

**COURSE CURRICULUM
(2011-14)**

B A JOURNALISM



**SELF FINANCED STREAM
MADRAS CHRISTIAN COLLEGE**

**TAMBARAM
CHENNAI - 600059**

BA JOURNALISM

SEMESTER I

	CREDITS	HOURS	CA	SE	TYPE
English	3	4			Written
Language	3	4			Written
Value Education	1	2			Written
Major: News writing and reporting	5	5	50	50	Written
Major: History of Press and Broadcasting in India	5	5	50	50	Written
Allied: Computer training	5	6	50	50	Practical and Viva Voce
General Course: Basic Journalism and writing skills for media	2	4	50	50	Written

SEMESTER II

English	3	4			Written
Language	3	4			Written
Value Education	1	2			Written
Major: Printing and Publication	5	5	50	50	Written
Major: Editing and News presentation	5	5	50	50	Written
Allied: Current Affairs in the context of History	5	6	50	50	Written
General Course: Basic Journalism and writing skills for media	2	4	50	50	Written

SEMESTER III

	CREDITS	HOURS	CA	SE	TYPE
English	3	4			Written
Language	3	4			Written
Personality Development		2			Written
Major: Newspaper Production	5	5	50	50	Practical and Viva-voce
Major: Photography	5	5	50	50	Practical and Viva-voce
Allied: Social and Economic Issues in India	5	6	50	50	Written
Inter-Disciplinary: Public Relations*	3	4	50	50	Written

*This course will be offered in the IVth semester as well.

SEMESTER IV

English	3	4			Written
Language	3	4			Written
Personality Development	2	2			Written
Environmental Studies	3	4			Written
Major: Theories of Communication	5	5	50	50	Written
Major: Political System and Constitution of India	5	5	50	50	Written
Allied: Photo Journalism OR	5	6	50	50	Practical and Viva Voce
Allied: Radio Journalism					Practical and Viva Voce

SEMESTER V

	CREDITS	HOURS	CA	SE	TYPE
Major: Development Journalism	5	6	50	50	Written
Major: Press laws, media ethics and Human Rights	5	6	50	50	Written
Major: Cultural Heritage of India and Travel Journalism	5	6	50	50	Written
Major: Public Relations and Advertising	5	6	50	50	Written
Computer Training: Web Journalism	3	2	50	50	Practical
General Elective: Aesthetics and Film Appreciation	3	4	50	50	Written

SEMESTER VI

Major: Internship	5	6		100	Viva-voce
Major: Media Management	5	6	50	50	Written
Major: Media Research	5	6	50	50	Practical and Viva-voce
Major: Globalisation, Media and Culture	5	6	50	50	Written
Major: Magazine Production (Or) Documentary Film Making	5	6	50	50	Practical and Viva-voce
Service Learning Programmes					
PART V : Department Activities	1				

KEY:

CA – Continuous Assessment

SE – Semester Examination

Major – 17 papers

Allied – 5 paper

The total number of credits is 150 credits. A student should acquire a minimum of 140 credits in order to obtain the degree.

News writing and Reporting

Written

Credits 5

Hours 5

Major

The paper tries to provide an insight into the basis of journalism – news and news writing and reporting. It provides a broad scope for learning the basics of journalism – professional reporting. Thus enabling to the students to understand the fundamental of journalism and also enhance the command over the English language.

Unit I

News definition, types of news, determinants of news, news evaluation, newspaper organization structure and their roles and functions, news room structure, news sources and agencies, readers or target audience,

Unit II

Role, qualities and responsibilities of a reporter, Structure of news, types of leads (Summary, narrative, descriptive, contrast, staccato, direct address. Question and quotation), lead writing, News peg, organizing/developing a news story, Quotations and Attributions

Unit III

Gathering information for news stories, Reporting for crime, weather, city life, speeches, accidents, disaster, court, election, riots, war, conflicts, tensions, press conferences, news releases, features and special interest stories,

Unit IV

Interviewing – kinds, purpose and technique, Developmental Journalism (villages and reporting development process in the nearby areas), Interpretative reporting purpose and technique, Investigative reporting – purpose, source, style, techniques and Columns – development, reviews, feature writing, news analysis

Unit V

Specialized reporting – science, sports, economics, politics, health, commerce, education, environment, profiles, non-governmental organization, culture, proceeding of a court, legislation and municipal corporation

Practical exercises: Hints for developing stories, reading out passages for training in notes taking, checking the speed and accuracy, quotes, one news story should be written using different leads, covering local news - rallies, protest, school or college functions, speeches, writing news stories.

Reference:

- Breen, M, 1998. **Journalism, Theory and Practice**. MacLearcy Press.
- Gans, H, 1980. **Deciding what's news**. Vintage.
- Kamath, M V. **Professional Journalism**.
- Kebble, Richard, 1994. **The Newspaper Handbook**. Second edition.
- Mencher, M, 1991. **News Reporting and Writing**
- Moyes, Norman B and White, David Manning, 1974. **Journalism in Mass Media**.
- Srivastava, K M. **Editing and Reporting**.

History of Press and Broadcasting in India

Written

Credits 5

Hours 5

Major

This paper gives an insight into the history of Indian press and broadcasting. It also gives an idea of evolution of Indian press in the context of Indian freedom struggle. The history of various newspapers and the magazines, are also discussed here. This paper will give the student an awareness of the past to know the present.

Unit I

Advent of printing press in India, role of press in reform movement and social awakening, press before independence –pioneers of Indian journalism, development of vernacular press and English language press, a short history of Indian Journalism

Unit II

Freedom Movement and the Indian Press, struggle against repressive measure, language press and national development, Growth of press after independence

Unit III

Origin and Growth of print media, types of print media – newspaper(The Hindu, The Hindustan Times, The Indian Express, Times of India), magazine, journals and their history, History of news agencies and press organization in India,

Unit IV

Broadcast Journalism –an introduction, development of broadcasting in India, Origin and growth of radio, popular radio programmes, different genres of radio programming, FM Booming, broadcasting policy, women in media and audience studies

Unit V

Origin and growth of Television, Television broadcasting in India, different genres of TV programmes, Indian Television serials and types of programmes, Privatization of Satellite Television, SITE, educational radio and Television, CAS and DTH, Video boom and Cable TV,

Reference:

- P C Chatterjee, 1987. **Broadcasting in India**. New Delhi
- Kumar, Keval J, 2003.**Mass Communication in India**. Mumbai: Jaico Publication.
- Parthasarathy Rangaswami, **History of Indian Journalism**. New Delhi: Sterling Publication
- Singha, Aarvind and Roger, Everett, **India's Communication and Revolution –from bullock carts to cyber marks**. Sage Publications.

Computer Training

Practical Credits 5 Hours 6

Allied

This paper aims at equipping students to become familiar with digital software to be able to design newspapers and magazines, books and advertising print materials

Unit I

Basics of MS Word

Unit II

MS power point – making presentations, using images and sounds, custom animation

Unit III

Basics of MS Excel – making charts, tables and using formulas

Unit IV

Adobe Photoshop – layers, transparency, tools, magic tool, wand, feature effect, drop shadow, special effects

Unit V

Corel draw, vector and bitmap images, tools, outline, designing brochures, stationery, print materials, and special effects.

Reference

- Singhai, Rahul, **Computer Application for Journalism**
- Mehta, Subhas, **Computer and Communication**
- Wilson, Barbara, **Information technology: The Basics**

Basic Journalism and Writing Skills for Media (GC)

Written Credits 2 Hours 4

General Course

The paper offers basic understanding of the profession – Journalism – and tries to enhance the journalistic writing skill.

Unit I

News definition, types of news, determinants of news, news evaluation, newspaper organization structure, news room structure, news sources and agencies, target audience,

Unit II

Role, qualities and responsibilities of a reporter, Structure of news, types of leads, lead writing, News peg, organizing and developing a news story, Quotations and Attributions

Unit III

Interviewing – kinds, purpose and technique, Interpretative reporting purpose and technique, Investigative reporting – purpose, source, style, techniques and Columns – development, reviews, feature writing, news analysis, travelogues, web writing,

Unit IV

Editing – meaning, purpose, Role, qualities and functions of the editor, sub-editor, lead, body and paragraphing, proof reading, style sheet, Editorial room structure, technique of re-writing reporters and agency copy,

Headlines and Photographs: types of headlines, layout, placement of photos, Photo cropping, caption writing, Info graphics,

Unit V

Grammar – sentence construction, errors and how to avoid them, spelling errors, idioms, phrasal verbs, clichés, figurative language (metaphors, similes),

Reference:

- Breen, M, 1998. **Journalism**, Theory and Practice. MacLearcy Press.
- Dodds, Jack. **Writing, Revising, Editing**. London: Allyn and Bacon.
- George, T J S, 1991. **Editing**. Indian Institute of Mass Communication
- Mencher, M, 1991. **News Reporting and Writing**
- Rangaswamy and Parthasarathy, 1989. **Journalism in India**. New Delhi
- Srivastava, K M. **Editing and Reporting**

Printing and Publication

Written

Credit 5

Hours 5

Major

This paper tries to provide an insight into the printing technology in the past and present.

Unit – I

History of Printing, Technological development of Printing Processes, Printing process in Design Decisions

Unit – II

Principles of printing (Relief, Planography etc), Type – Setting Methods (Letter Press , Offset, Gravure , Flexography and Silk Screen , Colour printing process – Colour Separation , Colour correction and Colour Reproduction . Current trends and Future developments in printing process (Laser Printer, Scanner, Ink – Jet Printers, Image Setters, and Direct to Plate Printing etc).

Unit –III

Elements of publication design, Page – makeup & Layout, Types of layout (Books, Magazines, Brochures, Catalogues etc), Typography (Typeface design, copy Fitting, Communication through Typography, special Designs (Information graphics, Charts, Tables Boxes etc).

Unit – IV

Printing Management, Printing Press organization and Structure, Economics of Printing, Different Types of paper, Ink, plates, Miscellaneous, Printing Order Estimation, and Managing Wastage.

Unit – V

New Technological development In Printing process, Digital Pre-Press, Direct to Plate Technologies, Recent Trends Printing Processes, An over View of Printing & Publishing Industry in India, An Over View of Electronic Publishing.

Reference:

- Amdams J.M (1996), **Printing technology**, 4th Edition, Thomson Learning
- Cost.F (1997), **Pocket Guide Digital Printing**, Thomson Learning
- Dennis.E (1997), **Lithographic technology In Transition.**
- Finley.c (1998), **Printing Paper and inks**, Thomson Learning
- McAllister.r (1998), **pathways to Print: Color**, Thomson Learning

Editing and News Presentation

Written Credits 5 Hours 5

Major

The paper imparts the nuance of the journalistic writing especially editing, production of a newspaper and writing for broadcast media. It enables the students to improve their journalistic writing skills and also to bring out their journal.

