

Semester-I

Course Code: JMC-101

Communication Concepts, History, Law and Ethics



Course Objective: The learner will be able to trace the history of newspapers from this course, understand the various departments of newspaper industry. Understand the role of a free media in a democracy and create a healthy democratic setup by the information of media to enlighten civil society. The course is developed looking after the media practice and implication of different laws in India. Do and don't for the media professionals. Media Law and Ethics is applicable to media framed by the constitution of India.

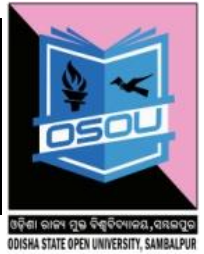
Block-01: Conceptualising Communication	
Unit-01	Dimensions of Communication. Inter, Intra, Group & Mass Communication
Unit-02	Verbal and Non Verbal Communication
Unit-03	Functions and Elements of Mass Communication
Unit-04	Language Used in Different Mass Media

Block-02: History of Press	
Unit-05	Early History of Press
Unit-06	History of Indian Media in Pre-Independence & Post independence era
Unit-07	Prominent Newspapers, Magazines and News Agencies
Unit-08	Media in Odisha, Role of Media in Impacting Socio-Cultural Dynamics of Odisha

Block-03: Media Laws	
Unit-09	Indian Constitution: Fundamental Rights, Directive Principles of State Policy, Freedom of speech and expression: Article 19 1(a) and Article 19 (2), Contempt of Court and Contempt of Legislature, Defamation: Libel and Slander
Unit-10	Sedition and inflammatory writings, IPC and CrPC, Official Secrets Act and Right to Information Act, Press and Books Registration Act, IPR and Copyright Act
Unit-11	Broadcasting Laws: Prasar Bharati Act, Cable TV Network Regulation Act, Digitization and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of India Act, Broadcasting and Advertising codes.
Unit-12	Journalism as an organized/ unorganised sector; Working Journalists Act, Wage Boards

Block-04: Media Ethics	
Unit-13	Values and Ethics of Journalism (Objectivity, Truth, Decency and Impartiality Balance and Independence), Conflict of Interest Ethical issues: notions and debates, Resolving Ethical Dilemmas: Different Methods
Unit-14	Right to Privacy, Sting Journalism, Yellow Journalism, Paid news,

	Private Treaties, Media Net Pressures (political, market, legal and professional)
Unit-15	Journalists' Code of Conduct, Self-regulation, Ombudsman Pros and Cons of Media Activism
Unit-16	Live Reporting and Ethics, Legality and Ethicality of Sting Operations, Phone Tapping



Learning Outcome: Learners will be able to understand, the history of Press around the world. Course defines the language newspaper for freedom movement in India, newspapers contribution in the process of development in post independence era. Learners will able to understand the liberty and freedom of the press personnels and with reasonable restriction/ prohibition to work in a media.

References:

- Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press , 2010) (Chapter 2 and Chapter 5)
- ParthasarthyRangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
- Jeffrey, Robin, India's News Paper Revolution: Capitalism, Politics and the Indian Language Press, (New Delhi, Oxford 2003)
- Manuel, Peter Cassette Culture page, (Chicago, University of Chicago Press, 1993), 1- 32 Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991) -39-57
- Thakurta, Paranjay Guha, Media Ethics, Oxford University Press, 2009
- Barrie mc Donald and Michel petheran Media Ethics,mansell,1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
- VikramRaghvan, Communication Law in India, Lexis Nexis Publication,2007
- IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
- William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
- Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible

Course Code: **JMC-102** **Reporting**

Course Objective: In this course the learner will know the basics of news collection and news preparation. Learn about what is news leads or Intros, headlines, editorials, op-ed, middle articles and features. How to attribute and verify news item? What is the need of interview and press conference? The functions of news desk, understand the concept of editorial structure of newspaper, magazine, and news agencies. Understand the functions and qualities of a reporter, editors and other media professionals.

Block-01: News Reporting	
Unit-01	Concept of News, Elements and structure of news reports, Types of news: Hard and Soft, News Leads and their types, Inverted pyramid style,

	feature style, sand clock style and nut graph
Unit-02	Language of news; Robert Gunning: Principles of clear writing; Rudolf Flesch formula: skills to write news
Unit-03	Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting
Unit-04	Differences in reporting for Newspapers / News agencies, TV, Radio, Web



Block-02: News Set Up	
Unit-05	Reporting department in newspapers, magazines, agencies, radio and TV, Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief
Unit-06	Use of archives, sources of news, use of Internet
Unit-07	Role and importance of news sources, attribution Cultivating, verifying and dealing with sources of news Ethical aspect of sourcing News and Reporting
Unit-08	Writing of articles and features; types of features; leads for features; difference between articles and features

Block-03: Specialized and Beats Reporting	
Unit-09	Understanding Beats and their categories City reporting: City and local news, Crime Reporting: sources and related laws, Reporting Political Parties and Politics, Legislative (covering Assembly and Parliament), Legal Reporting Specialised reporting: Defence, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, etc.
Unit-10	Interview: types and techniques, Opinion writing: Editorial, Op-ed page and Middle, Special articles, