

SEMESTER VI (Mass Communication & Journalism)

0201367: BROADCAST JOURNALISM

Full Marks: 100

Broadcasting

Marks: 10

Introduction; Broadcasting, Film, Internet, Publishing, Magazine, Newspaper, Software Publishing, Mass Wire Media, Video Games; Problems with the Term “Mass Media”; Multimedia Literacy, Definition Wars, Changing Digital Technology, Constructivist Learning and Multimedia, Multimedia Literacy in Schools

Writing for Radio and Television

Marks: 10

Introduction; Elements of News Writing; Writing a Radio Script; Acts and Tracks; Writing for Radio; Introducing Audio; Do’s and Don’ts; TV News Writing Tips; General Rules of Writing Broadcast News; Mechanics of Style and Grammar

Radio Program Production

Marks: 14

Introduction; Elements of Radio Production; Radio Drama; Radio Documentary; Radio Live Show; Research; Writing for the Ear and Creating Pictures; Specific Responsibilities; Digital Radio Production; Overview of Digital Radio Technology; Making Radio on a Computer; Modernity and Digital Radio; Digital Aesthetics in Radio Production, Recording, Processing, Editing, Mixing

Basics of Television Production

Marks: 15

Introduction; Producer, The Drama Producer, The Documentary Producer, The Common Factors: The Qualities All Producers Require; The Producer-Director, Getting the Job, Duties of a Director, Where Does the Director’s Job Begin?, The Director and the Production Team, Becoming a Director, Video; Production Assistant, The PA’s Job in Detail; The Script, Timings, Counting and Stopwatches; Post-Production, Duties of a Floor Manager; Camera Operator, Duties of a Camera Operator, Film or Video, The Camera Crew

Radio Interview

Marks: 14

Introduction; Categories of Interview; Warm-Up Exercises to Get You Thinking about What You Hear; The Role of the Interviewer; Types of Interviewer; The Role of the Interviewee; First Impressions; Live Studio Interviews; Recorded Studio Interviews ; Recording the Interview; Getting the Best from Your Interviewee

Broadcasting legislation in India

Marks: 12

Introduction; Radio Services; Prasar Bharati (Broadcasting Corporation Of India) Act, 1990; Regulation of Cable Television; Restrictions on Advertisements; Information Technology Act 2000; Convergence Bill; Uplinking Guidelines; Downlinking Guidelines, November 2005; DTH Guidelines

Development of Electronic Media

Marks: 10

Introduction; History; Broadcast Cultivation

Modern Broadcasting

Marks: 15

Introduction; Development; German Broadcasting Doctrine; Digitisation in Broadcasting, Role of the Internet, Economic Aspects, Democratic Aspects of Convergence; Classical Broadcasting; Media in the Internet Age; Impact of Globalisation; Alternative Journalism, Emancipatory Model; Public Journalism; Consequences of Globalisation

Recommended Reading:

- Brody, L., 2003. Television Writing from the Inside Out: Your Channel to Success, Applause Theatre & Cinema Books.
- Jr. Bliss, E., Hoyt, J. L., 1994. Writing News for Broadcast, 3rd ed., Columbia University Press.
- Epstein, A., 2006. Crafty TV Writing: Thinking Inside the Box, Holt Paperbacks.
- Hausman, C., Messere, F., O'Donnell, L. B., & Benoit, P., 2009. Modern Radio Production: Production Programming & Performance, 8th ed., Wadsworth Publishing.
- Kaempfer, R., & Swanson, J., 2004. The Radio Producer's Handbook, Allworth Press.
- McLeish, R., 2005. Radio Production, 5th ed., Focal Press.
- Cury, I., 2010. Directing and Producing for Television: A Format Approach, 4th ed., Focal Press.
- Millerson, G., & Qwens, J., 2009. Television Production, 14th ed., Focal Press.

