



ROYAL GLOBAL UNIVERSITY  
— GUWAHATI —

**ROYAL SCHOOL OF COMMUNICATIONS AND MEDIA  
(RSCOM)**

**SYLLABUS  
&  
COURSE STRUCTURE**

**MA in Journalism and Mass Communication  
MA (J&MC)  
(2022 – 24)**

**LEARNING OUTCOME-BASED  
CURRICULUMFRAMEWORK**

**OF**

**ROYAL SCHOOL OF COMMUNICATIONS AND MEDIA  
(RSCOM)**

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### 1. UGC- LOCF Preamble

Master of Arts in Journalism and Mass Communications will make learning more student centric, interactive and outcome oriented with well-defined aims, objectives and goals. The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the program level with an agenda to structure the teaching-learning process in such a way that the students obtain the much needed 21<sup>st</sup> Century skills like critical thinking, problem solving, analytical reasoning, cognitive skills, self-directed learning among other such skills.

The new curriculum will offer students with relevant core papers that help build their foundation in the area of communication. The Discipline Specific Elective papers and Skill Enhancement courses will enable students to pursue an area of their interest in the field of

communication and its allied fields. The contents of each course have been carefully designed to prepare students with knowledge and skill sets that will not only make them industry ready but also foster innovative thinking.

To achieve the programme goals following measures would be adopted:

1. Regulatory curriculum reform based on a Learning Outcomes-based Curriculum Framework (LOCF);
2. Enriching the quality of teaching and research;
3. Enlightening learning environment through ICT based hands-on approach to students;
4. Involving students in discussions, problem-solving, and out of the box thinking;

## **2. Aims and Objectives of Master of Arts in Journalism and Mass Communication in Royal School of Communications and Media (MAJMC):**

The curriculum of MAJMC is planned to have the following aims & objectives:

1. Through compulsory core papers in the emerging areas of film making, news production, human communication and media management, students are made conceptually sound to critically analyze real life situations. The use of interactive lecture series with high involvement of students, case based discussions, group discussions and presentations on selected specialization papers develops among students ample knowledge, skills and ability to handle complex creative problems.
2. Provide a conducive environment inside the campus that holistically engages students through an all-encompassing knowledge impartation;
3. The program encourages students to involve in portfolio projects work for better exposure in relevant field of study.
4. Formulating ethical media problems and provide innovative solutions to enable the learners to be future ready media leaders who are compassionate and yet efficient;
5. Develop ability to use software for message design and analysis through creative and innovative tools under designing and editing course papers.
6. The program encourages students to undertake summer internship to gain practical insight from industry which makes their understanding of courses taught more meaningful.
7. Through academic exposure, practical training, skill enhancement activities develop students in to becoming successful leaders/media personals.

## **3. Framework of Master of Arts in Journalism and Mass Communication**

The LOCF system in MAJMC provides an opportunity for the students to choose courses from the prescribed courses comprising of Core papers, discipline specific papers and Skill Enhancement Courses. The courses will be evaluated following the grading system, which is better than the conventional marks system. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC guidelines will be followed.

## **4. The Outline of Learning-based Curriculum Framework (LOCF) shall be:**

A. Core Course: This course is compulsorily to be studied by a candidate as a core requirement in pursuit of a master's degree in Journalism and mass communication.

1. Ability Enhancement Compulsory Courses (AECC): These are the courses based upon the content that leads to ability enhancement. The subjects offered are:
2. English Communication
3. Behavioural Science

B. Ability Enhancement Elective Courses (AEEC): These are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc. These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instruction.

#### **5. Graduate Attributes in Master of Arts in Journalism and Mass Communication:**

- Disciplinary Knowledge
- Building academic excellence of the students through sound knowledge of the courses studied.
- Communication Skills

Presentations, group discussions, role plays and class room discussions form an integral part of the course curriculum. Each student on an individual basis or as group assignment prepares term papers which are presented and reviewed. This teaching pedagogy develops and enhances the communication and presentation skill of students leading to them becoming effective presenters of their innovative ideas/views.

- Critical Thinking

Inculcating an intellectually disciplined process of actively and skilfully conceptualizing, applying, analyzing, synthesizing, and/or evaluating information gathered from, or generated by, observation, experience, reasoning, as a guide to action.

- Problem Solving

The Program focuses on well researched and solution based thinking and application of theoretical concepts to real life case studies enabling students to develop problem solving skills. Students develop an ability to take up challenges in their professional carrier and provide effective solutions.

- Analytical Reasoning

The ability to solve problems quickly and effectively. Systematic and methodical step-by- step approach to thinking that allows students to break down complex problems into single and manageable components.

- Research-Related Skills

The students are engaged with their faculty on various projects of current relevance and critical outcome. They work on live projects and collect data on industry for research based projects. The students are taught the skill of using software for making analysis.

- Cooperation/Team Work

Working on various assignments in both academic and extra- curricular help them in becoming team worker. Group projects and presentations and case studies give opportunity to students to learn team skills and understand team dynamics. As a team the students produce films and news content.

- Reflective Thinking

The assessment methods adopted for the courses include presentation on the specified media projects which requires the use of analytical thinking and critical evaluation.

- Information/Digital Literacy

Students are required to prepare assignments/term papers based on data assimilated through primary and secondary sources. The data for secondary sources is largely procured from digital sources/online sources. Subjects like online journalism and new media further enhances the students' digital literacy level.

- Self-Directed Learning

Generating among students their curiosity to acquire general knowledge and explore information to make better decisions, develop rational and logical beliefs and thinking. During the course of their study relevant links are shared by faculties with the students for their academic progress, better exposure & updated knowledge of the subjects taught. Subjects like news and contemporary issues help the students to learn relevant issues of the society.

- Multi-cultural Competence

Students are enabled to understand the subjects during their classroom discussion. In addition to that they are advised, motivated and facilitated for co-curricular activities to serve the society especially to those at bottom of the pyramid. Further, they are sensitized towards Environmental care which has taken prime position because of the threat caused. This sensitization is through the EVS paper. They are also expected to sensitize the society towards social issues and aspects concerning larger national issues.

- Moral and Ethical Awareness/Reasoning

Courses include sensitization and cultivation of moral and ethical value in students. The programme includes courses on ethics and social responsibility. Further through classroom discussions the students are made to understand the importance of adopting ethical practices in pursuit of business profits.

- Leadership Readiness/Qualities

Creating an inspiring vision of the future. Accepting team spirit as an important contributor to both personal and professional life. Participate in healthy competition, generation of more ideas, improved productivity

- Life-long Learning

The course also orients the students towards better learning and application on media innovation. This will be possible only when they will update themselves on a daily basis and keep aware of changing environment. Moreover, encouraging students to generate a variety of ideas and responses, across different categories and to look at things from different points of view. Generating new ideas and innovation.

- Qualification Descriptors for Master of Arts in Journalism and Mass Communication:

The qualification descriptors suggest that generic outcomes and attributes is to be obtained by the students while obtaining the MAJMC degree. These parameters are expected to be attained and demonstrated by the learners after becoming graduate in this program. The learning experiences and assessment procedures thereby are so designed that every graduate in MAJMC may achieve the program learning outcomes with equal opportunity irrespective of class, gender, community, and regions

Each graduate in MAJMC shall be able to:

1. Demonstrate extensive and coherent knowledge of mass media and its applications in real media world;
2. Understanding of various concepts and theories providing strong academic foundation;
3. Demonstrate educational skills in areas of film making, journalism, advertising, public relations, graphic design, editing, photography & human communication and allied branches of study that includes new media, news production, community communication etc.
4. Apply knowledge, understanding, and skills to identify the difficult/unsolved problems in rapidly changing environment and to collect the required information from possible range of sources and try to analyze and assess these problems using appropriate methodologies;
5. Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts, rather than replicate curriculum content knowledge, to identify and analyze problems and issues and solve complex problems with well-defined solutions;
6. Good value systems leading to high ethical and moral conduct in society at large; Competencies and attitudes.

## **6. Program Learning Outcomes for Master of Arts in Journalism and Mass Communication:**

The outcomes and attributes described in qualification descriptors are attained by students through learning acquired on completion of a program of study. The term 'program' refers to the entire scheme of study followed by learners leading to a qualification.

Programme Learning Outcome will include subject specific skills, and generic skills including transferable global skills and competencies.

- (a) Demonstrate a coherent understanding of media management, managerial and analytical skills in film making strategies and decisions & higher order skills in chosen area namely journalism, photography, advertising, public relations etc.
- (b) Use knowledge, understanding and skills required for identifying problems and issues, collection of relevant quantitative and/or qualitative data drawn form a wide range of sources and application of the information to designing solutions.
- (c) Completion of this program will also enable the learners to formulate problems and provide innovative solutions thus; moulding them into future visionaries, media giants that are compassionate yet efficient.
- (d) The course provides an extreme and rigorous base for teaching, research, and allied mediums of mass communication.
- (e) Develop innovative thinking and entrepreneurial skills.
- (f) Demonstrate subject-related and transferable skills that are relevant for entry level media industry positions.
- (g) Create a sound foundation for students to pursue higher level studies and research in areas of mass communication.



## 7. Structure of Bachelor of Arts in Journalism and Mass Communication

### Credit Distribution:

Courses	Number of Courses	Credits (Theory +Practical)	Total Credits
<b>Core Papers:</b>			
1st and 2nd Semester	8	32	62
3rd and 4th Semester	7	30	
<b>Discipline Specific Elective:</b>			
1st and 2nd Semester	2	8	32
3rd and 4th Semester	6	24	
<b>Ability Enhancement Elective Courses</b>	2	4	4
<b>Ability Enhancement Compulsory Courses:</b>			
Communicative English	4	4	4
Behavioural Science	2	2	2
<b>TOTAL</b>	<b>31</b>	<b>104</b>	<b>104</b>

### Note

1. Every student must undergo a Summer Internship Project of 8 weeks (In-plant) carrying 4 credits in their 3<sup>rd</sup> Semester.
2. Every student must submit a Thesis/Dissertation project carrying 6 credits in their 4<sup>th</sup> Semester.
3. The online course suggested in the syllabus is subject to availability during the session.

