

JOURNALISM AND MASS COMMUNICATION HONOURS SYLLABUS

Semester	Paper Code	Papers	Credits	Marks
I	JMC-UG-E101	Introduction to Mass Communication	4	100
II	JMC-UG-E201	Writing for Media-I	4	100
III	JMC-UG-E301	Basics of Radio and TV Production	4	100
IV	JMC-UG-C401	Development of Media in India	4	100
	JMC-UG-C402	Writing for Media-II	4	100
V	JMC-UG-C501	Advertising and Public Relations	4	100
	JMC-UG-C502	Traditional Folk Media and Alternative Media	4	100
VI	JMC-UG-C601	Media Management	4	100
	JMC-UG-C602	Media Entrepreneurship in Northeast India	4	100

JMC-UG-E101: Introduction to Mass Communication

Unit I: Communication: Concepts and Process

Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication.

Nature and process of mass communication, media of mass communication, characteristics and typology of audiences.

Social Functions of Mass Communication, Scope of Mass Communication.

Unit II: Communication Theories

Authoritarian; Libertarian; Socialistic; social-responsibility; Normative theories; Development media theory; Democratic participation media theory.

Unit III: Communication Models

Lasswell, Shannon and Weaver, Osgood, Dance, Schramm, Gerbner, Newcomb, Wesley and Maclean model

Unit IV: Media and the Public Sphere

Habermasian concept of Public Sphere and the role of mass media

Agenda setting

Marshal McLuhan and Technological determinism

Cultivation analysis

Media institution, Audience and representation

Suggested Readings:

- McQuail, D., McQuail's Mass Communication Theory, Vistar Publications New Delhi, 2009
- Baran, J.S. and Dennis K. Davis, Mass Communication Theory: Foundations, Ferment, and Future, Thomson Wadsworth, Noida, 2007
- Becker, S. L., Discovering Mass Communications, Scott, Foresman, Glenview, 1987
- Berger, A. A., Essentials of Mass Communication, Sage, New Delhi, 1995
- McLuhan, M., Understanding Media, Mentor, London, 1980
- Wright, C. R., Mass Communication and Sociological perspectives, Random House, New York, 1986
- Kumar, K. J., Mass communication in India, 1995
- Fiske, J., An introduction to Communication, Routledge, 1990

JMC-UG-E201: Writing for Mass Media-I**Unit I: Fundamentals of Communication-I**

Writing as an essential communication skill.

Vocabulary, usages, grammar, spellings, punctuation and syntax

Sentence construction and structure: Clarity, emphasis, rhythm and length

Unit II: Fundamentals of Communication-II

Paragraph writing.

The Process of Writing- Composition, Comprehension, Precise writing

Unit III: Writing for Print

Basics of writing a news report: Structuring a news report- 5 W's and H, Intro/ Lead, Inverted Pyramid and other news structures, Dateline.

Feature writing, book reviews.

Opinion and editorial writing

Unit IV: Writing for the Web

Basics of writing for online media- structure and content

Writing stories for internet, editing and rewriting

Note: This course will have extensive practical sessions. These sessions should aim at giving students a hands-on experience of writing for different platforms.

Suggested Readings:

D.R. Williamson, Feature Writing for Newspaper

Introduction to Online Journalism: Publishing News and Information by Ronald De Walk.

J. J. Astor, Art of Modern Journalism

Journalism in the 21st Century: Online Information, Electronic Databases and the News by Tom Koth (Adamantine Press Ltd.)

K. M. Srivastava, News Reporting & Editing

M. V. Charnley, Reporting

M.V. Kamath, Professional Journalism

Mike Ward, Journalism Online
R.P. Neison, Articles and Features
Robert Cunning, The Technique of Clear Writing
S. Banerjee, Reporting Manual
Sol Robinson, Guideline for News Reporters
Valladare, The craft of Copy Writing
Vir Bala Aggarwal, Essentials of Practical Journalism

JMC-UG-E301: Basics of Radio and Television Production

Unit I: Television Production Process

Camera Operation and Control, Video Quality; Color-Composition, Graphics, Sets-Lighting for Video-Video Recording, Producing and Directing-News and Documentaries; Publicity-Dubbing-Playback-re-recording-cinematography; Legal and Ethical Issues; Audio for Film and Video; Shots and Framing- Camera Angles-The Rules of Framing-Camera Movement

Shooting Interviews: Introduction-Interview Structure-Framing-Composition-Interview Sound; Interview Lighting-Editing Interviews-Interviewing Tips

Different genres: Short films, music videos, Public Service Announcements (PSA)

Video Editing: Editing Guidelines- Grammar of visual editing Non-Linear Editing-Making Use of Time Code, On-Line and Off-Line Editing

Unit II: Radio Production Process

Characteristics of radio as a means of mass communication

Making pictures in the minds with spoken words, music and sound effects

Main elements of radio production

Producing different radio formats: Announcements and talks, radio discussions, interviewing, radio magazines, documentaries, plays, running commentaries

Unit III: Elements of sound

Frequency and wave length

Journey of sound

Analog and digital sound

The voice behind the mike: elements of speech, pitch, timbre, tone, liveliness, modulation, tempo and volume

Unit IV: Understanding Sound

Sound waves, frequency

Types of microphone

Audio equipments, sound recording, editing and mixing

Suggested Readings:

D.E. Reese and Lynne S. Gross, Radio Production Work text: Studio & Equipment.

Gerald Millerson, Television Production, Focal Press

Herbert Zettl, Television Production Handbook, Wadsworth

J.E. Fletcher, Handbook of radio and Television Broadcasting

Robert McLeish, Techniques of Radio Production.
Stuart W Hyde, Television and Radio Announcing

JMC-UG-C401: Development of Media in India

Unit I: The Indian Press

Origin of Press in India
Growth of English Newspaper and its contribution to India's Independence
Vernacular Press Act
Role of Press after Independence
Popularity of English Newspaper in India
Language Press Scenario in India
Leading Dailies: The Hindu, Amrita Bazar Patrika, Hindustan Times, The Indian Express, The Tribune, The Times of India.

Unit II: Radio

Origin of Radio in India
Development of AIR during First Three Five Year Plans
Various Types of Radio, AIR services: National, Regional, External Services
Role of radio in a developing country
Broadcasting Code
Present Status of AIR, FM broadcasting and Community Radio.

Unit III: Television

Development of Television in India
Public service broadcasting
Commercial TV
Broadcasting policy and regulation

Unit IV: Cinema

Origin and Development of Films in India
Cinema and Society
Effects of Cinema

Suggested Readings:

B.D. Garga, So Many Cinemas - The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
H.R. Luthra, Indian Broadcasting
M. Chalapathi Rau, The Press
Nadig Krishnamurthu, India Journalism
P.C. Chatterjee: Broadcasting in India, New Delhi
Rangaswamy, Parthasarathi, History of Press In India
S. Natarajan, A History of the Press in India

JMC-UG-C402: Writing for Media –II

Unit I: Writing for Radio

Thinking audio: writing for the ears, the language, use of words structure of sentences and phonetics.

Writing for radio features and documentaries: Structure and writing with special effects sound bytes.

Writing for Radio news copy: Basics of writing for radio news, the style and the content, writing for dispatches.

Unit II: Writing for Television

Writing to visuals: Reference writing, story board and visualization

Writing TV production scripts: features, Soap operas, documentaries and commercials

Writing for TV News: Structure of TV news, structure of TV report, PTC, bytes and writing for other visual inputs

Unit III: Writing for media with responsibility

Media ethics: Print media and Press council guide lines, broadcast code and ethics, false light and distortion of sound and visuals.

Principles of Journalism and responsibilities of a Journalist

Responsibilities of an Editor, broadcaster, and TV Producer.

Ombudsman

Unit IV: Characteristics of social media writing

Broadcasting

Interaction

Engagement

Suggested Readings:

D.D Basu, Press Laws

Robert McLeish, Techniques of Radio Production.

White (Ted). Broadcast News Writing and Reporting

JMC-UG-C501: Advertising and Public Relations

Unit I: Advertising - Concept, Principles and Functions

Advertising: Concepts and Functions, Evolution and Classifications.

Major Theories of Advertising and Consumer Behaviour.

Principles and Concepts in Advertising Management. Advertising Research & Multi Media Campaign: Process and Planning. Brand Management: Concept & Process

Ad Agency: Concept, Types, Structure & Functions,

Advertisement Budget, Creativity in Ad: Print, Radio & Television.

Impact of advertisement on society

Unit II: PR-Concepts, Principles and Trends

Public Relations: Principles, Concepts & History,
Emerging Trends in Public Relation
Corporate Communication

Unit III: PR Management

Integrated Marketing Communication,
PR Tools, PR Writing Tactics, PR Campaigns & Research.

