

B.A. Program  
Mass Communication and Journalism  
University of North Bengal

Under  
Choice Based Credit System

Updated on 2019

**B. A. PROGRAM MASS COMMUNICATION and JOURNALISM SYLLABUS  
FOR CBCS**

**Discipline Specific Core (DSC)**

- DSC 1/ Paper 1: Introduction to Journalism
- DSC 1/ Paper 2: Media Ethics and Law
- DSC 1/ Paper 3: Advertising and Public Relations
- DSC 1/Paper 4: Introduction to New Media

**Skill Enhancement Course (SEC)**

- SEC1/ Paper 1: Radio Production
- SEC 1/Paper 2: Documentary Production

**Discipline Specific Elective course (DSE)**

- DSE 1/ Paper 1: Print Journalism and Production  
Or  
Alternative Media  
Or  
Media, Gender and Human Rights
- DSE 1/ Paper 2 : Dissertation  
Or  
Specialized Reporting  
Or  
Multimedia Journalism

**Generic Elective Course (GE)**

- GE 1/Paper 1 : Basics of Journalism
- GE 1/ Paper 2: Film Studies

Year	Semester	Discipline Specific Core Course  (DSC)	Language Core Course  (LCC 1)	Languag e Core Course  (LCC 2)	Ability Enhance ment Course (AECC)	Skill Enhancement Course  (SEC)	Discipline Specific Elective Course  (DSE)	General Elective Course  (GE)
1	1	DSC 1: Introduction to Journalism  (Paper 1)	Bengali/Sanskrit/Nepali /Hindi  (Paper 1)		AECC 1			
		DSC 2  (Paper 1)						
	2	DSC 1:  Media Ethics and Law (Paper 2)		English  (Paper 1)	AECC 2			
		DSC 2  (Paper 2)						
	3	DSC 1: Advertising and Public Relations  (Paper 3)	Bengali/Sanskrit/Nepali /Hindi  (Paper 2)			SEC 1  Radio Production  (Paper 1)		
		DSC 2  (Paper 3)						

	4	DSC 1: Introduction to New Media  (Paper 4)		English  (Paper 2)		SEC1  Documentary Production  (Paper 2)		
		DSC 2  (Paper 4)						
3	5					SEC 2  (Paper 1)	DSE 1  Print Journalism and Production  Or  Alternative Media  Or  Media, Gender and Human Rights  (Paper 1)	GE 1  Basics of Journalism  (Paper 1)
	6					SEC 2  (Paper 2)	DSE 1  Dissertation  Or  Specialized Reporting  Or  Multimedia journalism  (Paper 2)	GE 1  Film Studies  (Paper 2)

							DSE 2 (Paper 2)	

## INTERNAL ASSESSMENT

<b>Discipline Specific Core (DSC)</b>		
<b>DSC 1/ Paper 1</b>	Introduction to Journalism	Seminar Presentation
<b>DSC 1/ Paper 2</b>	Media Ethics and Law	Project: Case Study Presentation
<b>DSC 1/ Paper 3</b>	Advertising and Public Relations	Project: Design an ad copy for print media or Script writing for electronic media for a product or service or Planning and designing PR campaign
<b>DSC 1/ Paper 4</b>	Introduction to New Media	Project: Creation of a Blog with minimum 5 posts
<b>Skill Enhancement Course (SEC)</b>		
<b>SEC 1/ Paper 1</b>	Radio Production	Class Test
<b>SEC 1/ Paper 2</b>	Documentary Production	Class Test

<b>Discipline Specific Elective course (DSE)</b>		
<b>DSE 1/ Paper 1</b>	Print Journalism and Production OR	Class Test
	Alternative Media OR	Term Paper
	Media, gender and Human Rights	Project:: Representation of Human Rights issues and violations in International and media
<b>DSE 1/ Paper 2</b>	Dissertation OR	Report submission
	Specialized Reporting OR	Class Test
	Multimedia Journalism	Project: Incorporating elements from all the previous unit — taking a story and adding audio, photo and video to compliment it for online publication.
<b>Generic Elective Course (GE)</b>		
<b>GE 1/Paper 1</b>	Basics of Journalism	Class Test
<b>GE 1/ Paper 2</b>	Film Studies	Class Test (Film Review)

**SEMESTER I**  
**DSC1 Paper 1**  
**Introduction to Journalism**

**Course contents:**

Unit 1 - Understanding News

Ingredients of news

News: meaning, definition, nature

The news process: from the event to the reader (how news is carried from event to reader)

Hard news vs. Soft news, basic components of a news story

Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 2 - Different forms of print-A historical Perspective

Yellow Journalism

Penny press, tabloid press

Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula-skills to write news

Unit 3 - Understanding the structure and construction of news

Organising a news story, 5W's and 1H, Inverted pyramid Criteria for news worthiness, principles of news selection Use of archives, sources of news, use of internet

Unit 4 – Different mediums-a comparison

Language and principles of writing: Basic differences between the print, electronic and online journalism

Citizen journalism

Unit 5 - Role of Media in a Democracy

Responsibility to Society

Press and Democracy

Contemporary debates and issues relating to media

Ethics in journalism

**Internal Assignment:**

- a. Seminar Presentation

**Suggested Readings:**

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
3. George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar

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

**SEMESTER II**  
**DSC1 Paper 2**  
**Media Ethics and Law**

**Course contents:**

**Unit-I Ethical Framework and Media practice**

Freedom of expression (Article 19(1)(a) and Article 19(1)(2))  
Freedom of expression and defamation- Libel and slander  
Issues of privacy and Surveillance in Society  
Right to Information  
Idea of Fair Trial/Trial by Media  
Parliamentary Privilege  
Contempt of Court  
Intellectual Property Rights  
Media ethics and cultural dependence

Student Presentations-

Photocopied material for Study Packs in India; Aaron Swartz.  
Attack on Freedom of artists and authors

**Unit 2 Media Technology and Ethical Parameters**

Live reporting and ethics  
Legality and Ethicality of Sting Operations, Phone Tapping etc  
Ethical issues in Social media ( IT Act 2000, Sec 66 A and the verdict of The supreme court )  
Discussion of Important cases-eg- Operation Westend  
Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines  
Student Presentations-  
Tehelka's Westend .  
School Teacher Uma Khurana case

**Unit 3- Representation and ethics**

Advertisement and Women Pornography  
Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc  
Objectionable Advertisements, Drugs and Magic Remedies

Student Presentations-

Students will submit on above mentioned topics.

**Unit 4- Media and Regulation**

Regulatory bodies, Codes and Ethical – ASCI, TRAI, RNI  
Guidelines Self Regulation  
Media Content- Debates on morality and Accountability:  
Taste, Culture and Taboo  
Censorship and media debates



**Unit 5- Media and Social Responsibility**

Economic Pressures

Media reportage of marginalized sections- children, dalits, tribals, Gender

Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition-incitement to violence, hate Speech.

Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists

**Internal Assignment:**

- a. Project: Case Study Presentation

**Essential Reading list:**

1. Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009
2. Barrie mc Donald and Michel petheran Media Ethics,mansell,1998
3. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
4. VikramRaghvan, Communication Law in India, Lexis Nexis Publication,2007
5. IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
6. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
7. RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
8. Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

**SEMESTER III**

**DSC1 Paper 3**

**Advertising and Public Relations**

**Course contents:**

**Unit 1-Introduction to Advertising**

Meaning and history Advertising

Importance and Functions - Advertising as a tool of communication, Role of Advertising in Marketing mix, PR

Advertising Theories and Models-AIDA model, DAGMAR Model,Maslow's Hierarchy Model, communication theories applied to advertising

Types of advertising and New trends

Economic,cultural, Psychological and Social aspects of advertising

Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.

**Unit 2- Advertising through Print, electronic and online media**

Types of Media for advertising  
Advertising Objectives, Segmentation, Positioning and Targeting  
Media selection, Planning, Scheduling  
Marketing Strategy and Research and Branding  
Advertising department vs. Agency-Structure, and Functions  
Advertising Budget  
Campaign Planning, Creation and Production

**Unit-3 Public Relations-Concepts and practices**

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

**Unit 4-PR-Publics and campaigns**

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

**Unit 5 – Social Media Marketing**

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

**Internal Assignment:**

- a. Project:  
Design an ad copy for print media or Script writing for electronic media for a product or service or  
Planning and designing PR campaign

**Readings**

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

## **Radio Production**

### **Course contents:**

#### **Unit I- Broadcast Production Techniques**

Working of a Production Control Room & Studio:

Types and functions, acoustics, input and output chain, studio console: recording and mixing.

Personnel in Production process – Role and Responsibilities

#### **Unit II- Stages of Radio Production**

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

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

Editing, Creative use of Sound Editing.

#### **Unit III - Broadcast Formats**

Group A

Radio magazine

Interview

Talk Show

Discussion

Feature

Documentary

Radio Drama

Group B

Public Service Advertisements

Jingles

### **Suggested Exercise-**

Producing any one Radio format mentioned in Group A which should include Public Service Advertisement and/or Jingle mentioned in Group B of Unit III . (Duration-5 minutes).

### **Internal Assignment:**

a. Class Test

### **Suggested reading list-**

1. Aspinall, R. (1971)*Radio Production*, Paris: UNESCO.
2. Flemming, C. (2002) *The Radio Handbook*, London: Routledge.
3. Keith, M. (1990) *Radio Production, Art & Science*, London: Focal Press.
4. McLeish, R. (1988) *Techniques of Radio Production*, London: Focal Press.
5. Nisbett, A. (1994)*Using Microphones*, London: Focal Press.
6. Reese, D.E. & Gross, L.S. (1977) *Radio Production Work*, London: Focal Press.
5. Siegel, E.H. (1992) *Creative Radio Production*, London: Focal Press

**SEMESTER IV**  
**DSC 1 Paper IV**  
**Introduction to New Media**

**Course contents:**

**Unit 1 Key Concepts and Theory**

Defining new media, terminologies and their meanings – Digital media, new media, online media *et al.*;  
Information society and new media, Technological Determinism, Computer-mediated-Communication (CMC), Networked Society.

**Unit 2 Understanding Virtual Cultures and Digital Journalism**

Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media

**Unit 3 Digitization of Journalism**

Authorship and what it means in a digital age, Piracy, Copyright, Copyleft and Open Source, Digital archives, New Media and Ethics

**Unit 4 Overview of Web Writing**

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures

**Unit 5 Visual and Content Design**

Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

**Internal Assignment:**

- a. Project: Creation of a Blog with minimum 5 posts

**Suggested Readings:**

1. Vincent Miller. Understanding digital culture. Sage Publications, 2011.
2. Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
3. Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
4. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.  
Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.

5. O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatis-web-20.html>
6. Grossman, "Iran Protests: Twitter, the Medium of the Movement" Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.
7. The New Yorker, August 7. Available at [http://www.newyorker.com/archive/2006/08/07/060807fa\\_fact1](http://www.newyorker.com/archive/2006/08/07/060807fa_fact1) Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian
8. Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380.

## **SEC 1 Paper 2**

### **Documentary Production/ Short Film Production**

#### **Course contents:**

##### **Unit 1: Understanding Audio-Visual Production**

Introduction to Documentary / Short Film  
Introduction to Shooting styles  
Introduction to Editing styles  
Structure and scripting the documentary

##### **Unit 2- Stages of Production**

Pre-Production, Production, Post Production  
Research: Library, Archives, location, life stories, ethnography  
Writing a concept: telling a story  
Treatment  
Writing a proposal and budgeting

#### **Suggested Practical Exercise- Shooting a Documentary/ Short Film (Duration 10- 15 minutes) and Editing the same.**

1. Readings: Erik Barnow and Krishnaswamy Documentary
2. Charles Musser "Documentary" in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333
3. Michael Renov "The Truth about Non Fiction" and "Towards a Poetics of Documentary" in Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge: 1993, 1-36
4. Trisha Das *How to Write a Documentary* Double Take by PSBT

#### **Internal Assignment:**

a. Class Test

#### **Suggested Screenings**

1. Michael Moore: Roger and Me
2. Nanook of the North by Robert J Flaherty
3. Nightmail by Basil Wright

4. Bombay Our City by AnandPatwardhan
5. Black Audio Collective
6. City of Photos by Nishtha Jain
7. Films by PSBT

## **SEMESTER V**

### **DSE 1 Paper 1**

#### **Print Journalism and Production**

##### **Course contents:**

##### **Unit I: Trends in Print journalism**

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

##### **Unit II: Production of Newspaper**

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

##### **Unit III: Technology and print**

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

##### **Unit IV: Advanced Newspaper and Magazine Editing**

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

##### **Internal Assignment:**

- a. Class Test

##### **Suggested Readings**

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

OR

## **Alternative Media**

### **Course contents:**

#### **UNIT I – Community concept and Importance**

Community as Place  
Community as Identity  
Community as Ideology

#### **UNIT II – Community Media as Alternative Media**

Concept, need and origin  
Types of Alternative media  
Alternative Media vis-à-vis Mainstream Media  
Alternative Media and Civil society

#### **UNIT III – Types of Alternative Media**

Alternative Print Media – Strengths, Weakness, Prospects, Examples.  
Alternative Radio – Strengths, Weakness, Prospects, Examples.  
Alternative Audi-Visual Media – Strengths, Weakness, Prospects, Examples.

#### **UNIT IV – Case Studies**

Local  
National  
International

### **Internal Assignment:**

a. Term Paper

### **Suggested Readings:**

1. Kevin Howley - Understanding Community Media: SAGE Publications.
2. Pavarala, Vinod and Malik, Kanchan K - Other Voices: The Struggle for Community Radio in India.
3. Linda K. Fuller - Community Media: International Perspectives.
4. Kevin Howley - Community Media: People, Places, and Communication Technologies.
5. Ole Prehn - Community media in the information age: perspectives and prospects.
6. Janey Gordon- Notions of Community: A Collection of Community Media Debates and Dilemmas.
7. Ellie Rennie - Community Media: A Global Introduction.
8. Steve Buckley - Community media: A good practice handbook.

OR

**Media, Gender and Human Rights**

**Course contents:**

Unit I Media and the social world

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

Unit II Gender

Conceptual Frameworks in Gender studies Feminist Theory  
History of Media and Gender debates in India (Case studies )  
Media and Gender - Theoretical concerns.  
Media and Masculinity  
Media and Social Difference: class, gender, race etc

Unit III Media: Power and Contestation Public Sphere and its critique

“Public sphere” of the disempowered?  
Genres – Romance, Television , Soap Opera, Sports  
Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for  
representation of Family.  
b) Project on use of internet by the marginalized groups.

Unit IV Media and Human Rights

Human Rights- Theoretical perspectives, Critique  
Universal Declaration of Human Rights  
Human Rights and Media ( Case Studies)

**Internal Assignment:**

a. Project:: Representation of Human Rights issues and violations in International and media

**Essential Readings**

1. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan, 2011.
2. Balnaves, Mark, Stephanie Donald, and Brian Shoosmith. *Media theories and approaches: A global perspective*. Palgrave-Macmillan. 2009 ( Pg No. 3-10, 11-34, 35-53)
3. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
4. Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press. 1-35, 111-137

**Readings:**

1. Ninan, Sevanthi. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
2. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).



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

## **GE I Paper 1**

### **Basics of Journalism**

#### **Course contents:**

##### **Unit 1 - Understanding**

News Ingredients of news

News: meaning, definition, nature

The news process: from the event to the reader (how news is carried from event to reader)

Hard news vs. Soft news, basic components of a news story

Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

##### **Unit 2 - Different forms of print-A historical Perspective**

Yellow journalism Penny press, tabloid press Language of news- Robert Gunning:

Principles of clear writing, Rudolf Flesch formula- skills to write news

##### **Unit 3 - Understanding the structure and construction of news**

Organising a news story, 5W's and 1H, Inverted pyramid Criteria for news worthiness,

principles of news selection Use of archives, sources of news, use of internet

##### **Unit 4 – Different mediums-a comparison**

Language and principles of writing: Basic differences between the print, electronic and

online journalism Citizen journalism

##### **Unit 5 - Role of Media in a Democracy**

Responsibility to Society press and Democracy Contemporary debates and issues relating to

media Ethics in journalism

#### **Internal Assignment:**

- a. Class Test

#### **Readings**

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno& R. Christopher Burnett. *News writer's Handbook*:

- An Introduction to Journalism*; Blackwell Publishing, 2006.
3. George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
  4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
  5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication,

## **SEMESTER VI**

### **DSE 1 Paper 2**

#### **Dissertation**

Every student will have to submit a dissertation in any area of Mass Communication detailed in the curriculum under the guidance of any faculty of the Department. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of Mass Communication. Word limits maximum 3000 words.

#### **Internal Assignment:**

- a. Report: synopsis report submission.

Mode of Evaluation: Full write-up along with power point presentation and Viva Voce

**OR**

#### **Specialized Reporting**

#### **Course contents:**

##### **UNIT I: Business Journalism**

- Business Industry as a Beat
- Sources of news on Business
- Developing Business story idea
- Writing stories from Press Releases

##### **UNIT II: Science Journalism**

- Science as a Beat
- Sources of news on Science
- Developing Science story idea
- Writing stories from Press Researches

##### **UNIT III: Environment Journalism**

- Environment as a Beat
- Sources of news on Environment
- Developing Environment story idea

## Writing stories on Environment

### UNIT IV: Sports Journalism

Sports as a Beat  
Sources of news on Sports  
Developing Sports story idea  
Writing stories on Sports

### UNIT V: Development Journalism

Development Journalism as a Beat  
Sources of news on Development Journalism  
Developing Development Journalism story idea  
Writing stories on Development

### Internal Assignment:

a. Class Test

### Suggested readings:

1. M V Kamath, The Journalist's Handbook, Vikas Publishing
2. M V Kamath, Professional Journalism Vikas Publishing
3. Edward Gold Smith, Nicholas Hildyard( Edt). 1988. The Earth Report, London Oxford University Press
4. Susan D. Lanier- Graham, the Ecology of War, (Eds) 1993. New York Walker Publishing Company. Kiran B Chhokar, Mamata Pandya and Meena Ragunathan (Eds).1999. Understanding Environment, New Delhi Safe Publication,
5. Kanchon Chopra & S C Gulati, (Eds) 2000. Migration, Common Property Resources And Environmental Degradation, 2001. New Delhi. Sage Publication.
6. Katar Singh And Vishwa Ballabh, (Eds) 2001. Cooperative Management Of Natural Resources, New Dehli Safe Publication.
7. Jyoti Parikit,(Edt)2002. Sustainable Management Of Wetlands, New Delhi. Sage Publication.
8. Roger Jefferry, Nandini Sundar. (Eds) 2003. A New Moral Economy For India's Forests, New Delhi Sage Publication.
9. Ashok Kotari Neema Pathik, R V Anuradha, Sansuri Taneja (Eds). 2004. Commucation & Conservation, New Delhi. Sage Publication.
10. Udaya Shahay, (Edt), 2006. The Indian Media, Illusion, Dellusion & Reality, New Delhi Roop & Co.
11. Manual of Development Journalism – Alan Chalkley.
12. Participatory Communication, Working for change and development – Shirley A . White, K
13. Sadanandan Nair and Joseph Ascroft.
14. Development Communication and Media Debate – MridulaMeneon.
15. India, the Emerging Giant – ArvindPanagariya.
16. Participatory Video, Images that Transform and Empower – Shirley A. White
17. (Editor).
18. The Art of Facilitating Participation – Shirley A . White (Editor).
19. Television and Social Change in Rural India – Kirk Johnson.
20. Communication, Modernization and Social Development– K. Mahadevan,
21. Kiran Prasad, Ito Youichi and Vijayan K. Pillai.
22. Everybody Loves a Good Drought – P. Sainath.
23. Designing messages for development communication: An audience participation-based

24. approach (communication and human values)– by Bella M Mody.

**OR**  
**Multi-Media Journalism**

**Course contents:**

**Unit 1 Introduction to Multimedia**

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

**Unit 2 Print**

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

**Unit 3 Photograph**

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

**Unit 4 Audio & Video Content**

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

**Unit 5 Mobile Journalism**

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

**Internal Assignment:**

a. Project: Incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

**Suggested readings:**

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

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

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

Garrand, Timothy. *Writing for Multimedia and the Web: A Practical Guide to*

*ContentDevelopment for Interactive Media.* CRC Press, 2006.

## **GE 1 Paper 2 Film Studies**

### **Course contents:**

#### **Unit I - Language of Cinema**

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

#### **Unit II - Film Form and Style**

German Expressionism and Film Noir  
Italian Neorealism  
French New-Wave  
Genre and the development of Classical Hollywood Cinema

#### **Unit III - Alternative Visions**

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

#### **Unit IV - Hindi Cinema**

1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave (Mrinal Sen, Ritwik Ghatak, Adoor Gopalakrishnan, Syam Benegal, Govind Nihalini, Gautam Ghosh)  
Globalisation and Indian Cinema, The multiplex Era  
Film Culture

#### **Unit V Film Bodies**

CBFC  
NFDC

### **Internal Assignment:**

- a. Class Test (Film Review)

### **Recommended Screenings or clips**

#### **Unit I**

- a. *Rear Window* by Alfred Hitchcock (Language of Cinema)
- b. *Battleship Potemkin* by Sergei Eisenstein (Language of Cinema) o *Man with a Movie Camera* by Dziga Vertov
- c. *Germany Year Zero* directed by Roberto Rossellini (Italian Neo Realism)
- d. *Metropolis* by Fritz Lang/*Double Indemnity* by Billy Wilder (German Expressionism and Film Noir)

- e. *PatherPanchaliby* Satyajit Ray
- f. *The hour of the Furnaces by* Fernando Solanas