

CHHATRAPATI SHIVAJI MAHARAJ UNIVERSITY
NAVI MUMBAI

**BACHELOR OF ARTS
(JOURNALISM & MASS
COMMUNICATION)**

Under

Choice Based Credit System

BA (J&MC)

Semester Wise Structure

Course Structure for BAJMC

FIRST SEMESTER

| Course Type | Course Code | Course Title | Hrs/Week | | | TH Marks | | PR Marks | | Total Marks | Credit |
|--------------|-------------|--------------------------------------|-----------|----------|----------|------------|------------|-----------|-----------|-------------|-----------|
| | | | L | T | P | IA | ESE | IA | ES E | | |
| CC1 | JMCB 1010 | Introduction to Journalism | 4 | 0 | - | 30 | 70 | - | - | 100 | 4 |
| CC2 | JMCB 1020 | Introduction to Communication | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| AECC-I | ENGG 1000 | English Communication | 3 | 1 | - | 30 | 70 | - | - | 100 | 2 |
| GE-1 | * | Generic Elective-1 | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| CC1 | JMCB 1011 | Introduction to Journalism practical | - | - | 4 | - | - | 20 | 30 | 50 | 2 |
| TOTAL | | | 17 | 3 | 4 | 120 | 280 | 20 | 30 | 450 | 20 |

SECOND SEMESTER

| Course Type | Course Code | Course Title | Hrs/Week | | | TH Marks | | PR Marks | | Total Marks | Credit |
|--------------|-------------|---|-----------|----------|----------|------------|------------|-----------|-----------|-------------|-----------|
| | | | L | T | P | IA | ESE | IA | ES E | | |
| CC3 | JMCB 2010 | Reporting and Editing for Print | 4 | 0 | - | 30 | 70 | - | - | 100 | 4 |
| CC4 | JMCB 2020 | History of media | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| AECC-II | EVSG 2000 | Environmental Studies | 3 | 1 | - | 30 | 70 | - | - | 100 | 2 |
| GE-2 | * | Generic Elective-2 | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| CC3 | JMCB 2011 | Reporting and Editing for Print practical | - | - | 4 | - | - | 20 | 30 | 50 | 2 |
| TOTAL | | | 17 | 4 | 2 | 120 | 280 | 20 | 30 | 450 | 20 |

THIRD SEMESTER

| Course Type | | Course Title | Hrs/Week | | | TH Marks | | PR Marks | | Total Marks | Credit |
|--------------|-----------|---|-----------|----------|----------|------------|------------|-----------|-----------|-------------|-----------|
| | | | L | T | P | IA | ESE | IA | ES E | | |
| CC5 | JMCB 3010 | Introduction to Broadcast Media | 4 | 0 | - | 30 | 70 | - | - | 100 | 4 |
| CC6 | JMCB 3020 | Media Ethics and the Law | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| CC7 | JMCB 3030 | Advertising and Public Relations | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| SEC-I | JMCB 3210 | Radio Production | 3 | 1 | - | 30 | 70 | - | - | 100 | 2 |
| GE-3 | JMCB 3110 | Generic Elective-3 | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| CC5 | JMCB 3011 | Introduction to Broadcast Media practical | - | - | 4 | - | - | 15 | 35 | 50 | 2 |
| TOTAL | | | 22 | 4 | 4 | 150 | 350 | 20 | 30 | 550 | 26 |

FOURTH SEMESTER

| Course Type | Course Code | Course Title | Hrs/Week | | | TH Marks | | PR Marks | | Total Marks | Credit |
|--------------|-------------|---------------------------|-----------|----------|----------|------------|------------|-----------|-----------|-------------|-----------|
| | | | L | T | P | IA | ES E | IA | ES E | | |
| CC8 | JMCB 4010 | Photography | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| CC9 | JMCB 4020 | Development Communication | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| CC10 | JMCB 4030 | Social media | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| SEC-II | JMCB 4210 | Documentary Production | 3 | 1 | - | 30 | 70 | - | - | 100 | 2 |
| GE-4 | * | Generic Elective-4 | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| CC8 | JMCB 4011 | Photography practical | - | - | 4 | - | - | 20 | 30 | 50 | 2 |
| TOTAL | | | 23 | 5 | 4 | 150 | 350 | 20 | 30 | 550 | 28 |

FIFTH SEMESTER

| Course Type | Course Code | Course Title | Hrs/Week | | | TH Marks | | PR Marks | | Total Marks | Credit |
|--------------|-------------|------------------------------------|-----------|----------|----------|------------|------------|-----------|-----------|-------------|-----------|
| | | | L | T | P | IA | ES E | IA | ES E | | |
| CC11 | JMCB 5010 | Advanced Broadcast Media | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| CC12 | JMCB 5020 | Media and Cultural Studies | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| DSE-I | * | Discipline Specific Elective-I | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| DES-II | * | Discipline Specific Elective-II | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| CC11 | JMCB 5021 | Advanced Broadcast Media practical | - | - | 2 | - | - | 20 | 30 | 50 | 2 |
| TOTAL | | | 20 | 4 | 2 | 120 | 280 | 20 | 30 | 450 | 26 |