Unit I

Grammar – sentence construction, errors and how to avoid them, punctuation, spelling errors, idioms, phrasal verbs, clichés, figurative language (metaphors, similes)

Unit II

Meaning, purpose, Role, qualities and functions of the editor, sub-editor, lead, body and paragraphing, proof reading, following style sheet, Editorial room structure, news flow, technique of re-writing reporters and agency copy, Basic principles of translation, editorials – writing and cartoons

Unit III

Headlines and Photographs: purpose, Techniques, styles, types of headlines, placement of photos, Photo cropping, caption writing and Info graphics,

Unit IV

Broadcast Writing – Guidelines for writing for television and Radio.

Unit V

Layout – balance, colour, and harmony. In-design and Corel draw

Practical exercise: Reading books related to journalism, editing exercise – copies with errors (punctuation, grammar, spellings, facts consistency, accuracy, story-flow), writing an editorial and drawing cartoons for any current issues, writing news stories for TV and Radio, lay-out – one page of a newspaper with their own content.

Reference

- Ahuja, B V, Chhabra, S S, 2000. **Editing**. Surjeet Publication
- Dodds, Jack. **Writing, Revising, Editing**. London: Allyn and Bacon.
- George, T J S, 1991. **Editing**. Indian Institute of Mass Communication
- Rangaswamy and Parthasarathy, 1989. **Journalism in India**. New Delhi
- Sharma, SR. **Elements of Modern Journalism**.

Current Affairs in the context of History

Written Credits 5 Hours 6 Allied

To sensitize the students to the importance of the context of History in the affairs of today

Unit – I

Cold war and the post-colonial world, Issues related to US and Vietnam, US and Iraq, Israel and Palestine, Tibet and China, American imperialism; United Nations Organization.

Unit – II

Indian society in the context of religion and culture, Religious and philosophical ideas of India, Socio cultural awakening in Indian society, Unity in diversity.

Unit – III

Gandhian movement; Historical overview of India's involvement in international issues, Non Alignment Movement, India's foreign policy.

Unit IV & V

Current affairs – Issues covered in newspapers, magazines and television during November to April of the current academic year will be included for the examination.

Reference:

The students are should to read India Today, Outlook, The Week, Seminar, Biblio, Economic and Political Weekly and Newsweek magazines regularly apart from reading newspapers such as The Hindu, Times of India, The New Indian Express, The Indian Express and The Deccan Chronicle.

- **Social Change in India** by V Kuppuswamy
- **A History of South-East Asia** by D G E Hall
- **An Introduction to International Relations** by T A Raynolds
- **Mastering Modern World History** by Norman Lowe
- **India's Struggle for Independence** by Bipan Chandra
- **A survey of China in Modern Science** by A K Singh
- Frontline – May 23, 2008 Issue Vol number 25.

Basic Journalism and Writing Skills for Media (GC)

Written Credits 2 Hours 4

General Course

The paper offers basic understanding of the profession – Journalism – and tries to enhance the journalistic writing skill.

Unit I

News definition, types of news, determinants of news, news evaluation, newspaper organization structure, news room structure, news sources and agencies, target audience,

Unit II

Role, qualities and responsibilities of a reporter, Structure of news, types of leads, lead writing, News peg, organizing and developing a news story, Quotations and Attributions

Unit III

Interviewing – kinds, purpose and technique, Interpretative reporting purpose and technique, Investigative reporting – purpose, source, style, techniques and Columns – development, reviews, feature writing, news analysis, travelogues, web writing,

Unit IV

Editing – meaning, purpose, Role, qualities and functions of the editor, sub-editor, lead, body and paragraphing, proof reading, style sheet, Editorial room structure, technique of re-writing reporters and agency copy,

Headlines and Photographs: types of headlines, layout, placement of photos, Photo cropping, caption writing, Info graphics,

Unit V

Grammar – sentence construction, errors and how to avoid them, spelling errors, idioms, phrasal verbs, clichés, figurative language (metaphors, similes)

Reference:

- Breen, M, 1998. **Journalism**, Theory and Practice. MacLearcy Press.
- Dodds, Jack. **Writing, Revising, Editing**. London: Allyn and Bacon.
- George, T J S, 1991. **Editing**. Indian Institute of Mass Communication
- Mencher, M, 1991. **News Reporting and Writing**
- Rangaswamy and Parthasarathy, 1989. **Journalism in India**. New Delhi
- Srivastava, K M. **Editing and Reporting**

Newspaper Production

Practical Credits 5 Hours 5

Major

This paper gives an insight into the how bring out a journal with the help of latest page design software. A lab journal is a practical application of what the student learns in Reporting and editing. Students will be divided into small groups, to bring out a journal of their own every month

Unit I

Typography, color and illustrations

Unit II

QuarkXPress- tools, exporting to PDF, fonts, formatting, wrap around et al.

Unit III

Features of a newspaper, writing and editing articles for the newspaper, sourcing photographs and editing photographs,

Unit IV

Flash- Tools, Interactive Animation, Creating web site using flash

Reference

- Chakravathy, Jagadish, **Cyber Media Journalism**

Photography

Practical

Credits 5 Hours 5

Major

To help the students understand the basic principles of photography and the process of capturing images and producing an image in the darkroom

Unit - I

Human Eye and Camera. Basics of Camera (aperture, shutter speed, focal length, f-stop, depth of field etc.) Camera operations. Types of Camera. Types of Lenses. Visual Perception. Experiencing equipment - Different types of cameras, lenses, filters, Bellows, Converters etc.