Unit IV: Case study

Case Studies of successful PR exercise/ campaign
Case Studies of Advertising

Readings List

1. B. N. Ahuja, Public Relations
2. Baldeo Sahai, Public Relations: A Scientific Approach
3. C. H. Sandage, Advertising: Theory and Practice
4. D. S. Mehta, Handbook of PR in India
5. Datta, Sarojit. Advertising Today- In the Indian Context
6. Eric McGregor, Teach Your Advertising
7. Frank Jefkins, Advertising Made Simple
8. H. W. Hepner, Effective Advertising
9. H. W. Hepner, Modern Advertising
10. J. Jethwaney, Public Relations
11. J. M. Kaul, Public Relations in India

JMC-UG-C502: Traditional Folk Media and Alternative Media

Unit I: Traditional Folk Media (TFM) - Concept and Forms

Traditional Folk Media – meaning, characteristics, its difference from Mass Media
Different forms of Folk Media: Tamasha, Pawada, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetry: forms in different states- Orissa, Karnataka, Tamil Nadu, Rajasthan and West Bengal.

Unit II: Folk media in Northeast India

Folk media in Northeast India - eight sister states

Unit III: Traditional Folk Media and Social Development

Role of TFM in social change; challenges and threats to folk media,
Strengthening folk media- means and ways, Scope of using TFM in Sikkim.

Unit IV: Alternative Media

Neighborhood newspapers, wall newspapers, graffiti, bulletin boards
Social Media and citizen journalism: role of blogging in alternative journalism
Social messaging and journalism

Mobile telephony radio

Note: Students would be given assignments to conceptualize ideas for public awareness campaigns on social issues and perform street theatres or any appropriate TFM. The credit for the same is 1.

Suggested Readings:

- Approvoo, J. Theophilus, Folklore for Change, Theological Seminary, Madurai, 1986
Atton, Chris (2002) *Alternative Media*; Sage, London
Chantler, Paul & Stewart, Peter (2007) *Community Radio- Basic Radio Journalism*; Focal Press, Oxford
Gargi, Balwant: Folk Theatre in India, Rupa and Co., Bombay, 1991.
Lee, Eric, How Internet Radio Can Change the World
Malik, Madhu, Traditional Forms of Communication and the Mass Media in India
Mukhopadhyay Durgadas, Lesser Known Forms of Performing Arts in India, Sterling, New Delhi, 1978
Parmar, S., Folk Music and Mass Media, Communication Publications, 1977
Parmar, S., Traditional Folk Media in India, Geka Books, New Delhi, 1975
Raganath, H.K., Not a Thing of the Past: Functional and Cultural Status of Traditional Media in India, UNESCO, Paris.

JMC-UG-C601: Media Management

Unit I: Principles of media management and their significance

Principles of Management and their application to media,

Media as an industry and a profession.

Ownership patterns of mass-media in India: sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation – planning and control; problems,

Unit II: Structure and hierarchy

Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections;

Apex bodies: DAVP, INS and NRS/ABC, TRP.

Unit III: Functions

Changing roles of editorial staff and other media persons. Editorial – Response system.

Unit IV: Economics of Print and Electronic Media Management

Business, legal and financial aspects of media management.

Budgeting and finance, capital costs, production costs, commercial polity,

advertising and sales strategy, competition and survival, evolving a strategy and plan of action,

Working Journalist and non-working journalist Act and PR for building and sustaining business and audience. Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

Suggested Readings:

Philip Kotler, Marketing Management

Herrick, Dennis.H , Media Management in the age of Giants,

Vanita Kohli, The Indian Media Business

Gillian Doyle, Understanding Media Economics

Gukab Kothari, Newspaper Management in India

JMC-UG-C602: Media Entrepreneurship in North East India

Unit I: Media Scenario in Northeast India

Print media: local newspapers, magazines, newsletters, brochures and pamphlets

Broadcast media: FM stations, Community radio, radio on mobile, radio- online

Television: Satellite, local cable networks, production houses,

Recording studios

Film making

Unit II: Business models

Marketing

Cost-installation

Advertising

Financial resources/ resource mobilization:

Unit III: Special Nature of Northeast

Challenges and possibilities, support systems

Unit IV: Factors affecting entrepreneurial development

The role of entrepreneurship in society

Suggested Readings:

Bright P S, How to be an entrepreneur.

D.D Mali, Entrepreneurial scenario in North east.

Philip Kotler, Marketing Management.

Vasant Desai, Small Scale Industries and Entrepreneurship.