SIXTH SEMESTER

| Course Type | Course Code | Course Title | Hrs/Week | | | TH Marks | | PR Marks | | Total Marks | Credit |
|--------------|-------------|------------------------------------|-----------|----------|----------|------------|------------|-----------|-----------|-------------|-----------|
| | | | L | T | P | IA | ES E | IA | ES E | | |
| CC13 | JMCB 6010 | Advanced New Media | 4 | 1 | - | 30 | 70 | - | - | 100 | 5 |
| CC14 | JMCB 6020 | Communication Research and Methods | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| DSE-III | * | Discipline Specific Elective-III | 5 | 1 | - | 30 | 70 | - | - | 100 | 6 |
| CC15 | JMCB 6030 | Dissertation | 3 | - | 6 | 30 | 70 | - | - | 100 | 6 |
| CC13 | JMCB 6010 | Advanced New Media practical | - | - | 2 | - | - | 20 | 30 | 50 | 1 |
| TOTAL | | | 17 | 4 | 8 | 120 | 280 | 20 | 30 | 400 | 24 |

| Sr. No. | Discipline Specific Semester | Course Code | Course Name |
|---------|------------------------------|-------------|--------------------------------|
| 1 | V | JMCB5310 | Media Industry and Management1 |
| 2 | | JMCB5320 | Multi- media journalis m |

Discipline Specific Elective-II

| Sr. No. | Semester | Course Code | Course Name |
|---------|----------|-------------|----------------------------------|
| 1 | V | JMCB5330 | Print Journalis m And Production |
| 2 | | JMCB5340 | Introduction to Film Studies |

Discipline Specific Elective-III

| Sr. No. | Semester | Course Code | Course Name |
|---------|----------|-------------|-------------------------------|
| 1 | VI | JMCB6310 | Media Industry AndManagement2 |
| 2 | | JMCB6320 | Global Media And Politics |
| 3 | | JMCB6330 | Folk Media |

Generic Electives

Economics

| Semester | Course Code | Course Name (Generic Elective) |
|------------|-------------|--------------------------------|
| I | ECBG101 | Introductory Microeconomics |
| II | ECBG201 | Introductory Macroeconomics |
| III | ECBG301 | Indian Economy-I |
| IV | ECBG401 | Indian Economy-II |
| | | |

SEMESTER I

C1 Introduction to Journalism

Objectives of the Course:

1. To introduce students to the basics of journalism and Understanding News Ingredients
2. To inculcate the knowledge of elements of journalism.
3. To acquaint them with important aspects of Understanding the structure and construction of news.
4. To develop the knowledge of Different mediums and Role of Media in a Democracy.

Course contents:

Unit 1 - Understanding News Ingredients of news Journalism: Concept and types News: meaning, definition, nature. The news process: from the event to the reader (how news is carried from event to reader) Hard news vs. Soft news, basic components of a news story Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 2 - Different forms of print-A historical Perspective Yellow journalism Penny press, tabloid press Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula-skills to write news

Unit 3 - Understanding the structure and construction of news Organizing a news story, 5W's and 1H, Inverted pyramid Criteria for news worthiness, principles of news selection Use of archives, sources of news, use of internet

Unit 4 – Different mediums-a comparison Language and principles of writing: Basic differences between the print, electronic and online journalism Citizen journalism

Unit 5 - Role of Media in a Democracy Responsibility to Society Press and Democracy Contemporary debates and issues relating to media Ethics in journalism

Books: - Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.

- M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing, 2006.

- George Rodmann. Mass Media in a Changing World; McGraw Hill Publication, 2007.

- Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications, 2006.

- Richard Keeble. The Newspaper's Handbook; Routledge Publication, 2006

(PRACTICAL) C1 Introduction to Journalism

1-Students will prepare a profile of newspaper writings (types and style)

2-Reporting & writing news for Investigative, Cultural, Political, Seminar & civic issues

3-All the students have to Prepare 02 Reports for Debates, Discussions and Seminars held in their Institute.

4-Rewriting and Summarizing a given piece of news with headlines and suitable intro; Writing Anchor Story and Writing article 5-Visit to important media houses observing their functioning and writing reports

C2 INTRODUCTION TO COMMUNICATION

Course Objectives.

1. To develop the knowledge of basic elements of Communication.
2. To inculcate the knowledge of communication models.
3. To introduce students to the theories of Communication.
4. To acquaint students with the various types of Communication.
5. To strengthen the 5Cs of Communication.

Course Contents

Unit –1

- 1.1 Communication concept elements and process
- 1.2 Defining meaning and scope of communication
- 1.3 Types of communication
- 1.4 Barriers to communication
- 1.5 Function of communication

Unit –2

- 2.1 Models of Mass Communication
- 2.2 Aristotle's model
- 2.3 Lasswell model
- 2.4 Shanon and Weaver model
- 2.5 Osgood's model

Unit -3

- 3.1 Theories of Communication
- 3.2 Dependency Theory, cultivation theory
- 3.3 Agenda Setting Theory, Use and Gratification Theory
- 3.4 Hypodermic Needle Theory
- 3.5 Limited Effects Theory

Unit -4

- 4.1 Media Theories
- 4.2 Four theories of Press
- 4.3 Interactive Theory : One step flow
- 4.4 Two step flow (Opinion Leaders)
- 4.5 Multi step flow

Unit-5

- 5.1 Relevance of communication theories to practice- Persuasion
- 5.2 Perception

- 5.3 Diffusion of Innovations
- 5.4 Social Learning
- 5.5 Participatory Communication

Books Readings

1. Dennis, Mc quail, Mass Communication Theory, Sage Publication, New Delhi.
2. Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana ,IL: University of Illinois Press.
3. Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
4. Joshi, P.C., Communication & Nation – Building –Perspective and Policy, Publication Division, New Delhi.
5. Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
6. Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi

SEMESTER II

CC3 Reporting and Editing for Print

Course Objective

1. To Gain the knowledge on concept and components of news sources and news values.
2. To educate Reporter- role, functions and qualities
3. To study about Interviewing/Types of news leads
4. To know the working of newspaper newsroom
5. To develop the knowledge on Understanding media and news

Course contents:

UNIT 1- Covering news Reporter- role, functions and qualities General assignment reporting/ working on a beat; news agency reporting. Covering Speeches, Meetings and Press Conferences Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports

UNIT 2- Interviewing/Types of news leads Interviewing: doing the research, setting up the interview, conducting the interview News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification Articles, features, types of features and human-interest stories, leads for features, difference between articles and features.