Unit - II

Understanding lighting-indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light.

Unit - III

Types of Film-Sensitivity, Temperature, Speed etc., Reversal Films. Manipulation of Colour and Light. Black and white and Colour photography-negatives, colour materials, processing and printing.

Unit - IV

Basic Requirements, Equipments. Developing Process. Control Factors- Fixing, Washing, Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger) etc. Special effects techniques-motion pictures etc., Manipulation of image, Framing & trimming.

Unit - V

Some basic Principles. Aesthetics. Basics of photo-journalism, Photo-features, Photo - essays, Writing captions, Visual story telling. Photography for advertising-Consumer and industrial. Planning a shoot-studio, Location, Set props and Casting.

Practical – Basic Photography

Photography record should contain at least **10 black and white**. Each exercise should include all the necessary details (**colour, exposure time, lens type etc.**).

Final practical examination will test student's knowledge on photography (**either as a viva or practical work on fundamentals of photography**).

Following themes should be covered (minimum)
Exercises

- 1. Landscape (scenic, people, birds/animals, monuments)**
- 2. Portraits**
- 3. Special effects**
- 4. Environmental exposure**
- 5. Silhouette**
- 6. Freezing movement**
- 7. Panorama**
- 8. Montage**
- 9. Indoor photography**
- 10. Industrial photography**

Reference:

- Bruce Warrant (2002) – 2nd Edition, **Photography**, Delmar
- James A. Flots, Ronald P. Lovell, Fred C. Zwahlen, Jr (2002), **Hand Book of Photography**. 5th Edition, Delmar
- Archana Nair (2004). **All About Photography**, Goodwill

Social and Economic Issues in India

Written Credits 5 Hours 6

Allied

This paper tries to impart the knowledge on the social and economic issues in India, which will enable the students to understand the present situation of the country.

Unit I

Society and social system in India, approaches to study a society, social process and socialization, relationship between customs, folkways and mores

Unit II

Social transformation – Tradition and modernity, casteism and its characteristics, impact of industrialization and organization of casteism, communalism, secularism, uniform civil code, reservation issues and language based regionalism, population and human development

Unit III

Social relation of individual with society, the Family system in India, characteristics of Modern family in India, issues on women, health, education, environment in India, child labour, role of media in social issues,

Unit IV

Indian economy, reasons for under development in India, issues of unemployment, inequality, poverty, human resources development in India, production of goods and consumer rights

Unit V

Agriculture and Growth, modernization – industrial policies, public sector enterprise, community development programmes, liberalization and economic reforms, impact of globalization on Indian Economy, role of media in social and Economic issues

Reference

- Seth, M L, **Indian Economy**
- Kuncik, Michael – **Communication and Social Change.**
- Albrow, M, **The Global Age.** Polity Press, Cambridge
- Jain, MP, **Political Theory.**

Public Relations

Written Credits 3 Hours 4

Inter-Disciplinary

This paper tries to impart basic principles of public relations.

Unit I

Evolution and history of Public Relations, definition of PR, PR and allied disciplines (publicity, propaganda, public affairs and lobbying)

Unit II

Symmetrical and Asymmetrical theories of PR, laws and ethics of PR (defamations and copyright invasion of privacy)

Unit III

Interface of PR with Human Resource, Finance, and Marketing, PR in industry – public sector and Multinational sector

Unit IV

Public in PR, PR Tools (Interpersonal, mass media and selective media, PR in central and state government and functioning of various media units of the state and central government.

Unit V

Writing for PR – Press releases, in-house journals and brochures

Reference:

Theories of Communication

Written Credits 5 Hours 5

Major

This paper tries to impart the basic understanding on communication and its theories as a process. The paper also indicates how media affects individuals and society and vice-versa.

Unit I

Nature and process of communication, functions and Barriers of communication, verbal and non-verbal communication, inter-personal, inter-personal, group, public and mass communication (Models SMCR, Shanon-Weaver, Lasswell, Osgood, Schramm, Gebener, (News flow/diffusion and news values - Gate-keeping, Agenda Setting Theory)

Unit II

Nature and process of mass communication, Functions of Mass Media, Press Theories - Authoritarian, libertarian, Social-responsibility, Soviet Media Theory, Development Communication and Democratization Theory.

Unit III

Media Audience, characteristics and psychology of audiences, Public opinion, Effects of Media, Theories of media effects (Cultivation Theory, Social Learning, Catharsis, priming, Social Cognition, Aggressive Cues)

Unit IV

Mass Media and Culture – Marxist Theory, McLuhan – Medium is the Message and Massage, Knowledge Gap Hypothesis, Uses and gratification,

Unit V

Information society and revolution

Reference

- McQuail, Dennis, 2000. **Mass Communication Theory**. Fourth edition. Sage Publication.
- Beger, Artthur, 2000. **Essentials of Mass Communication**. Sage Publication.
- Baran J, Stanley and Davis K Dennis, 2002. **Mass Communication Theory Foundation, Ferment and Future**. Thomson and Wadworth.
- Kumar, Keval J, 2003. **Mass Communication in India**. Mumbai: Jaico Publication.
- **Mass Communication** by Narendra Tripathi

Political System and Constitution of India

Written Credits 5 Hours 5

Major

This paper addresses the structure and working of the Indian Government and, governance at the Centre and State which will enable the students to understand the nature and working of the present government.