PROGRAMME STRUCTURE							
RSCOM (MA in J&MC)							
1 <sup>st</sup> Semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	JMC094C101	Introduction to Mass Communication	4	0	0	4	4
2	JMC094C102	Journalism: Reporting and Editing	3	1	0	4	4
3	JMC094C103	Communication Theories	3	1	0	4	4
4	JMC094C114	Photography	0	0	8	4	8
<b>Ability Enhancement Compulsory Course (AECC)</b>							
5	CEN984A101	Communicative English – I	1	0	0	1	1
6	BHS984A102	Behavioural Science-I	1	0	0	1	1
<b>Elective: Discipline Specific DSE</b>							
7	JMC094D10A1/ JMC094D10A2	Writing for Media/Visual Communication	4	0	0	4	4
<b>Total -</b>						<b>22</b>	

RSCOM (MA in J&MC)							
2 <sup>nd</sup> Semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							

1	JMC094C201	Media in North East	3	1	0	4	4
2	JMC094C202	Development Communication	3	1	0	4	4
3	JMC094C203	Media and Cultural Communication	4	0	0	4	4
4	JMC094C204	Media Planning and Management	3	1	0	4	4
<b>Ability Enhancement Compulsory Course (AECC)</b>							
5	CEN984A201	Communicative English – II	1	0	0	1	1
6	BHS984A202	Behavioural Science-II	1	0	0	1	1
<b>Ability Enhancement Elective Course (AECC) (2) (Skill Based)</b>							
7	FLG994S201	French 1/Any other course offered by other schools of RGU and opted by students	2	0	0	2	2
<b>Elective: Discipline Specific (DSE)</b>							
8	JMC094D20A1/ JMC094D20A2	Radio and Television Production/ Computer Application - (Design and Editing)	4	0	0	4	4
<b>Total -</b>						<b>24</b>	

<b>RSCOM (MA in J&amp;MC)</b>								
<b>3<sup>rd</sup> Semester</b>								
Sl. No.	Subject	Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>								
1	JMC094C301		Media Research	4	1	0	5	5
2	JMC094C302		Film Studies	3	1	0	4	4
3	JMC094C313		Video Editing	0	0	8	4	8
<b>Ability Enhancement Compulsory Course (AECC)</b>								
4	CEN984A301		Communicative English – III	1	0	0	1	1
<b>Ability Enhancement Elective Course (AECC) (2) (Skill Based)</b>								
5	FLG994S301		French 1/ Any other course offered by other schools of RGU and opted by students	2	0	0	2	2
<b>Elective: Discipline Specific DSE</b>								
6	JMC094D30A1/ JMC094D30A2		DSE 3: Online Journalism/ Global Communication	3	1	0	4	4
7	JMC094D30B1/JMC094D30B2		DSE 4: Basics to Advertising/ Photojournalism	3	1	0	4	4
8	JMC094D31C1/JMC094D30C2		DSE 5: Layout and Design/ Broadcasting Media (TV)	0	0	8	4	8
<b>Project/Dissertation</b>								
9	JMC094C321		Internship	0	0	8	4	8
<b>Total -</b>							<b>32</b>	

<b>RSCOM (MA in J&amp;MC)</b>								
<b>4<sup>th</sup> Semester</b>								
Sl. No.	Subject	Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>								
1	JMC094C401		Media Laws and Ethics	3	1	0	4	4
2	JMC094C402		Current Affairs	3	1	0	4	4
<b>Ability Enhancement Compulsory Course (AECC)</b>								
3	CEN984A401		Communicative English – IV	1	0	0	1	1
<b>Elective: Discipline Specific (DSE)</b>								
4	JMC094D40A1/		Corporate Communication/	0	0	8	4	8

	JMC094D41A2	Digital Photography and Photo Editing					
5	JMC094D40B1/JMC094D40B2	DSE 7: International Communications/New Media	4	0	0	4	4
6	JMC094D41C1/ JMC094D41C2	DSE 8: Science, Environment and health Communication/Citizen Journalism	0	0	8	4	4
<b>Dissertation</b>							
7	JMC094C421	Dissertation	0	0	10	5	10
<b>Total -</b>						<b>26</b>	

**SYLLABUS  
(1<sup>st</sup> SEMESTER)**

**Paper** : Introduction to Mass Communication  
**L-T-P-C:** 4-0-0-4

**Subject Code:** JMC094C101  
**Credit Units** : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*The module will introduce the student to the various means of communication.</p> <p>*This will act as an orientation course to the students as it lays the foundation of mass communication and its types besides the understandings of emerging trends in media.</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation/Case Studies</p>	<p>•Understand the basic concept of Mass Communication</p> <p>•Understand different areas of media industry</p> <p>•Broad overview of the current trends in mass communication.</p>	<p>*Continuous Evaluation: 15%</p> <p>*Assignment, Class Test, Viva, Seminar, Quiz: Any Three</p> <p>*Mid-term examination: 10%</p> <p>*Attendance:5%</p> <p>*End Term Examination: 70%</p>

**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	Communication Process	Meaning, Definition, Evolution of Communication, Function of Communication, Process, Elements of Communication, Types, Classification of Media.	15
2	Print Media	History of printing, newspapers, books and other periodicals, News, Basic Components of a news story, Yellow journalism, Penny press, Tabloid press, Press and Democracy, Contemporary Debates and Issues relating to Media. Ethics in Journalism.	15
3	Electronic Media	Concept, Characteristics and Scope, Origin and development: Radio, Television, New Media, its Scope and Trend.	15

4	Advertising and Public Relations	Concepts, Functions, Tools and Types of Advertising, Public Relations: Growth and Development, Advertising and PR Management.	15
<b>Total</b>			<b>60</b>

**Text Books:**

- *Introduction to Mass communication*, Keval J Kumar; Jaico Publishing House; Fourth edition;1994.
- Baran,;S.J ;*Introduction to Mass Communication*; New York: McGraw Hill, 2002.

**Reference Books:**

- Berko,;W. & W. Communicating; New Jersey: Prentice Hall, 1989.
- Bitner,;R. Mass Communication: An Introduction ; New Jersey: Prentice Hall, 1989.
- Defleur; M.L. & Dennis E.;*Understanding Mass Communication*. Boston; Houghton Mifflin; 1994.
- Hybels; S. & Weaver I; *Communicating Effectively*; Boston: McGraw Hill; 2001.
- Hasan, Seema; *Mass Communication: Principles And Concepts*, 2E; Cbs, 2013.

<b>Paper</b> : Journalism: Reporting and Editing <b>L-T-P-C:</b> 3-1-0-4	<b>Subject Code:</b> JMC094C102 <b>Credit Units :</b> 4
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To introduce the news process and the role that journalism plays in the society *To lay the foundation of mass communication and journalism professional and equipped with practical requirements.	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	•Understand the different news forms •Understand different forms of journalism •Understand how news report constructed.	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	History and Development of Print media	Growth of newspapers in India, Evolution of Press in India; First and Second Press Commission: Main findings, Expansion of Regional Newspapers; Evolution and Growth of News Agencies: National and International.	15
2	Reporting	Introduction, Types of reporting, Specializations, Indian print journalists, International newspapers, Circulation, Advertisements and marketing, Parallel publications, Magazine journalism, Internship and training.	15
3	Editing	Sub editing, Page layout, Style sheet, Selecting matter from news agencies, Production of different types of pages, Placing advertisements, Printing and visual element, Preparing Dummy of Newspaper and its different pages, Principles of Graphics and its	15

		Importance, Newspaper Printing Methods	
4	Practical	Filing news reports, Feature writing, Editing news copy with symbols, News selection and placement; Softwares: Quark Express, Corel Draw, Photoshop, In-design; Lab Journal: Students will be divided into groups to produce Lab Journals each in English or Assamese.	15
<b>Total</b>			<b>60</b>

**Text Books:**

- Parthasarthy, Rangaswami; *Journalism in India*; Sterling Publishers, New Delh, 1997.
- Natrajan. J; *History of Indian Journalism*; The Publication Division, New Delhi; 1955
- Ghosh, Sunit Ghosh; *Modern History of Indian Press*; Cosmo Publications, New Delhi; 1998.
- Khan, M.A; *The History of Urdu Press*; Classical Publishing House; New Delhi; 1995.
- Hasan, Seema; *Mass Communication: Principles And Concepts*, 2E; Cbs, 2013.

**Reference Book:**

- Yapp, Nick; *100 Days in Photographs: Pivotal Events that Changed the World*; National Geographic ;2007
- Chandra, P,K; *Visual Communication and Photojournalism*; Swastik Publishers; New Delhi;2007
- Langton, Loup; *Photojournalism and Today's News: Creating Visual reality*; Wiley; 2009.

<b>Paper</b> : Communication Theories	<b>Subject Code:</b> JMC094C103
<b>L-T-P-C:</b> 3-1-0-4	<b>Credit Units</b> : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To introduce the basic theoretical and conceptual aspects of mass media, society, economy and culture. And its relationship to individuals *To offer a selected survey of critical humanistic and social scientific theories on human.	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*Understand the basic concept of communication theories. *Understand the power information and its impact. *Understand the theories and models in different forms of communication.	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	Introduction to Mass Communication Theory	Defining and redefining mass communication, Emergence of scientific perspective on mass communication, The origin of six normative theories of Media; Four theories of press, Developmental Theories and Participatory Theory	10
2	Media Effects Theory	Paradigm Shift in Mass Communication Theory; Two Step Flow Theory, Limited Effects Theories, Social	

		Learning Theory, Selective Process; Information Flow Theory; Functional Analysis Approach and Diffusion Theory.	10
3	Psychological and Sociological Theory	Cognitive Dissonance, Selective Perception, Cultivation Theory, Needs and Gratification Theory, Agenda Setting Theory, Media Dependency Theory	10
4	Powerful Effects of Media	Dominant Paradigm, Diffusion of Innovation, Spiral of Silence, Marshall McLuhan's Medium Theory, Visual Communication Theories: Gestalt Theory, Semiotics, Constructivism, Ecological Theory, Cognitive Theory, Huxley-Lester Model	10
<b>Total</b>			<b>40</b>

#### Text Books:

- *The Uses of Mass Communication*, Blunder; J. and E. Katz; Thousand Oaks, CA: Sage; 1974.
- *Communication Theory-Media, Technology and Society*, David Holmer; Sage Publication, London; 2005.