UNIT 3 -The Newspaper newsroom Newsroom, Organizational setup of a newspaper, Editorial department Newsroom, Organizational setup of a newspaper, Editorial department Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader Opinion pieces, op. Ed page

UNIT 4 -Trends in sectional news Week-end pullouts, Supplements, Backgrounder's columns/columnists

UNIT 5- Understanding media and news Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers. Objectivity and politics of news Neutrality and bias in news

BOOKS

The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication

Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications

News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication

Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press

Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press

TheNewspaper's Handbook, Richard Keeble, Routledge Publication

Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers

News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003

Mass Communication Theory, Denis McQuail, Sage Publications

Reporting for the Print media '. (2nd ed); Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979

PRACTICAL C3 Reporting and Editing for Print

- 1) Internal Assessment May Be Based on Covering the Beats
- 2) Writing Reports / Interviewing Personalities, Celebrities Etc.
- 3) Exercises on Editing Copies, Writing Headlines, Writing Features, Structuring A Dummy Editorial Page, Writing Editorials Etc.
- 4) Discussions on Current Affairs, Tests, Debates and Tests May Be Held Regularly.

CC4 HISTORY OF MEDIA

Course Objectives

1. To acquaint students with the glorious journey of journalism.
2. To enhance understanding of the origin of the traditional print, electronic and web media.
3. To inculcate the knowledge of growth of print, electronic and cinema.
4. To acquaint learners with technological advancements in print, electronic and web media.
5. To throw light on the present status of various mass media.

Detailed Course

Unit-I

- 1.1 Origin and development of the press in India.
- 1.2 The press and freedom movement
- 1.3 Bhartendu era
- 1.4 Tilak and Gandhi era
- 1.5 Post-independence journalism

Unit-I

- 12.1 Traditional media
- 2.2 Folk dances and music
- 2.3 Folk theatre
- 2.4 Puppetry
- 2.5 Reviving traditional media

Unit-III

- 3.1 Invention of Radio and its advent as a tool of information/entertainment
- 3.2 History of Radio in India
- 3.3 Public service
- 3.4 Commercial service
- 3.5 Community service

Unit-IV

- 4.1 Evolution and development of Television
- 4.2 History of TV in India
- 4.3 SITE
- 4.4 Growth of Doordarshan and private channels,
- 4.5 Public service and commercial TV broadcasting

Unit-V

- 5.1 Evolution of Cinema
- 5.2 Introduction to major Film Genres
- 5.3 Silent Era of Indian Cinema Major Features and Personalities
- 5.4 The 'Talkies' Popular Cinema 5.5 New Wave and 'Middle' Cinema

Books

Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.

B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.

Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986

Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.

Baruah, U.L., This is All India Radio, Publication Division, New Delhi.

M. Chalpathi Rau, The Press and Journalism in India (From Asoka to Nehru), University of Mysore.

Chatterjee, P.C., Broadcasting in India, New Delhi Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi. Natarajan,

J., History of Indian Journalism, Publication Division, New Delhi. Jeffrey,

Robin, India's Newspaper Revolution, Oxford University Press, Delhi.

Singh, Chandrakant, Before the Headlines: A Handbook of Television Journalism, Macmillan India Ltd. Delhi

Singh, Devvrat, Indian Television: Content, Issues and Challenges, HarAnand Publications Delhi,

Narayan Sunetra Sen, Globalization and Television, Oxford University Press Delhi.

SEMESTER III

CC5 Introduction to Broadcast Media

Course contents:

Unit 1 - Basics of Sound

Concepts of sound- scope, sound culture Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound Sound Design-Its Meaning with examples from different forms Sound recording techniques Introduction to microphones Characteristics of Radio as a medium

Unit 2 - Basics of Visual

What is an image, electronic image, television image Digital image, Edited Image(politics of an image) What is a visual?(still to moving) Visual Culture Changing ecology of images today Characteristics of Television as a medium

Unit 3 - Writing and Editing Radio News

Elements of a Radio News Story: Gathering, Writing/Reporting. Elements of a Radio News Bulletins Working in a Radio News Room Introduction to Recording and Editing sound. (Editing news based capsule only).

Unit 4 - Writing and Editing Television News

Basics of a Camera- (Lens & accessories) Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept) Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective. Elements of a Television News Story: Gathering, Writing/Reporting. Elements of a Television News Bulletins Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

Unit 5- Broadcast News: Critical Issues and Debates

Public Service Broadcasters - AIR and DD News - Voice of India? (Analysis of News on National Broadcasters) Changing Character of Television News (24 -hrs news format, News Production cycle, News 'Lingo', News 'Formulae' ? News as Event, Performance and Construction.

Readings:

Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)

Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)

P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)

The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47-105).

Practical CC5 Introduction To Broadcast Media

News Bulletins In English And Hindi On National And Private Channels (As Teaching Material)

Programming Anchoring

Scripting

Editing

Voice Over

Documentary- The Future Of Television News

New Reading Practice

CC6 Media Laws And Ethics

Objectives of the Course:

On completion of the course students should be able to:

1. understanding basic laws relating to media
2. give an overview of recent amendments in media laws
3. develop students as responsible media person

Unit -I [Press Freedom and Law]

1. Constitution and freedom of speech and expression
2. Contempt of court
3. Official secrets act 1923
4. Right to information
5. Right to privacy

Unit-II [Media Laws]

1. Civil and criminal law of defamation
2. Indian penal Code 1860 (Section -124A,153AB, 292,293)
3. Criminal procedure Code 1973 (Section-93,95,96, 108, 144, 196,327)
4. Intellectual property rights
5. Copy Right Act 1957
6. Prasar Bharti Act 1990

7. Cable TV network regulation Act 1995
- 8 Information technology Act 2000

UNIT-III [Media Councils and Committees]

1. Press commissions
2. Media council/ Press Council
3. Working Journalist Act
4. Autonomy of public broadcasting.

Unit -IV [Media Codes and Ethics]

1. Ethics: Meaning & definition
2. Advertising Council of India
3. Parliamentary privileges: article 105, 193 and 361A of constitution
4. Guidelines for parliamentary coverage
5. AIR code for election coverage
6. Doordarshan commercial code

Books Recommended:

1. Universal Publishers Criminal Law Manual (relevant Sections of IPC)
2. Universal Publishers Law Dictionary [Constitution of India (Article 19 (1) and 19 (2) 105, 194)]
3. D DBasu Law of the Press, Wadhwa & Company, Nagpur
4. Vidisha Barua Press and Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi.
5. P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi

CC7 Advertising and Public Relations

Course contents:

Unit 1-

Introduction to Advertising Meaning and history Advertising Importance and Functions

a) Advertising as a tool of communication,

b) Role of Advertising in Marketing mix, PR

Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising Types of advertising and New trends Economic, cultural, Psychological and Social aspects of advertising Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.

Unit 2- Advertising through Print, electronic and online media

Types of Media for advertising

Advertising Objectives, Segmentation, Positioning and Targeting

Media selection, Planning, Scheduling

Marketing Strategy and Research and Branding
Advertising department vs. Agency-Structure, and Functions
Advertising Budget
Campaign Planning, Creation and Production

Unit-3 Public Relations-Concepts and practices

Introduction to Public Relations
Growth and development of PR
Importance, Role and Functions of PR
Principles and Tools of Public relations
Organization of Public relations: In house department vs consultancy.
PR in govt. and Private Sectors
Govt's Print, Electronic, Publicity, Film and Related Media Organizations

Unit 4-PR-Publics and campaigns

Research for PR Managing promotions and functions PR Campaign-planning, execution, evaluation Role of PR in Crisis management Ethical issues in PR- Apex bodies in PR- IPRA code - PRSI,PSPF and their codes.

Unit 5 – Social Media Marketing

Social Media Technologies and Management Integrated Marketing Communication Developing Social Networks Social Media Strategies, Tactics and Ethics Social Media Tools Measurement Strategies and ROI

List of Projects

1. Design an ad copy for a product
2. Script writing for electronic media (Radio jingle, TV Commercial)
- 3 Planning & Designing advertising campaigns
4. Critical evaluation of advertisements
5. Writing a press release.
6. Planning and designing PR campaign
7. Assignment on crisis management

BOOKS Readings

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

SEC 1 (Skill Enhancement Course) Semester III**Radio Production****Course contents:****Unit 1 -**

Broadcast Formats Public service advertisements* Jingles* Radio magazine* Interview Talk Show Discussion Feature Documentary

Unit 2: Broadcast Production Techniques

Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing. Personnel in Production process – Role and Responsibilities

Unit 3- Stages of Radio Production

Pre-Production – (Idea, research, RADIO script)

Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges)

Editing, Creative use of Sound Editing.

Suggested Exercise- Producing any Radio format mentioned in the Unit 1. (Duration-5 minutes).

*Only introductory in nature. These formats will be dealt with in detail in Advanced Broadcast paper.

Suggested reading list-

1. Aspinall, R. (1971) *Radio Production*, Paris: UNESCO.
2. Flemming, C. (2002) *The Radio Handbook*, London: Routledge.
3. Keith, M. (1990) *Radio Production, Art & Science*, London: Focal Press.
4. McLeish, R. (1988) *Techniques of Radio Production*, London: Focal Press.

FOURTH SEMESTER

CC8 Photography

Course contents:

UNIT I Introduction to Photography

A brief History of Photography- Camera Obscura to the daguerreotype process Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse). The photographic process (The Silver Halide Photography Process) A brief glimpse into the Dark Room Development of a Photograph Modernization of Photography and its use in Mass Media

UNIT II Understanding the mechanisms of Photography Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR) Lenses (types and their perspective/angle of view) Aperture (f-stop & T-stop) Shutters (Focal plane & Lens shutter) Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and FOCUS AND DEPTH OF FIELD

UNIT III Understanding Light and Shadow

Natural light and Artificial Light The Nature of Light- Direct Light, Soft light, Hard light, Directional Light. Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors, etc) Three Point Lighting Technique and Metering for Light Filters and Use of a Flash Unit

UNIT IV DIGITAL Photography and Editing

Sensor Sizes , Formats and Storage Introduction to Editing and Digital Manipulation Brightness, Contrast, Mid tones, Highlights, Color tones Basics of Photoshop Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)

UNIT V Photojournalism

Brief History – Global & Indian Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.) Approaches to documenting reality- (Discussion on Capa's 'The Falling Soldier', Objective Truth or Staged Representation) □ War Photojournalism

BOOKS Readings:

Camera Lucida: Reflections on Photography- Roland Barthes On Photography- Susan Sontag
The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson
Basic Photography- Michael Langford.

