi and Arun Kumar (2004). *Advertising Management*, New Delhi: Atlantic Publishers.
- Mukesh Trehan and Ranju Trehan (2007). *Advertising and Sales Management*, New Delhi: VK India.
- SA Chunawalla and KC Sethia (2002). *Foundation of Advertising*, New Delhi: Himalaya Publishing House.
- Keval J Kumar (2012). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- Jaishri N. Jethwaney and Narendra Nath Sarkar (2002). *Public Relations*, New Delhi: Sterling Publishers Private Limited.
- Robert L. Heath (2005). *Encyclopaedia of Public Relations*, London, Thousand Oaks, New Delhi: Sage Publications.

- Alison Theaker (2001). *The Public Relations handbook*, London and New York: Routledge.
- Deepak Gupta (2005). *Handbook of advertising media and public relations*, New Delhi: Mittal Publications.
- Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.

New Media Communication

Course Code	BJMCPAC202							
Course Title	New Media Communication							
Course Credits	Lecture	Tutorial		Practice		Total		
	5	1		0		6		
Contact hours	75	15		0		90		
Course objective	The course acquaints a student with conventional and the new media technologies, with a special focus on networking – central to the new media technologies. The course then introduces the student to the potential and pitfalls of this technology thus enabling them to engage with the technology meaningfully and efficiently.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4 = 20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	NEW MEDIA AND NEW TECHNOLOGIES: New media: what they are; Characteristics of new media: Integrated, digital, interactive, hypertextual, virtual, networked, and simulated; Old media versus new: comparison and similarities; Convergence: Blurring of boundaries between IT, telecommunications and media;	19	4	0
II	INTERNET: History and development; Forces that shape internet; Web 2.0 technologies: Meaning and applications; Social networking and mobile media; Web 3.0: Concept.	18	3	0
III	SOCIETY IN THE INFORMATION AGE: Concepts of information society, network society and mass society. Networks: Evolution of human networks. Levels of social networks: individual relations, group and organizational relations, societal relations, global relations; Historical and social causes for rise of networks; Comparison of mass society with network society.	19	4	0
IV	NEW MEDIA IN EVERYDAY LIFE: WWW, search engines, Email, bulletin boards, MUD, chat, email, blogs, social networking sites, wikis, games, communities, digital TV, digital music, digital cinema. Issues in new media: Information overload; Digital divide; Internet addiction; Intrusion of family life; Pornography; Invasion of privacy and surveillance; Copyright and piracy.	19	4	0

Texts and References:

- Lelia Green (2010). *The Internet: An introduction to new media*, Oxford and New York: Berg.
- Jan A.G.M. van Dijk (2006). *The Network Society: Social Aspects of New Media* (2nd end), London, Thousand Oaks and New Delhi: Sage Publications.
- Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly (2009). *New media: A critical introduction* (2nd end), London and New York: Routledge
- Nicholas Gane and David Beer (2008). *New media: The key concepts*, Oxford and New York: Berg.
- Glen Creeber and Royston Martin (2009). *Digital cultures*, New York: Open University Press.
- Jaishri N. Jethwaney and Narendra Nath Sarkar (2002). *Public Relations*, New Delhi: Sterling Publishers Private Limited.

- Robert L. Heath (2005). *Encyclopaedia of Public Relations*, London, Thousand Oaks, New Delhi: Sage Publications.
- Alison Theaker (2001). *The Public Relations handbook*, London and New York: Routledge.
- Deepak Gupta (2005). *Handbook of advertising media and public relations*, New Delhi: Mittal Publications.
- Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.

Community and Traditional Media

Course Code	BJMCPAD301							
Course Title	Community and Traditional Media							
Course Credits	Lecture		Tutorial		Practice		Total	
	5		1		0		6	
Contact hours	75		15		0		90	
Course objective	In a scenario where the big corporations and cross-media ownerships control the flow of information and opinion, community media is seen as an alternative voice. This course introduces the student to the concept of 'community' in the globalised world and alternatives to the mainstream media. The course sensitizes the student to the potential of using community-based traditional, new and folk media.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
		√						
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^]Class test will be taken on completion of 40% of the syllabus.

