

Department of Journalism MADRAS CHRISTIAN COLLEGE		
SUBJECT TYPE	SUB.CODE	SUBJECT NAME
Allied Course	144JV2A03	Social and Economic Issues in India
Allied Course	144JV3A03	Indian Polity and Constitution of India
Major Course	084JV1M02	History of Press and Broadcasting in India
Major Course	144JV1M02	Reporting for Media
Major Course	084JV2M02	Editing and News Presentation
Major Course	144JV3M01	Printing and Publication
Major Course	144JV4M01	Public Relations and Advertising
Major Course	144JV4M02	Press Laws, Media Ethics and Human Rights
Major Course	144JV5M01	Media Management
Major Course	144JV5M03	Development Journalism
Major Course	144JV5M04	Theories of Communication
Major Course	144JV5M05	Practicals Journalism for New Media
Major Course	144JV6M01	Media and Culture and Travel Journalism
Practicals	144JV1A01	Practicals Graphic Designing
Practicals	144JV2M02	Practicals Photography
Practicals	144JV3M02	Practicals Newspaper Production
Practicals	144JV4A03	Practicals Photo Journalism (Optional)
Practicals	144JV4A04	Practicals Radio Journalism (Optional)
Practicals	144JV5M02	Practicals Media Research
Practicals	144JV6M02	Practicals Magazine Journalism (Optional)
Practicals	144JV6M04	Internship
Practicals	144JV6M03	Practicals Visual Journalism (Optional)
General Course	084UC1G06	Basic Journalism & Writing Skills for the Media
Elective Interdisciplinary	084UC3I08	Public Relations
Elective General	094UC5L05	Aesthetics and Film Appreciation

COURSE CURRICULUM

[2014-2017]

[DEPARTMENT OF JOURNALISM]



**SELF FINANCED STREAM
MADRAS CHRISTIAN COLLEGE
EAST TAMBARAM
CHENNAI - 600059**

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INTRODUCTION

B A JOURNALISM

Although Journalism education made its beginning in the undivided India, around early 1940s, the subject has traveled its long journey facing innumerable trials and tribulations. Though partition was a setback to its progress, but it soon commenced its onward march along with the rapid expansion of the industry in India. Several newspapers and magazines have come into being. Also, electronic media – Television and radio have surged forward.

The Department of Journalism was established in 2005. The course emphasizes on the fundamental principles of journalism like print and electronic media. The students are provided theoretical and practical inputs in print and visual medium in order to meet the industrial requirements.

The course provides specialization in field of printing technology, photography, print and electronic (Television and Radio) media, web designing and digital software designing (QuarkXPress, Photoshop, page maker), web journalism and film journalism. The course contains a combination of theory and practical papers.

Qualified staffs, consistent interaction with professionals from the industry, a fully equipped library are highlights of this course.

Minutes of the Board of Studies

The following members were present in the Board of Studies of B A Journalism held on
March 15, 2014 at the Department of Journalism, Madras Christian College at 10 a.m.

SNo.	Names		Designation	Signature
1	Mrs. Rachel Jacob	Chairman	Assistant Professor and Head i/c	
2	Mr. A K Abinesh	Internal Member	Assistant Professor	
3	Mr. Arun Bose	Internal Member	Assistant Professor	
4	Mr. Anand Thomas Matthew	Internal Member	Assistant Professor	
4	Dr. P Uma Maheswari	University Nominee	Assistant Professor, Department of Media Sciences, Anna University	
5	Mr. Watson Solomon	Subject Expert	Communication Consultant and Freelance Journalist	
6	Mr. Praveen Emmanuel	Subject Expert	Media Director, Kids for Kingdom, Inc.	
7	Ms. Supraja P	II B A Journalism	Student	
8	Ms. Aryalakshmi	II BA Journalism	Student	
9	Mr. Mashooq Backer	III BA Journalism	Student	
10	Mr. Abu Cherian	III BA Journalism	Student	
11	Mr. Pankaj Menon	Alumnus	Reporter, News Today	

The Board of Studies of B A Journalism was held on **March 15, 2014 at the Department of Journalism, Madras Christian College at 10 a.m.**

Leave of Absence:

- 1 Anand Thomas Matthew

The members of the board gave suggestions on the proposed curriculum and Syllabi with effect from 2014-2015. The department has incorporated the changes as advised by the board members.