All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.

Practical photography by O.P. SHARMA HPB/FC (14 March 2003).

The Photographer's Guide to Light by Freeman John Collins & Brown, 2005

PRACTICAL CC8 PHOTOGRAPHY

Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography Photography On All College Activities Educational trips on photography Organize many webinar's on photography

CC9 Development Journalism

Course contents:

Unit 1 Concept of Development

The meaning of development; first world, second world and third world; models of development, major development paradigms -dominant paradigm – its rise and fall –alternative paradigm – participatory approach.

Unit 2 Development Journalism

Definitions, nature and scope, evolution of development journalism, agriculture extension. development support communication, information dissemination and education, behavior change, social marketing, social mobilization. Communication for social change, media advocacy, new age media and development journalism. participatory development journalism development journalism pre and post liberalization

Unit 3- Development stories:

Development with a human face, content, development message, development news story and features, writing headlines and captions, innovative leads.

Research and planning, Developing a strong news sense, recognizing a good story, packaging of the development story, development feature writing. Conflict of interests, mobilizing support for development.

Unit 4- Media specific development coverage:

The differences in approach between print and broad cast development journalism, packaging attractive ideas, visuals and documentation. Folk media, community radio for local development, niche newspapers and magazines. Development communication agencies and websites.

Unit 5- Issues in development:

Economic development, liberalization, privatization and globalization.

Environment and climate change, impact on agriculture and food security, energy security, environmental sustainability, mass displacements and migration

Rural Journalism Information needs in rural areas; Use of traditional media for development in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on rural problems and issues;

BOOKS Readings:

Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000

SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.

Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.

Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007.

UNDP : Human Development Report (published every year), Oxford University Press, New Delhi.

World Bank : World Development Report (published every year) Oxford University Press, New Delhi.

Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.

AmartyaSen : Development as freedom, Alfred A Knopf, New York, 1999.

DayaThussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.

D V R Murthy : Development Journalism, What Next? Kanishka Publication.

CC10 SOCIAL MEDIA

Course Objective:

In this course, the students will learn about different forms of Social Media, their characteristics, the way Social Media is impacting the information flow and reshaping the world information order. Besides this, they will be taught how interactive social platforms have brought in increased customer engagement, and led to the birth of citizen journalism.

Course Contents:

Unit 1: Social Media

What is Social Media
Differences with Traditional Media
Different Forms of Social Media
Characteristics of Social Media

Unit 2: Blogging and Microblogging

Blogs and their features
The language of blogging
How blog headlines are different from news headlines
Assignment: How media uses Twitter

Unit 3: Social Networking

Kinds of social networking sites
Characteristics
Case study: How Facebook works
Assignment: How media should use Facebook

Unit 4: Social Bookmarking

Kinds of social bookmarking sites
Characteristics of Social Bookmarking sites

Unit 5: Media sharing sites

Video sharing
Picture sharing
Audio sharing
Case study: YouTube
Assignment: How media should use YouTube

Unit 6: Citizen Journalism

What is Citizen Journalism
Tools of Citizen Journalists
Citizen Journalism in India

Books

Nancy Flynn , The Social Media Handbook, Wiley India Publication

Matthew A. Russell , Mining the Social Web: Analyzing Data from Facebook, Twitter, LinkedIn, and Other Social Media Sites, Shroff/O'Reilly

Dentsu, Social Media Handbook, Popular Prakashan Pvt Ltd

John Lovett , Social Media Metrics Secrets, Wiley India Publication

SEC 2(Skill Enhancement Course) Semester IV SEC-II Documentary Production

Course contents:

Unit 1: Understanding the Documentary

Introduction to the debate on realism Six Modes of Documentary Representation:

Participatory, Expository, Observational, Performative, Reflexive, and Poetic Ethical Debates in the Documentary Encounter Defining the Subject/Social Actor/Participant Voice in the Documentary: Problematics of 'Voice of God' Narrator & Different Posturings of the Narration, Participant, Filmmaker, & Audience Camcorder Cults Documentary

Unit 2- Documentary Production: Pre-Production

Researching the Documentary Research: Library, Archives, location, life stories, ethnography Writing a concept: telling a story Writing a Treatment, Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching Issues of Primary and Secondary Audience

Unit 3- Documentary Production: Production

Documentary Sound Documentary Cinematography – a responsive filmic encounter Location Research Technologies and Techniques Shooting Schedule, Shot Breakdown, & Call list Production Team, Meetings, Checklist Crowd Funding

Unit 4 - Documentary Production: Post-Production

Grammar of editing Transitions: Scenic Realism & Sound Effects and Visual Effects Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy Distribution and Exhibition Spaces (Traditional and Online) Festivals and International Market Box office documentaries

Suggested Practical Exercise – Making a short documentary (5-10 minutes).

Readings:

Erik Barnow and Krishnaswamy Documentary

Charles Musser —Documentary in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333

Michael Renov —The Truth about Non Fiction and —Towards a Poetics of Documentary in Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge: 1993, 1-36

Trisha Das *How to Write a Documentary*

Double Take by PSBT

DOX magazine Nichols,

FIFTH SEMESTER

C11 ADVANCED BROADCAST MEDIA

Course contents:

Unit I:- Public Service Broadcasting Public Service Model in India (Policy and laws)
Global Overview of Public Service Broadcasting Community Radio, Community Video
Participatory Communication Campus Radio

Unit II:- Private Broadcasting Private Broadcasting Model in India; Policy and Laws
Structure, Functions and Working of a Broadcast Channel Public and Private partnership in
television and Radio programming (India and Britain case studies)

Unit III: Broadcast Genres:- Why am I the 'Idiot Box'? Debates, Issues and Concerns of
Television Genre Various Evolving Contemporary Television genres: Drama, soap opera,
comedy, reality television, children's television, animation, prime time and day time.

Unit IV:- Advanced Broadcast Production I (Radio) Writing and Producing for Radio
Public Service Advertisements Jingles Radio Magazine shows

UNIT V - Advanced Broadcast Production II - (Television) Mixing Genres in Television
Production Music Video for social comment/as documentary Mixing ENG and EFP
Reconstruction in News based Programming

BOOKS Readings

A. Glen Creeber, Toby Miller and John Tulloch, *The Television Genre Book* (London: British Film Institute, 2009)

B. Robert B Musburger and Gorham Kindem, *Introduction to media Production*, (Elsevier: Focal Press Focal Press) Pg 95, 133, 179, 212

C. Ambrish Saxena, *Radio in New Avatar AM to FM*, (Delhi: Kanishka), Pg 92, 138, 271, 307

D. Ted White and Frank Barnas, *Broadcast News, Writing Reporting & Producing*, (Elsevier, Focal Press, 2012) 3, 17, 245, 257, 279, 286

Practical C11 Advanced Broadcast Media

Script writing

Presentation of experimental genere in Radio/ TV

Presentation about PSBT and such organizations.

Script on Music Presentation

Presentation of Commercial Channel functions.

Presentation on global broadcasting models & Indian Broadcasting Models

Chhatrapati Shivaji maharaj news bulletin daily Monday to Saturday

CC12 Media and Cultural Studies

Course contents:

Unit I Understanding Culture

Mass Culture, Popular Culture, Folk Culture Media and Culture

Unit II- Critical Theories

Frankfurt School, Media as Cultural Industries Political Economy, Ideology and Hegemony

Unit III Representation

Media as Texts Signs and Codes in Media Discourse Analysis Genres Representation of nation, class, caste and gender issues in Media

Unit IV Audiences

Uses and Gratification Approach Reception Studies Active Audiences Women as Audiences Sub Cultures; Music and the popular, Fandom

Unit V Media and Technologies

Folk Media as a form of Mass Culture, live performance; Audience in live Performance Media technologies; Medium is the Message; Technological Determinism; New Media and Cultural forms

BOOKS Readings

AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)

John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)

Dennis McQuail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies)

Baran and Davis, *Mass Communication Theory* (covers Unit II, III and IV)
John Storey. *Cultural Theory and Popular Culture: An Introduction*. London: Pearson Longman. 2009
Kevin Williams, *Understanding Media Theory* (Covers Unit II, III and IV)
Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE
James Clifford, Tony Bennett, Raymond Williams, Stuart Hall, John Storey
Short Extracts from writings by Adorno and Horkheimer, Raymond, Roland Barthes, McLuhan
Parmar S. *Traditional Folk Media in India*, 1975, New Delhi, Geka Books
India.

SIXTH SEMESTER

C13 Advanced New Media

Course contents:

UNIT 1 Basics of New Media Frameworks – Genres and Environments Understanding New Media Ecologies, Trans-medial Storytelling, Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, Gaming and Player Culture, Virality and Memes, et al.; guerrilla media; curating media, festival, media spaces

UNIT 2 Sociology of the Internet and New Media

Social Construction of Technology, Utopian-Dystopian Interface, Digital inequalities – Digital Divide and Access, Economy of New Media - Intellectual value; digital media ethics, new media and popular culture.

UNIT 3 Critical New Media

Who controls New Media, Questions surrounding net neutrality and related issues, Surveillance and the state, Cybersecurity and issues of privacy, the Internet and public sphere - politics and public sphere in the digital age.

UNIT 4 Participatory culture

Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender and new media- digital media and identities, new media campaigns.

UNIT 5 Project and Production

Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and microblogs etc. related to one of the above three units or all, research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity, exhibition/screening

Readings:—

New Media and New Technologies by Lister Dovey, Giddings, Grant & Kelly. (2003).

Rosen, J. —*The People Formerly Known as the Audience* What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.

Bogost, Ian. *Persuasive games: The expressive power of videogames*. MIT Press, 2007.

Bosker, —Randi Zuckerberg: Anonymity online has to go away

Negroponte, N. (1996). *Being Digital*, Part 3 [pp. 163-233]

Jenkins, Henry. (2006). *Convergence Culture: Where Old and New Media Collide*. New York, NY: NYU Press.

May, Keenan & Peter Newcomb. (2008, July) How the Web was won. *Vanity Fair*, retrieved from <http://www.vanityfair.com/culture/features/2008/07/internet200807>

—Privacy vs. the Internet: Americans Should Not Be Forced to Choose (ACLU report, 2008)

Nakamura, —Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet

PRACTICAL C13 ADVANCED NEW MEDIA

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

C14 Communication Research and Methods

Course contents:

Unit I – Introduction to Research

Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)

Unit II – Methods of Media Research

Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

Unit III – Sampling

Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

Unit IV- Methods of analysis and report writing

Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography Writing the research report

Unit V - Ethnographies and other Methods

Readership and Audience Surveys Ethnographies, textual analysis, discourse analysis
Ethical perspectives of mass media research

BOOKS Readings:

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

DSE 1: (Elective Discipline Specific) Semester V Media Industry and Management 1

Course contents:

UNIT - 1 Media Management:

Concept and Perspective Concept, origin and growth of Media Management Fundamentals of management Management School of Thought

UNIT - 2 Media Industry:

Issues & Challenges Media industry as manufacturers- Manufacturing Consent, news and content management. Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts Changing Ownership patterns

UNIT - 3 Structure of news media organizations in India.

Role responsibilities & Hierarchy Workflow & Need of Management Shift Patterns, Circulation & Guidelines

UNIT - 4 Media Economics, Strategic Management and Marketing

Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces

UNIT - 5 Case Studies

Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers. Indian and International Media Giants- Case Studies

BOOKS Readings

Vinita KohliKhandeka, Indian Media Business, Sage

PradipNinan Thomas, Political Economy of Communications in India, Sage

Lucy Kung, Strategic management in media, SAGE

Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications

Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley-Blackwel

John M. lavine and Daniel B. Wackman, Managing Media Organisations

DSE 1: (Elective Discipline Specific) Semester V

DSE 1: Multi-Media Journalism

Course contents:

Unit 1 Introduction to Multimedia

Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.

Unit 2 Print

Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and notetaking, Interviewing Techniques.

Unit 3 Photograph

Photo on Screen: Rule of thirds, focal point, Composition., Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and cutlines as an important part of storytelling. placements & Visual Design

Unit 4 Audio & Video Content

Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.

Unit 5 Mobile journalism

Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer.

Final project incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

Suggested readings:

Savage, Terry Michael, and Karla E. Vogel. *An Introduction to Digital Multimedia*. Jones & Bartlett Publishers, 2013.

Christin, Anne-Marie, ed. *A History of Writing: From Hieroglyph to Multimedia*. Flammarion-Pere Castor, 2002.

Korolenko, Michael. *Writing for Multimedia: A Guide and Source Book for the Digital Writer*. Pearson. 2005.

Garrand, Timothy. *Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media*. CRC Press, 2006.

DSE 2(1) (Elective Discipline Specific) Semester V Print Journalism and Production

Course contents:

Unit 1: Specialized Reporting

Business/economic Parliamentary Political

Unit 2: Trends in Print journalism

Investigative journalism/ Sting operations and related case studies Impact of Technology on newspapers and Magazines Ethical debates in print journalism: ownership and control.

Unit 3: Production of Newspaper

Principles of Layout and Design: Layout and format, Typography, Copy preparation Design process (size, anatomy, grid, design) Handling text matter (headlines, pictures, advertisements) Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

Unit 4 Technology and print

Modern Printing Processes DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe InDesign etc.) Picture Editing and Caption Writing,

Unit 5: Advanced Newspaper and Magazine Editing

Classification of Newspapers and Magazines Current trends in Newspapers and Magazines with respect to content Photographs and Cartoons in Newspapers and Magazines

Suggested Readings

1. *Editing: A Handbook for Journalists* – by T. J. S. George, IIMC , New Delhi, 1989
2. *News Reporting and Editing* by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
3. *Professional Journalism*, by M. V. Kamath, Vikas Publications
4. *Groping for ethics in Journalism*, by Eugene H. Goodwin, Iowa State Press
5. *Journalism: Critical Issues*, by Stuart Allan, Open University Press
6. *Modern Newspapers practice*, by Hodgson F. W. Heinemann London, 1984.
7. *Principles of Art and Production*, by N.N. Sarkar, Oxford University Press

DSE 1.1(Elective Discipline Specific) Semester V Media, Gender and Human rights

Course contents:

Unit I Media and the social world

Media impact on individual and society
Democratic Polity and mass media
Media and Cultural Change
Rural Urban Divide in India: grass roots media

Unit II Gender

Conceptual Frameworks in Gender studies
Feminist Theory

History of Media and Gender debates in India (Case studies)
Media and Gender - Theoretical concerns.

Unit III Media and Masculinity

Media: Power and Contestation

Public Sphere and its critique

—Public sphere of the disempowered?

Media and Social Difference: class, gender, race etc.

Genres – Romance, Television , Soap Opera, Sports

Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of Family. b) Project on use of internet by the marginalized groups.