^{*}Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@]House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4 = 20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	BASIC CONCEPTS: Community: its concept and importance; Community as Place; Community as Identity/Belonging; Community as Ideology.	18	3	0
II	COMMUNITIES: Locality, place and neighbourhood; Virtual Communities; Imagined Communities; Imaginary Communities.	19	4	0
III	COMMUNITY MEDIA AS ALTERNATIVE MEDIA: Concept, need and origin; Types of Alternative Media: Alternative media as serving a community, alternative media as an alternative to mainstream media, linking alternative media to civil society, and alternative media as collaborative media.	19	4	0
IV	COMMUNITY MEDIA SPACE: Alternative Print media: strengths and weakness with examples; Alternative Television with special focus on PUBLIC Access Television; Alternative Radio with special focus on Community Radio; Internet Virtual Communities with special focus on blogging and micro-blogging.	19	4	0

Texts and References:

- Tony Blackshaw (2010). *Key Concepts in Community Studies*, New Delhi: Sage.
- Olga Bailey, Bart Cammaerts and Nico Carpentier (2008). *Understanding Alternative Media*, New York: Open University Press.
- Kate Coyer, Tony Downumt and Alan Fountain (2007). *The Alternative Media Handbook*, New York and London: Routledge.
- Kevin Howley (2012). *Understanding Community Media*, Sage Publications.
- Indian Institute of Mass Communication (1981). *Communication and the Traditional Media: Papers and Proceedings of Seminar*.
- Keval J Kumar (2012). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.

Introduction to Photojournalism

Course Code	BJMCPAD302P							
Course Title	Introduction to Photojournalism							
Course Credits	Lecture	Tutorial		Practice		Total		
	4	0		2		6		
Contact hours	60	0		60		120		
Course objective	This course is targeted at developing the ability to conceptualise, capture and use photographs meaningfully. Although the focus of this course is to develop a student's skills as a photojournalist, it is useful in other areas of print communication as well. It even builds a foundation for a future career in photography.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
		√						
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination [#]	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	20	50	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

[#] Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks) to judge the photography skills of the student.

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	8 × 1 = 08 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	5 × 2 = 10 marks
Part C	Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.	3 × 4 = 12 marks
Part D	Three questions for long answers, each for 10 marks. Two questions are to be answered.	2 × 10 = 20 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>ESSENTIALS:</p> <p>Photojournalism: Concept, difference of news photography from other photography, difference of news photographer’s job from new reporter and copy editors;</p> <p>The newspaper photo section: Chief Photographer, photographers and freelancers;</p> <p>Importance of photographs in news; News values for photographs;</p> <p>Responsibilities of a photojournalist</p>	15	0	0
II	<p>TECHNOLOGY AND CREATIVE RULES:</p> <p>Camera: Elements of a camera – viewfinder, lens, iris, shutter, film chamber, light metre;</p> <p>Camera Designs: pinhole camera, view camera, compact camera, TLR , SLR, Instant/Polaroid camera, digital camera;</p> <p>Picture composition: Framing, rule of thirds, perspective, angle of view, backgrounds;</p> <p>Framing: Visual quality and photographic meaning through conscious framing.</p>	15	0	20
III	<p>CREATIVE OPTIONS:</p> <p>Light: direct and indirect light; cool and warm; Three-point lighting;</p> <p>Focus: Concepts of Aperture and f-stop;</p> <p>Lenses – Types of lenses and their functions;</p> <p>Depth of field;</p> <p>Exposure: Relationship between light, aperture and shutter speed; Time and motion.</p>	15	0	20
IV	<p>PHOTO EDITING:</p> <p>Image sizes: captured image size, screen display size, printing size; concept of pixels per inch;</p> <p>Image formats: Digital camera formats (JPEG, TIFF, RAW), web formats (FPX, GIF, PNG), printing format (EPS, PDF), editing format (PSD, PIC, BMP);</p> <p>Image manipulation: Resizing, cropping, rotation.</p>	15	0	20

Texts and References:

- Kenneth Kobre and Betsy Brill (2000). *Photojournalism: The professionals’ approach (4th edn)*, New Delhi: Focal Press
- Stacy Pearsall (2013). *A photojournalist’s field guide*, Peachpit Press.
- Brian Horton (2001). *Associated Press guide to photojournalism*, Mc-Graw Hill.

- Terry Hope (2001). *Photo journalism: Developing style in creative photography*, New York: RotoVision SA.
- Angela Faris Belt (2008). *The elements of photography: Understanding and creating sophisticated images*, Focal Press.
- Barbara London and Jim Stone (2011). *A Short Course in Digital Photography*, Prentice Hall.
- Barbara Brundage and Chris Grover (2006). *Digital photography: The missing manual*, CA: Publisher: O'Reilly.
- David D. Busch (2006). *Mastering digital photography* (2nd edn), Thompson Course Technology.