Unit I

Origin of the State, Force, Divine, paternal and maternal, Social Contract, State and Nation and Elements of the State

Unit II

Liberalism, Socialism, Communism, Dictatorship and Welfare State,

Unit III

Constitution - Aristotle's and Modern Classification, Federation (USA and India), parliamentary and presidential form of government,

Unit IV

Indian Constitution – Salient features, Preamble, Citizenship, Fundamental rights, Directive principles, Functions of the executive, judiciary, legislative at the Centre and State, Emergency provisions and its effects on media, Administrative relation of the Centre and State, Constitutional amendments,

Unit V

Election process at the Centre and State, panchayati Raj, municipalities, Nature of party system in Indian, study of major national parties and regional parties, Freedom of Press and Freedom of speech and expression

Reference:

- Basu, Durga Das. **Shorter Constitution of India**. Prentice-Hall India.
- Pylee, M V. **Constitution of India**. New Delhi: Vikas Publishers.
- Saxena, Ambrish. **Right to Information and Freedom of Press**.
- Tansey D, Stephen. **Politics – The Basics**
- Bagchi C P. **Indian Politics since Independence**.

Photo Journalism

Practical

Credits 5

Hours 6

Allied

To impart the skills necessary for a photojournalist in covering any news story.

Unit – I

Introduction to Photojournalism (Timeliness , Objectivity , Narrative) , Responsibilities of Photojournalism, Qualities needed by a Photojournalist ,Ethics of Photo Journalism ,Photographers Right over their pictures, History of Photojournalism, Role of war in the history of Photojournalism.

Unit – II

Essential Elements of News (Immediacy , Proximity , Consequence , Conflict , Oddity , Sex , Emotion , Prominence , Suspense , Progress) , Importance of News Photographs , Types of News Photographs(Spot news & Feature news) , Creating a good news Photograph.

Unit – III

Principles of Photographic Composition (Simplicity , Point of Interest , Compositional Lines , Balance , Forms , Rhythm or Pattern , Tone , Depth Perception , Action), Picture Stories(Illustrated text , Photo – text combination , Pure picture story , Picture story with in text , Single picture story , Abstract picture , Informal portrait) , Photo Essay.

Unit – IV

Introduction to Digital Photography, Computers & Computer Terminology (Hard ware, Computer, Input device, Output device, Storage device), Overview of Digital Imaging, Creating Digital Images, Digital Image Structure (Low resolution camera, 35mm – based digital camera, Digital camera backs)

Unit – V

File size, File Format(JPEG, GIF, TIFF, PSD, EPS, PICT, PDF), Storage methods (Hard disk, Removable media , Memory cards) ,Image editing possibilities, Image editing software, Image editing tutorial(Acquiring the image, Opening the image, Saving the file, Straightening & Cropping the image , Over all color & tone correction, Overall Sharpness correction), Special effect, Combining Images.

Practical –Photojournalism

Photography record should contain at least **7 Topic**. Each exercise should include all the necessary details (**colour, exposure time, lens type etc.**).

Final practical examination will test student's knowledge on Photojournalism (**either as a viva or practical work on fundamentals of photography**).

Following themes should be covered (minimum)

Exercises

- 1. Photo essay (Minimum of 8 Photo)**
- 2. News Photo**
- 3. Violence Against Animal**
- 4. Peace**
- 5. Happiness**
- 6. Politics**
- 7. Awareness for people**

Reference:

- Bruce Warrant (2002) – 2nd Edition, **Photography**, Delmar
- James A. Flots, Ronald P. Lovell, Fred C.Zwahlen, Jr (2002), **Hand Book of Photography**. 5th Edition, Delmar
- Horton Brain, **Associated Press Guide to Photojournalism**
- Lebeck Robert Kiosk: **a history of photojournalism**

Radio Journalism

Practical

Credits 5 Hours 6

Major

To help the students to understand the functioning of Radio communication and to help them to produce software for radio.

Unit – I

Radio Station Organization and Management. Basics of Radio Programming- from conception to execution of ideas. Radio Format & Genres. Advanced Radio Production Techniques-using digital technologies, creating Audio special effects.

Unit - II:

Radio Jingles (Pre-Production, Writing Lyrics, Choosing a Musical Logo, The Recording session, The Mixdown, Final Master)

Unit – III

Radio Drama (Writing, Casting, Direction & Recording, Selection & Critical analysis of musical Themes, Post Production, Multi -Tracking Production, Final Editing).

Unit – IV

Preparation for **Radio Interview**, Interview Methods (Scripted , Semi –Scripted , Ad-Lib), Interview Format(Opening, The body, The Closing), Live & Taped Interviews, Writing for **Radio News**, People involved in Producing Radio News(Executive Producer , Editor , News Reader , Board Operator , Line- Up Producer).

Unit – V

Production Process in Radio Stations. Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, omnidirectional mics, Hand mic, Head set mic, quadrasonic mic and wireless mic, lapel etc.,) Knowledge about audio recording (mono, stereo, surround sound, etc.).

Practical – Radio Production

Exercises

Students should write original scripts for different program and should be submitted as separate Record.

1. **Radio Jingles(30 sec)**
2. **Radio Drama (5 Min)**
3. **Radio Interview(5 Min)**
4. **Radio News(3 Min)**

Each student should do individual projects containing the record and the program. Final practical examination will test students on their ability to prepare a complete Script and way they produce their program on the above-mentioned format.

Reference:

Hausman, Carl; Benoit, Philip and O' Donnell, Lewis: **Modern Radio Production- Production, Programming and Performance**. Wadsworth. Thompson Learning, 2000.

McLeish, Robert; **Radio Production-A Manual for Broadcasters**. Wadsworth. Thompson earning, 1994.

