

UTKAL UNIVERSITY



**SYLLABUS FOR THE
M.A. EXAMINATION FROM 2024-2025
(ONWARDS)**

MASTER DEGREE IN JOURNALISM AND MASS COMMUNICATION

(Approved by Teachers' Council, Dept. of Public Administration on 07th February 2024)

APPROVED BY BOARD OF STUDIES FOR J&MC ON 16TH FEBRUARY, 2024

(Choice Based Credit System)

Semester-I: 20 credits

Semester-II: 20 credits

Semester-III: 20 credits

Semester-IV: 20 credits

Total: 80 credits

Total Marks: 2000

(Each paper carries 100 marks)

MASTER DEGREE IN JOURNALISM AND MASS COMMUNICATION

DEPT. OF PUBLIC ADMINISTRATION, UTKAL UNIVERSITY, BHUBANESWAR

FIRST SEMESTER

Code	Paper Name	Marks	Credit	Category
MJMC-101	Basic Principles of Communication	100	4	A
MJM-102	Origin and Development of Mass Media	100	4	A
MJMC-103	Media & Indian Political System	100	4	A
MJMC-104	Print Journalism (Reporting & Editing)	100	4	A
MJMC-105	Printing Technology, Layout & Design	100	4	A
Total		500	20	

Category: A- Core, B- Elective, C- Open to Allied subjects, D- Open to All

SECOND SEMESTER

Code	Paper Name	Marks	Credit	Category
MJMC-201	Development Communication	100	4	A
MJMC-202	Media Laws and Ethics	100	4	A
MJMC-203	Media and Society	100	4	A/C/D
MJMC-204	Electronic Media (Radio & TV)	100	4	B/C/D
MJMC-205	New Media Technology and AI	100	4	A
Total		500	20	

Category: A- Core, B- Elective, C- Open to Allied subjects, D- Open to All

THIRD SEMESTER

Code	Paper Name	Marks	Credit	Category
MJMC-301	Communication Research	100	4	A
MJMC-302	Corporate Communication & PR	100	4	A
MJMC-302 (Elective)	Odia Journalism / Rural Journalism / International Communications /Development Administration / Photo Journalism / Data Journalism / Sports Journalism /Investigative Journalism / Gender in Media	100	4	B/C/D
MJMC-304	Advertising	100	4	A
MJMC-305	Film Studies & Documentary Production	100	4	A
Total		500	20	

Category: A- Core, B- Elective, C-Open to Allied Subjects, D-Open to All

FOURTH SEMESTER

Code	Course Name	Marks	Credit	Category
MJMC-401	Media Management	100	4	A
MJMC-402	Media and Human Rights	100	4	B/C/D
MJMC-403	Media Literacy	100	4	A
MJMC-404	Dissertation (Report -75, Presentation and Viva Voce -25)	100	4	A
MJMC-405	Internship	100	4	A
Total		500	20	

Category: A- Core, B- Elective, C-Open to Allied Subjects, D-Open to All

Evaluation: Mid Term- 30 Marks | End Term: 70 Marks

PROGRAMME OUTCOMES (POs)

- PO 1 : To inculcate concepts of communication, its role and importance in society.
- PO 2 : To impart the knowledge of mass communication covering wide areas of studies.
- PO 3 : To apply the objectivity and critical thinking for communicating to masses through a variety of mediums
- PO 4 : To understand the role of media in the Indian political system
- PO 5 : To know the functioning of print media industry and editorial practices
- PO 6 : To understand and apply media laws and ethics in the profession
- PO 7 : To develop research aptitude in the field of journalism and mass communication
- PO 8 : To understand the concepts of Corporate Communication, PR and advertising and its practical implications in the industry
- PO 9 : To know the gender roles in communication and gender debates in India
- P 10 : To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

PROGRAM SPECIFIC OUTCOMES (PSOs)

- PSO 1 : Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards
- PSO 2 : Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
- PSO 3 : To develop the learners into competent and efficient media & entertainment Industry-ready professionals
- PSO 4 : To prepare socially responsible media academicians, researchers, and professionals with global vision.
- PSO 5 : To develop critical thinking ability among the students about different perspectives on development issues and role of communication in it.

FIRST SEMESTER

Code	Paper Name	Marks	Credit	Category
MJMC-101	Basic Principles of Communication	100	4	A
MJMC-102	Origin and Development of Mass Media	100	4	A
MJMC-103	Media & Indian Political System	100	4	A
MJMC-104	Print Journalism (Reporting & Editing)	100	4	A
MJMC-105	Printing Technology, Layout & Design	100	4	A
Total		500	20	

Category: A- Core, C- Open to Allied subjects, D- Open to All

Paper: MJMC-101 **Basic Principles of Communication**

Course Objectives:

1. Understanding the process of communication, including different forms, levels and barriers.
2. To acquaint students with the theories & models of communication and its application.
3. Understanding of the basic factors affecting mass communication and mass media
4. Understanding the concept of audience and digitization of mass communication process
5. To help students become more skilled and knowledgeable consumers of media content.

Unit – I: Communication – Definitions, process, elements, function, barriers; Nature and process of human communication, 7 C's of Communication, Types of Communication, Characteristics, Functions of Communication and levels of Communication.

Unit –II Communication Models – Models given by Aristotle, Shannon and Weaver, Laswell, Osgood, Newcomb, Schramm, Gerbner; Gatekeeping and Convergence Models. Socialization model, Health Belief models,

Unit – III Common Theories of Media - Magic Bullet, Two step flow, Agenda Setting, Gratification and Cultivation theory. Theories related to the Media Effect on audience: News Framing; Media Priming, Normative theories of mass media, social responsibility theory, Development communication theory and Democratic Participant media theory.

Unit – IV Communication in Digital Era: Digitization of mass communication process, Communication in Social Media. Audience Concept and Research; Active and Passive Audience; Audience as Market; Audience as Public; Structural approach to audience formation; Subculture and audience; Gendered audience; Audience norms for content; Sociability and uses of media.

Course Outcomes:

After completion of the course,

CO1: Students will be able to communicate effectively.

CO2: Students will be able to know about various communication models and theories.

CO3: Students will be able to understand social interactions to be social leaders.

CO4: Students will be able to know about audience norms for media content.

Suggested Readings:

1. Mass Communication in India: Kevel J. Kumar: Jaico Mumbai
2. Mass Communication theory-An Introduction: Denis Mc Quail: Sage Delhi
3. Bharat Men Sanchar Aur Jansanchar: J.V. Vilanilam: M.P. Hindi Granth Academy Bhopal
4. Mass Communication: Concepts and issues: D.V.R Murthy: Olive green: Kochi
5. Mass Culture, Language and Arts in India: Mahadev L. Apte: Popular Prakashan Mumbai
6. Towards Sociology of Mass-Communication: Denis Mc Quail: Collier –Macmillan
7. Introduction to Communication Studies: John Fiske: Methuen London
8. The Process and Effects of Mass Communication: Wilbur Schramm and Donald F. Roberts: University of Illinois press.

Paper: MJMC-102 Origin and Development of Mass 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 and electronic media.
4. To throw light on the present status of various mass media.

Unit-I Origin, History and Growth of Print Media, Press in India, Role of Press in Pre Independence and Post independent India, First Press commission, Second Press Commission Recommendation, Regional Press: Importance & Reach. Origin of Indian News agencies and their role.

Unit-II Origin, History and Growth of Radio with special reference to India, Radio as a tool of development, All India Radio (AIR), Future of Radio: FM, Online Radio, Visual radio. Community Radio: Concept & Importance.