The suggestions were:

1. To change the title of *News Writing and Reporting* to *Reporting for Media*.
2. To change the title of *Computer Training* to *Graphic Designing*
3. To change the title of *Web Journalism* to *Journalism for New Media*.
4. To increase the credits for specialized subjects
5. To increase the internship period from one month to two months in VI Semester (in various media organisation).

For the benefit of the students and to offer ample training in each field, the following changes were carried out and approved by the Board of Studies. We have carried out the changes to ensure the availability of the equipment and the media lab.

Given below are the titles of papers shifted and offered and placed in the respective semesters

6. *Photography* from III semester was shifted to II Semester
7. *Social and Economic Issues in India* from III semester was shifted to II Semester
8. *Printing and Publication* from II semester was shifted to III Semester
9. *Public Relations and Advertising* from V semester was shifted to IV Semester
10. *Press Laws, Media Ethics and Human Rights* from V semester was shifted to IV Semester
11. *Theories of Communication* from IV semester was shifted to V Semester.
12. *Media Management* from VI semester was shifted to V Semester
13. *Media Research* from VI semester was shifted to V Semester
14. *Cultural Heritage of India and Travel Journalism* offered in the V Semester and *Globalisation, Media and Culture* offered in the VI Semester was combined and offered as *Media, Culture and Travel Journalism* in VI Semester.
15. *Current Affairs in the Context of History* offered in the II Semester and *Political System and Constitution of India* offered in the IV Semester was combined and offered as *Indian Polity and Constitution of India*, this is offered in the III Semester.
16. *Aesthetics and Film Appreciation* was updated.

Given below is the new paper introduced and approved by the board of studies:

1. Visual Journalism

Other changes approved by the board of studies:

- To increase the credits for specialized subjects offered by the Department.

The Board has given the permission to the Department of Journalism to increase or decrease the credits, if required.

SYLLABUS

Semester I

Major – Reporting for Media (Written)

Major – History of Press and Broadcasting in India (Written)

Allied – Graphics Designing (Practical)

General Course – Basic Journalism and Writing for Media (Written)

Semester II

Major - Editing and News Presentation (Written)

Major – Photography (Practical)

Allied – Social and Economic Issues in India (deprivation Reporting (Written)

General Course – Basic Journalism and Writing for media (Written)

Semester III

Major – Newspaper Production (Practical)

Major – Printing and Publication (Written)

Allied – Indian Polity and Constitution of India (Written)

Inter-Disciplinary Course – Public Relations (Written)

Semester IV

Major – Public Relations and Advertising (Written)

Major– Press Laws, Media Ethics and Human Rights (Written)

Allied – Photo Journalism (Practical) **or** Radio Journalism (Practical)

Inter-Disciplinary Course – Public Relations (Written)

Semester V

Major – Media Management (Written)

Major – Media Research (Practical and Viva-voce)

Major – Development Journalism (Written)

Major – Theories of Communication (Written)

General Elective – Aesthetics and Film Appreciation (Written)

Computer Training: Journalism for New Media (Practical)

Semester VI

Major – Internship (Practical)

Major – Visual Journalism (Practical) **(Or)** Magazine Production (Practical)

Major – Media and Culture and Travel Journalism (Written)

B A JOURNALISM CURRICULUM 2014-15

SEMESTER I

	CREDITS	HOURS	CA	SE	TYPE
English	3	4			Written
Language	3	4			Written
Value Education	1	2			Written
Major: Reporting for Media	5	5	50	50	Written
Major: History of Press and Broadcasting in India	4	5	50	50	Written
Allied: Graphic Designing	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: Editing and News presentation	5	5	50	50	Written
Major: Photography	8	5	50	50	Practical
Allied: Social and Economic Issues in India	4	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	8	5	50	50	Practical and Viva-voce
Major: Printing and Publication	4	5	50	50	Written
Allied: Indian Polity and Constitution of India	4	6	50	50	Written
Inter-Disciplinary: Public Relations*	3	4	50	50	Written