#### Reference Books:

- Denis McQuail; *An Introduction to Communication Theories*; Sage Publication, New Delhi; 1994.
- Denis McQuail; *Mass Communication Theory*; Sage; Publication, London, 4th Edition ; 2000.
- Duai R. & Manonmani .T, *Culture and Communication: New Perspectives*; Galgotia Publication, New Delhi; 1997.
- Hasan, Seema; *Mass Communication: Principles And Concepts*, 2E; Cbs, 2013.

<b>Paper</b> : Photography <b>L-T-P-C:</b> 0-0-8-4	<b>Subject Code:</b> JMC094C114 <b>Credit Units</b> : 4
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To provide knowledge visual media technologies. *To capture great photographs and edit to tell a story. *To know the functions of photography, lighting techniques, indoor and outdoor shooting.	*Field work *Assignment and problem solving *Individual/Group Presentation *Photo features	*Basic understanding of operating photography cameras. *Principles to capture still images *Familiarize with various types of photography themes and lighting techniques *To tell story by combining different visual elements in a frame	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

#### Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Introduction to	Photography: Definition and meaning; Aesthetics	

	photography	and Photography; Shots: Shot Sizes, Shot Angles, Shot Perspectives; Composition: Foreground, Middle ground, Background, Headroom, Nose Room, Looking Room.	20
2	Camera and Lights	Types of Cameras: Camera Obscura, Range Finder Cameras, View Finder Cameras, Twin Lens Reflex, Prosumer Cameras, Single Lens Reflex, Digital Cameras, Digital SLRs, Mirror Less Cameras; Camera Parts: Aperture, Shutter Speed, Focusing Ring, Lens, Tripod, Monopod; Depth of field; Types of lenses; Lights: Four point lighting, Light meter, Interior lighting conditions, Exterior lighting conditions, Filters, Lighting Techniques, Types of light, Intensity Calculation; Indoor and Outdoor Photography Lighting Set up	20
3	Genres of Photography	Genres: The meaning; Genres of Photography: Portrait, Landscape, Wild life, Sports, Cityscape, Fashion, Night life, Food, Candid, Aerial, Black and White, Abstract, Frame within a frame, Still life.	20
4	Photography Projects	Students will have to submit one photography project portfolio for fulfillment of the course. They will make a portfolio of 144 (8/11 size) pictures. 12 photographs of 12 different genres will be taken and selected. In the portfolio they will have to mention the shutter speed and aperture of every photograph with a caption.	20
<b>Total</b>			<b>80</b>

**Text Books:**

- *Mastering Flash Photography*; McCartney, Susan; Amphoto Books, 1997.
- *Langford's Basic Photography: The Guide for Serious Photographers*, Fox, Anna, Smith, Richard Sawdon; Taylor & Francis, 2015.
- *Photojournalism and Today's News: Creating Visual Reality*; Langton, Loup; John Wiley & Sons, 2009.

**Reference Books:**

- Grimm, Tom; *The basic book of photography*; 5th Edition; A plume book, 2003.
- Freeman, Michael; *An introduction to photography*; Grange Book; 1997.
- Branth, Bill & et.al.; *The fundamental of Photography*; AVA publishing, 2005.
- Ang, Tom; *Photography: The Definitive Visual History*; DK Publishers, London; 2014.
- Ang, Tom; *Digital Photography Masterclass*; DK Publishers, London; 2013.

**Elective: Discipline Specific DSE-1**

<b>Paper</b> : (Group-1) Writing for Media <b>L-T-P-C</b> :4-0-0-4	<b>Subject Code</b> : JMC094D10A1 <b>Credit Units</b> : 4
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To inculcate professional writing skills and knowledge of the mass communication	*Lecture *Assignment and problem solving *Individual/Grou	*The students will be equipped with the understanding of the principles and	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar,

*To impart hands-on experience on different aspects of writing in media	p Presentation *Case Studies	processes of writing for print, radio & TV	Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%
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### Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Essentials of Good Writing for Media	Kinds of Media Writing: Inform, Describe & Persuade, The ABCD of Media Writing: Accuracy, Brevity, Clarity & Discernment, Media writing as communication, Telling stories, Engaging the reader Research and writing. Introduction to narrative, Narrative writing, Principles of good writing, basic tools of writing, characteristics of media writings.	10
2	Writing for Electronic Media	Writing for eyes and ears, Steps & elements of writing for Radio & TV: editorial, review. Writing for Web: Characteristics of web writing, technical writing, blogs, online journalism: Freedom of Expression, Restrictions on publications, ethics and responsibility, defamation, libel	10
3	Ideas for writing	Explaining ideas and processes. Engaging the reader: what makes a good introduction or lead to a story? The language of journalism: concrete, specific, active, clear, democratic, non-sexist, non-racist.	10
4	Feature Writing	The characteristics of feature stories, Different kinds of features, Interviewing techniques to draw out useful information, Non-fiction storytelling techniques into feature stories.	10
<b>Total</b>			<b>40</b>

### Text Books:

- *Media Writing: A Practical Introduction*, Batty. Craig and Cain. Sandra; Palgrave Macmillan; 2010.
- *Writing for Mass Media*, Stovel G; 6th edition, Allyn and Bacon; 2006.
- *News Reporting and Writing*; Melvin Mencher; 10th edition, McGraw-Hill; 2006.

### Reference Books:

- Strunk, William & White, E.B.; *The Elements of Style*; Longman; 1999.
- Raman, Usha; *Writing for the Media*; Oxford University Press, India; 2009.
- Robey, L Cora; *New Handbook of Basic Writing Skills*; Hardcourt College Pb. Orlando; 2003.
- Kane, Thomas; *Essentials Guide To Writing*; Oxford University Press; 2003.
- Hough, George.A; *News Writing*; Houghton Mifflin; 1995.

<b>Paper : (Group-2) Visual Communication</b> <b>L-T-P-C: 4-0-0-4</b>	<b>Subject Code: JMC094D10A2</b> <b>Credit Units : 4</b>
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<b>Course Objectives</b>	<b>Teaching</b>	<b>Learning</b>	<b>Course Evaluation</b>
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	<b>Learning Process</b>	<b>Outcomes</b>	
*To introduce the knowledge of visual thinking, understanding of semiotics languages *To give hands-on training in different aspects of visual elements in mediated contents etc.	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*To explore and understand the visual concept and its meaning in different elements of video, print and new media context	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

### Detailed Syllabus:

<b>Modules</b>	<b>Name</b>	<b>Course Contents</b>	<b>Periods</b>
1	Concept of Art:	What is Art? Structure, Form and Meaning of Art; Art as Commerce, Art as Commodity, Art as human creation of Images; Reality and constructed Images	10
2	The Visual Image	Visual modes of communication; The visual elements: Space, line, form, shape, texture, light and colour, rhythm, movement, balance, harmony, variety and unity; Organization of visual elements; Cognitive approaches to visual communication; Perception: Depth, height, colour, shape etc.; Creative process: The ability to create, transform and arouse curiosity	10
3	Theories of Visual Communication	Application in analyzing visual elements in media; Visual analysis: Introducing Semiotics, Interpreting images from different perspectives	10
4	Basic elements of Composition	Perspectives, Depth of field, Rule of the third, Focal length; Types of Lenses: Normal, wide, telephoto, filters; Branches of photography: Nature, Still, Architecture, Wedding, Sports, Photojournalism etc.; Basics of Typography, Selection and Combination of fonts, Colour for fonts, Using fonts for different forms of media	10
<b>Total</b>			<b>40</b>

### Text Books:

- *Handbook of Visual Communication: Theory, Methods, and Media*, Smith Kenneth L, et.al.,Routledge; 2011.

### Reference Books:

- Messaris, Paul,; *Visual Persuasion – Role of Images in Advertising*, Sage; 1996.
- Hodge, Gavin, et. A; *An Introduction to Photography*; Sandstone Publishing; 1990.
- Wileman, Ralph E; *Visual Communicating*; Educational Technology Publication; 1993.
- Bergstrom, Bo; *Essentials of Visual Communication*; Thames and Hudson;2009.
- Drew, Helen; *The Fundamentals of Photography*; AVA Publishing; 2005.

**SYLLABUS  
(2<sup>nd</sup> SEMESTER)**

**Paper** : Media in North East  
**L-T-P-C:** 3-1-0-4

**Subject Code** : JMC094C201  
**Credit Units** : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*To introduce the historical background of Media and its evolution in North Eastern Region of India</p> <p>*It focuses on the trends of reporting and analysis of modern journalistic contributions during the conflict situations</p> <p>*To introduction traditional media and understanding of Socio-Economic, Political and Cultural Development of North Eastern Region</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation</p> <p>*Case Studies</p>	<p>*To understand the development of Media in North East India; the migration and the impact of movements and Socio-Economic, Political and Cultural Development of the North Eastern Region</p> <p>*To understand the problem and challenges faced by the journalists reporting from conflict situations</p>	<p>*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)</p> <p>*Mid-term examination: 10%</p> <p>*Attendance:5%</p> <p>*End Term Examination: 70%</p>

**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	Introduction	History of origin and migration in the North Eastern Region; Statehood Movements; Socio-Economic, Political and Cultural Development of North Eastern Region.	10
2	Origin, Growth and Development of Media in NER	Traditional media; history of print, electronic and new media; comparative study of early and modern Journalistic initiatives/contributions in the NER.	10
3	Role of Media in Northeast India	Regional & local media in NE; contemporary trends of media in NE; Media and indigenous culture.	10
4	Problems and Challenges	Press in conflict situations; marginalization and security, Critical analysis of Media in North East vs. Mainstream Media.	10
<b>Total</b>			<b>40</b>

**Text Books:**

- *History of the Sibsagar Field*; Gurney, A. K; Assam Mission; Nawgaon Jubilee Publication; 1887.
- *The American Missionaries and North-East India*; Barpujari H.K.; Spectrum Publications, Guwahati/Delhi; 1985.

**Reference Books:**

- Barns Margerita: *The Indian Press*; London; 1940.
- Baruah S. P: *Press in Assam—Origin and Development*; Lawyer's Book Stall; Guwahati; 1999.

- Baruah, Sanjib, *Beyond Counter-insurgency: Breaking the Impasse in Northeast India*; Oxford University Press; 2009.
- Pandey, G.P.; *Press in North East India*; Publicity Division; Ministry of Information & Broadcasting, India, 2013.
- Vasanti, P.N & Kumar, p; *TV news Channel in India, Business, Content and Regulation*; Academic Foundation; 2016.

<b>Paper</b> : Development Communication	<b>Subject Code:</b> JMC094C202
<b>L-T-P-C</b> : 3-1-0-4	<b>Credit Units</b> : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*To introduce the role of information, communication and the media in development and social change</p> <p>*It includes the development theories and how these have influenced the different development communication approaches at various times</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation</p> <p>*Case Studies</p>	<p>*Understand the role of information, communication and media in developmental context</p> <p>*Facilitate students' appreciation on developmental goals</p> <p>*To understanding sustainable development of development communication</p>	<p>*Continuous Evaluation: 15%</p> <p>*(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)</p> <p>*Mid-term examination: 10%</p> <p>*Attendance: 5%</p> <p>*End Term Examination: 70%</p>

#### Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Introduction to Development	Meaning, definition, Role of Communication in Development, Role of communication in Development Origin of the subject – II world war and post-colonial condition, Concept of participation and Participatory communication in community development	10
2	Theories and Models of Development	Theories and paradigms of development – Dominant, Alternative and New paradigms of development, Dependency model, Marxist concept of stages of society, Social Responsibility Theory	10
3	Approach and Strategies in Development Communication	Communication Approaches – Vertical – Top-down Model – Horizontal, Fair Trade, Export Led Growth, Import Substitution, Neo-Liberalism, New Millennium Development Goals, development communication policy; emergence of culture as a factor in development; multimedia approach to development communication; techniques of writing development messages for rural and urban audiences; involving the target audience in the construction of message.	10
		Review of development news items in newspapers,	

4	Practical	magazine, online news portal of national and regional importance etc. Reporting, designing strategic communication plans for development issues or stories.	10
<b>Total</b>			<b>40</b>

**Text Books:**

- *Diffusion of Innovations*; Everett, Roger; Free Press; 2003.
- *Communication for Development and Civil Society*; Gupta, VS; Concept; 2004.

**Reference Books:**

- Jan Servaes; *Communication for Development and Social Change*; New Delhi Sage Publications; 2009.
- K.Mahadavan, Kiran Prasad, Youichi Ito and Vijayan Pillai; *Communication, Modernisation and Social Development: Theory Policy and Strategies* (2 volumes), New Delhi. BR Publishing; 2002.

<b>Paper</b> : Media and Cultural Communication <b>L-T-P-C:</b> 3-1-0-4	<b>Subject Code:</b> JMC094C203 <b>Credit Units</b> : 4
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To introduce historical overview of cultural studies and its emphasis on media and popular culture *To familiarize the foundational texts and formative debates to define cultural studies *To know the basic concepts of cultural studies approaches: ideology, semiotics, race, ethnicity, gender, resistance and others	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*Able to know the basic concepts of cultural studies: power, agency, identity, ideology, and representation *To imply interdisciplinary critical perspectives to examine the diverse meanings of cultural objects and its processes *To analyze culture through oral and written modes of communication	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	Tradition and Culture	Meaning of Culture, Tradition, Folklore, and Different Folk Media in India, Devotional and religious forms, Culture as communication, fashions, fads and rituals.	10
2	Media and Society	Cultural implications of mass media. Popular and elite culture. Multiculturalism and sub cultures. Feminist critiques of media. Media and the minorities. National culture and communication policy.	10

3	Media Industries	Comics, paperbacks, magazines, music. TV channel as brand management - video games, copyright, copy-left.	10
4	Audience	The changing audience - media commodities, Google, eBooks, free downloads, open source	10
<b>Total</b>			<b>40</b>

**Text Books:**

- *Understanding Community Media*, Howley, K.; New Delhi: Sage; 2010.
- *Hand Held visions: The impossible possibilities of community media*, Halleck, D.D.; USA: Fordham University Press; 2002.

**Reference Books:**

- Gordon, J. *A collection of community media debates and dilemmas*; Bern: Peter Lang; 2009.
- Samovar, L. A & Porter, R. E. *Inter-cultural Communication-A Reader*; Wadsworth; 2000.
- Ravindran, R.K; *Media and Society*; Commonwealth; 1999.

<b>Paper</b> : Media Planning and Management	<b>Subject Code:</b> JMC094C204
<b>L-T-P-C:</b> 3-1-0-4	<b>Credit Units</b> : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To understand the historical overview of cultural studies, media and popular culture *To familiarize the foundational texts and formative debates of cultural studies *To know the basic concepts of cultural studies approach: ideology, semiotics, race, ethnicity, gender, resistance and others	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*To understand the basic concepts of cultural studies: power, agency, identity, ideology, and representation *To understand interdisciplinary critical perspectives to examine the diverse meanings of cultural objects and its processes *To learn to develop the analyses of culture in oral and written communication	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	Media Industry and Management Concept	Management Principles, Theories and Practices, Media Economics, Organizational Structure, Globalization and Media, Functions in Media Organization, Entrepreneurship	10
2	Management in different Media	Print, Electronic & New Media, Advertising, Cinema, Public Relations, Community Media	10

3	Media Planning and Buying Process	Process of Starting Media Business in India, Role of Media Planners, Challenges in Media Planning, Criteria for Selection of Media, Media Mix Approach	10
4	Case Study	Case studies of Major Media Organizations (Global, National and Local)	10
<b>Total</b>			<b>40</b>

#### Text Books:

- *Handbook of Journalism and Mass Communication*; Aggarwal, Virbala; Neha Publisher; 2012.
- *Management of Electronic and Digital Media*; Albarran, Alan B; 5th Edition; Wadsworth; 2012.

#### Reference Books:

- Chiranjeev, Avinash; *Electronic Media Management*; Author Press; 2000.
- Fink, C. Conrad; *Strategic Newspaper Management*; Pearson; 1995.
- Jethwaney, J. Jain, S; *Advertising Management*; Oxford University Press; New Delhi; 2006.
- Kotharli, Gulab; *Newspaper Management in India*; Intercultural Open University; 1995.
- Sohn, ArdythBroadrick; *Media Management: A Casebook Approach*; Routledge; 2007.

#### Discipline Specific Elective-2 (DSE-2)

<b>Paper : (Group-1) Radio and Television Production</b>	<b>Subject Code: JMC094D20A1</b>
<b>L-T-P-C: 4-0-0-4</b>	<b>Credit Units : 4</b>

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To introduce the overview of the principles of broadcasting *To acquaints video and audio production techniques *To enhance writing skills for radio and television journalism	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*To be able to analyze the history, origin and growth of electronic media *Identify the principles and practice of radio and television broadcasting *Write effectively for television and radio production	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance: 5% *End Term Examination: 70%

#### Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Introduction to Broadcasting	Evolution and growth of Radio/TV Broadcasting, Principles and practices of Broadcasting, Broadcasting as an Industry, Characteristics of Radio and TV, Broadcasting, Broadcasting policies and regulatory Authorities, Types of Broadcasting: Public Service, Commercial and Community.	10
2	Radio production &	Organizational structure, AM and FM broadcasting, Phases of Radio Production, Radio programme	

	Broadcasting	formats, Internet Radio, Podcast, Physics of Sound, Microphones, Speakers, Recorders, Cables and Connectors, Mixers and Consoles, Software.	10
3	Television	Phases of Production, Departments of Production, Different formats of television programmes, Idea Development, Research, Recce, Synopsis & Treatment for Production, Anchoring and Interview Techniques, Voice over/Bytes.	10
4	Practical	Prepare a presentation/case study on any radio or broadcasting channel of Assam; Prepare detail reports on the Industrial visits to Radio and Television Channels of the city.	10
<b>Total</b>			<b>40</b>

**Text Books:**

- *Video Production*; Belavadi, Vasuki; Oxford University Press; 2007.
- *Teaching TV Production in a Digital World*; Robert, Kenny F.; Library Unlimited Publications; 2004.

**Reference Books:**

- Tyrell, Robert; *The Work of a TV Journalist*; Hastings House; 1972.
- Scannell, Paddy; *Radio, TV & Modern Life*; John Wiley and Sons; 1996.
- Schultz, Brad; *Broadcast News Producing*; Sage Publication; 2004.
- Bandyopadhyay, P.K.; *Radio communication at Close Range*; B. R. Publishing Corporation, New Delhi, 2010.
- Hesmondhalgh, David; *Media Production*; Open University Press, 2006.

**Paper : (Grou-2) Computer Application (Design and Editing) Subject Code: JMC094D20A2**  
**L-T-P-C: 0-0-8-4 Credit Units : 4**

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To know the features that distinguish different types of graphics applications and design processes *To develop digital media and freehand drawing skills to support design communication and thinking processes	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*To be able to gain technical skills for digital and traditional types of composition	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	Design	Design Elements and Principles: Application of the design elements and principles; Typography: History of fonts, Sizes of fonts, Classification of fonts; Text: generation and preparation for use, display, digital typesetting, editing, creation of	15

		headlines using appropriate font; Images: electronic scanning and manipulation using proper resolutions.	
2	Printing & Typography and Layout	Art of Printing: Evolution, Types and Technical Revolution, Physical form, Aesthetics and function, Fonts; Printing methods: Letter press, Gravure, Offset and Screen printing; Printing paper: Types and size, The selection and arrangement of type for effective legibility and develop effective arrangements of text, Information and visuals with typographic elements; Magazine layout, Pagination, Designing various parts, Layout of broadsheet and Tabloid	15
3	Learning Software Application	Use of Corel Draw, Photoshop and In-design, functions of various tools, Keys, Colour corrections, Cropping, Wrap, Editing text, Photographs.	15
4	Learning Video Editing	Types of Video Editing, Special Effects, After effects	15
<b>Total</b>			<b>60</b>

**Text Books:**

- *Art and Print Production*; Sarkar, N, N;Oxford University Press; New Delhi; 2009.
- *Designing Print Communication*; Sarkar, N. N; Sagar Publishers, New Delhi; 1998.
- *CorelDRAW 9 F/x and Design*; Hunt, Shane; Coriolis Group Books; 1999.

**Reference Books:**

- Dancyger, Ken; *The Technique of Film and Video Editing: History, Theory, and Practice*; Focal Press, UK; 2014.
- Jackson, Wallace; *Digital Video Editing Fundamentals*; Springer; 2016.

**SYLLABUS  
3<sup>rd</sup> SEMESTER**

<b>Paper</b> : Media Research <b>L-T-P-C:</b> 4-1-0-5	<b>Subject Code:</b> JMC094C301 <b>Credit Units</b> : 5
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To develop media research culture among academics and professionals in different fields *To undertake research in their specific academic fields on philosophical, epistemological understanding of the elements of research *To provide knowledge skills of various types of research designs and its procedures to conduct	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*Would be able to demonstrate the ability to think critically, creatively and independently *To write clearly in scholarly research and journalism professionals to serve the purpose *To critically evaluate in-depth information from	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination:



research to meet the national and international requirements		diverse sources	70%
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**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	Introduction to Research	Concept, Objectives, Types, Characteristics; Approaches to research (quantitative and qualitative); Types, Steps in research, Concept of reliability, Validity, Ethical perspectives of mass media research.	15
2	Methods of Media Research	Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.	15
3	Tools of Data Collection	Observation, Interview schedules, Questionnaire, Field studies, Telephone surveys, Online polls, Focus groups; Sampling methods; Media research: Evaluation, Feedback, Feed forward, Media habits, Public opinion surveys, Pre-election studies and Exit polls; Attitude Measurement: Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, Levels of measurement.	15
4	Methods of Analysis and Report Writing	Data Analysis Techniques; Coding and Tabulation; Non-statistical methods: Descriptive, Historical; Statistical analysis: Univariate, Bi-variate, Multi-variate tests of significance, Central tendency; Preparation of research reports, Referencing and Citation Style.	15
<b>Total</b>			<b>60</b>

**Text Books:**

- *Mass Media Research*, Roger, Wimmer. D and Dominick, Joseph,R; Thomson Wadsworth; 2006.

**Reference Books:**

- Berger, Arthur Asa; *Media Research Techniques*; Second Edition; Sage Publications, New Delhi; 1998.
- Fiske, John; *Introduction to Communication Studies*; Third Edition; Routledge Publications; 1982.
- Croteau, David and Hoynes; *Media/Society: Industries, Images and Audiences*; William; Forge Press; 2002.
- Kothari, C.R; *Research Methodology: Methods and Techniques*; New Age International Ltd. Publishers; 2013.

<b>Paper</b> : Film Studies	<b>Subject Code:</b> JMC094C302
<b>L-T-P-C:</b> 3-1-0-4	<b>Credit Units :</b> 4

<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evaluation</b>
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<p>*To study the major industrial, technological, aesthetics and cultural developments in the history of motion pictures</p> <p>*To understand the invention of motion pictures, film industry and audience, narratives of film, developments of cinematic techniques and film as art</p> <p>*Changing paradigms of cinematic realism and its technological innovation</p> <p>The online course in Swayam is suggested for learning Film Studies</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation</p> <p>*Case Studies</p>	<p>*Able to understand the nature and process of film production</p> <p>*To familiarize theoretical ideas in films</p> <p>*To explore aesthetics in the history of cinema</p>	<p>*Continuous Evaluation: 15%</p> <p>*(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)</p> <p>*Mid-term examination: 10%</p> <p>*Attendance:5%</p> <p>*End Term Examination: 70%</p>
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### Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Introduction to Cinema	Meaning and definition of Cinema, Images, Motion pictures, Cinema; Birth of International Cinema: Lumiere Brothers; Establishment of the Narrative Film and Standardization of Film Practices	10
2	Cinematic Storytelling	Film genres, Film and Ideology, Stars, Studio systems, Film and gender, Class, Caste and Religion and Indian society; Semiotics and Cinema: Signs, Symbols, Physiology of perception, Denotative and Connotative meaning, Film Language, Mise-en-scene, Montage	10
3	Theories of Cinema	Cinema and documentaries; Mainstream cinema; New wave cinema; The Auteur Theory; The Soviet Cinema School and Montage; Feminist Film Theory; Third Cinema and Counter Cinema; Third World Cinema; Postmodernism and Cinema; Realism, Soviet montage, Psychoanalysis; Film Theories: Realist Film Theory; Film Studies Dr. Vellikkeel Raghavan Central University of Kerala CEC 15 Weeks (Starts: 01-07-2021) Exam Date: 14 Nov, 2021 Enrollment Ends: 31 Aug, 2021 <a href="https://onlinecourses.swayam2.ac.in/cec21_hs21/preview">https://onlinecourses.swayam2.ac.in/cec21_hs21/preview</a>	10
4	Cinemas of Northeast India	History of Films in Northeast, Prominent Filmmakers and Directors from Northeast India, Funds and Budgets, Financial Institutions; The Problems and Issues of Regional Cinema.	10
<b>Total</b>			<b>40</b>

### Text Books:

- *Mass Media Research*, Roger, Wimmer. D and Dominick, Joseph,R; Thomson Wadsworth; 2006.
- *Islamicate Cultures of Bombay Cinema*; Bhaskar, I., & Allen; Tulika Books; 2009.
- *Cinema and Censorship*; Bhowmik, S. *Cinema and Censorship*; New Delhi: Orient Blackswa; 2008.
- *Brand Bollywood*; Bose, D; New Delhi, Sage; 2006.

**Reference Books:**

- Dwyer, R., & Pinney, C. (Eds.). *Pleasure and the Nation*; Oxford University Press, New Delhi; 1999.
- Hayward, S.; *Cinema Studies*; London: Routledge; 2006.
- Nelmes, Jill; *Introduction to Film Studies*; Routledge, 1996.
- Rushton, Richard and Bettinson, Gary; *What is Film Theory, An introduction to contemporary debates*; Rawat Publication, 2011.

<b>Paper</b> : Video Editing <b>L-T-P-C:</b> 0-0-8-4	<b>Subject Code:</b> JMC094C313 <b>Credit Units</b> : 4
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To introduce the art of video post-product *To imply the theory and practice of editing styles to narrate stories in the editing room *To demonstrates hands-on experience in advanced editing techniques with in-depth examination of Final Cut Pro and Adobe Premier	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*After completing the course students would be able to know hoe video content produced *To ideate and plan a film and edit accordingly *To clear the requirements in editing films	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance: 5% *End Term Examination: 70%

**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	Editing and Types	Editing: Meaning and concept; Types of editing: Linear editing, Non-linear editing; Advantages and disadvantages of linear and non-linear editing; Tracks and channels; Understanding Sound Editing	20
2	Visual grammar	Visual grammar: Importance and elements; Mise-en-scene; Continuity: Types of continuity; Magnification of shots; Transition: Types, importance; Cuts: Different types; Sound design; Angles: Subjective, Objective and POV; Sound Design; Use of music, SFX, Silence, Dialogue, Narration, Voice Overs; Sound proximity and continuity.	20
3	Video software	Adobe Premiere: Introduction, Hardware requirements; Capturing; Timeline in depth; Mixing; Exporting: All the video formats; Final Cut Pro: Introduction; Configuration; Hardware and processor knowledge; Capturing; Timeline in detail; Exporting: All the formats.	20
4	Video project	Students will have to shoot and edit a documentary/fiction film and submit for the fulfillment of the course. The film will be scripted, shot and edited by individual student for the fulfillment of the course.	20
<b>Total</b>			<b>80</b>

**Text Books:**

- Brown, Blain; *Cinematography: Theory and Practice, Second Edition: Image Making for Cinematographers and Directors*; Focal Press, 2011.
- Katz, D Steven; *Film Directing Shot by Shot: Visualizing from Concept to Screen*; Michael Wiese, 1991.

**Reference Books:**

- Alton, John; *Painting with Light*; University of California Press, 2013.
- Dancyger, Ken; *The Technique of Film and Video Editing: History, Theory, and Practice*; Routledge; 6 edition, 2018.