0201365: DEVELOPMENT OF MEDIA

Full Marks: 100

Print Media – Language & Society

Marks: 11

Introduction; Development Communication Using Print Media; Print Media in India, Before Freedom, After Freedom, Turbulent 1970's; Evolution of Printing; Origin and Development of Magazines in India; Print Media in Other Countries, From the United States, From Japan, From the Canada; Trends of Print Media: A Comparative Study, Trends in India, Trends in other countries; The Magazines Trends; New Media Impact on Print Media

The Indian Press and Freedom Movement

Marks: 15

Introduction; The Press in Historical and Social Context; Positive Strides Made by the Media; Misleading and Improper Gender Biased Programming; Rapid Growth of Journalism Institutes; Negative Trends, Corporatisation of Media, Monopoly Trends, Malpractices and Corruption, Paid News Syndrome, Devaluation of the Office of Editor; The Changing Role of the News Media in Contemporary India, Digital Age Paradox, Two Media Worlds and India, The Two Media Traditions, The Status of Media Freedom in India; The Social Responsibility of the Media, Social Responsibility of Media and Indian Democracy, Media and Social Responsibility: The Normative Argument; Media and Indian Democracy

Evolution of Radio

Marks: 11

Introduction; Origin and History of Radio in India; All India Radio (AIR) Network, New Services, Vividh Bharati, National Programme; Organisational Structure of All India Radio and Doordarshan, Wings of Doordarshan; The Radio Act of 1927 - The Beginning of Broadcast Regulation, Radio Broadcasting Policy in India; Radio Trends in India and Abroad, International trends, Best Practices that have Evolved in Using the Medium

Television and Development Communication in India

Marks: 10

Introduction; Role of Media in Development; The Beginning of Television in India: In the name of Development; Landmark Initiatives in Development Communication using Television; Indian Television goes Commercial; The State of Development Communication in Contemporary Television, The Way Forward; Cable Television; Satellite Television; Recent Performance of the Indian Television Broadcasting Industry; Recent Trends in the Indian Television Broadcasting Industry; Broadcasting

Introduction to Entertainment Media – Motion Pictures

Marks: 14

Introduction; History and Origin of Early Cinema, Prehistory of Motion Pictures, History of Indian Cinema; Silent Era of Cinema, Silent Era of Indian Cinema; Silent Era's to Talkies; Parallel Cinema; Commercial Cinema; Influences; Multilingual; The Size of the Industry and its Growth Opportunities; The Globalisation of Indian Hindi Movie Industry, Indian Movie Industry Going Global, Globalisation Challenges

Introduction to Traditional Media

Marks: 15

Introduction, Forms of Traditional Media; Puppetry, String Puppets, Shadow Puppets, Rod Puppets, Glove Puppets, Use of Puppetry in Education; Traditional Theatre Forms of India, The Political Role of Theatre in India; Storytelling as the Core of Traditional and Modern Media; Folk Dances in India, Role of Dance in Today's Culture; Traditional Paintings of India; Essence of Traditional Music, Keertan – Form of Folk Music, Role of Traditional Music; Traditional Motifs and Symbols; Social Responsibility of Folk Media; Difference between Traditional Media and Television; Use of Traditional Media in Communication

Issues in Media Development

Marks: 12

Introduction; The Case of Media Development; Developing Media Capacity; Agricultural Issues in Print Media; Media Development, Media Development vs. Media for Development; Media Development Organisation, American Groups Involved in Direct Media Development, American Government Organisations Involved in Media Development; The Impact of the Electronic Media on the Modern India

Changing Media Scenario and Latest Trends

Marks: 12

Introduction; Mass Media vs. Personal Media; Development of Electronic Media, Potential Advantages, Influence of E-news Groups, Adopting E-newspaper Readers, Internal Reading, Other Modes of Accessing E-news; Opportunities and Challenges, New Media and Old, Challenges for Print Media after the advent of Electronic Media, Current Problems in the Media; Social Media Trends of 2013, Media Houses: Ongoing Trends, Media Industry Trends; The Causal Impact of Media in Financial Markets; The Role of Media in Society, Self-Regulation, Public Broadcasting; The Regulation, Deregulation and Ownership of Media, Regulation of Media, De-regulation of Media, Ownership