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

SEMESTER IV

English	3	4			Written
Language	3	4			Written
Personality Development	2	2			Written
Environmental Studies	3	4			Written
Major: Public Relations and Advertising	5	5	50	50	Written
Major: Press Laws, Media Ethics and Human Rights	4	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: Media Management	4	6	50	50	Written
Major: Media Research	4	6	50	50	Practical and Viva-voce
Major: Development Journalism	4	6	50	50	Written
Major: Theories of Communication	4	6	50	50	Written
Computer Training: Journalism for New Media	3	2	50	50	Practical
General Elective: Aesthetics and Film Appreciation	3	4	50	50	Written

SEMESTER VI

Major: Internship	6		50	50	Viva-voce
Major: Media and Culture and Travel Journalism	4	6	50	50	Written
Major: Magazine Production (Or) Visual Journalism	8	10	50	50	Practical and Viva-voce
Service Learning Programmes					
PART V: Department Activities	1				

KEY:

CA – Continuous Assessment

SE – Semester Examination

Major – 15
Allied – 5

The total number of credits is 140 credits.

REPORTING FOR MEDIA

Written

Credits 5

Hours 5

Major

The paper tries to provide an insight into the basis of journalism – news and writing for media. It provides a broad scope for learning professional reporting. Thus, enabling the students to understand the fundamentals of journalism.

Unit I

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

Unit II

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, city life, speeches, accidents, disaster, court, election, riots, war, conflicts, press conferences, news releases
Interviewing – kinds, purpose and technique, features and special interest stories, Developmental Journalism (villages and reporting development process in the nearby areas),

Unit IV

Interpretative reporting purpose and technique, Investigative reporting – purpose, source, style, techniques and Columns, Narrative Journalism,

Unit V

Specialized reporting/Journalism: Science, Sports, Economics, Politics, Health, Business, Education, Ecology, Non-governmental organization, Proceeding of a legislation and municipal corporation

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

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.

Project: Students will need to visit any village for development journalism reporting.

Reference

1. Breen, M, 1998. **Journalism, Theory and Practice.** MacLearcy Press.
2. Gans, H, 1980. **Deciding what's news.** Vintage.
3. Kamath, M V. **Professional Journalism.**
4. Keble, Richard, 1994. **The Newspaper Handbook.** Second edition.
5. Mencher, M, 1991. **News Reporting and Writing**
6. Moyes, Norman B and White, David Manning, 1974. **Journalism in Mass Media.**
7. Srivastava, K M. **Editing and Reporting.**
8. The Algebra of Infinite Justice. **Arundhati Roy**

HISTORY OF PRESS AND BROADCASTING IN INDIA

Written

Credits 4

Hours 5

Major

This paper gives an insight into the history of Indian press. It also gives an idea of evolution of Indian press in the context of Indian freedom struggle. The history of various newspapers and 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,

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

Project: A study on the daily newspaper or vernacular journalism.

Reference

1. P C Chatterjee, 1987. **Broadcasting in India**. New Delhi
2. ParthasarathyRangaswami, **History of Indian Journalism**. New Delhi: Sterling Publication
3. Singha, Aarvind and Roger, Everett, **India's Communication and Revolution - from bullock carts to cyber marks**. Sage Publications.

GRAPHIC DESIGNING

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 advertisements et al.

Unit I

Basics of Drawing, Principles of Design, Colour Theory, Typography,

Unit II

Adobe Illustrator – vector drawing, layout designing, layers, tools, et al.

Unit III

Adobe Photoshop – Photo editing, poster/leaflet design, layers, transparency, tools, special effects

Unit V

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

Reference

1. Singhai, Rahul, **Computer Application for Journalism**
2. Mehta, Subhas, **Computer and Communication**
3. 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 of 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

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

EDITING AND NEWS PRESENTATION

Written

Credits 5

Hours 5

Major

The paper imparts the nuances 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 and their command over the English language.

Unit I

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

Unit II

Role, qualities and functions of the editor, sub-editor, lead, body and paragraphing, proof reading, 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.
Writing for Language Journalism

Unit 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.

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.

Project: As part of the curriculum the students are supposed to bring out a magazine – The Muse and Unseen Shades, which covers creative writing and development stories. The students are also required to do an audio/visual news capsule. This would be part of second and third Continuous Assessment.