Hausman, Carl; Benoit, Philip and O' Donnell, Lewis: **Announcing: Broadcast communication Today**. Wadsworth. Thompson earning, 2001.

Public Relations

Written Credits 3 Hours 4

Inter-Disciplinary

This paper tries to impart basic principles of public relations.

Unit I

Evolution and history of Public Relations, definition of PR, PR and allied disciplines (publicity, propaganda, public affairs and lobbying)

Unit II

Symmetrical and Asymmetrical theories of PR, laws and ethics of PR (defamations and copyright invasion of privacy)

Unit III

Interface of PR with Human Resource, Finance, and Marketing, PR in industry – public sector and Multinational sector

Unit IV

Public in PR, PR Tools (Interpersonal, mass media and selective media, PR in central and state government and functioning of various media units of the state and central government.

Unit V

Writing for PR – Press releases, in-house journals and brochures

Reference:

Development Journalism

Written Credits 5 Hours 6

Major

This paper gives an insight into the how important is developmental journalism and how it has become a major genre in today's journalism.

Unit I

Role of communication in development, development indicators, communication perspectives on development

Unit II

Theories and models of development, diffusion of innovation, evolutionary model, psychological variable model, economic growth model, role of mass media in modernism

Unit III

Dominant paradigm and alternative paradigm on development, Indian experience in Communication and Development- Gandhian Model and Mehta Model

Unit IV

Rural Television, communication campaign for development, models of experimental projects

Unit V

Information and Communication Technology in Development, application of information technology for rural development

Reference

- Narula, **Development Communication: Theory and Practice**
- Melkote, **Communication for Development in the Third World**. New Delhi: Sage Publication
- Mody, **Designing for Development Communication**
- Sainath, P, **Everybody loves a good drought**. Penguin Books

Press Laws, Media Ethics and Human Rights

Written Credits 5 Hours 6

Major

This paper deals with the press laws, ethics and human rights, which enables the students to enhance understanding of the decrees provided by the constitution and its utilization and violation.

Unit I

Press laws: History of Press Laws, Working Journalists and Other Newspaper Employees Act 1955, Press council Regulation 1979, Censorship, Contempt of Court/House, Cinematograph Act – certification and rules, Prasar Bharati Act, Cable Television Act, Indian penal Code, Broadcasting Bill 1997,

Unit II

Official Secrets Act, Defamation, Right to Information, Press and registration of books Act, Information Bill 1998, Copyright Act, Patents Act, Cyber Laws (cyber crimes, obscenity, digital signature, piracy, privacy,) , Public Interest Litigation and Intellectual property litigation, Trade Marks, TRAI

Unit III

Ethics: Basic components of Ethics – truth, objectivity, credibility, accountability, justice and fairness, bias, plagiarism, Privacy, right to reply, sensational writing, yellow journalism, bias, accountability

Unit IV

Press Council of India – guidelines, Press commission, Code of Ethics – newspaper, television, advertising, public relations and radio. Ethics of video and photo journalism,

Unit IV

Human Rights: Origin and history of Human Rights, Human Rights in India, Human Rights and Constitutional Provisions, human rights organization and their roles and functions, Media representation of Human rights, Amnesty International, National Commission for Human Rights, United Nations Declaration for Human Rights

Reference:

- Gillmor, E, 1998. **Mass Communication Laws: Cases and Comments.** Thomson Learning
- Iyer, Venkat. **Mass Media Laws and Regulations in India.** New Delhi: AMIC
- Jain, M P. **Political Theory**
- Leslie, 2000. **Mass Communication Ethics.** Thomson Learning.
- Hakemulder, Jan. b
- Kumar, Jitendra. **Ethics in Journalism in transition.**

Public Relations and Advertising

Written Credits 5 Hours 6

Allied

This paper offers in depth understanding of the Public relations and advertising in different environments. The students will acquire a working knowledge of a wide range of tools and techniques. Apart from classroom seminars and discussions, there will a campaign.

Unit I

Nature and scope of Public relations, definition, nature and scope, public relations, corporate communication, marketing communication

Unit II

Public sector and private sector Public relations, PR in the emerging converging technologies – internet as a tool and video conferencing, audience (Internal and external) public opinion, PR planning and management, different models of PR campaigns and frame work for evaluation of PR campaigns,

Unit III

Organizing press conferences, press visit skills, preparing PR material presentation skills, preparing documents, writing skills and press release, media skit and in house journals.

Unit IV

Nature of advertising, difference between Advertising and PR, types of advertising, structure and functions of an ad agency, impact of advertising, ethical and regulatory issues in advertising, advertising and marketing,

Unit V

Creative strategy lay out, copy writing, visualization, ad film making, advertising on Internet, effectiveness of advertising, brand management, consumer research, and different kinds of appeals.

Reference

- Batra, rajiv, John G Myres and David A Aaker.1999.**Advertising Management**. Prentice Hall Pvt Ltd.
- Jefkins, Frank, Revised by Daniel YAdin.2000.**Advertising**. Pearson Education Ltd
- Ogilvy, David.1985. **Ogilvy on Advertising**. Vintage Books
- Jethwaney N, Jaishri. **Public Relations**.
- Valldares, June. **Craft of copy writing**

Web Journalism

Written Credits 3 Hours 2

Computer Training

This course provides insight into the nuances of web as a medium of communication and enables students to get a firm grasp of how to create online news sites and write for the online medium.