Unit-III Origin, History and Growth of Television with special reference to India, SITE, DDK, Commercial Services, National Broadcast Trust, Development of Television Channel with special reference to Odisha, Origin History and Growth of Cinema with special reference to India, Role of Cinema in Social Change: Critical Analysis, Traditional Folk Media and its strength.

Unit-IV Origin, History and Growth of Internet and web, Internet as a tool of Communication, Social Media & its importance, Development of Digital Media, Role of web journalism, Importance of e-newspaper, Future of web journalism/cyber media, Mobile Journalism (MoJo).

Course Outcomes:

After completion of the course, students will be able to;

CO1: Develop critical thinking about Indian journalism in pluralistic society.

CO2: Understand monopoly in media organization and its impact on it.

CO3: Understand the relation between history and present status of various media genres.

CO4: Be aware about ethical codes of journalism.

Suggested Readings:

1. Parakh Jawari Mall : Hindi Filmon ka Samajik Charitra: Anamika Publication New Delhi
2. Vasudev Aruna: The New Indian Cinema: MacMillan:New Delhi
3. Dasgupta, Chidanada: Talking about Films:Orient Longman Mumbai
4. Rai Satyajee: Our Films, Their Films: Orient Longman Mumbai
5. Kumar J Kevel: Mass-Communication In India: Jaico Publication :Mumbai
6. Press in India: Annual report of the registrar of News paper for India: Publication Division New Delhi
7. The History of Press in India: B.N.Anja :Surgeet Publication New Delhi
8. The Romance of Indian Journalism: J. Basu: Kolkata University Press
9. Mass Communication in India: J. Vinanilum: Sage Publication New Delhi

Paper: MJMC-103 Media & Indian Political System

Course Objectives:

1. To understand the political structure of the government at Union as well State level.
2. To know the philosophy of Indian Constitution and concept of press freedom
3. To analyse the political issues and the role of caste, region, religion, language and media.
4. To understand the real nature of politics and political communication.

Unit- I Nature of Indian Political System, Constitutional history, Salient Features of the Constitution, Preamble, Fundamental Rights and Duties, Directive Principles of State Policy.

Unit- II Federalism, Centre – State Relations: Administrative Legislative and Financial Structure of Government: President, Prime Minister, Parliament, Governor, Chief Minister, State Legislature, District Collector, District administration.

Unit- III Judiciary in India, CAG, Election Commission & Electoral Reforms, NITI Ayog, Finance Commission, Bureaucracy, Development and Nation building, Rural and Urban local Governance: 73rd and 74th constitutional amendment: Issues and Challenges.

Unit- IV Issues in Indian Politics: secularism, Linguism, Regionalism, Communalism, Terrorism, Casteism, Corruption and Criminalisation, Role of Media in political communication, Social media and political propaganda.

Course Outcomes:

After completion of the course, students will be able to;

CO1: Have a general understanding of the principles of Indian Government

CO2: Understand the nature of politics at different levels.

CO3: Understand the political issues, political processes, and political communication

CO4: Know governance system in the country and role of media as watchdog of the society.

Essential Readings:

1. Hoshiar Singh and Pankaj Singh, "Indian Administration", Delhi, Pearson, 2011
2. B.L. Fadia and Kuldeep Fadia, "Indian Administration" Agra, Sahitya Bhawan, 2014
3. D.D. Basu, "Introduction to the Constitution of India" New Delhi, Prentice Hall of India, 2014
4. S.R. Mahesswari, "Indian Administration", New Delhi, Orient Longman, 2011.
5. S. Choudhury, M. Khosla & P.B. Mehta, 2016, (Eds.), Oxford Handbook of Indian Constitution, Oxford University Press
6. P. Mahapatra, 2015, An Introduction to Indian Administration: Central, State & Local, Gyanjug Publication

Paper: MJMC-104 Print Journalism (Reporting & Editing)

Course Objectives:

1. To describe news and how to write it.
2. To write different stories on various subjects with responsibility.
3. To inculcate writing and editing skills.
4. To develop reporting skills and interview skills.

Unit-I News: Definition & Types, News Value, and Quality of Good News writing Elements of News, 5W & 1H Concept of News, Structure of News Story, Inverted Pyramids style News, News Gathering & Sources of News and Quality of a Good Reporter.

Unit-II Editing: Meaning, Definition, Need & Ethics, Dos & Don'ts, Story peg. News Agencies: History & Importance, Major News Agencies: PTI, UNI, Reuter, AP, etc. Editing of agency copies, Structure of Editorial Department, Proof Reading Symbols, Style book, Electronic Revolution & Editing.

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Unit-III Headline Writing: Types of Headlines, Dos & Don'ts. Interview: Methods & Importance and Types. Book and Film Reviews. Feature, Human Interest Story, News Articles, Analysis, & Letters to the Editor, Editorial: Definition, Importance and Types.

Unit-IV Different Types of Beats in Reporting: Cultural, Crime, Court / Legal, Science & Technology, Sports, Development, Political, Business, Health, Assembly, Education, War, Weather Forecast and Obituary writing.

[Mid-Sem: 30 marks || End-Sem: Total: 70 marks]

End-Sem: 50 (written) + 20 Practical (Record: 05+Viva Voce: 05) =70 marks

Practical: Students are required to prepare a record on assignments like news reporting, feature writing, copy editing, photo features, Press Release, and such other topics given by the subject teacher. An external examiner along with the internal examiner will conduct the Viva-voce and verify the records prepared by the students.

Course Outcomes:

After completion of the course, students will be able to;

CO1: Know the print media writings & ethics.

CO2: Learn different skills of print media reporting & editing.

CO3: Learn editing and re-writing skills.

CO4: Learn different types of beat reporting for print media.

Suggested Readings:

1. George. A. Hough, News Writing: Boston Hough Mifflin Company.
2. Allen Stuart News Culture: University of Buckingham Press
3. Savita Chadda, Modern Journalism and News Writing: Savita Chadda
4. Rangaswami Parthasarath,i Basic Journalism:, Macmilan India Ltd.
5. Rozelle, Ron (2005), Writing Great Fiction: Description & Setting, Cincinnati: Writer's Digest Books
6. Sebranek, Patrick; Kemper, Dave; Meyer, Verne (2006), Writers Inc.: A Student Handbook for Writing and Learning, Wilmington: Houghton Mifflin Company
7. Strunk, William, Jr.; White, E. B. (1979), The Elements of Style (3rd ed.), New York: Macmillan Publishing Co.,
8. Geoffrey Huck ,What Is Good Writing? , Oxford University Press
9. V. Bharathi Harishankar, Mini Krishnan, Sumathi Shivakumar, 'Words, Texts, and Meanings', Oxford University Press
10. Tony Spencer-Smith, the Essentials of Great Writing, Paperback – Import

Paper: MJMC-105 Printing Technology, Layout and Design

Course Objectives:

1. Understanding the concept of page making and layout
2. Know the designing of newspapers and magazines with proper typography and typesetting
3. Application of theoretical knowledge of page designing into practically designing pages
4. Understanding the use of graphics in overall page design
5. Know the selection of photographs and photo editing

UNIT – I Introduction to printing Process, Types of printing, Letterpress, Cylinder press, Gravure, Screen Printing, Plate making. Colour Reproduction, Process of making Line Blocks and Half tone Blocks. Printing Quality and Binding style, Off-set, Desk Top Publishing (DTP)

UNIT–II Typography – Classification of Types, Anatomy of Types, Type Face, Font and Family, Measurement of Types, Role of Typography in design. Typesetting – Manual, Monotype, Linotype, Phototype setting (PTS)

UNIT– III Design Principles and Techniques, Elements in Design, Creativity in design, Visualisation, Convergence and divergence of ideas, Graphic Design – Concept and practice, Types of Graphics. Uses and importance of graphics in overall page design.

UNIT– IV Newspaper Page Design. Page Format and Size. Types of design. Layout techniques. Designing Front Page, Editorial Page, Inside Pages and

Supplements. Magazine Design. Principles of Photo journalism. Selection of Photographs, Photo Editing, Caption Writing.

[Mid-Sem: 30 marks || End-Sem: Total: 70 marks]

End-Sem: 50 (written) + 20 Practical (Record: 05+Viva Voce: 05) =70 marks

Practical: Students are required to prepare a record on assignments covering all four units. An external examiner along with the internal examiner will conduct the Viva-voce and verify the records prepared by the students.

Course Outcomes:

After completion of the course, students will be able to;

CO1: Understand the application areas of visual communication like graphic in print media

CO2: Learn the growth of printing process and its present status

CO3: Understand the philosophy of typography and typesetting in print media and its application

CO4: Learn how to use design principles and techniques in page designing

CO5: Learn how to design and layout newspapers and magazine using page making softwares

Suggested Readings:

1. Editing Today: Newspaper Layout and Design – Daryl R. Moen
2. Outline Editing – M.K. Joseph
3. The Magazine Publishing Industry – Charles P. Daly, Patrick Henry Ellen Ryder
4. Media: Grammar of the Edit – Ray Thomson
5. News Editing in Theory and Practice – Sourin Banerji
6. Editing, Design and Book Production – Charles Foster

SECOND SEMESTER

Code	Paper Name	Marks	Credit	Category
MJMC-201	Development Communication	100	4	A
MJMC-202	Media Laws and Ethics	100	4	A
MJMC-203	Media and Society	100	4	A/C/D
MJMC-204	Electronic Media (Radio & TV)	100	4	B/C/D
MJMC-205	New Media Technology and AI	100	4	A
Total		500	20	

Category: A- Core, C- Open to Allied subjects, D- Open to All

Paper: MJMC-201
Development Communication

Course Objectives:

1. To develop understanding of developmental issues in society.
2. To understand role of communication for rural, urban and tribal development.
3. To know development communication approaches and development support communication.
4. To help students understand role of international development agencies.

Unit-I Development Communication: Meaning, Concept & Philosophy, Role of Media in Development Communication, Planning and strategies in Development Communication; Social, cultural and economic barriers, Democratization and decentralization of communication services.

Unit-II Nature and concept of development communication. Role of different media- Print, electronic, ICT. Digital divide, Development- support-communication. Paradigms in Development Communication, Telecommunication for development, Sustainability and development communication Sustainable strategies in Development Communication.

Unit-III Issues in Development Communication: Population control, Family welfare, Health, Education, Environment and Development: Environment laws of India, Role of Media in Environmental Movements, Problems in development Communication, Need and Significance of development communication in Indian Context, Success stories on development communication as covered by media, Public Service Announcements.

Unit-IV: Development Journalism, Alternative Communication, Planning development Messages: Identifying target audience, Topic selection, Place, Time and Purpose; Developing, structuring presenting and adopting development messages through Print media, Radio & TV and other modern technologies; Peace Journalism.

Course Outcomes:

After completion of the course, students will be able to;

CO1: Understand development issues for journalistic activities.

CO2: Write reports on different kinds of development stories.

CO3: Work with National & International Development agencies as communication consultant.

CO4: Understand the role of ICT in development

Suggested Readings:

1. Rural Development and Communication Policies: Indian Institute of Mass Communication Publication
2. Communication and Social Development in India: B. Kuppaswamy: Sterling, Mumbai
3. Communication and Nation Building: P.C. Joshi: Publication Division New Delhi
4. Communication as Development: Uma Narula, W.B. Pearce: Southern Illinois University Press

5. Education and Communication for Development: O.P. Dhama & O.P Bhatnagar: Oxford New Delhi
6. Media, Communication and Development: S.C. Mishra: Rawat publication, Jaipur
7. Problems of Communication in Developing Countries: Krishan Sondhi: Vision Publication, New Delhi
8. Mass-Media and Rural Development: Arbind Sinha: Concept publication New Delhi
9. Communication Technology and Development: I.P.Tiwari: Publication Division New Delhi
10. Mass-Media and Village life in India: Paul Hartmann & B.R.Patel: Sage New Delhi
11. Communication and Development: V.S. Gupta: Concept Publication New Delhi
12. R. Rajagopala, 2005: Environmental Studies "From Crisis to Cure", New Delhi, Oxford Press
13. Abraham, Raimola, 2010: Journalism and Environment News, New Delhi, Kanishka

Paper: MJMC-202

Media Laws and Ethics

Course Objectives:

1. To understand the concept of applied ethic and media ethics
2. To learn various codes of journalistic conduct in the profession
3. To know history of press laws before and after Independence in India
4. To understand the implementation of various media laws relating to print, broadcast cinema & digital

Unit-I Introduction to ethics-applied ethics and media ethics, Difference between law and ethics, Concept of free press, Freedom of Press and social responsibility, Potter Box model, SAD Model, A few case studies , International code of conducts for free press, BBC code of Conduct, wall Street Journal Code.

Unit-II Brief history of Press Laws in India, Censorship and other legal implications imposed by government on Press, code of conduct for Press in India, Press Council of India, Working Journalists Act-1956, Press Council code on Communal writing, Indian Penal Code-1860 with Sedition, Information Technology Act-2000, Laws dealing obscenity, Important Laws related to Women & Children, Laws related to social media.

Unit-III Libel, Slander, Defamation; Contempt of Court Act-1971, Copy Right Act-1957, Press & Books Registration Act-1867, Intellectual Property Rights.

Unit-IV Official Secrets Act-1923 and Right to Information Act-2005, Cyber laws, Cable TV Network Regulation Act-1995, Prasar Bharati Act-1990, Parliament Code for Journalist, Public Interest Litigation (PIL), Ombudsman.

Course Outcomes:

After completion of the course, students will be able to;

CO1: Understand the use of media ethics and journalistic codes

CO2: Understand the roles, responsibilities and powers of different media authorities.

CO3: Understand different media laws meant for print, electronic and web media.

CO4: Understand the role of media and the rule of law

Suggested Readings:

1. Law of the Press: D.D. Basu
2. Press Vidhi (Press Law): Nand Kishore Trikha
3. Journalistic Ethics: P.K. Bandhopadhyay
4. Press Law: A.N. Grover

Paper: MJMC-203**Media and Society****Course Objectives:**

1. To explain various aspects of Indian culture and heritage.
2. To discuss various issues and concerns of contemporary Indian socio-political system.
3. To understand media text in a diversified socio-cultural set up.
4. To understand the inter-relationship between media and social system.

Unit-I Society: Family, Community, Social Groups; Civil Society: Concept and Perspectives, Empowerment; Social Change: Process, types and agents/factors; Society in India and Communication: Ancient, Recent Past & Present; Social Issues and Mass Media.

Unit-II Culture, Heritage, Tradition and Values, Various aspects of Indian Culture, Inter-Cultural Communication, Portrayal of Western Culture and Indian Culture by media. Ethical Values from Indian Cultural Heritage.

Unit-III Media Text and Meaning Creation process, Media representation, Mass mediated culture, Media Imperialism, Media bias, Big data and privacy.

Unit-IV Citizen-Administration-Media interface, Community Participation, Media Impact on Indian Society and Influence of Media on Societal Behavioural Changes, Gender perception- Movies, TV programmes and web series.