**Discipline Specific Elective-3 (DSE-3)**

<b>Paper: (Group-1)</b> Online Journalism <b>L-T-P-C:</b> 3-1-0-4	<b>Subject Code:</b> JMC094D30A1 <b>Credit Units : 4</b>
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To introduce Internet and World Wide Web from the perspective of online journalism *To employ multimedia tools like digital audio recorders, video recorders, cameras and GSM phones to tell stories and its effects in society *To introduce the techniques of journalism in digital media and its conceptual tools *To provide the basics of online publishing and writing	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*Would be able to understand the history and its development of Internet and the World Wide Web; *To understand the differences and similarities between reporting and publishing offline and online techniques	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance: 5% *End Term Examination: 70%

**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	Introduction to New Media	History, definition, characteristics; The World Wide Web and the Information Society; Media Convergence. Online Journalism: Definition and Concept and Features of Online Journalism.	10
2	News Flow	Trends and technologies in digital news media: Blogs, social media; Issues and Challenges in Online Journalism; Impact of New Media Technology; Mobile Communication.	10
3	Reporting and Digital Age	Tools of report; Contextual hyper linking; Citizen Journalism and Precision Journalism; Computer	

		Assisted Reporting; Basic Principles of writing for web, Preparation and Presentation of web content, Ethics of Online Journalism, Reporters and Social Media, Ethics of images.	10
4	Practical	Conduct interviews and collect reports on university news of three different months and prepare online news content with relevant photographs, audio and video clips.	10
<b>Total</b>			<b>40</b>

### Text Books:

- *In The New Journalist: Roles, Skills, and Critical Thinking*, Benedetti, Paul; Emond Publishing; 2010.

### Reference Books:

- Bradshaw, Paul; *The Online Journalism Handbook: Skills to survive and thrive in the digital age*; Routledge; 2011.
- Jones, Janet and Salter, Lee; *Digital Journalism*; Sage Publication; 2012.
- Zion, Lawrie and Craig, David; *Ethics for Digital Journalists*; Routledge; 2015.
- Hill, Steve; *Online Journalism*; Sage Publications Ltd; 2013.

<b>Paper : (Group-2) Global Communication</b>	<b>Subject Code: JMC094D30A2</b>
<b>L-T-P-C: 3-1-0-4</b>	<b>Credit Units : 4</b>

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To introduce different forms of global media and its impact  *To imply theoretical approach to social network sites, social interaction, mobile phones activism  *To know the trends in multimedia and digital media, technology uses for interaction in global communication	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*Would be able to understand the global communication process and its impact on culture  *To understand satellite and mobile technologies  *To understand live streaming and podcasting technologies	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance: 5% *End Term Examination: 70%

### Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Global Technologies and New Media	Evolution of digital media and digital communication, International Telecommunication Union; Global entertainment, Flows of Global Content, Mac Bride Commission Report; New World Information Order.	10
2	Mediated	Mobile phones and micro-cultures, Adoption and	

	Communication	use of technologies, Media convergence, Digital media literacy, Production and consumption in the digital age, Cultural Imperialism, Social consequences of new communication technology, New media impact on professional journalism, Digital media activism, Participatory communication, Citizen journalism, Fan culture in new media.	10
3	Mobile and Satellite Technologies	Interactive TV, IPTV, Digital video compression technologies, Search engine content optimization, Social media marketing, Blogging, Podcasting and screen casting, RSS feeds, Writing for the Web, Mobile communication, Web 2.0, 3.0; Interactive media, Interactive multi-media, Flash presentations, Dreamweaver, Video conferencing, Web conferencing.	10
4	Practical	Develop digital production (Audio/Video) keeping in view on the global consumption. Exercise on Live streaming, Podcasting and blogs.	10
<b>Total</b>			<b>40</b>

#### Text Books:

- *Net, Media and the Mass Communication*, Chakravarthy, Jagdish; Authors press; New Delhi; 2004
- *Mass Media and Information Revolution*; Bhargava, Gopal. Isha Books; New Delhi; 2004.

#### Reference Books:

- Menon, Narayana; *The Communication Revolution*. National Book Trust;2008
- Pavlik J.V. *Media in the Digital Age.*; Columbia University Press;1997
- Espen J. Aarseth; *Cybertext– Perspectives on Ergodic Literature*; The Johns Hopkins University Press, 1997.
- Nath, Shyam; *Assessing the State of Web Journalism*; Authors Press, New Delhi, 2002.

#### Discipline Specific Elective-4 (DSE-4)

<b>Paper : (Group-1) Basics to Advertising</b> <b>L-T-P-C: 3-1-0-4</b>	<b>Subject Code: JMC094D30B1</b> <b>Credit Units : 4</b>
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To explore different areas of advertisement *To give in-depth knowledge of the principles and practices of advertising *To know mysteries of marketing agency structures and advanced advertising practices	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*Students would be able to understand the different types of advertisements and to produce advertisement for radio, television	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10%

		and print media *To identify the various elements and components of advertising	*Attendance:5% *End Term Examination: 70%
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**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	Introduction to Advertising	Definition, Concept and process of advertising, Growth and development of advertising, Economic and social aspects of advertising, Media of advertising, Characteristics, Types of advertisements and its elements.	10
2	Models and Theories	Stimulus Response Theory, Starch Model, AIDA, AIDCA, DAGMAR approach; Persuasion Theory, Attribution Theory, Agenda-Setting Theory, Social Marketing.	10
3	Creative Strategy and Media Planning	Advertising industry: Composition, Advertising agencies, Market mix and market segmentation, Creative strategy and creative process, Copywriting: purpose and types, Television, Radio and Print commercials.	10
4	Practical	Ad Design and Copywriting, Create advertisements for Audio, Video and Print.	10
<b>Total</b>			<b>40</b>

**Text Books:**

- *Marketing management*, Kotler, Philip; Prentice Hall of India; 2000.
- *Creative advertising*; Pricken, Maria; Thomas & Hudson; 2011
- *A Global History of Advertising (2nd Ed)*.; Tungate, Mark.; London: KoganPage; 2013.

**Reference Books:**

- Pandey, Piyush; *Pandeymonium : Piyush Pandey On Advertising*; New Delhi: Penguin Books; 2015.
- Sharma, Sangeeta & Singh, Raghuvir; *Advertising: Planning and Implementation*; Phi Learning; 2006.
- Hasan, Seema; *Mass Communication: Principles And Concepts*, 2E; Cbs, 2013.
- Jethwaney, Jaishmi & Jain, Shruti; *Advertisement Management*; Oxford University Press; 2012.
- Mohan, Mahendra; *Advertisement Management, Concept & Cases*; Tata McGraw Hill Education Pvt. Ltd, 2010.

<b>Paper : (Group-2) Photojournalism</b>	<b>Subject Code: JMC094D30B2</b>
<b>L-T-P-C: 0-0-8-4</b>	<b>Credit Units : 4</b>

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To know the fundamentals of photojournalism and visual communicators *To determine the basic	*Lecture *Assignment and problem solving *Individual/Group	*Would be able to know the applications of videos in photo	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva,

instruction, demonstration, and samples of the desired outcomes *To create and maintain a blog/website to display photographic works	Presentation *Case Studies	assignments *To select a theme or subject on news production	Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%
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#### Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Introduction to Photojournalism	Photojournalism meaning and definition, Researching stories: Single picture story, Spot news, Local news, Human interest stories; Photo-montage, Documentary photography, Portraits and photo essay, Picture selection, Captions for images, Legal and ethical issues involved in photojournalism.	15
2	Digital Photography	Digital camera and its functions, Speed, Aperture and DOF, Understanding light, Aspect ratio of images, Resolution, White/Colour balance, File types: RAW, JPG, TIFF, etc. Digital workflow-download, Photoblogging.	15
3	Photojournalists	Studying the works, Style and processes of National and International eminent photographers and photojournalists; Homi Vyarawalla, Sunil Janah, Kanu Gandhi, Raghu Rai, Raghubir Singh, S. Paul, Kishore Parekh, Ashwin Mehta, T.S. Satyan, Prashant Panjiar, Alfred Stieglitz, Edward Jean Steichen, August Sander, Jacques-Henri Lartigue, Edward Weston, Paul Strand, Weegee, Walker Evans.	15
4	Practical	Photo story consisting of five different themes, Photographs consisting of University and Department activities, students should also maintain Photoblog with their recent pictures on Photojournalism.	15
<b>Total</b>			<b>60</b>

#### Text Books:

- *Photoshop CS6 Classroom in a Book*, Adobe CreativeTeam; California: Adobe Press, 2012.
- *Photography: The Definitive Visual History*, Ang, Tom; DK Publishers, London; 2014.
- *Digital Photography Masterclass*; Ang, Tom; DK Publishers, London; 2013.

#### Reference Books:

- Photography -The Guide for Serious Photographers (9th Ed). London, UK: Focal Press
- Davis, Harold and Davis Phyllis, *The Photoshop Darkroom 2*; London: Focal Press, 2011.
- Freeman, Michael; *The Photographer's eye*; Focal Press, London; 2007.
- Kelby, Scott; *Light it, Shoot it, Retouch it*. San Francisco: New Riders, 2011.
- McCartney, Susan; *Mastering Flash Photography*; Amphoto Books, 1997.

#### Discipline Specific Elective-5 (DSE-5)



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<b>Paper : (Group-1) Layout and Design</b> <b>L-T-P-C: 0-0-8-4</b>	<b>Subject Code: JMC094D31C1</b> <b>Credit Units : 4</b>
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To introduce graphic designing and layout *To employ digital technology and software used in graphic designing *To know the importance of graphics in communication process	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*Students would be able to create effective layout and designs for newspapers and magazines  *To cater skills and techniques of graphics designing	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	Introduction to Design and Graphic	Understanding the language of type and Typology, Interplay of text and images: Books, Newspapers, Magazines, Advertisements etc.; Fonts and Type Face, Classification of different types with their names and character, Mode, Weight, Orientation, Position and Sizes.	15
2	Graphic Communication Techniques	Elements of Design: Line, Shape, Forms, Space, Colors, Unity, Harmony, Balance, Rhythm, Perspective, Emphasis, Orientation, Radiation, Repetition and Proportion.	15
3	Layout and Design in Print Publications	Layout for newspapers: Standard format, Columns – pica, points; Kinds of layouts: Modular, Horizontal, Vertical, Static, Dynamic, etc.; Special features of front page, Sports page and supplements; Magazine layout: Use of text, Font, Photos, Graphic tools, Use of industry accepted software for layout and design; Different types of printing and publishing technology; Different kinds of papers, Printing color schemes and modes.	25
4	Practical	Design a layout design for different genre such as news, Fashion, Sport, Women, Technology etc.	25
<b>Total</b>			<b>80</b>

**Text Books:**

- *ABC of Java Script*, Purcell, Lee; BPB Publication; 2001.
- *Flash MX bible.*, Reinhardt Robert & Snow Dowd ; Wiley Publishers ; 2002.