Reference

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

PHOTOGRAPHY

Practical

Credits 8

Hours 5

Major

To help the students understand the basic principles of photography and the process of capturing images.

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, 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., Manipulation of Colour and Light, Black and white, processing and printing

Unit - IV

Basics of photojournalism, Photo-features, Photo-essays, Writing captions, Visual storytelling,

Unit - V

Photography for advertising-Consumer and industrial, Planning a shoot-studio, Location, Set props and Casting

Practical – Basic Photography

1. Photography record should contain **10 black and white**.
2. Each exercise should include all the necessary details (**aperture, exposure time, lens type, ISO, etc.**).
3. 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. Environment Exposure
5. Silhouette
6. Freezing movement
7. Panorama
8. Montage
9. Indoor photography
10. Industrial photography

Reference

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

SOCIAL AND ECONOMIC ISSUES IN INDIA

Written

Credits 4

Hours 6

Allied

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

Unit I

Basic concepts of Sociology, Indian society, culture and social change, Society and social system in India (Industrialization, Globalization, Modernization and Secularization), approaches to study a society, social process and socialization, relationship between customs, Social change and Development, Social Stratification, India as a pluralistic society,

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, Sanskritization,

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, Social Movements, Media and Social movements in contemporary India

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

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

Project: Deprivation Reporting. The students are required to visit any village, based on which they are required to bring out magazine/ newspaper on deprivation reporting.

Reference

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

BASIC JOURNALISM AND WRITING SKILLS FOR MEDIA (GC)

Written

Credits 2

Hours 4

General Course

The paper offers basic understanding of the profession of 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

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

NEWSPAPER PRODUCTION

Practical

Credits 8

Hours 5

Major

This paper gives an insight into the how to bring out a journal with the help of latest page making software. Newspaper production is a practical application of what the student learns in reporting and editing.

Unit I

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

Unit II

Elements of a newspaper designing, Typography, color and illustrations, Adobe In-design

At the end of the semester the students are required to bring out an 8-page newspaper individually.

PRINTING AND PUBLICATION

Written

Credits 4

Hours 5

Major

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

Unit - I

History of Printing, Technological development of Printing Processes, Printing process in Design Decisions, Principles of printing (Relief, Planography etc)

Unit - II

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

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

INDIAN POLITY AND CONSTITUTION OF INDIA

Written

Credits 4

Hours 6

Allied

To sensitize the students the importance of history in the affairs of today. 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

History of Modern India, Indian Independence, Partition, India's National movement and Constitutional Development India and its neighboring countries – diplomacy, conflict and relations, Historical overview of India's involvement in international issues, Non Alignment Movement, Gandhian movement, India's foreign policy,

Unit – II

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

Unit III

Origin of the State, Force, Divine, paternal and maternal, Social Contract, State and Nation and Elements of the State, Liberalism, Socialism, Communism, Dictatorship and Welfare State,

Unit IV

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

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

Project: Students as a team of two are required to analyze the electoral process of any State.

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.

1. **Social Change in India** by V Kuppuswamy
2. **A History of South-East Asia** by D G E Hall
3. **An Introduction to International Relations** by T A Raynolds
4. **Mastering Modern World History** by Norman Lowe
5. **India's Struggle for Independence** by Bipan Chandra
6. **A survey of China in Modern Science** by A K Singh
7. Frontline – May 23, 2008 Issue Volnumber 25.
8. Basu, Durga Das. **Shorter Constitution of India**. Prentice-Hall India.
9. Pylee, M V. **Constitution of India**. New Delhi: Vikas Publishers.
10. Saxena, Ambrish. **Right to Information and Freedom of Press**.
11. Tansey D, Stephen. **Politics – The Basics**
12. Bagchi C P. **Indian Politics since Independence**.
13. Ramachandra Guha. **India after Gandhi: The History of the World's Largest Democracy**

PUBLIC RELATIONS (ID)

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:

1. Jethwaney N, Jaishri. **Public Relations**.
2. Kumar, Keval J, 2003. **Mass Communication in India**. Mumbai: Jaico Publication.

PUBLIC RELATIONS AND ADVERTISING

Written

Credits 5

Hours 5

Major

This paper will enable the students to acquire a working knowledge of a wide range of tools and techniques of public relations and advertising. Apart from classroom seminars and discussions, the students are required to organize a campaign on any relevant social issues.

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 kit and in house journals., media pitching, media tracking

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, and different kinds of appeals.

Reference

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

PRESS LAWS, MEDIA ETHICS AND HUMAN RIGHTS

Written

Credits 4

Hours 5

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, Constitutional Foundations, Working Journalists and Other Newspaper Employees Act 1955, Press council Regulation 1979, Contempt of Court/House, Cinematograph Act – certification and rules, Censorship, 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, Right to Information,

Unit III

Ethics: Basic components of Ethics – truth, objectivity, credibility, accountability, justice and fairness, bias, plagiarism, Right to 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 photojournalism,

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

Project: The students are required to visit or analyses on any major violation of Press ethics/laws or on human rights issues or do an RTI based for a news story.

Reference

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

PHOTO JOURNALISM

Written

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, Photographer's rights over their pictures, History of Photojournalism,

Unit - II

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

Unit - III

Principles of Photographic Composition (Simplicity, Point of Interest, Compositional Lines, Balance, Form, Rhythm or Pattern, Tone, Depth Perception, Action), Picture Stories, Photo Essay

Unit - IV

Introduction to Digital Photography, Overview of Digital Imaging, Creating Digital Images, Digital Image Structure (Low resolution camera, 35mm - based digital camera, Digital camera backs)

Unit - V

Image editing, Image editing software, Cropping the image, color & tone correction, Sharpness, Special effect, Superimposition

SOFTWARE: Lightroom, adobe photoshop

Practical –Photojournalism

Photography record should contain at least **7 Topics**. 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)

Project

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

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

RADIO JOURNALISM

Written

Credits 5

Hours 6

Allied

To help the students to understand the functioning of Radio and to help them to produce programmes for radio stations.

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). **Radio Balled:** Programmes in song format

Unit - V

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

Practical – Radio Production

Project

Students should write original scripts for different program and should be submitted as separate Record –written and audio

1. Research and visit to radio stations
2. Radio Jingles (10 sec)
3. Radio Drama (5 Min)
4. Radio Interview (5 Min)
5. Radio News (3 Min)
6. Radio Documentary (10 mins)
7. Two PSA and Two Commercial Advertisements (30 secs each)
8. Announcements (30 secs)
9. Radio Balled (10 Mins)
10. Special programmes

Each student should do individual projects containing the scripts and the audio production.

Final practical examination will test students on their ability to prepare a complete script and evaluate their programmes.

Reference

1. Hausman, Carl; Benoit, Philip and O' Donnell, Lewis: **Modern Radio Production- Production, Programming and Performance**. Wadsworth. Thompson Learning, 2000.
2. Mcleish, Robert; **Radio Production-A Manual for Broadcasters**. Wadsworth. Thompson earning, 1994.
3. Hausman, Carl; Benoit, Philip and O' Donnell, Lewis: **Announcing: Broadcast communication Today**. Wadsworth. Thompson earning, 2001.

PUBLIC RELATIONS (ID)

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:

1. Jethwaney N, Jaishri. **Public Relations.**

MEDIA MANAGEMENT

Written

Credits 4

Hours 6

Major

This paper 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

1. Albarran, Alan B, 2007. **Management of Electronic Media.** Thomson and Wadworth.
2. ArdythBroadrickSohn, 1998. **Media Management.**
3. Redmond, James and Trager, Robert Trager, 2004.**Media Organisation Management.** Pashupati Printer
4. Kohli, Vanitha. **The Indian media business.**

MEDIA RESEARCH

Practical

Credits 4

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 on any topic of their choice at the end of the paper.

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, 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

Project: A working paper on any topic of their choice in field of Print Media, Electronic Media, Public Relations, Advertising, Internet, Film and Effects of Media, should be submitted.

Reference

1. Wimmer, Roger D and Domnick, Joseph R, 2003. **Media Research. Wadworth**
2. Earl Babbie, **The Practice of Social Research**
3. Rebecca B Rubin, Alan M Rubin and Linda J Piele. **Communication Research: Strategies and Sources**
4. StanelyBaran and Dennis Davis, **Mass Communication Theory: Foundation, Ferment and Future**

DEVELOPMENT JOURNALISM

Written

Credits 4

Hours 6

Major

This paper gives an insight into the how important is development 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, White Revolution, Green Revolution. Bihar's development Model, Kerala Development Model

Unit V

Information and Communication Technology in Development, application of information technology for rural development, Social Norm: NGO and policy analysis for development purpose

Project: The students are supposed to visit any rural areas/villages do some development activity for their betterment

Reference

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

THEORIES OF COMMUNICATION

Written

Credits 4

Hours 6

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

A working paper on Media Effects

Reference

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

JOURNALISM FOR NEW MEDIA

Written

Credits 3

Hours 2

Computer Training

This paper 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, 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 – index – navigation - links – adding headings and paragraphs – page layout, images, and adding links to other pages

Unit III

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

Unit IV

Reporting and writing for the web, Content writing and SEO, online story telling - linear versus non-linear content editing news content for the web – Syndicating news stories from other sites – providing links from other sources – online news agencies – ethical principles – copyrights

Unit V

Analyze news web sites: Washington Post, Los Angeles Times, Hindustan Times, Times of India, The Hindu, Rediff, Sify, Yahoo India etc.

Project: Create a online news website and also creating news portals in Social Networking sites

Reference

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

AESTHETICS AND FILM APPRECIATION (GE)

Written

Credits 3

Hours 4

General Elective

To help the students understand the art and aesthetics of Cinema.

Unit I

What is Art? Art and aesthetics, Introduction to cinema as an art form.

Unit II

History of world cinema, Early experiments in cinema. Newsreels, Silent Film Era, Narrative Cinema, Fiction and Non-fiction, Transformation to Talkies, Invention of 3D, Invention of Wide Screens, Introduction to Genres of Cinema

Unit III

Film movements in the history, Classical Hollywood Studio Cinema, French Impressionism, German Expressionism, Surrealism, Soviet Montage, Italian Neo-realism, French New Wave, Alternative Cinema, New Queer Cinema,

Unit IV

Stages of filmmaking – Pre-production, Production and Post-production, Key roles involved. Reviewing a film based on the theme, treatment and technology.

Unit V

History of Indian Cinema, Bollywood and regional cinema, Major characteristics of Indian Popular Cinema, Art Cinema from India.

References

1. Gokulsing Moti and Disanyake Vimal – **Indian Cinema**. Orient Longman (1998)
2. Hayward Susan – **Key Concepts in Cinema Studies**. 11th edition – Foundation Books
3. Monaco James – **How to read a film**. 3rd Edition (2000)

INTERNSHIP

Practical Credits 6

Major

*Students are required to undergo 2 MONTHS of training in any news organization of their choice, either print or electronic media – TV and radio or online or PR or advertising agency from the beginning of **the VI Semester (November) to end of January.***

This experience will enable the students to sharpen their reporting, writing, editing, and communication skills.

An internship report is to be submitted at the end of the two months training, which will outline the students' activities at the organization.

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

MEDIA, CULTURE AND TRAVEL JOURNALISM

Written

Credits 4

Hours 6

Major

This paper tries to deal with the effects of globalization on media and culture. They will also learn the nuances of Travel journalism.

Unit I

Global culture and consumerism, historical perspectives on globalization, global culture and post modernism Global brands and branding, tourism, global fundamentalism, culture as an interactive changing process, advertising and consumer culture, media and image-making

Unit II

Culture and Communication, Popular culture, culture and hegemony, media and political power, propaganda campaigns and mass media Cinema and Culture, Television and Entertainment culture, culture and sociological analysis, politics and pseudo-events

Unit III

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

Unit IV

Cultural heritage of India, Aryan and Dravidian Culture, Classic literary works of India, Art forms of India, Folk and Dance forms of India. Rock art in India, Religious and cultural centres of India, Iconography – Buddhist, Jain and Hindu art forms and sculptures, Mogul Art forms.