Course Outcomes:

After completion of the course, students will be able to;

CO1: Know the origin of Indian history, culture and heritage.

CO2: Understand the Media Impact on Indian Society and its influence on societal changes

CO3: Learn the media representation in a diversified society

CO4: Understand the conflicts between media and society.

Books Recommended:

1. Ravindran, R.K.1999: Media and Society, New Delhi, Common Wealth Publication, (1st edt.)
2. Campbell, Richard 2000: Media and Culture, New York, Bedford Publication, (IInd edt.)
3. Singh, J.K.2002: Media Culture and Communication, Jaipur, Mangaldeep Publication (1st edt.)
4. Sharma, R.S.2002: Material Culture and Social Formation in Ancient India, New Delhi (1st edt.)
5. Dutt and Sundram, 2004, Indian Economy, New Delhi, S.Chand Publication
6. Prabhakar, Manohar/Bhanawat Sanjeev 2004: Human Right and Media, Jaipur, University Book House (P) Ltd (1st edt.)

7. Kumar, Kavel J.2007: Mass Communication in India, Delhi, Jaico Publication House (IIIrd edt.)
8. Basu, D.D.2013, Introduction to the Constitution of India, New Delhi, Lexis Nexis Bitterworths

Paper: MJMC-204
Electronic Media (Radio &TV)

- Unit-I** Introduction to Radio as a Mass Medium, Functioning of radio newsroom, Types of News Bulletins, Compilation of News: Pool copy, Compiling News Bulletins, Radio Programme production: Basic Equipments, Concept of MW, SW, AM and FM; Microphone: Importance & Types.
- Unit-II** Elements of Radio Script: Spoken, immediate, person to person, heard only once, sound only, feel, think, entertain, & inform. Production Elements of Radio Programmes: Aural sense appeal, narration, dialogue, sound effect, rapid getaway, music, silence etc. Art of writing different Radio Programme Formats: Talk Show, Radio Play, Feature, Interview etc.
- Unit-III** Television Camera Optics: View finder, Lens, Focal length, Focus, f-stop, Depth of field, Television Production Crew: Talent, Camera operator, Floor manager, Audio switcher, Video switcher, Director etc. Television Interview: Types, Methods, Formats, Tips. Light: Key, Back & Fill, TV News Writing: Basic style, PTC, Stand-up shot etc.
- Unit-IV** Preparing TV Visuals: Simplicity, Contrast, Balance, Composition
Story Board: Concept & Importance, Difference between ENG & EFP
Documentary Production: History, Importance, TV Shooting Technique: Shot Classification, Framing, Movement.

[Mid-Sem: 30 marks || End-Sem: Total: 70 marks]

End-Sem: 50 (written) + 20 Practical (Record: 05+Viva Voce: 05) =70 marks

Practical: *Students are required to prepare a record on assignments covering Radio & Television. An external examiner along with the internal examiner will conduct the Viva-voce and verify the records prepared by the students.*

Suggested Readings:

1. Audio Visual Journalism – B.N. Ahuja
2. Broadcast Journalism – S.C. Bhatt
3. Understanding Television – Hillard Robert L.
4. Mass Media in India – Publications Division, Govt. Of India
5. Doordarshan – Ministry of Information & Broadcasting, Govt. of India
6. This is All India Radio – Baruah U.L. (Publications Dvn., Govt. of India)
7. All India Radio, Facts and Figures – Audience Research Unit, AIR
8. Broadcast Technology: A Review – Dr. H.O. Shrivastava
9. Broadcasting in India – P.C. Chatterji

Paper: MJMC-205
New Media Technology and AI

- UNIT-I** Introduction to New Media: ICTs; Internet and Society; New media technology and culture: community and identity; participatory culture and new media; New media literacy; The Information Technology Revolution; History of Internet in India, Characteristics of new media; Various usages of new media: Different types of new media, Interactivity; Simultaneity; Compression of time and space; Theories of Network Society; Social Media theories; Internet as Public Sphere; Online Communities; Free and Open Source Software, Apps for Mobile Journalism.
- UNIT-II** Social Media and Use of Convergent technology for social change --Social networking; Introduction to social profile management products, Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing , Social publishing: Flickr, Instagram, YouTube, Sound cloud, Citizen Journalism: Concept, Case studies, Blogging; a brief history of blogs, blogs as narratives, Live blogging; Bloggers as journalists and ‘opinionates’- Internet radio; podcasts.
- UNIT-III** Introduction to computer operating systems: MS Windows, (98, 2000, XP) MS-DOS, Introduction to Designing and Photo Editing Softwares: CorelDRAW & Photoshop, Introduction to Text Formatting Software: MS Word, Page Maker, Photoshop, Thumbnail, Digital Media & Webportal and Quark Express, WordPress-Posting & Editing, Use of Unicode font and DTP in Print Media applications, Online advertising and online edition of newspapers.
- Unit-IV** Introduction to multimedia and animation, Introduction to MS Power Point, Import and Assembly of files, Software related to audio and video: VCD Cutter, Cool Edit, Windows Movie Maker, Adobe Flash Professional, Latest Editing Tools and Software, Digital Media and its applications, Digital Marketing, Data Journalism, Data Mining, Infographics and InDesign. Artificial Intelligence(AI) in Journalism and its use of in Print, Electronic, Digital and Social Media.

[Mid-Sem: 30 marks || End-Sem: Total: 70 marks]

End-Sem: 50 (written) + 20 Practical (Record: 05+Viva Voce: 05) =70 marks

Practical: Students are required to prepare a record on assignments covering New Media Technology & AI. An external examiner along with the internal examiner will conduct the Viva-voce and verify the records prepared by the students.

Suggested Readings:

1. Quark Express for Beginners: BPB Publication
2. Adobe Photoshop: Prentice hall India
3. Adobe Photoshop-Creative Techniques: Vishnu Priya Singh: Asian Publication Delhi
4. Mastering DTP: Simone Mitchett: Macmillan Master Series London.
5. Information Technology-The Breaking Wave:Dennis P. Curtin, Kim Foley,Kunal Sen & Cathleen Morin: Tata Mc Graw –Hill New Delhi

6. Introduction to Information Technology: Chetna Srivastava
7. Communication in the Third World Countries – Melkote
8. Mass Communication Technology: New Perspectives – Uma Narula
9. Communication Technology & Development – I. P. Tiwary
10. Journalism Online – Mike Ward
11. Online Journalism – James C. Foust
12. Making Online News: The Ethnography of New Media Production – Chris A. Paterson, David

THIRD SEMESTER

Code	Paper Name	Marks	Credit	Category
MJMC-301	Communication Research	100	4	A
MJMC-302	Corporate Communication & PR	100	4	A
MJMC-303 (Elective)	Odia Journalism / Rural Journalism / International Communications / Development Administration / Photo Journalism / Data Journalism / Sports Journalism / Cyber Journalism / Investigative Journalism / Gender in Media / Travel Journalism	100	4	B/C/D
MJMC-304	Advertising	100	4	A
MJMC-305	Film Studies & Documentary Production	100	4	A
Total		500	20	

Category: A- Core, B- Elective, C-Open to Allied Subjects, D-Open to All

Paper: MJMC-301 Communication Research

- UNIT– I** Definition and elements of research, process of Research, types of research, Scientific Method, Communication Research, Relevance of communication Research. Various areas in Communication Research– Historical, Experimental, Survey, Case Study.
- UNIT–II** Data collection, various methods of data collection-- Observation, Questionnaire Schedule, Interview, Census, Field study. Sampling / sample design – Need and Importance, Types and techniques of sampling. Merits and Limitations.
- UNIT– III-** Data analysis, Statistical and Non Statistical Analysis. Measurement of Central Tendencies. Simple regression analysis, Critical discourse analysis, Critical analysis, Qualitative study and data analysis, content analysis and textual analysis. Use of computers in data processing and reporting, Graphic representation of Data.
- UNIT– IV** Data Interpretation, Report writing, Theory Building, Bibliography.