Unit I

History of the Internet - Web site structure – Uniform Resource Locator – url – Basic elements of web sites: text files, image files and audio, video, pdf and other file types – Location of websites on a server – home page and individual pages

Unit II

Basics of HTML, Learning HTML tags – FTP – index – web editor – navigation - establishing links – adding headings and paragraphs – adding interest to pages with images – Preparing images for a web site using Photoshop - adding links to other pages - The art of linking - working with audio and video files

Unit III

Shovelware – Characteristics of the web – immediacy, flexibility, permanence, interactivity – Colour, typography, user interface, information architecture

Unit IV

Reporting and writing for the web – News as product to news as conversation – Online story telling forms - linear versus non-linear chunks of content – absence of agenda setting in online journalism - Editing news content for the web – Syndicating news stories from other sites – providing links from other sources – online news agencies – ethical principles – copyright

Unit V

Sample news web sites – Washington Post, Los Angeles Times, Hindustan Times, Times of India, The Hindu, Rediff, Sify, Yahoo India etc. – Analyse web sites – Create web pages. Information society, information communication technology, tele access, mobile and internet

Reference:

- **Digitizing the News: Innovation in Online Newspapers (Inside Technology)** (Paperback) by Pablo Boczkowski
- **Online Journalism: Principles and Practices of News for the Web** (Paperback) by James C. Foust
- **Flash Journalism: How to Create Multimedia News Packages (Paperback)** by Mindy McAdams

Cultural Heritage of India and Travel Journalism

Written Credits 3 Hours 4 Major

To help the students to understand the nuances of the cultural heritage of India and also of techniques of Travel Journalism.

Unit-I

Cultural heritage of India, Aryan and Dravidian Culture, Classic literary works of India, Art forms of India, Folk and Dance forms of India.

Unit II

Rock art in India, Religious and cultural centres of India, Iconography – Buddhist, Jain and Hindu art forms and sculptures, Mogul Art forms.

Unit-III

Travel narratives of Marcopolo, Huientsang, Ibn-Battuta, Al-Beruni, V.S. Naipaul, William Darlymple.

Unit-IV

Articles on specialized topics, Writing informative articles, Writing for travel magazines, Travel and Trade, Various types of travel writing, Types of travel writing – Travelogues (Travel Guides)

Unit-IV

Creative travel writing – Techniques to travel writing, Collecting information, Style of factual and creative writing. Photography for travel magazines, Tourism and globalization.

References:

- Outlook Traveller, India Today Plus, Air Magazines (jet Airways, Swagat)
- **Travels of Marcopolo: Works of V.S. Naipaul:** William Darlymple.
- Peter Holme – **The Cambridge Companion to Travel Writing**
- Kaul H.H. **Travelers India** - OUP -1997
- Cason, Lionel, George Allen **Travel in the Ancient World**
- Dodel, Philip – **The Art of Travel: Essays on Travel Writing** (Ed) London: Fran Cars 1984
- Basha, A.L. **The Wonder that was India**
- Gupta, S.P. **Elements of Indian Art**

Aesthetics and Film Appreciation

Written Credits 3 Hours 4 General Elective

To help the students to understand the nuances of the cultural heritage of India and also of techniques of Travel Journalism.

Unit-I

What is art? Art and aesthetics, Philosophy and aesthetics, aesthetics and various form, Cinema as an art

Unit II

A short history of world cinema, Elements of Film – story, Plot, Narrative, Narration in Classical Hollywood Cinema – representation of space and time, Psychological motivation, German Expressionism, French new Wave, Neo-realism of Italian Films, alternative Films

Unit-III

Indian Cinema – Bollywood and regional Films, Major Characteristics of Indian Popular Cinema – the surrogate context, the immutable and its consequence, causality and simultaneity, Romance as narrative closure, Moral discourse and problem of evil, The aesthetics of identity, The passive mode, The conglomerate narrative, The ways of the pioneers, The legitimacy of a popular form

Unit-IV

Analyzing the moving image – Image language, technical elements – camera shots, camera angle, shot, editing, special effects, framing, symbolic elements – colour, sounds, mise-en-scene, setting

Unit-IV

Film Review and criticism, Psychoanalysis and Feminist analysis of cinema, Uses and gratification of media with special reference to cinema

References:

- Gokulsing Moti and Disanyake Vimal – Indian Cinema. Orient Longman (1998)
- Hayward Susan – Key Concept in Cinema studies. 11th edition – Foundation Books
- Monaco James – How to read a film. 3rd edition (2000)

- Adorno - Aesthetics
- Barnow and Krishnaswamy – Indian Film – 11th edition (Oxford) (1963)
- Bordwell. David and Thompon Kristin – Film Art – An Introduction 7th editions: McGraw Hill

Internship

Practical Credits 5 Hours 6

Major

Students are required to undergo four weeks of training in any news organization of their choice either print or electronic media or online or PR or advertising agency during the month of December (in Semester VI).

This experience will enable the students to sharpen their reporting, writing, editing, communication and photography skills. An internship report is to be submitted at the end of the four weeks of training, which will outline the students' activities at the organization.

The students will be assessed by the supervisor of the organization. Internal evaluation will be based on the internship report submitted and a viva voc, at the end of the semester.

Media Management

Written Credits 5 Hours 6

Major

This course provides insight into the nuances of media management and enables students to understand the structure and working environment of a media organization.