Recommended Reading:

- Aggarwal, B.V. & Gupta, V.S., 2001. *Handbook of Journalism and Mass Communication*, Concept Publishing Company.
- Agrawal, P.S., 1994. *Information India: Global View*, Concept Publishing Company.
- Assayag, J. & Fuller, C.J., 2005. *Globalising India: Perspectives from Below*, Anthem Press.
- Butcher, M., 2003. *Transnational Television, Cultural Identity and Change: When STAR came to India*, SAGE Publishers.
- Chesebro, W.J. & Bertelsen, A.D., 1998. *Analysing Media: Communication Technologies as Symbolic and Cognitive Systems*, Guilford Press.

- Ganesan, A., 1988. *The Press in Tamil Nadu and the Struggle for Freedom*, Mittal Publications.
- Gazetas, A., 2008. *An Introduction to World Cinema*, 2nd ed., McFarland Publisher.
- Gupta, S.V., 1999. *Communication Technology, Media Policy and National Development*, Concept Publishing Company.

0201368: MEDIA LAWS AND ETHICS

Full Marks: 100

The Meaning and Purpose of Law

Marks: 12

Introduction, Man-made Laws in contrast with Natural Laws; Divisions of Man-made Laws; The Purpose of Law in the Society, Regulation of Human Conduct, Reconciliation of the Interest of the Individual to that of the Community, Pointing out when Interest Exists, Man Owes his Dignity to Law, Change in Economic, Political, Social and Religious Structures are initiated by Law; The Essence and Purpose of Ethics; Why Should People Lead Ethical (or Moral) Lives?; Why Ethics Pertains Only to Humans, Human Beings are Rational, Human Beings are Social Animals, Human Beings have Feelings, Human Beings are Learning Beings; Law and Ethics Compared and Contrasted; Ethical Theories; Teleological Ethical Theory or Consequentialism; Deontological Ethics or Non-Consequentialism, Divine Command Theory, Kant's Duty Ethics, Natural Law Theory; Other Ethical Theories; Why the Mass Media is Regulated Over the World; Media Laws; Press Laws; Mass Communication Ethics; Virtuous Journalist, Wisdom, Courage, Temperance, Justice; Press Freedom: History, Definitions and Legal Bases; The Virginia Declaration of the Rights of Man; History of Press Freedom in Old England; History of Press Freedom in Nigeria; Definition of Press Freedom; Legal Bases of Press Freedom in Nigeria; Constraints to Press Freedom

Ethical Theories and Media Ethics

Marks: 14

Introduction; Norms, Values and Virtues; Ethical Theories, The Extremes of Ethical Theories: Relativism and Absolutism, Duty Ethics and the Kantian theory, Utilitarianism, Virtue Ethics and Care Ethics, Caveats of Ethical Theories; Media Ethics; Ethical Conduct a Safeguard of Media Freedom; Defining Self Regulation; Media Betrayal; Why Ethics?, Social Reasons, Philosophical/Moral Reasons, Professional Reasons, Media can be a Source of Conflict; General Ethical Guidelines, Accuracy, Truth; Balance and Fairness, What is "Fair?", Aspects of Fairness, Achieving Balance and Fairness, Journalists Objective, Objectivity is a Commitment; Ethical Dilemmas, How do we Achieve Commitment and Passion for the Profession?; Survey of Media by Sector, Television, Sex and violence, Film and Video, Music and Radio, Telecommunications, The Internet, Computer Software, Printed Media, Advertising

Media Convergence

Marks: 12

Introduction; Cyberspace; Convergence; Digital Television; Technological Determinism; Commercial Impact; Digital Convergence in the Media

Media Responsibility

Marks: 12

Introduction; Press Journalism and Social Responsibility; Photo Journalism; Radio and Television Journalism; International Journalism; Journalism and Political Participation; Computer Assisted Reporting (CAR); Internet-Based Journalism; Media as a Watchdog; Media Accountability; Public Service Broadcasting Models, Market Accountability, Professional Accountability, Public Accountability

Media, Culture and Society

Marks: 12

Introduction; Media, Culture, Society; Shaping, Mirroring and Representing; The Communication Process, Transmitters, Receivers and Noise, Linear and One-dimensional; Elements of Media in Socio-Cultural Context; Normative Theories

The First Amendment and Freedom of Speech and Press

Marks: 12

Introduction, Freedom of Religion, Freedom of Speech, Freedom of the Press, Freedom of Assembly, Right to Petition; History of the First Amendment, The First Amendment at School; Obscenity; Content-Based Restrictions; Non-Content-Based Restrictions; Prior Restraint; Commercial Speech; Defamation; Speech Harmful to Children; Children's First Amendment Rights; Time, Place, and Manner Restrictions; Incidental Restrictions; Symbolic Speech; Compelled Speech; Radio and Television; Freedom of Speech and Government Funding; Free Speech Rights of Government Employees and Government Contractors, Government Employees, Government Contractors; Public Forum Doctrine

Ethical Advertising

Marks: 15

Introduction; Definitions of Advertising; Features of Advertising; Objectives of Advertising; Importance of Advertising; Terms and Concepts in Advertising, Marketing, Promotion, Advertising, Branding, Positioning; Purpose of Advertising; Types of Advertising; Social Role of Advertising; Advertising Venues; Advertising Agencies; History of Advertising; Ethical Issues in Advertising; International and Intercultural Issues in Advertising; Target Marketing; Integrated Marketing Communication; Meaning of Integrated Marketing Communications; Tools of IMC, Advertising, Publicity, Public Relations, Sales Promotion, Personal Selling, Packaging, Internet, Sponsorships, Trade shows and Exhibition; Importance of IMC; Steps Involved In Framing Integrated Marketing Communication

Impacts of Globalisation on Media

Marks:10

Introduction; Communication Policies; Digital Video; Internet Telephony; Digital Music Revolution

Recommended Reading:

- Allen, S. D., 1995. Freeing the First Amendment: Critical Perspectives on Freedom of Expression, NYU Press.
- Artz, L. & Kamalipour, R. Y., 2003. The Globalization of Corporate Media Hegemony, SUNY Press.
- Biagi, S., 2011. Media Impact: An Introduction to Mass Media, 10th ed. Cengage Learning.
- Christ, S., 2008. Advertising and New Media, Routledge.
- Cohen, H., 2010. Freedom of Speech and Press: Exceptions to the First Amendment, DIANE Publishing.
- Collins, R., 1986. Media, Culture & Society: A Critical Reader, SAGE.
- Elliott, D., 1986. Responsible journalism, Sage Publications.
- Farish, L., 1998. The First Amendment: freedom of speech, religion, and the press, Enslow Publishers.
- Hafez, K., 2007. The Myth of Media Globalization, Polity.

0201364: PRICIPLES OF MASS COMMUNICATION

Full Marks: 100

Nature and Scope of Communication

Marks: 11

Introduction to Communication; Why do We Need Communication?; What is Communication?; Definitions of Communication; Scope of Communication, Communication and Power, Communication as a Two-way Process, Information as a One-way Process; Process of Communication; Functions of Communication; How do we Communicate?, Communication, Oral Communication, Non-verbal Communication; Types of Communication, Intrapersonal Communication, Interpersonal Communication, Group Communication and Public Communication

Communication Barriers

Marks: 12

Introduction; Types of Communication Barriers; Physical or Mechanical Barriers, Defects in the Medium, Noise, Time and Distance, Defects in the Organisation's Communication System; Semantic Language Barrier; Personal Barriers; Socio-Psychological Barriers; Barriers to Communication; Worst than Barriers; Remedies to Overcome Communication Barriers

Reading Skills

Marks: 12

Introduction, Styles of Reading, Active Reading, A Tip for Speeding up your Active Reading, Spotting Authors' Navigation Aids, Words and Vocabulary; Strategies for Developing Reading Skills; Components of Reading Skills, Reading Speed, Comprehension, Reading Efficiency, Retention; Techniques for Improving Reading Efficiency; Techniques for Improving Retention; Guidelines for Effective Reading; Executive Reading