Mapping the Audience Response in various media, Opinion Poll, Online Poll, Pre-election studies, Exit Poll.

Suggested Readings

1. Social Research and statistics: R.N.Mukherjee: Vivek Prakashan New Delhi
2. Media Research: A.S.A.Berger: Sage Publication: New Delhi
3. An Inquiry to Communication Research:
4. Social Research: C.R. Kothari

Paper: MJMC-302 Corporate Communication & PR

UNIT I: Corporate Communication: Concept, principles and need, Strategy and tools of corporate communication, Public Relations (PR): Introduction, Background, Definitions, and scope, Public relations process: RACE Approach, Public relations in an organization: PR and Management, House Journals: Importance and types, Tools and skills of PRO.

UNIT II: Writings of PR: Reading the culture of the organisation and its milieu, and understanding the requirement of the organisation, Art of PR writings: press releases, press hand out, press announcements, different kind of brochures, notice, advertisement, tender, citizen charter of the organization, chief executive's speech, script writing for films, how to make CEO's brief for news conference, feature writings, crisis message, writings for broadcast, e-mail and other alternative media, Report writing, Agenda and Minutes of the meeting, Ghost writing, content management and presentation techniques.

UNIT III: PR Campaign, PR through Traditional medium, PR in Digital Era, PR through social media, Difference between PR, Propaganda and Advertising, PRSI & PRCI, PR and Media Relations in 21st century.

UNIT IV: Departments and functioning of PR agencies, Public Relation and Marketing Communication, Stakeholder Communication, Crisis Communication, Brand Building & Image Management. New trends in Public Republic Challenges and opportunities.

[Mid-Sem: 30 marks || End-Sem: Total: 70 marks]

End-Sem: 50 (written) + 20 Practical (Record: 05+Viva Voce: 05) =70 marks

Practical: *Students are required to prepare a record on assignments covering all four units including making PR campaign on relevant social issues, writing press releases, preparing an image building plan for an organization, developing newsletter etc. An external examiner along with the internal examiner will conduct the Viva-voce and verify the records prepared by the students.*

Suggested Readings:

1. Bernays, Edward; Public Relations, 2013
2. Bivnis Thomas; Public Relations Writing: The Essentials of Style and Format, 8th Edition, 2013
3. Black, Sam; Practice of Public Relations, 4th Edition, 2013

4. Broom Glen M: Cutlip and Center's Effective Public Relations, International Edition, 2013
5. Duhe, Sandra C; New Media and Public Relations, 2007
6. Jefkins, Frank: Public Relations Techniques, 1994
7. Jethwaney Jaishri; Corporate Communication: Principles and Practice, 2010
8. Kaul J M: Public Relations in India, 1976
9. Lloyd, John and Toogood, Laura; Journalism and PR; News Media and Public Relations in the Digital Age, 2014
10. Mehta, D.S.; Handbook of Public Relations in India, 2002
11. Michael Bland, Alison Theaker & David Wragg: Effective Media Relations: How to get results, 2005
12. Oliver, Sandra; Public Relations Strategy, 2009
13. Phillips, D. and Young, P.: Online Public Relations: A practical guide to developing an online strategy in the world of social media, 2009
14. Theaker Alison; The Public Relations Handbook, 2016

Paper: MJMC-303 (Elective)

Odia Journalism / Rural Journalism / International Communications / Development Administration / Photo Journalism / Data Journalism / Sports Journalism / Investigative Journalism / Gender in Media

ODIA JOURNALISM

- Unit-I** History and Growth of Odia Print Journalism, Role of Odia Press in Pre-Independence and Post- Independence Period in Odisha, Formation of Modern Odisha and Contribution of Odia Press, Role of Odia Press in Socio-Economic and Political Development of Odisha, Problem and Prospects of Odia Print Journalism.
- Unit-II** History and Growth of Electronic Journalism in Odisha, Launching of All India Radio (AIR) and Doordarshan in Odisha, History and Growth of Private Television and Cable Television in Odisha. History and Growth of Private FM Radio and Community Radio in Odisha. Issues and Challenges in Odisha Television Industry.
- Unit-III** History and Growth of Web Journalism in Odisha, Odia News Webportal-Posting, Editing & Thumbnail, Use of Odia Unicode Font, Sreelipi, Akruti, Phonetic in News Portal & social media Print vrs Online Odia Newspapers, mobile journalism (MoJo) in Odisha. Initiatives and Role of State I&PR Department, Problem and Prospects of web journalism in Odisha.
- Unit-IV** Writing for Odia newspapers and magazines, news writing & feature writing, headline writing, Interview, book review and film review, writing for different types of beats, Editorial & Columns, editing of reporter's copy and agency copy, translation, writing for radio and television, TV news editing, writing for Radio & TV programmes, TV reporting and P2C, writing for web and digital media and blogs.

[Mid-Sem: 30 marks || End-Sem: Total: 70 marks]

End-Sem: 50 (written) + 20 Practical (Record: 05+Viva Voce: 05) =70 marks

Practical: Students are required to prepare a record on assignments to be given by the subject teacher. An external examiner along with the internal examiner will conduct the Viva-voce and verify the records prepared by the students.

RURAL JOURNALISM

- UNIT – I** Nature, meaning and scope of Rural Communication, Barriers to rural communication. Media for rural communication, Characteristics of rural audience. Designing message for rural audience.
- UNIT– II** Characteristics of rural societies. Urban-rural divides. Information and knowledge gap. Communication a tool for rural development – need, importance and limitations. Use of modern mass media in rural development.
- UNIT– III** Tribal Communication – nature and scope. Forms of tribal communication. Folk lore, Dance, Music, Rituals, Festivals, melas. Communication and tribal development. Use of traditional and modern media. Strategies and approaches for communicating with tribes.
- UNIT– IV** Traditional / Folk media. Various forms of Folk media in India. Folk forms in Orissa – Yatra, Pala, Daskathia, Kandhei Nach, Chhu Dance etc. Their Scope, potential and effectiveness. Use of folk media for spreading social and developmental messages. Integrated use of traditional and modern Media.

INTERNATIONAL COMMUNICATIONS

- UNIT– I** Political, economic and cultural dimensions of International Communication, Communication as Human Rights – UNDHR, International News Agencies – Structure and Functions, Critique of Western News values.
- UNIT– II** Impact of New Communication technology, Satellite Communication, Information Super-Highways.
- UNIT– III** UNESCO's efforts in removal of imbalance, New World Information and Communication Order, McBride Commission Report, Non-Aligned News Agencies News pool, international media conglomerates
- UNIT– IV** Issues in International Communication – Democratisation of Information flow, information prompted cultural imperialism, Globalisation and its effects, FDI in Media.