Unit V

Travel narratives of Marcopolo, Huientsang, Ibn-Battuta, Al-Beruni, V.S. Naipaul, and William Darlymple. 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) Creative travel writing – Techniques to travel writing, Collecting information, Style of factual and creative writing. Photography for travel magazines, Tourism and globalization

Project: The students are required to visit any cultural and heritage sites to understand and comprehend the concept of travel journalism for a maximum period of one week. Based on their visit, the students are supposed to organize an event or bring out a publication – a magazine related to travel.

Reference

1. Said, Edward, **Orientalism**. London: Penguin Books
2. Dissanayake, Wimal. **Communication Theory: The Asian Perspective**. AMIC
3. Ziauddin, Sardar, **Orientalism**. New Delhi: Viva Books.
4. Albrow, M, **The Global Age**. Cambridge: Polity press
5. Boorstin, Daniel, **Hidden History**. New York: Vintage Books.
6. Outlook Traveller, India Today Plus, Air Magazines (jet Airways, Swagat)
7. **Travels of Marcopolo: Works of V.S. Naipaul**: William Darlymple.
8. Peter Holme – **The Cambridge Companion to Travel Writing**
9. Kaul H.H. **Travelers India** - OUP -1997
10. Cason, Lionel, George Allen **Travel in the Ancient World**
11. Dodel, Philip – **The Art of Travel: Essays on Travel Writing** (Ed) London: Fran Cars 1984
12. Basha, A.L. **The Wonder that was India**
13. Gupta, S.P. **Elements of Indian Art**
14. **Books of Pico Iyer**
15. **Smoke and Mirrors An Experience of China** By Pallavi Aiyar

VISUAL JOURNALISM

Practical

Credits 8

Hours 6

Major

To provide the students overall creative and technical skills for producing news story for television

Unit - I

Reading the visuals, communication and the visual images as signs, visual narratives, plot, time and context

Unit - II

Principles of script writing, Creative writing, Script format, Planning of Story, Story Board, Discussions, Dialogue writing, Selection of Cast, Costumes, Location, Set Design, Research. Locations: Indoor and outdoor sets, Blue matte. Etc.,

Unit - III

Camera techniques and operation, Types of camera, Video formats (VHS, SVHS, U-MATIC, BETA, DIGITAL), Framing, Shots and Movements, Usage of various types of Camera Lenses, Usages of Various Filters, Types of lighting, Production standards NTSC, PAL, Secam, etc. Television Crew: an overview of Direction, Art direction, Floor Management- Indoor and Outdoor, Production Management, Budget Preparation

Unit - IV

Video recording format - Audio on line or off line, Usage of various kinds of microphones, Audio recording (mono, stereo, surround sound, etc.)

Unit- V

The language of editing, Editing procedure, Assembling shots, Symbolic editing and editing errors, Voice-over or narration, music and dubbing, Video Editing - linear, non-linear, types of editing modes, (Assemble mode, insert mode, on line mode), Audio - Dubbing, Back ground Music, Synchronizing of video and audio, voice. Presentation skills, Recording live programmes

Practical – Visual Journalism

Project

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

1. **Interviews** (On Social Issue) (5 Min)
2. **News Capsule** (3 Min)
3. **News Story** (Complete detail reporting on any event. Example: AIDS, Female Infanticide, etc,) (5 Min)
4. **Covering any Function** (Political, Social Function, Sports Event, etc,) (5Min)
 - a) Each student should do individual projects containing the record and the program.
 - b) Final practical examination will test students on their ability to prepare a complete script.

Reference

1. Millerson, G. H (1993) **Effective W. Production**. Focal Press
2. Holland, P (1998). **The Television Handbook**. Routledge
3. Zettl, **Television Production handbook**, 8th edition,
4. Gorham Kindem, Robert B. Musburger, **Introduction to Media Production**, 3rd Edition
5. Gross, L.S (1996). **A guide to commercial Radio Journalism**. Focal Press
6. Hillard, P (1991), **Writing for TV & Radio**. Wadsworth
7. Tony Schrirator and Jenivebb.2004, **Understanding the visual**. Sage Publication.

MAGAZINE PRODUCTION

Practical

Credits 4

Hours 6

Major

This paper gives an insight into magazine production and also 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 theme based magazine of about 40 pages.