Unit I

Principles of media management, media management – roles, responsibilities, skills (Leadership, team work, motivation), media entrepreneurship

Unit II

Media as an industry and profession, Media industry – Their rise and management environment, Management theories – Classical School(Henry Fayols’ theory), Human Relations School (Hawthorne Studies, Maslow’s Hierarchy of needs, Herzberg’s’ Hygiene and Motivation theory, Theory X and Y, Theory Z) and Modern School of Management (Management effectiveness, Total Quality Management),

Unit III

Print Media: News Management, function of various departments of the newspaper organization, Editorial Management, Structure, Ownership patterns of mass media in India

Unit IV

Electronic media management: Organizational Structure, Financial Management, Audience Research, Programming Strategy, Marketing, News management, Role of public relations in Electronic Media management, Foreign Equity in Indian Media, Press commission on Indian newspaper management structure

Unit V

New Media: Information management, Technology and Electronic media management, e-publishing management

Reference:

- Albarran, Alan B, 2007. **Management of Electronic Media.** Thomson and Wadworth.
- Ardyth Broadrick Sohn, 1998. **Media Management.**
- Redmond, James and Trager, Robert Trager, 2004.**Media Organisation Management.** Pashupati Printer
- Kohli, Vanitha. **The Indian media business.**
- Chirayeer, Avinash.**Electronic Media Management**

Globalization, Media and Culture

Written Credits 5 Hours 6

Major

This paper tries to deal with the globalization's effect on media and culture.

Unit I

Global culture and consumerism, historical perspectives on globalization, global culture and post modernism

Unit II

Global brands and branding, tourism, global fundamentalism, culture as an interactive changing process, advertising and consumer culture, media and image-making

Unit III

Culture and Communication, Popular culture, culture and hegemony, media and political power, propaganda campaigns and mass media

Unit IV

Cinema and Culture, Television and Entertainment culture, culture and sociological analysis, politics and pseudo-events

Unit V

Cultural imperialism and cultural identity, international powers and national cultures, perspectives of media, populism and media, orientalism and the western world, Multiple identification of the middle east and Ethnocentrism

Reference

- Said, Edward, **Orientalism**. London: Penguin Books
- Dissanayake, Wimal. **Communication Theory: The Asian Perspective**. AMIC
- Ziauddin, Sardar, **Orientalism**. New Delhi: Viva Books.
- Albrow, M, **The Global Age**. Cambridge: Polity press
- Boorstin, Daniel, **Hidden History**. New York: Vintage Books.

Documentary Film Making

Practical Credits 5 Hours 6

Major

This paper provides the nuances of documentary film making, thus enabling the students to bring out their own documentary film.

Unit – I

Define Documentary , Subjectivity , Documentary Today , Evaluating Story Ideas (Access & Feasibility , Affordability , Passion & Curiosity , Audience , Relevance , timeliness , Visualization , Hook , Existing Projects), Developing the Story , Different genres of Documentary.

Unit – II

Research (Professional Conferences, Telephone Research, Fact checking, Statistics and Other Forms of Data, print & Internet Research), outcome of Research.

Unit – III

Importance of Narration, Narration point of view, When is Narration written, who writes the narration, Writing to Picture, General guidelines for Narration

Unit – IV

Shooting with the Story in Mind , shooting with the editing in mind , creating Visuals , Tone & Style , Interview ,Different type of interview , Shooting Techniques for Interviews , Different Type of mic's , Audio Recording System for Interview .

Unit – V

Element of structure(Shot , Scene , Sequence , Act , Inciting , Point of Attack , Back story) , Three Act Structure (Act 1 , Act 2 , Act 3) , Outlines , Treatments & Scripts.

Reference:

- Kathy Chaters, **The Television Researchers Guide**, BBC Television Training, London 1992
- Richard Gates, **Production Management for film & Video**, Focal Press, London 1992
- Sheila Curran Bernand, **Documentary Story Telling for film and video makers**, Focal Press.
- William Charles, **Screen Writing in Narrative Film & Television**, Hastings House, 1980

Magazine Production

Practical Credits 4 Hours 6

Major

This paper gives an insight into the how bring out a magazine. The students will be divided into groups to bring out a magazine. The study illustrates the potential of specialized periodicals.

Unit I

Magazine journalism, journalistic potentials of magazines, growth of the magazine, trends towards specialization, types of magazine, types of articles in magazine

Unit II

Writing for magazine, steps in writing for the magazine, freelance writer, the role of the editor in magazine, design and lay out the future of magazine

At the end of the semester the students are required to bring out a magazine of 30 pages.

Media Research

Practical Credits 5 Hours 6
Major

The paper tries to provide an insight into general research methodology. It provides a broad scope for learning the basics of research tools, which will enable the students to understand the fundamentals of media research. The student should do a research thesis on any topic of their choice at the end of the course.

Unit I

Elements of Research – Qualitative and Quantitative research, Independent and dependent variables, Hypothesis, Reliability and Validity

Unit II

Population and Sampling, Probability and Non-probability Sampling, Sample Size, Sampling error, Levels of Measurement, Measurement scales,

Unit III

Qualitative Research approaches – Field Observations, Focus Groups, Intensive Interviews and Case studies, Content Analysis.

Unit IV

Quantitative Research - Survey Research, and Experimental Research,

Unit V

Research in Print Media, Electronic Media, Public Relations, Advertising, Internet, Film and Media Effects

Reference:

- Wimmer, Roger D and Dommick, Joseph R, 2003. **Media Research**. Wadworth
- Earl Babbie, **The Practice of Social Research**
- Rebecca B Rubin, Alan M Rubin and Linda J Piele. **Communication Research: Strategies and Sources**
- Stanely Baran and Dennis Davis, **Mass Communication Theory: Foundation, Ferment and Future**