Books Recommended:

1. Mankekar, D.R.1979: 'Filling the void in the world of Communication', Communicator, Vol. XAV, No.1, N. Delhi, IIMC
2. Mankekar, D.R.1979: Media and Third World, New Delhi, IIMC
3. Boyd-Barett, J.O.1981: News Agencies: Fresh Perspectives, New Directions', Media Asia, Vol. 8, No. 4
4. UNESCO, 1988: 'Communication and Society- A Documentary History of NWICO', Paris
5. Macbride Commission Report, 1989: 'Many Voices, One World', Paris

6. Melkote, Srinivas R., 2001, Communication for Development in the Third World : Theory and Practice, New Delhi, Sage
7. Tiwari, I.P.2001, Communication Technology and Development, New Delhi, Publication Division, Govt. of India

DEVELOPMENT ADMINISTRATION

- Unit-I :** Development Administration: Conceptual Analysis, Development Administration and Administrative Development, Features of Developed and Developing Countries, Structural Adjustment Programme, Changing profile of Development Administration.
- Unit-II:** Various Development Strategies, Mixed Economy Model, Goals of Development
- Unit-III:** Decentralization and Development, Planning : National and State and District, Mechanisms of Development Administration in India : Self-Help Group (SHG), Displacement for Development and Rehabilitation Policy.
- Unit-IV:** Bureaucracy and Development, Role of NGOs, Cooperatives and Specialized Development Agencies.

Essential Reading:

1. R.K.Sapru, "Development Administration", New Delhi, Sterling Publishers, 2014.
2. Mohit Bhattacharya, "Development Administration", Kolkata, World Press, 1979.
3. V.A. Pai Panandikar (ed) "Development Administration in India", New Delhi, Macmillan, 1974.
4. S.A. Palekar, "Development Administration

PHOTO JOURNALISM

- Unit-I** Concept of Photography- Evolution of Photography; Different types of cameras, Lens, Elements & principles, Focal length, aperture, shutter speed, depth of field, Focusing exposure, Lighting, Composition: Basic elements of composition, rule of thirds; Types of Photography, Latest trends in photography.
- Unit-II** Concept of Photo Journalism: Nature and Scope of Photojournalism; Qualifications, Role and Responsibilities of Photojournalists; Sources of news for Photojournalists.
- Unit-III** Caption writing; Techniques of photo editing; Photo editing softwares; Leading Photojournalists in India.
- Unit-IV** Mobile Journalism: Digital Photography, Using smart phones for taking effective pictures and shooting videos; Editing photos and videos taken on smart phones; Uploading news photos / videos on digital platforms.

[Mid-Sem: 30 marks || End-Sem: Total: 70 marks]
End-Sem: 50 (written) + 20 Practical (Record: 05+Viva Voce: 05) =70 marks

Practical: Students are required to prepare a record on assignments like nature photos (5), news photos (5) portraits (5) Human interest/offbeat photos (5), editing of at least 10 photographs & Caption Writing of 10 photographs. An external examiner along with the internal examiner will conduct the Viva-voce and verify the records prepared by the students.

DATA JOURNALISM

- UNIT-I** Data Journalism: An Introduction; Definition and basics of data journalism. History of Data Journalism, Data Driven Journalism, Types of Data and Key tools. Role of Data Journalist and Story Writing, Issues with data.
- UNIT-II** Data collections. Government as a major source of Data Collection. Primary and Secondary Sources of Data Collection. Collection of Data from Non-Government Organization. Assembling and Reassembling Data. Data gathering & Data mashing. Ethical and Legal issues of data Collection.
- UNIT-III** Techniques and Data Journalism. Accounting for method of Data Journalism: Spreadsheet, Script and programming Notebook. Scraping and Cleaning data. Data Visualising & Searchable database. Storytelling with data and Data-Drive Gold-standards. Data mapping and charts.
- UNIT-IV** Data Analysis and Interpretation. Data Analysis and Transformations. Data Tabulation. Testing. Data processing: Classification, segregation and identification. Data Presentation. Computer-Assisted Reporting. Co-relation of market and Data Journalism. AI in Data Journalism. Trends and future of Data Journalism.

SPORTS JOURNALISM

- Unit-I** Definition of Sports News, Meaning and scope of sports journalism, History and Growth of Sports Journalism, Need and importance of Sports Journalism, Sports Sociology, Characteristics of Sports Journalists.
- Unit-II** Dynamics of Sports Journalism, Sports Journalism: Trends and Theories, Analysis of Sports News, Sports News for Doordarshan and Radio. Role and functions of International Sports Organizations, Sports Authority of India (SAI), Emerging Professional Sporting Leagues, functions and need of WADA and NADA.
- Unit - III** Sports reporting and Writing: News Sources for Sports Journalism, News Values and Ethics for Sports Reporting and Writing, Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story etc. Creativity in sports headlines writings, Sports Photograph, caption writing for sports photos. Writing for digital media, Use of Info-graphics and Layout of Sports News.
- Unit - IV** Sports Management and Organisations: Understanding Sports Management-Planning, Organizing, Coordinating and Controlling; Sports Marketing and Promotion: Sponsors, Sports Management Companies, Sports Personalities and sports channels, Emerging Trends and Opportunities in Sports, Future of Sports Journalism and Career Opportunities.

Suggested Readings:

1. Armstrong, J. R., & Tucker, W. E. (1964). *Injury in Sports*. Springfield, IL: C.C. Thomas.
2. Craig, S. (2002). *Sports Writing: A Beginner's Guide*. Shoreham, VT: Discover Writing Press.
3. Parks, J. B., Zanger, B. K., & Quarterman, J. (1998). *Contemporary Sport Management*. Champaign, IL: HumanKinetics.
4. SHANK, M. D. (2009). *Sports Marketing: A strategic Perspective*. Upper Saddle River, NJ: Pearson Prentice Hall.
5. *Sports Journalism: A Practical Introduction*. (2013). London: Sage Publications.
6. Steen, R. (2014). *Sports Journalism*. London: Taylor & Francis.
7. Thakur, K. C. (2010). *Sports Journalism*. New Delhi, India: Cyber Tech Publications.
8. Kathryn T Stofe: *Sports Journalism: An Introduction to Reporting and Writing*.
9. L Jones Robyn, Robyn L Jones, Mike Hughes: *An Introduction to Sports*
10. Prasad Kumar Mishra: *Sports Journalism*.

INVESTIGATIVE JOURNALISM

- Unit-I** Introduction to Investigative Journalism: Meaning, nature and philosophy of Investigative Journalism, Role of an Investigative Reporter, Qualities and essentials for becoming an investigative journalist, career and opportunities, Sting operations.
- Unit-II** Data Collection & Sources: Records and the Confidentiality of Source, Issues of contempt, defamation, Right to Privacy and Official Secrets Act, Right to Information (RTI), Case Study: Panama Papers and Watergate Scandal. Protection of sources, Safety of journalists, Criticism of Investigative Journalism.
- Unit-III** Designing the Story: Observation, Planning techniques, Cultivating sources, Developing the project, Research methods, Insight knowledge, Asking the right questions, Libel and fact-checking, Writing and rewriting the report.
- Unit-IV** Understanding government - Legal precautions - Ethical considerations - Corporate and political corruption - Scoops and exclusives; and specialized reporting. Investigative Journalism in India, Centre for Investigative Journalism (CIJ), Global Investigative Journalism Network (GIJN), International Consortium of Investigative Journalists (ICIJ).

Suggested Readings:

1. *A Manual for Investigative Journalism*, Edited By Syed Nazakat And The Kas Media Programme

GENDER IN MEDIA

- Unit-I:** Gender and Media: Media impact on individual and society, Democratic Polity and mass media; Media and Cultural Change; Rural-Urban Divide in India, The patriarchal media, commodification and marginalization.