**Reference Books:**

- Adobe Creative Team; *Adobe Photoshop 7.0 classroom in a Book*. Adobe Publishers; 2005.
- Ramesh Bangia; *Learning Multimedia*; Khanna book publishers; 2002.

- Mulin Eileen: *The Essential Photoshop Book*, Galgotia Publication Pvt. Ltd; 2007.

<b>Paper : (Group-2) Digital Media and Graphics</b> <b>L-T-P-C: 3-1-0-4</b>	<b>Subject Code: JMC094D30C2</b> <b>Credit Units : 4</b>
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To learn graphic designing and animation *To understand digital technology and software used in graphic designing *To know the importance of graphics in communication process	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*To create an effective layout and designs for audio video newspapers and magazines *To web designing concept and 2-Dimensional Design *To understand the colour concept, film industry and digital media	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

#### Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Digital Media	Digital technology: Internet, its historical perspective; Fundamentals of computer graphics: File format, Bitmapped and object, Oriented graphics, Color depth and Resolution, Compression, Image modes, Print and Online formats.	10
2	Graphics	Concept and Theory of Animation and Graphics, Basic Elements and Principles of Graphics, Design and Layout, Principles of Designing, Designing Need and Signification in Media.	10
3	Computer Mediated Design	An Overview; Multimedia: Characteristics and function, Designing concepts in TV and Websites, Web Designing, Designing a Website, Newspaper and Magazine Designing, Role of Animation in Advertising, Film Industry, Online Journalism.	10
4	Practical	A 3D Animation exercise with storyboarding and sketches to support.	10
<b>Total</b>			<b>40</b>

#### Text Books:

- *ABC of Java Script*, Purcell, Lee; BPB Publication; 2001.
- *Flash MX bible.*, Reinhardt Robert & Snow Dowd ; Wiley Publishers ; 2002.

#### Reference Books:

- Adobe Creative Team; *Adobe Photoshop 7.0 classroom in a Book*. Adobe Publishers; 2005.
- Ramesh Bangia; *Learning Multimedia*; Khanna book publishers; 2002.
- Mulin Eileen: *The Essential Photoshop Book*, Galgotia Publication Pvt. Ltd; 2007.

**SYLLABUS  
(4<sup>th</sup> SEMESTER)**

**Paper** : Media Laws and Ethics  
**L-T-P-C:** 3-1-0-4

**Subject Code:** JMC094C401  
**Credit Units** : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To provide the basic understanding of Media and legal system *To know the principles and concepts of ethics in moral reasoning and solve ethical issues in media *To understand the impact of internet in journalism and regulations of new communication technology *To know the legal frameworks of their rights and responsibilities as journalists	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*To understand the legal and ethical issues in media *To understand and analyze the important legal and ethical issues involved in mass media industry	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance: 5% *End Term Examination: 70%

**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	Constitutional Framework	Fundamental Rights of Indian Citizen, Directives Principles of State Policy, Provisions of declaring emergency and their effects on media.	10
2	Specified Press Laws	Press and books registration act 1867, Cinematograph act 1952, Copyright act 1957, Law of defamation, Contempt of court and legislature Official secrets act 1923, Right to information Act 2005, Prasar Bharti Act 1990, Cable TV networks regulation act 1995, Information technology Act 2000, Code of ethics by editor's guild of India, Code of conduct for Journalists by press council and media houses	10
3	Media Ethics	Professional morality: Journalistic duty and practices; Ethical problems including privacy, Right to reply, Communal writing, Sensational and Yellow Journalism, Conflict of Interest; Paid Journalism, Role of press councils and press ombudsmen in the world, Ethical reporting on Children	10
4	Media and Social Responsibilities	Media and gender perspectives, Human rights, Civil liberties, Secular perspectives, Codes and guidelines suggested by Press Council, Codes for Radio, Television, Advertising and Public Relations, Drug and Magic Remedies.	10
<b>Total</b>			<b>40</b>

**Text Books:**

- *Introduction to the Constitution of India*; Basu, D.; Prentice-Hall of India; 2004.
- *Mass Media And Related Laws in India*, Manna, B, Mass Media And Related Laws in India, Academic Publishers; 2005.

**Reference Books:**

- Singh, P.P. et. al., *Media, Ethics and Laws*; Anmol; 1998.
- Prabhakar, M. et. al.,; *A Compendium of Codes of Conduct for Media Professional*; University Book House; 1999.
- Fackler, Mark et. Al; *Media Ethics -Cases and Moral Reasoning*; Longman ; 1995.
- Hakemulder, Jan R &et.al.;*Media, Ethics and Laws*; Anmol Publications, 1998.
- Pathak, Juhi. P; *Introduction to Media Law and Ethics*; Shipra Publication, 2014.

<b>Paper</b> : Current Affairs	<b>Subject Code:</b> JMC094C402
<b>L-T-P-C:</b> 3-1-0-4	<b>Credit Units</b> : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To keep abreast with the current news *To compose news items and aware of national and global scenario	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*The module serves as a refresher course, which will comprehensively cover the contemporary newsmakers and events *To discuss and debate contemporary issues *To understand specific case studies of regional, national and international importance	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	Contemporary News	Current economic and social issues in India, Regulation of media content,	10
2	Media and Issues	Status of media persons in India, Code of ethics for working journalist, Editor Guild of India	10
3	National and International Affairs	Major current international, National and regional developments, Important issues covered by print/radio/television and New media, Important people and places in news, Follow-up of major stories and editorials from around the world.	10
4	Case Study	Comparative study of issues covered by regional and national media, Study on photo feature, Photojournalism, Cartoon.	10
<b>Total</b>			<b>40</b>

**Text/Reference Books:** Not applicable

**Discipline Specific Elective-6 (DSE-6)**

**Paper : (Group-1)** Corporate Communication  
**L-T-P-C:** 4-0-0-4

**Subject Code:** JMC094D40A1  
**Credit Units :** 4

<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evaluation</b>
<ul style="list-style-type: none"> <li>*To introduce the concepts of corporate communication</li> <li>*To explore image and reputation building management</li> <li>*To know case studies and crises management</li> </ul>	<ul style="list-style-type: none"> <li>*Lecture</li> <li>*Assignment and problem solving</li> <li>*Individual/Group Presentation</li> <li>*Case Studies</li> </ul>	<ul style="list-style-type: none"> <li>*Would be able to understand the community relations, customer, vendor and dealer relations</li> <li>*To use various communication tools for crisis management</li> <li>*To understand the legal and ethical issues in the Corporate Communication</li> </ul>	<ul style="list-style-type: none"> <li>*Continuous Evaluation: 15%</li> <li>*(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)</li> <li>*Mid-term examination: 10%</li> <li>*Attendance:5%</li> <li>*End Term Examination: 70%</li> </ul>

**Detailed Syllabus:**

<b>Modules</b>	<b>Name</b>	<b>Course Contents</b>	<b>Periods</b>
1	Corporate Communication	Defining Corporate Communication, Evolution of Corporate Communication, Roots of Corporate Communication in India, Corporate Communication vis-à-vis Public Relations, Scope, Functions, Trinity in Corporate Communication	10
2	Corporate Reputation Management and Crisis Communication	Reputation, Imperatives of Reputation management, Image Repair Theory, Building corporate identity, Facing crisis, Kinds of crises, Basics of crisis management; Crisis Management: Crisis Vs Problem, Typology of crisis phases, Guidelines for preparedness and planning, Crisis Response Strategy.	10
3	Various applications of Corporate Communication	Community Relations and CSR, Employee Communication, Investor Relations, Government Relations, Customer, Dealer and vendor relations, Corporate Communication in Brand Promotion, IMC, Corporate Communication and ethics, Professional bodies in PR/Corporate Communication.	10
4	Practical	Student need to do a research on the activities, tasks, functioning and management process of any corporate corporation and prepare a detail report.	10
<b>Total</b>			<b>40</b>

**Text Books:**

- *Corporate Communication – Principles and Practice*, Jethwaney, Jaishri; Oxford University Press; 2010.
- *Laura The Fall of Advertising and the Rise of PR*, Ries, Al & Reis; 2002.

**ReferenceBooks:**

- Bernays, L. Edward; *Crystallizing Public Opinion*. Reprint Edition. IG Publications; 2011.
- Torossian, Ronn; *For Immediate Release: Shape Minds, Build Brands, and Deliver*; 2011.
- Wilcox, Dennis L. Ault, Phillip H. Agee, Warren K. Cameron, Glen T; *Essentials of Public Relations*. Pearson 2000.
- Hasan, Seema; *Mass Communication: Principles And Concepts*, 2E; Cbs, 2013.
- [Sachdeva](#), Iqbal S; *Public Relations: Principles and Practices*; Oxford University Press; 2009.