Reporting, Editing and Feature Writing

Course Code	BJMCPAS203P							
Course Title	Reporting, Editing and Feature Writing							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		0		1		4	
Contact hours	45		0		30		75	
Course objective	The students will learn the basics arts of journalism: reporting, editing and feature writing. Basic skills and concepts of reporting, copy editing and feature writing dealt with in this course intend prepare a student for entry level positions in a newspaper organisation.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
							√	
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination [#]	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	20	50	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

[#] Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks).

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	8 × 1 = 08 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	5 × 2 = 10 marks
Part C	Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.	3 × 4 = 12 marks
Part D	Three questions for long answers, each for 10 marks. Two questions are to be answered.	2 × 10 = 20 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	NEWS BASICS: News: Concept and definition News Values (traditional): Impact, proximity, timeliness, prominence, topicality, novelty, conflict, disasters, human interest; Sources of news; Structure of a news story; Five 'W's and one 'H'.	11	0	7
II	BASIC REPORTING-I: City Beats: Concept of beat reporter; Key city beats: Local government, subordinate administrators, educational and health institutions, law and order; Speeches, news conferences, meetings and interviews: Preparing for speech, news conference and meeting, getting the correct content, describing the participants, covering the event, structuring the story.	11	0	7
III	BASIC REPORTING-II: Accident, disasters and crime stories: The scene of incident; Sources of information: police reports, victims, witnesses, hospitals and other emergency services, other possible sources.	11	0	8
IV	EDITING: Process and functions of editing; Selection of news items; Principles of editing. Features: Definition and characteristics; Steps in writing features: Getting ideas, getting information, getting anecdotes, getting good quotes, structure of a feature.	12	0	8

Texts and References:

- Mandy Kotzman and Anne Kotzman (2008), *Listen to me, listen to you: A step-by-step guide to communication skills training*, Victoria: Acer.
- Anne Kotzman (1989), *Listen to me, listen to you*, Penguin.
- Alan Barker (2010). *Improve your communication skills* (2nd edn), London, Philadelphia, New Delhi: Kogan Page Limited.
- Richard Ellis (2002). *Communication Skills: Stepladders to success for the professional*, Bristol, Portland: Intellect.
- Randy Fujishin (2009). *Creating communication: Exploring and expanding your fundamental communication skills* (2nd edn), Rowman & Littlefield Publishers, Inc.
- John O. Greene and Brant R. Burleson (2003). *Handbook of Communication and Social Interaction Skills*, Mahwah, New Jersey and London: Lawrence Erlbaum Associates, Publishers.

Skills for New Media

Course Code	BJMCPAS204P							
Course Title	Skills for New Media							
Course Credits	Lecture	Tutorial		Practice		Total		
	3	0		1		4		
Contact hours	45	0		30		75		
Course objective	This course will prepare a student to write and publish in the new media environment. The course components will progressively prepare a student to adapt content writing for the internet environment while also making them familiar with the potential and application of various web 2.0 tools.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
						√		
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination [#]	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	20	50	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

[#] Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks).

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	8 × 1 = 08 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	5 × 2 = 10 marks
Part C	Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.	3 × 4 = 12 marks
Part D	Three questions for long answers, each for 10 marks. Two questions are to be answered.	2 × 10 = 20 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	STARTING BLOCKS: Digital information: Megabytes, gigabytes and terabytes; Internet: Web browsers, search engines, websites, FTP; RSS readers and feeds; Iconic services: Google, Google Maps, MySpace, Instagram, YouTube, Digg, del.icio.us, Ebay, Amazon; Tags and tag clouds; Mobile internet connectivity.	15	0	15
II	ONLINE NEWS GATHERING: What is online journalism News gathering: Shared database, crowd-sourcing, distributed, collaborative or open-source reporting, online research; Virtual newsroom; Information graphics: How to use them and why.	15	0	15
III	ONLINE NEWS WRITING: Storytelling: Non-linear storytelling, using chunks in a story, using multiple media; Integrating online features for storytelling: Immediacy, global reach, multiple media, archives, hyper-linking – internal and external, interactivity.	15	0	15
IV	BLOGS: Meaning and origin; Individual and professional blogs; Basic terminology: Post, permalink, trackback, blogroll, link-blog, vlog, moblog; Maintaining a blog: Think e-mail, Link, summarize and analyze, specific headlines; authority and personality; short posts; frequency; handling comments; Using photos and screenshots; Essentials of blog writing: Timely and relevant; lively and tight writing; time stamps, headlines, Contextual hyper linking; Audio-visual elements; Interactivity, context.	15	0	15

Texts and References:

- Stephen Quinn and Vincent F. Filak (2005). *Convergent journalism: An introduction*, Focal Press.
- Mike Ward (2002). *Journalism Online*, Focal Press.