Written Communication

Marks: 14

Introduction; The Communication Process; Advantages of Written Communication; Disadvantages of Written Communication; Characteristics of Written Communication, When to use Written Communication; Objectives of Written Communication; Features of Written Communication; Process of Written Communication, 3X3 Writing Process; Role of Language and Grammar in Written Communication, Importance of Language, Importance of Grammar in a Language; Problems in Written Communication; Points and Structure of Written Communication, Key Issues; Principles of Better Writing; Importance of Written Communication; Essentials of Effective Written Communication; Tips for Improved Writing; E-Mail Communications

Practical Aspects of Mass Communication

Marks: 14

Introduction; The Jobs; Freedom of Talking; Community Participation; Difficulties of Communication; Strategy in Communication, Role of Communication Policy, Objectives of Communication Policy; Mass Media Policy Formulation, Policy versus Practice and Performance, Commercialism versus Social Good; Performance of Indian Press, Right to Speech, Freedom of the Press; Responsibilities and Social Obligation of the Press, Responsibilities and its Rationale, Unwritten Understanding; Indians and the Mass Communication, Code of Conduct for Journalists, Code of Ethics; Ombudsman; Press Council; Different Means; Media's New Role; Distribution of Information

Impact of Mass Communication

Marks: 12

Introduction; Structural Functional Analysis of Social Systems; Different Influences; Components and Boundaries of the Social System of Mass Communication, Audience, Research Organisations, Distributors, Producers and their Sponsors,

Advertising Agencies; Legal Aspects of Mass Communication, Press and Registration of Books, Registrar of Newspapers, Official Secrets Act (OSA), 1923, Contempt of Courts, Punishments; Ethical Aspects of Mass Communication

Media Theories and Systems

Marks: 14

Nature of Communication; Conceptualising Communication: Points of Convergence, Communication is a Process, Transactional Approach, Communication is Symbolic; Conceptualising Communication: Points of Divergence, Communication as a Social Activity, Communication and Intention; Normative Theories, Authoritarian Theory, Libertarian Theory, Self-regulating Marketplace of Ideas, Laissez-faire Doctrine, Totalitarian Media Theory, Civic or Public Journalism; Development Media Theory; Democratic-participant Theory; Systems Theories of Communication Processes; The Rise of Systems Theory, Mathematical Theory of Communication, Mathematical Theory by Claude Shannon and Warren Weaver; Adoption of System Models by Mass communication Theorists

Development and Significance of Mass Media

Marks: 11

Introduction, Effects of the Press, Impact of Radio, Impact of Films, Impact of Television, Effects of TV, Impact of Mass Media; Various Types of Media, Print Media, Electronic Media; Audiences; The Media Audience; Nature of Experience; Comments from the Audience, Marked-based Feedback, Research Based Feedback; Significance of Audience; Significance of Mass Media; Importance of Press; Modern Methods; Scope of Media

Recommended Reading:

- Blowfield, M. & Murray A., 2011. *Corporate Responsibility*, 2nd ed., Oxford University Press.
- Campbell, R., 2011. Martin, R. C. & Fabos, B., *Media and Culture*, 8th ed., Bedford/ St. Martin's Publication.
- Fag, I., 1997. *A History of Mass Communication*, 1st ed., Focal Press.
- Foster, J., 2008. *Effective Writing Skills for Public Relations*, 4th ed., Kogan Page.
- Green, T.B. & Knippen, J., 1999. *Breaking the Barrier to Upward Communication: Strategies and Skills for Employees, Managers and Hr Specialists*. Praeger.
- Guffey, E. M. & Loewy, D., 2012. *Essentials of Business Communication*, 9th ed., South-Western College Pub.
- Hanson, E. R., 2010. *Mass Communication*, 3rd ed., CQ Press.
- Hogan, K. & Stubbs, R., 2003. *Can't Get Through: Eight Barriers to Communication*. Pelican Publishing.

0201366: PRINT JOURNALISM

Full Marks: 100

Concept of Journalism

Marks: 12

Introduction; Types of Periodicals; News and News Terms, Factors Effecting News, Types of News, Types of News stories; Newspapers in India, English Newspapers in India, Hindi Newspapers

Language Press in India

Marks: 14

Introduction; Birth of the Indian language Press; Contribution of Raja Ram Mohan Roy; Definition of Language Newspapers; Growth of Language Newspapers in India; Differences between English Newspapers and Language Newspapers; Reasons for Newspaper Boom; Studies about the Press in India; Diversity of the Language Press; Early Growth Period of Language Newspapers; Comparative Analysis of the Trends in Indian Press; Comparative Analysis

Newspaper Circulation; Circulation and Readership Levels, Registrar of Newspapers of India (RNI), The Audit Bureau of Circulation (ABC); Some Unhealthy Trends; Future of the Language Press in India; Bengali Journalism, Post Independence Era, Anandabazar Patrika, Bartaman, Sangbad Protidin, Ganashakti Patrika, Aajkal

Journalism and Newspaper Organisation

Marks: 12

Introduction; Journalism Profession; Different Types of Journalism; Qualities of a Journalist; Roles of a Journalist, Why become a journalist?; Newspaper Organisation, Newspaper Publisher, Newspaper Editor, Editorial Page Editor, Managing Editor, City Editor, Sports Editor, Copy Editor, Photo Editor, Graphic Editor, Reporter

News and News Stories

Marks: 12

Introduction; Characteristics of News; Sources of Information, Types of sources, Reporters, Primary sources, Secondary sources; Lead of a News Story (Five W's And An H); Writing for Print Journalism, The WHAT triangle, Interviewing for Print media; Press Conferences, Advantages of Press Conferences, Disadvantages of Press Conferences

Art of Editing

Marks: 11

Introduction; External Aid; Set of Rules; Printing Process; Task of an Editor; Functioning System; Official Work; Unchangeable Trends

Feature Writing

Marks: 12

Introduction; The Nature and Characteristics of Feature Articles, Characteristics of features; Types of Feature Stories; The Feature Sidebar; Opinion Columns, The Editorial Opinion, Personal Columns, Service Columns; The Feature Series/Serial Story, Writing the Feature Story, Style in Feature Writing, Guidelines for Lead Writing

Media Laws and Press Council of India

Marks: 14

Introduction; Reasonable Restrictions on Media; Press Laws; Law of Libel and Defamation; Contempt of Court Act; Official Secrets Act, 1923; Press and Books Registration Act, 1867; Copyright Act 1857; Press Council of India, 1966, Structure and Functions of the Press Council of India

Magazine Writing and Designing

Marks: 14

Introduction; Variety of styles; Learning to write; General writing skills, Spelling, Punctuation, Jargon, Clarity, economy and simplicity, Retaining the Human Interest, Avoiding loose ends; Orwell's Six Rules, Clichés, Euphemisms, Political correctness; Magazine Design, Visual literacy, Covers, Paper quality and size; Layout; Colour

Recommended Reading:

- Adams, S. and Hicks, W., 2009. *Interviewing for Journalists*, 2nd ed. Routledge.
- Aggarwal, B. V., 2002. *Media and Society: Challenges and Opportunities*, Concept Publishing Company.
- Anderson, J., 2007. *Everyday Editing*. Stenhouse Publishers.
- Christians, 2005. *Media Ethics: Cases And Moral Reasoning*, 7/E, Pearson Education India.
- Deol, H., 2003. *Religion and Nationalism in India: The Case of the Punjab*, Routledge.
- Edel, A., 1963. *Method in Ethical Theory*, Transaction Publishers.
- Fink, C. C., 1995. *Media Ethics*, Allyn and Bacon.
- Gilad, S., 2007. *Copyediting and Proofreading For Dummies*. For Dummies.
- Gross, G.C., 1994. *Editors on Editing: What Writers Need to Know About What Editors Do*, 3rd ed. Grove Press.