- Unit-II:** Gender Issues: Gender as concept and the constructs, Historical foundations for gender roles and communication, Socialization: Socialization and Gender Stereotyping Queer theories, Feminist Theory; History of Media and Gender debates in India (Case studies); Media and Masculinity; Media and Gender – Theoretical concerns.
- Unit-III** Media, Gender and Development: Concept of Gender and Development, Waves of feminism, Government policies for gender equality in India, Gender, media and Social Change, Grassroots media for social change and empowerment of women.
- Unit-IV** Gender and Media Content: Gender and Language, Gender in Magazines, Beauty Culture, Gender in Television and Film, gender and the digital media. Changing trends of gender portrayal in Advertising, Films, electronic and print media, Role of new media in promoting women entrepreneurship, New media and its role in women empowerment.

Suggested Readings:

1. Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE Publications Pvt. Limited, 2007.
2. Curran, James. "Rethinking mass communication." Cultural studies and communications. London: Arnold (1996).
3. McQuail, Denis. Mass communication theory: An introduction. Barcelona, 1991. 79-111
4. Berger, Arthur Asa. Media and society: A critical perspective. Rowman & Littlefield, 2012. Pg 9-21, 167-180
5. Nichols, Joe & Price, John, Advanced Studies in Media, Thomes Nelson, 1999. 42-55
6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives (2010): 20.
7. Rajagopal, Arvind, ed. The Indian Public Sphere: Readings in Media History. New Delhi: Oxford University Press, 2009. 278-290.
8. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. AS media studies: the essential introduction. Psychology Press, 2004, 53-61.
9. Bannerjee, Menon & Priyameds. Human Rights, gender and Environment, Pearson & Co. 2010.

**Paper: MJMC-304
ADVERTISING**

- UNIT-I** Introduction to Advertising: Definition and scope, History and development of advertising in India, Classification and Characteristics of Advertising, International convention on advertising, advertising for various media.
- Unit-II** Advertising agency: Structure & Function. Creativity in advertising, Style of Thinking: Fact v/s Value based thinking Advertising for business, Advertising for a social cause
- Unit-III** Transforming Concepts (Idea) in to copy Basics of Advertising copy writing & Visualization Ad-profile making for Brand-making Writing Effective Radio & T.V Copy Print copy writing, Formats for Radio and T.V. Commercials:

Slice of life, life style, animation, straight announcement, Presenter, Testimonial, Demonstration, Musical etc

Unit-IV Ethics and media laws concerning advertisement, consumer behavior and status influencing advertising Models of Creativity: Roger von model, Graham Wallas model, James Young Model, Studies on advertising effectiveness, Film audience

[Mid-Sem: 30 marks || End-Sem: Total: 70 marks]

End-Sem: 50 (written) + 20 Practical (Record: 05+Viva Voce: 05) =70 marks

Practical: Students are required to prepare a record on assignments like creating print advertising copy, Script for television commercials using the storyboard format and the script format. Script for radio advertisements etc. An external examiner along with the internal examiner will conduct the Viva-voce and verify the records prepared by the students.

Suggested Readings:

1. Management of Public relations and communications- Sailesh Sengupta
2. The Practice of Public Relations- Fraiser P. Seitel
3. Public –Relations: Diwakar Sharma
4. Advertising Copywriting: Burton, Philip Ward
5. Ogilvy on Advertising: David Ogilvy
6. Advertising principles and practice: Chunawala & Sethia: Himalaya Publication
7. Public Relations: Jaishree Jethwanee and Sarkar: Sterling New Delhi
8. Handbook of PR and Communications: Philip Lesley: Jaico Publication, Mumbai
9. Effective Public Relations: Cutlip & Centre: Prentice hall
10. Practical Public Relations: Sam Black
11. Contemporary Advertising- William F. A & Bovee

Paper: MJMC-305

Film Studies & Documentary Production

Course Objectives:

- Understanding film as a diverse art form, with a range of styles and genres, and as a powerful medium of communication
- Understanding cinema-and its relation to culture, history, technology and aesthetics.
- Understanding film as a text and analyze moving images
- Understanding the film/documentary production process

Learning Outcomes:

- Conceptualize and develop a story and transform it for the screen.
- Execute audio, video, picture and sound production.
- Technicalities of Film making and Understand the basics of Sound, Colour, and Art properties
- Identify themes, conduct research for documentary and develop a docu-film.

UNIT I: Introduction to cinema, cinema as an art and mass medium. From silent era to talkies and contemporary films, Cinema as an entertainment industry, Language of Cinema. Storyboard, Structure and scripting. : Documentary typologies– Features of Documentaries, Understanding the Documentary.

- UNIT II:** Film Forms and Style: Various film movements in world cinema- German Expressionism, Film Noir, Italian Neorealism, French New-Wave, and other Genres of Cinema, Indian Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob), The Indian New-Wave, Globalisation and Indian Cinema, Film Culture. National Film Policy, NFDC.
- UNIT III:** Production Process: Stages of filmmaking: Pre-production, Production and post-production; Cinematography -Shooting, Lighting and its concepts, Shooting styles: Techniques and tricks involved in cinematography, sound as a text, and concepts of sound production, dubbing, Sound Technology. Writing a proposal and budgeting.
- UNIT IV:** Post Production: Introduction to Editing: Understanding Adobe Premiere, Its interface and Basics of editing, Types of cuts, transitions and effects, Casting crew, Understanding film techniques and film as a text, Basic Ideas on Film Critiques and appreciation.

[Mid-Sem: 30 marks || End-Sem: Total: 70 marks]

End-Sem: 50 (written) + 20 Practical (Record: 05+Viva Voce: 05) =70 marks

Practical: Students are required to prepare a record on assignments like developing a story from an idea and transforming the story from page to screen - Producing a short film/ Documentary film (5 minutes). An external examiner along with the internal examiner will conduct the Viva-voce and critically analyse the films prepared by the students.

Suggested Screenings:

- ❖ *Nanook of the North* by Robert J Flaherty
- ❖ *Nightmail* by wasil Wright
- ❖ *Bombay Our City* by Anand Patwardhan
- ❖ *Black Audio Collective*
- ❖ *City of Photos* by Nishitajain
- ❖ *Roger and Me* by Micheal Moore
- ❖ *Films by PSBT*

Suggested Readings:

1. Andre Bazin,-The Ontology of the Photographic Image from his book What is Cinema Vol. I
2. 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
3. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films,"
4. Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating
5. Authorship and Genre," in Film Theory: An Introduction. Massachusetts &Oxford : Blackwell
1. Publishers: 2000, 83-91 & 123-129.
6. Andre Bazin,-The Ontology of the Photographic Image from his book what is Cinema Vol. I
7. 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

8. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films,"
9. Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating
10. Authorship and Genre," in Film Theory: An Introduction. Massachusetts & Oxford : Blackwell
2. Publishers: 2000, 83-91 & 123-129.
11. 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
12. Ideology of Hindi Film by Madhava Prasad, New Delhi: Oxford University Press. 1998

FOURTH SEMESTER

Code	Course Name	Marks	Credit	Category
MJMC-401	Media Management	100	4	A
MJMC-402	Media and Human Rights	100	4	B/C/D
MJMC-403	Media Literacy	100	4	A
MJMC-404	Dissertation (Report -75, Presentation and Viva Voce -25)	100	4	A
MJMC-405	Internship	100	4	A
Total		500	20	

Category: A- Core, B- Elective, C-Open to Allied Subjects, D-Open to All

Paper: MJMC-401 Media Management

Unit-I Business aspects of media organizations, Media Consumerism Commencing Newspaper Publication, Pre-Publication Exercises, Business dynamics of different media Ownership Pattern: Individual, Partnership and Company

Unit-II Management in Media: Definition, & Concept, Basic Principal of Management, Need and Importance of Management, Changing Conceptions of Management, Functions Of various Key management Authorities

Unit-III Editorial Management: Organizational set-up of Editorial department, Functions of Editor: Managing Editor, News editor, Sub editor and other senior members. Advertising and Circulation management-organizational set-up and functions. Financial management concept of financial management, functions of finance manager.