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- John V. Pavlik (2001). *Journalism and New Media*, New York: Columbia University Press.
- Mark Briggs (2007). *Journalism 2.0: How to survive and thrive*, J-Lab (Available online: http://www.kcnn.org/images/uploads/Journalism_20.pdf).

Communication Skills

Course Code	BJMCPAS303P							
Course Title	Communication Skills							
Course Credits	Lecture	Tutorial		Practice		Total		
	3	0		1		4		
Contact hours	45	0		30		75		
Course objective	This course aims to build leadership and interpersonal skills of students. The skills learnt in this course will help a student in professional and personal life besides adding to their skills as a mass communication practitioner.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
						√		
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination [#]	Theory [§] Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test ^{@§}			
Marks	5	5	10	10	20	50	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

[#] The practical examination to be conducted by an external expert will consist of viva-voce (05 marks) along with evaluation of a file maintained by each student of exercises completed during the year based on subunits I(b), II(b), III(b), and IV(b) (15 marks).

[§] The house test and theory exams will cover subunits I(a), II(a), III(a), and IV(a) only.

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover subunits I(a), II(a), III(a), and IV(a) only. The instructions part should be mentioned at the beginning of the Part of the question paper. Maximum time: 3 hours.

Part A	Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	8 × 1 = 08 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	5 × 2 = 10 marks
Part C	Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.	3 × 4 = 12 marks
Part D	Three questions for long answers, each for 10 marks. Two questions are to be answered.	2 × 10 = 20 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>SELF-ESTEEM:</p> <p>Subunit I(a): Spiral model of personal development; Steps to developing self-esteem: The five freedoms, you are unique, set a new goal, know yourself, personal strengths, relaxation, self-talk, identify problem areas, take off your dark glasses, spot the danger signals, be realistic, ask for help, improve your communication skills, you are taller than you think.</p> <p>Subunit I(b): Practice exercises from the chapters 'Self-esteem' and 'Self-awareness and self-knowledge,' in Mandy Kotzman and Anne Kotzman (2008), <i>Listen to me listen to you: A step-by-step guide to communication skills training</i>, (pp.19-46).</p>	11	0	7
II	<p>LISTENING:</p> <p>Subunit II(a): Importance of listening; Difference between active and reflective listening; Reflective Listening: Meaning; Five Response Styles: Judgemental, explanatory, reassuring, exploratory, empathic; Listening skills: Attending, following, reflecting;</p> <p>Subunit II(b): Practice exercises from the chapter 'Effective listening,' in Mandy Kotzman and Anne Kotzman (2008), <i>Listen to me listen to you: A step-by-step guide to communication skills training</i>, (pp. 47-72).</p>	11	0	7
III	<p>SELF-ASSERTION:</p> <p>Subunit III(a): Self assertion: concept and need; Assertive Behaviour and Sell-Esteem; 'Rights' in interpersonal communication; Assertion skills: Psychological skills – managing anxiety and stress, non-verbal skills – facial expression, gestures, voice (timing, tone, volume, pitch, fluency), eye contact, movement, distance; verbal Skills – 'I' messages, negotiation towards a workable compromise, free information, self-disclosure , negative assertion, setting limits, negative inquiry; Fogging; Broken record; The five-star plan.</p> <p>Subunit III(b): Practice exercises from the chapter 'Self-assertion,' in Mandy Kotzman and Anne Kotzman (2008), <i>Listen to me listen to you: A step-by-step guide to communication skills training</i>, (pp.73-99).</p>	11	0	8
IV	<p>OFFICIAL COMMUNICATIONS:</p> <p>Subunit IV(a): Writing process: designing the document, writing a first</p>	12	0	8

	<p>draft, editing the draft.</p> <p>Designing the document: Goal orientation, readership analysis, creating a message, organising information, constructing an outline;</p> <p>Readership analysis – Managing readership expectations; Identifying the key persuasive factors;</p> <p>Creating a message – A sentence, single idea, word limit, self-explanatory, action-centered;</p> <p>Organising information – Vertical and horizontal organisation, summarising and grouping, managing detail;</p> <p>Writing first draft – summaries, introductions, headings, bullet points;</p> <p>Effective editing – paragraphs, sentences, words.</p> <p>Subunit IV(b): Practice exercises on writing emails, letters, memos, resume assigned by the course teacher.</p>			
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Texts and References:

- Mandy Kotzman and Anne Kotzman (2008), *Listen to me, listen to you: A step-by-step guide to communication skills training*, Victoria: Acer.
- Anne Kotzman (1989), *Listen to me, listen to you*, Penguin.
- Alan Barker (2010). *Improve your communication skills (2nd end)*, London, Philadelphia, New Delhi: Kogan Page Limited.
- Richard Ellis (2002). *Communication Skills: Stepladders to success for the professional*, Bristol, Portland: Intellect.
- Randy Fujishin (2009). *Creating communication: Exploring and expanding your fundamental communication skills (2nd edn)*, Rowman & Littlefield Publishers, Inc.
- John O. Greene and Brant R. Burleson (2003). *Handbook of Communication and Social Interaction Skills*, Mahwah, New Jersey and London: Lawrence Erlbaum Associates, Publishers.