<b>Paper : (Group-2)</b> Digital Photography and Photo Editing	<b>Subject Code:</b> JMC094D41A2
<b>L-T-P-C:</b> 0-0-8-4	<b>Credit Units :</b> 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To enhance knowledge of digital photography *To impart practical understanding and theoretical aspects of photography *To know the uses patterns of various software and hardware in the aesthetics of photography	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*To provide in-depth knowledge of camera handling, lights and lens *To understand the different photography themes *To understand the photo editing skills and printing	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	Digital Photography	Know your Digital Camera, Components and Types of Camera, Types of Lens, Types of Films, Filters, Light and Lighting Equipments, Light sensitivity, Shutter speed, Aperture, ISO, Camera Accessories Like studio flash, Portable flash, Soft box , Umbrella etc.	15
2	Photography Themes	Nature and landscape photography, Landscape, Rural, Urban, Cityscapes, Sunsets, Seascapes, Weather conditions; Portraits and product photography; Sports and action.	15
3	Digital Photo-editing and Development	File formats, Interpolation and Anti-aliasing, Cropping, Colour correction, Choice of paper, Developing and printing, Publishing for internet.	25
4	Practical	Student will undertake photography assignment on specific theme allotted by concerned faculty.	25
<b>Total</b>			<b>80</b>

**Text Books:**

- *Mastering Flash Photography*; McCartney, Susan; Amphoto Books, 1997.

- *Langford's Basic Photography: The Guide for Serious Photographers*, Fox, Anna, Smith, Richard Sawdon; Taylor & Francis, 2015.
- *Photojournalism and Today's News: Creating Visual Reality*, Langton, Loup; John Wiley & Sons, 2009.

#### Reference Books:

- Grimm, Tom; *The basic book of photography*; 5th Edition; A plume book, 2003.
- Freeman, Michael; *An introduction to photography*; Grange Book; 1997.
- Branth, Bill & et.al.; *The fundamental of Photography*; AVA publishing, 2005.
- Ang, Tom; *Photography: The Definitive Visual History*; DK Publishers; London; 2014.
- Ang, Tom; *Digital Photography Masterclass*; DK Publishers; London; 2013.

### Discipline Specific Elective-7 (DSE-7)

<b>Paper : (Group-1)</b> International Communication	<b>Subject Code:</b> JMC094D40B1
<b>L-T-P-C:</b> 4-0-0-4	<b>Credit Units:</b> 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*To provide an understanding of the concept of international communication *To understand the global issues and the role of new technologies and its impact on international information flow	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*Would be able to understand the concept of International communication  *To understand new technologies and its impact on international information flows	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

#### Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	International Information Flow and Imbalance	International Relations, Realist Theory, Interdependence Theory, Critical Social Theory, Political, economic and cultural dimensions of international communication; Communication and information as a tool of equality and exploitation; International information flow and imbalance in communication as a human right-; UNO's Universal Declaration of Human Rights; International news agencies and syndicates - their organizational structure and functions.	10
2	Alternative Information Distribution System	UNESCO's efforts in removal of imbalance in news flow Debate on New World Information and Communication Order (NWICO) and New International Economic Order (NIEO) Mac Bride Commission's Report Alternative News Information Distribution System- Non-aligned News Agency Pool (NANAP)- its working, success,	10

		failure	
3	New Technology and International Information Flow	Impact of new communication technology on news flow; The globalization of mass media marginalization, Hegemony; Information super highways, International telecommunication and regulatory organizations; Global advertising agencies, Global media corporations	10
4	Critical Issues in International Communication	Different traditions of research, Psychological warfare, Modernization and diffusion, Culture as political economy, Reception studies, Telecommunication tariffs; International intellectual property rights; Future of global communication systems, Nation state, The universal, From modern to postmodern; Debates on national communication policies	10
<b>Total</b>			<b>40</b>

**Text Books:**

- Barash, David P. & Webel, Charles P., Peace and Conflict Studies
- Barsamian, David, Imperial Ambitions: Conversations with Noam Chomsky on the Post9/11
- Chomsky, Noam, Media Control: The Spectacular Achievements of Propaganda
- MacBride, Sean, Many Voices One World, Unesco, (1980)
- Mc Chesney, Robert, Media and Global Capitalism

**Discipline Specific Elective-8 (DSE-8)**

**Paper: (Group-1)** Science, Environment & Health Communication **Subject Code:** JMC094D40C1  
**L-T-P-C:** 4-0-0-4 **Credit Units :** 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
To familiarize the techniques for specialized reporting of science, environment and health-related issues	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*To understand the techniques of science, environment and health reporting	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance: 5% *End Term Examination: 70%

**Detailed Syllabus:**

Modules	Name	Course Contents	Periods
1	Introduction to Science Communication	Science communication- characteristics, Media use for science communication; Status of science communication in India; Important science	10



		publications for popular reading; Issues like Gm crops, big dams and others; Media coverage of science: print, radio, television and new media; Promotional campaigns of science communication.	
2	Environmental Issues	Global warming, Kyoto Protocol, Rio Earth Summit, Montreal Meet, Copenhagen Declaration; Major campaigns and environmental movements in India- Chipko, Appiko, Narmada Bachao Andolan and others; Role of media in environmental movements- issues involved; Content analysis of mass media in India with reference to environmental problems Role of governmental and non-governmental organizations in environmental campaigns; Media research on environmental subjects; Environmental policy initiatives: national and international.	10
3	Health Communication	Health literacy- major health issues in India; COVID-19, AIDS, Cancer, Family planning, Polio, Swine flu, Bird flu; News writing techniques of public health related issues; Ethics of reporting health issues in the media; Research on media coverage of health issues in Indian media Health communication strategies	10
4	Practical	Designing communication packages for all media platforms on environment and health.	10
<b>Total</b>			<b>40</b>

**Text Books:**

- Bauer, Martin W. & Bucchi, Massimiano, Journalism, Science and Society: Science Communication between News and Public Relations, Routledge. (2007).
- Bucchi, Massimiano, Handbook of Public Communication of Science and Technology, Routledge. (2008).
- Carison, Rachel, Silent Spring
- Corcoran, Nova, Working on Health Communication, Sage Publications. (2010).
- Friedman, Sharon M. et al., Communicating Uncertainty: Media Coverage of New and Controversial Science, Lawrence Erlbaum. (1999).

## **CITIZEN JOURNALISM**

**CODE:**

**OBJECTIVES OF THIS PAPER:**

Nowadays mainstream media do not serve as the only source of news. The alternative news sources on Internet, such as blogs, web portals, social networking sites and websites featuring user-generated content (USG), give a good competition to mainstream media. It is, therefore, important for students to understand this novel trend in journalism. They also need to learn how to deal with the challenges posed to mainstream media by citizen journalism.

1. To understand the development of Citizen Journalism.
2. To understand the importance of Citizen Journalism
3. To learn to write in Citizen Journalism to the ethical and practical principles that guide it.
4. To introduce briefly the concepts of Guidelines of Citizen Journalism

## **UNIT-I**

### **UNDERSTANDING CITIZEN JOURNALISM**

- Citizen Journalism- concept and definitions.
- Acknowledging Citizen Journalism
- Characteristics of citizen journalism.
- Types of citizen journalism.
- Significance and demerits of citizen journalism.
- Citizen Journalism vs. Mainstream journalism.
- Role of ICT in proliferating citizen journalism.

## **UNIT-II: HISTORICAL PERSPECTIVE**

- Evolution of citizen journalism. Where did the term ‘citizen journalism’ come from?
- Old and modern citizen journalism.
- Citizen journalism in India.
- TV citizen journalism.

## **UNIT-III**

- Women and Citizen Journalism
- Challenges in Citizen Journalism
- Human Rights
- DPSP and Citizen Journalism
- Violence in Citizen Journalism

## **UNIT-IV**

### **Practical- *Practical work based on relevant topics***

- Reporting and Citizen Journalism
- Features News Reporting for Citizen Journalism
- Vlog Reporting
- Interview Skill test.
- Community Development and Citizen Journalism

## **SUGGESTED READINGS**

- (i) Allan, S., & Thorsen, E. (Eds.). (2009).
- (ii) Citizen Journalism: Global Perspectives. New York: Peter Lang Publishing, Inc.
- (iii) Tremayne, M. (Ed.). (2007). Blogging, Citizenship, and the Future of Media. London, New York: Rutledge.
- (iv) Prasad, K. (Ed.). (2009). e-Journalism: New Media and News Media. Delhi: BR Publishing. • Campbell, W. J. (2001). Yellow Journalism: Puncturing the Myths, Defining the Legacies. USA: Praeger Publishers.
- (v) Axford, B., & Huggins, R. (Eds.). (2001). New Media and Politics. London: SAGE Publications. • Coyer, K., Dowmunt, T., & Fountain, A. (2007). The

Alternative Media Handbook . London and New York: Routledge Taylor and Francis Group.

- (vi) Criado, C. A., & Kraeplin, C. (2003). Convergence Journalism. Texas: Southern Methodist University.
- (vii) Dewdney, A., & Ride, P. (2006). The New Media Handbook. London and New York: Routledge- Taylor and Francis Group.
- (viii) Flew, T. (2002). New Media: An Introduction. UK: Oxford University Press.
- (ix) Ganesh, T. K. (2006). Digital Media: Building the Global Audience. Delhi: GNOSIS Publishers of Educational Books.
- (x) Allan, S., &Thorsen, E. (Eds.). (2009). Citizen Journalism: Global Perspectives. New York: Peter Lang Publishing, Inc.

<b>Paper</b> : Dissertation <b>L-T-P-C:</b> 0-0-12-6	<b>Subject Code:</b> JMC094C421 <b>Credit Units</b> : 6
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<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evaluation</b>
*Master Dissertation: Each student will be assigned any Media related issues for research study at the beginning of the semester *To know how to execute dissertation *To conduct independent media research *Viva-voce based on dissertation has to be conducted by the External Examiner, in the presence of the research guide	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*The students would be able to work independently with minimal supervision *The course module would assist students to work on a major research project	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

**Examination Scheme: Marks: Practical 100**

<b>Language</b>	<b>Content</b>	<b>Originality</b>	<b>Presentation</b>	<b>Vice Voce</b>	<b>Grand Total</b>
20	20	20	20	20	100

**Text/Reference Books:** Not applicable