Unit-IV Personnel management/ Human Resource management, concept of personnel Management, Role of personnel manager, Human Resource Planning, Function of personnel/ human resource management, Production and storage management production department, concept of library management, need of useful publications for newspaper library, functions of librarian.

Suggested Readings:

1. Rucker & Williams: Newspaper Organization and Management: The Iowa State University Press, Iowa.
2. Bhattacharjee Arun – Indian press from profession to industry, Vikas Publication, New Delhi.
3. Kohli Vanita – The Indian Media Business, Sage, 2003.
4. Ganaratne Shelton – Handbook of the media, Sage, 2000.
5. Kothari Gulab – Newspaper Management in India.
6. Alan B. Albarran, Management of Electronic Media
7. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Handbook of Media Management and Economics, Routledge (2006)
8. Alison Alexander, James Owers, Rod Carveth (ed), Media Economics - Theory & Practice, Lawrence Erlbaum Associates, New Jersey (1993)
9. Arun Pattanaik, Textbook of Media Management
10. George Sylvie, Jan Wicks LeBlanc, C. Ann Hollifield, Stephen Lacy, Ardyth Sohn Broadrick, Media Management: A Casebook Approach (Routledge Communication Series) 4th Edition
11. Gillian Doyle, Understanding Media Economics, Sage (2002)

Paper: MJMC-402 MEDIA AND HUMAN RIGHTS

- UNIT– I** Human Rights - concept, scope and importance—historical perspectives—changing dimensions of human rights Evolution of Human Rights, Human Rights in International Perspective -Universal Declaration of Human Rights. Universality of Human Rights, International Covenant on Civil and Political Rights 1966-- International Covenant on Economic, Social and Cultural Rights 1966-- Convention on Elimination of All Forms of Racial Discrimination 1965 -- Convention on Elimination of All Forms of Discrimination against Women 1979 -- Convention on the Rights of the Child 1989 --Role of organizations like Amnesty International, Human Rights Watch, Human rights and constitutional and Legal Provisions in India.
- UNIT– II** Human Rights movements—Human Rights and Democracy, Human Rights and Education Trade Union Rights--Human Rights and environmental issues-- Human Rights and Secular Values – Human Rights and Gender Equity-- Human Rights of Accused persons- Human Rights and child labour, bonded labour - Human Rights and death, torture in police lockups--Human Rights and fighting terrorism - Concern for protection of Human Rights in the context of Globalisation. Human rights violations
- UNIT-III** Fundamental rights and Judicial Review, Freedom of Speech and Expression under Indian Constitution, Right to Privacy, AFSPA, Custodial Deaths Role and responsibilities of implementing agencies of human rights in India-- National Human Rights Commission -- State Human Rights Commission - National Commission for Women-- National Commission for Minorities - National Commission for Scheduled Caste & Scheduled Tribe (S.C. & S.T.)
- UNIT-IV** Writing on human rights – Types of reports and features. Sources and credibility of news. Problems of writing about human rights issues, Role of media in human rights protection, Human Rights Education, media’s contribution to protect the human rights (national and international) . Trends in Indian

Media. Media activism. Media lobbying, Investigative Journalism, Media Activism, Advocacy Journalism –Role of Social Media and mobilization of public opinion.

Books Recommended:

1. A R Deasi(ed), Expanded Governmental Lawlessness & Organised Struggles, Bombay, 1991.
2. A R Desai, Repression and Resistance in India, Bombay, 1990.
3. B G Recharan, Thirty Years after the Universal Declaration, Hague, 1979.
4. Council of Europe, Human rights and a changing media landscape (2012)
5. D D Basu, Introduction to the Constitution of India
6. D Papademas (Ed) (2011), Human Rights and Media. Bringley, UK: Emerald References
7. Gaius Ezejoifer, Protection of Human Rights under the Law, London, 1984.
8. Jack Donnelly, Universal Human Rights in Theory and Practice, Cornell, 1989.
9. Lanterpacht : International Law and Human Rights, New York, 1993.
10. Lilich Richard B. : International Human Rights Problems of Law, Policy and Practice, Boston, 1991.
11. Maalik Surendra : Fundamental Rights Cases, Lucknow, 1975.
12. Michael Perry, The Constitution, Course and Human Rights, New Delhi, 1982.
13. S. Guruswamy, Human Rights and Gender Justice, New Delhi: APH Publishers' Pvt. Ltd, (2009)
14. Tardy M. : Human Rights – The International Petition System, New York, 1979.
15. Universal Declaration of Human Rights, UNO (1945)
16. V R Krishna Iyer, Human Rights and the Law, Indore, 1984.

Paper: MJMC-403 Media Literacy

Course Objectives

- To enable students to understand various media texts and their features
- To decode the media narratives and correlation with the establishments
- To help students develop critical thinking skills to understand media messages and their intent.
- To create strategies for increasing media literacy.

Unit I: Meaning and Scope: Media Literacy, its meaning, definition, Need and Functions of Media Literacy, nature and importance, developing media literacy and its advantages

Unit II: Challenges and Requirements of Media Literacy Obstacles to media literacy, information problem, digital divide, Information rich & Information poor, essential requirements of media literacy, the media literacy model. Media ecosystem and media monopoly, strategies for increasing media literacy, guidelines for helping others to develop media literacy

Unit III: Process and Core Concepts of Media Literacy Process of Media Literacy, Core Concepts of Media Literacy (Messages are constructed, Messages are constructed using creative language, Different people experience same media message differently, Media have embedded values, Messages are organized to gain power

Unit IV: Media Content: Reality and media content, content as a commodity (Marxist Approach, Chomsky, Adorno, Edward Said, Stuart Hall) judging the quality of news, the formula in entertainment, advertising and media literacy.

Course Outcomes:

- Students would be able to analyse the media texts and draw message meant for the society
- To distinguish between facts and fake news in relation with media narratives.
- To understand agenda of media outlets and its content
- To develop policy action reflecting the societal need and societal good.

Suggested Readings:

1. Dill, K. How Fantasy Becomes Reality: Seeing Through Media Influence, 1st ed. (OUP, 2009)
2. Hodkinson, P. Media, Culture and Society: An Introduction (Sage, 2010)
3. John. V. The Media of Mass Communication (PHI, 2012)
4. Mackey, M. Literacies Across Media: Playing the Text (Taylor and Francis, 2004)
5. Pike, D.M. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages (IDEA, 2013)
6. Potter, W.J. Theory of Media Literacy: A cognitive approach (Sage, 2004)
7. W.J. Potter, Media Literacy, 7th ed. (Sage, 2013)

**Paper: MJMC-404
DISSERTATION**

Each student will select a research topic/problem in consultation with the faculty members of the department. Full Mark of the Dissertation paper 100 Marks. Out of which preparation of the Dissertation carries 75 Marks followed by presentation and viva-voce carries 25 marks.

**Paper: MJMC-405
INTERNSHIP**

Each student is required to undergo a FOUR-WEEK internship in any Media House i.e. **Print/ Electronic / Digital** and submit a detailed report after the completion of the internship to the Department. Full Mark of the Internship paper 100 Marks, Out of which the media house will issue a confidential report mentioning the score out of 50 marks in favour of the student. The detailed Internship Report to be submitted by student in the department which carries 50 marks.