Film Appreciation Skills

Course Code	BJMCPAS304							
Course Title	Film Appreciation Skills							
Course Credits	Lecture	Tutorial		Practice		Total		
	3	1		0		4		
Contact hours	45	15		0		60		
Course objective	An average movie-goer may be content with entertainment or catharsis, a student of communication analyses films for technique, art, style, and most importantly narrative of the film 'text'. This course is intended to lay a foundation for such critical analysis of the film.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
						√		
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	00	00	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory [§] Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test ^{@§}			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

[§] House test and Theory Examination will cover first four units only.

Instructions for Paper Setters:

Question paper for the theory exam will cover first four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4 = 20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	FILM CONSTRUCTS: Mise en scène: setting, performance and movement, costume and props; Cinematography: colour, lighting, camerawork; Sound: Diegetic and non-diegetic sound.	11	0	0
II	FILM EDITING: Concept; Styles – continuity editing, movement and speed, shot size, cross-cutting; Editing decisions – Long take or montage.	11	0	0
III	INTERPRETING FILMS: 'Reading' films: Audience as reader; Film form: Formalism and realism; Genre: Concept; Genre through image and sound.	11	0	0
IV	NARRATIVE: Concept; Plot structure – Character, stories, storytelling expectations; Narrative structure and the viewer – position of the viewer, Hollywood narratives, audience as a reader, narrative pleasure, narrative dependence on opposition.	11	0	0
V	PRACTICE SESSIONS: WATCHING AND 'READING' FILMS Watch the following films and analyse them using concepts learnt in Units 1 to 4: <i>Pather Panchali</i> , <i>Kaagaz Ke Phool</i> , <i>Do Beegha Zameen</i> , <i>Jaane Bhi Do Yaaron</i> , <i>Vertigo</i> , <i>8½</i> , <i>Life is Beautiful</i> , <i>Seven Samurai</i> , <i>The Artist</i> .	1	15	0

Texts and References:

- Nathan Abrams, Ian Bell and Jan Udris (2001). *Studying Film*, London: Arnold.
- Sarah Casey Benyahia, Freddie Gaffney and John White (2006). *As film studies: The essential introduction*, London and New York: Routledge.
- Warren Buckland (1998). *Film Studies*, London: Hodder and Stoughton.
- Andrew M. Butler (2005). *Film Studies*, Herts: Pocket Essentials.

Motion pictures:

- Do Beegha Zameen (1953)
- Pather Panchali (1955)
- Kaagaz Ke Phool (1959)
- Jaane Bhi Do Yaaron (1983)
- Vertigo (1958)
- 8½ (1963)
- Life is Beautiful (1997)
- The Artist (2011)

Generic Elective Courses in Journalism and Mass Communication

Basic Principles of Communication

Course Code	BJMCHAGE101							
Course Title	Basic Principles of Communication							
Course Credits	Lecture	Tutorial		Practice		Total		
	5	1		0		6		
Contact hours	75	15		0		90		
Course objective	This course aims to steer a student towards understanding the role and importance of communication in society. The course also builds a theoretical background for understanding how communication works. This course lays the theoretical base for applied communication courses.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
				√				
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4 = 20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	COMMUNICATION BASICS: Concept and definitions of communication; Functions of communication; Elements and process of communication; Types of communication: intrapersonal, interpersonal, group and mass communication; Verbal and Non-verbal communication.	19	4	0
II	COMMUNICATION AND SOCIETY: 7 Cs of communication; Barriers to communication: Physical, language, cultural, emotional and perceptual barriers to communication; Socialization and role of communication in socialization. Meaning in communication; Basics of signs, symbols and codes.	19	4	0
III	COMMUNICATION MODELS: One-way and two-way models of communication; SMCR model; Lasswell formula; Osgood and Schramm model.	19	4	0
IV	COMMUNICATION THEORIES: Bullet theory; Personal influence theory; Normative theories: Authoritarian, libertarian, social responsibility and democratic participant media theories.	18	3	0

Texts and References:

- Erik Karl Rosengren (2000). *Communication: An Introduction*, London: Sage Publications.
- Keval J Kumar (2007). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- Stanley J Baran & Dennis K Davis (2002). *Mass Communication Theory: Foundations (2nd edn), Ferment, and Future*, Singapore: Thomason Asia Pvt. Ltd.
- N. Andal (2005). *Communication Theories and Models*, Bangalore: Himalaya Publishing House.
- Denis Mc Quail (2005). *Mc Quail's Mass Communication Theory*, New Delhi: Vistaar Publications.
- Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.
- John Fiske (2011). *Introduction to Communication Studies: Studies in culture and communication (3rd edn)*, Oxon: Routledge.
- Uma Narula (2006). *Handbook of Communication: Models, Perspectives and Strategies*, Atlantic Publications.

Broadcast Communication Basics

Course Code	BJMCHAGE102							
Course Title	Broadcast Communication Basics							
Course Credits	Lecture		Tutorial		Practice		Total	
	5		1		0		6	
Contact hours	75		15		0		90	
Course objective	This course aims to provide a basic understanding of the broadcast media to the students. The course contents will sensitize them towards television and radio media and their content.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
				√				
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4 = 20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the

candidates should strictly adhere to the word limit and use examples wherever possible.

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	RADIO vs. TELEVISION: Characteristics of radio and television; Development of radio and television in India; Strengths and weaknesses of radio and television; Role and functions of radio and television in society.	19	4	0
II	TV PROGRAMMING GENRES: Types of programming: Fiction, Non-fiction and Mixed; Live, Packaged and Mixed; Programme format for television: News, current affairs, interviews, documentary, discussions, talk shows, reality TV, soap operas, game shows, educational programmes, lifestyle, travel and food, music shows, religious discourse, events – live and recorded, sports, etc.	19	4	0
IV	RADIO PROGRAMMING: Talks and discussions, news and current affairs, commentary on public events, radio drama, comedy and light entertainment, music, programmes for family welfare, education, rural audience, youth and armed forces, phone-in programmes.	18	3	0
IV	BROADCAST INDUSTRY: Doordarshan: Organisation structure; Doordarshan Kendras; Private Television Ownership and control in India; Analog Transmission: AM and FM; Growth of private FM channels in India; Community Radio; Campus Radio; Digital radio: Internet radio, satellite radio, visual radio.	19	4	0

Texts and References:

- Nalin Mehta (2008). *Television in India: Satellites, Politics and Cultural Change*, Oxon: Routledge
- Walter McDowell (2006). *Broadcast Television: A Complete Guide to the Industry*, New York: Peter Lang.
- Keval J Kumar (2012). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- PC Chatterji (1987). *Broadcasting in India*, New Delhi: Sage Publications.
- Melissa Butcher (2003). *Transnational Television, Cultural Identity and Change: When STAR Came to India*, New Delhi: Sage.
- David Page and William Crawley (2001). *Satellites over South Asia: Broadcasting, culture, and the Public Interest*, Sage Publications.
- Aditi Chatterjee, N. Bhaskara Rao and P. N. Vasanti (2000). *Vision and Mission for India's Public Broadcasting: Prasar Bharti Corporation*. New Delhi: Centre for Media Studies.
- Jonathan Bignell (2012). *An Introduction to Television Studies*, Oxon: Routledge.
- Gary Richard Edgerton and Brian Geoffrey Rose (2005). *Thinking Outside the Box: A Contemporary Television Genre Reader*, University Press of Kentucky.

- Prasar Bharti (2007). *All India Radio*, New Delhi: Audience Research Unit, Prasar Bharti (Available online: <http://allindiaradio.gov.in/allindiaradio/shared/AIRComp2007.pdf>).
- GoI (1983). *This is All India Radio: A handbook of radio broadcasting in India*, Publications Division, Ministry of Information and Broadcasting, Government of India.
- Keval J Kumar (2012). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.
- Andrew Crisell (1994). *Understanding Radio* (2nd edn), New York and London: Routledge.
- Emile G. McAnany (1973). *Radio's Role in Development: Five Strategies of Use*, USAID (Available online: http://pdf.usaid.gov/pdf_docs/PNAAD453.pdf).
- UNESCO (1965). *Radio Broadcasting Serves Rural Development*, UNESCO reports and papers on mass communication.
- PC Chatterji (1987). *Broadcasting in India*, New Delhi: Sage Publications.

Marketing Communication Basics

Course Code	BJMCHAGE201							
Course Title	Marketing Communication Basics							
Course Credits	Lecture		Tutorial		Practice		Total	
	5		1		0		6	
Contact hours	75		15		0		90	
Course objective	This course will help students build a basic understanding about advertising and PR and their processes. The students will learn their importance and role in commerce, along with the ethical practices in the field.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
				√				
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4=20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the

candidates should strictly adhere to the word limit and use examples wherever possible.