Unit IV Media and Human Rights

Human Rights- Theoretical perspectives, Critique

Universal Declaration of Human Rights

Human Rights and Media (Case Studies)

Presentation: Representation of Human Rights issues and violations in International and media

DSE 2(Elective Discipline Specific) Semester V

Introduction to Film Studies

Course contents:

Unit I Language of Cinema

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis- en- scene, Deep focus, Continuity Editing, Montage Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element Genre and the development of Classical Hollywood Cinema

Unit II Film Form and Style

German Expressionism and Film Noir Italian Neorealism French New-Wave

Unit III Alternative Visions

Third Cinema and Non Fiction Cinema Introduction to Feminist Film Theory Auteur- Film Authorship with a special focus on Ray or Kurosawa

Unit IV Hindi Cinema

Early Cinema and the Studio Era 1950s Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave Globalisation and Indian Cinema Film Culture

Recommended Screenings or clips

Unit I

o *Rear Window* by Alfred Hitchcock (Language of Cinema)

o *Battleship Potemkin* by Sergei Eisenstein (Language of Cinema)

o *Man with a Movie Camera* by Dziga Vertov

o *Germany Year Zero* directed by Roberto Rossellini (Italian Neo Realism)

o *Metropolis* by Fritz Lang/*Double Indemnity* by Billy Wilder (German Expressionism and

Film Noir)

o *PatherPanchali* by Satyajit Ray

o *The hour of the Furnaces* by Fernando Solanas

Unit IV

o *Nishant* by Shyam Benegal/ *Aakrosh* by Govind Nihalani (Indian New wave)

o *Pyasa* by Guru Dutt

Suggested Readings:

Andre Bazin, — The Ontology of the Photographic Image from his book *What is Cinema Vol. I*
Berkeley, Los Angeles and London: University of California Press: 1967, 9-16

Sergei Eisenstein, — A Dialectic Approach to Film Form from his book *Film Form: Essays in Film*

Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A
Harvest/Harcourt

Brace Jovanovich, Publishers: 1977, 45-63

Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early
Films," in

Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990, 86-94.

David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. *Narrative, Apparatus, Ideology*. New York: Columbia University Press, 1986, 17-34.

Paul Schraeder —Notes on Film Noir in John Belton ed. *Movies and Mass Culture* New Brunswick,

New Jersey: Rutgers University Press: 1996 pg.153-170

Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129.

Richard Dyer —Heavenly Bodies: Film Stars and Society in *Film and Theory: An Anthology* Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617

Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998

Global Bollywood by Anandam P. Kavoori and Aswin Punantheban Eds. New York: New York University Press. 2008

Course contents: DSE 3(Elective Discipline Specific) Semester VI Media Industry And Management 2

UNIT - 1 Government-Media Interface

Policies and regulations, Process Media Management practices followed by Indian and Global Media Organizations

UNIT - 2 Entrepreneurial freedom and challenges

Arranging equipment and personnel for a new media enterprise, problems of finance, FDI (policies & Practices)

UNIT - 3 Distribution / Circulation Management

Process, promotion and Evaluation Media audiences and credibility

UNIT - 4 Media management: Insights, Practices and challenges

Ethics – legal perspectives in Media management Issues related to Paid news, lobbying, pressure group influence, Corporatization and Politicization of Media

UNIT - 5 Case Studies

Cross media platforms: issues & impediments. Corporate Ties & Audience Centric approaches

Suggested Readings

- Vinita Kohli Khandeka, Indian Media Business, Sage
- Pradip Ninan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley- Blackwell
- John M. Lavine and Daniel B. Wackman, Managing Media Organizations

Course contents: DSE 3(Elective Discipline Specific) Semester VI Global Media and Politics

Course contents:

Unit 1: Media and international communication:

The advent of popular media- a brief overview Propaganda in the inter-war years: Nazi Propaganda, Radio and international communication

Unit II: Media and super power rivalry:

Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, Voice of America Communication debates: NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, Rich – Poor

Unit III : Global Conflict and Global Media

World Wars and Media Coverage post 1990: Rise of Al Jazeera. The Gulf Wars: CNN's satellite transmission, embedded Journalism 9/11 and implications for the media

Unit IV: Media and Cultural Globalization

Cultural Imperialism, Cultural politics: media hegemony and Global cultures, homogenization, the English language Local/Global, Local/Hybrid

Unit V: Media and the Global market

Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide Media conglomerates and monopolies: Ted Turner/Rupert Murdoch Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Others

Suggested readings:

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

Additional Readings:

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

Internal Assessment:

The internal assessment will be based on assignments, group discussions and tests conducted in class.

Course contents: DSE 3(Elective Discipline Specific) Semester VI FOLK MEDIA

Objectives of the Course:

On completion of the course students should be able to:

1. understand how folk media reflects societal concerns.
2. describe the scope and characteristics of folk media.
3. know the roots and type of folk art form.

Unit-I [Introduction to Folk Media]

1. Folk media: Meaning & definition
2. Nature and Scope of Folk media
3. Characteristics of folk media

Unit III: [Types of Folk Media]

1. Types of folk media: Dance, theatre & music
2. Folk theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila and Jatra
3. Folk music: Bengal, Gujarat & Maharashtra.
4. Folk dance: Garba, Tamasha & Lavani

Unit III: [Fairs & Festivals]

1. Types of Festivals: Seasonal & Cultural

2. Importance of Fair & Festivals
3. Features of Fairs

Unit-IV [Many aspects of Folk Media]

1. Merits & demerits of folk media
2. Influence of modern media (radio & TV) on folk media
3. Folk media for promoting literacy, and social change.

Suggested Reading:

1. Singer, Melton Traditions in India: Structure and Change, American Folk society, 1957
2. Doctor, Aspi and Farzana Chaze Mass communication-A Basic Study, Mumbai:Sheth Publisher, 8th Ed, 2004
3. Kumar, KevalKumarMass Communication in India, Mumbai, JaicoPublishers
4. Malik, MadhuTraditional Form of Communication and the MassMedia in India, Paris: Unesco
5. Parmar ShyamTraditional Folk Media in India New Delhi: Geka Books 1975