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	MARKETING MIX: Marketing Mix: Meaning and components; Factors Determining Marketing Mix; Advertising as a tool of Marketing; PR as a tool of Marketing; Evolution of Advertising; Evolution of Public Relations.	19	4	0
II	ADVERTISING – BASIC CONCEPTS: Definition, origin & development; Scope, need and functions of advertising; Process of advertising; Advertising and Sales Promotion; Advertising and Publicity; Advertising and Personal Selling; Advertising and Public Relations.	19	4	0
III	PR – BASIC CONCEPTS: Public Relations: meaning, definition and objectives; Importance and functions of Public Relations; Types of public; Process of Public Relations; Principles of Public Relations.	19	4	0
V	ESSENTIALS OF AD AND PR: Types of advertising; Campaign approach to advertising; ASCI's code of Advertising Practice; Ethical issues in Public Relations; PRSI code of ethics for PR.	18	3	0

Texts and References:

- C L Tyagi and Arun Kumar (2004). *Advertising Management*, New Delhi: Atlantic Publishers.
- Mukesh Trehan and Ranju Trehan (2007). *Advertising and Sales Management*, New Delhi: VK India.
- SA Chunawalla and KC Sethia (2002). *Foundation of Advertising*, New Delhi: Himalaya Publishing House.
- Keval J Kumar (2012). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- Jaishri N. Jethwaney and Narendra Nath Sarkar (2002). *Public Relations*, New Delhi: Sterling Publishers Private Limited.
- Robert L. Heath (2005). *Encyclopaedia of Public Relations*, London, Thousand Oaks, New Delhi: Sage Publications.

- Alison Theaker (2001). *The Public Relations handbook*, London and New York: Routledge.
- Deepak Gupta (2005). *Handbook of advertising media and public relations*, New Delhi: Mittal Publications.
- Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.

New Media Basics

Course Code	BJMCHAGE202							
Course Title	New Media Basics							
Course Credits	Lecture		Tutorial		Practice		Total	
	5		1		0		6	
Contact hours	75		15		0		90	
Course objective	The course acquaints a student with conventional and the new media technologies, with a special focus on networking. The course then introduces the student to the potential and pitfalls of this technology thus enabling them to engage with the technology meaningfully and efficiently.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
				√				
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4=20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	NEW MEDIA AND NEW TECHNOLOGIES: New media: what they are; Characteristics of new media: Integrated, digital, interactive, hypertextual, virtual, networked, and simulated; Old media versus new: comparison and similarities; Convergence: Blurring of boundaries between IT, telecommunications and media;	19	4	0
II	INTERNET: History and development; Forces that shape internet; Web 2.0 technologies: Meaning and applications; Social networking and mobile media; Web 3.0: Concept.	18	3	0
III	SOCIETY IN THE INFORMATION AGE: Concepts of information society, network society and mass society. Networks: Evolution of human networks. Levels of social networks: individual relations, group and organizational relations, societal relations, global relations; Historical and social causes for rise of networks; Comparison of mass society with network society.	19	4	0
IV	NEW MEDIA IN EVERYDAY LIFE: WWW, search engines, Email, bulletin boards, MUD, chat, email, blogs, social networking sites, wikis, games, communities, digital TV, digital music, digital cinema. Issues in new media: Information overload; Digital divide; Internet addiction; Intrusion of family life; Pornography; Invasion of privacy and surveillance; Copyright and piracy.	19	4	0

Texts and References:

- Lelia Green (2010). *The Internet: An introduction to new media*, Oxford and New York: Berg.
- Jan A.G.M. van Dijk (2006). *The Network Society: Social Aspects of New Media* (2nd end), London, Thousand Oaks and New Delhi: Sage Publications.
- Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly (2009). *New media: A critical introduction* (2nd end), London and New York: Routledge
- Nicholas Gane and David Beer (2008). *New media: The key concepts*, Oxford and New York: Berg.
- Glen Creeber and Royston Martin (2009). *Digital cultures*, New York: Open University Press.
- Jaishri N. Jethwaney and Narendra Nath Sarkar (2002). *Public Relations*, New Delhi: Sterling Publishers Private Limited.
- Robert L. Heath (2005). *Encyclopaedia of Public Relations*, London, Thousand Oaks, New Delhi: Sage Publications.

- Alison Theaker (2001). *The Public Relations handbook*, London and New York: Routledge.
- Deepak Gupta (2005). *Handbook of advertising media and public relations*, New Delhi: Mittal Publications.
- Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.

Media and Culture

Course Code	BJMCPAGE301							
Course Title	Media and Culture							
Course Credits	Lecture	Tutorial		Practice		Total		
	5	1		0		6		
Contact hours	75	15		0		90		
Course objective	The media is a powerful actor in social conditioning. It mirrors, transplants and perpetuates social norms and values. This course is designed to equip a student appreciate the politics of mass media culture industry by sensitizing her towards the dynamics of this power and its impact on cultures in the globalised world.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
				√				
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^] Class test will be taken on completion of 40% of the syllabus.

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@] House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4 = 20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	UNDERSTANDING CULTURE: Mass Culture; Popular Culture; Folk Culture; Sub Cultures; Media and Culture; Media and technologies: Folk Media as a form of mass culture; Live performance, Audience in live performance; Media technologies; Medium is the message; Technological Determinism; New Media and cultural forms.	19	4	0
II	CRITICAL THEORIES: Frankfurt School; Media as cultural industries; Political economy; Ideology and hegemony.	19	4	0
III	REPRESENTATION MEDIA AS TEXTS: Signs and Codes in Media; Discourse Analysis; Genres; Representation of nation, class, caste and gender issues in media.	18	3	0
IV	AUDIENCES: Uses and Gratification Approach; Reception studies; Active Audiences; Women as audiences; Music and the popular; Fandom.	19	4	0

Texts and References:

- Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
- John Fiske, 1982, Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)
- Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory, London, Sage (Covers Unit IV, Media Technologies)
- Baran and Davis, Mass Communication Theory (covers Unit II, III and IV)
- John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009
- Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV)

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- Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE
- James Clifford, Tony Bennett, Raymond Williams, Stuart Hall, John Storey Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan

Introduction to Visual Communication

Course Code	BJMCPAGE302							
Course Title	Introduction to Visual Communication							
Course Credits	Lecture	Tutorial	Practice	Total				
	5	1	0	6				
Contact hours	75	15	0	90				
Course objective	This course intends to familiarise the students with the organisational structure of a newspaper along with the roles and responsibilities of key personnel working in various departments of a newspaper organisation. This course will also give a macro view of the working of a newspaper organisation thus preparing a budding journalist to identify her surroundings and adjust to the working environment.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
				√				
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	355	100	40%

Examination Scheme:

Components	Internal Assessment				Practical Examination	Theory Examination	Total
	Attendance	Class Test [^]	Classroom Activity [*]	House Test [@]			
Marks	5	5	10	10	00	70	100

[^]Class test will be taken on completion of 40% of the syllabus.

^{*}Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

[@]House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A	10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.	10 × 1 = 10 marks 5 × 4=20 marks
Part B	Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part C	Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part D	Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Part E	Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.	1 × 10 = 10 marks
Total Marks (A+B+C+D+E)		70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	BASIC CONCEPTS: The power of visual communication; Perception: Meaning and function in communication, visual perception; Four stages of visual perception: Viewing, brain processing of visual information, psychological processing, adding social-cultural dimension.	19	4	0
II	PSYCHOLOGICAL PROCESSING: perception of relationships, building of structures, predictive order, coalescing the real and the perceived, framing and contextualising, perceiving time, space and movement); Gestalt Psychology: Whole and parts; Gestalt Principles: Similarity, Proximity, Continuation, Closure, Figure/Ground.	19	4	0
III	CULTURAL CODES: Foundations for a Theory of Signs; Relations between signs and what they signify; Relation between signs and their users; Signification: from Denotation to Connotation.	19	4	0
IV	VISUAL CULTURE: Three types of responses to mass media images: dominant or preferred readings, negotiated readings, oppositional readings; Concept of gaze: desire, voyeurism, critique of male gaze, and interactive gaze, masculine and feminine identities.	18	3	0

Texts and References:

Matteo Stocchetti and Karin Kukkonen (2011). *Images in Use: Towards the critical analysis of visual communication*, Amsterdam, Philadelphia: John Benjamins Publishing Company
 Ken Smith, Sandra Moriarty, Gretchen Barbatsis and Keith Kenney (2005). *Handbook of visual communication: Theory, methods, and media*, Mahwah, New Jersey London: Lawrence Erlbaum Associates, Publishers
 Kevin Mullet and Darrell Sano (1995). *Designing visual interfaces: Communication oriented techniques*, California: SunSoft Press, Prentice Hall
 Stephen W. Littlejohn and Karen A. Foss (2009). *Encyclopedia of communication*, Thousand Oaks, London, New Delhi, Singapore: Sage Publications.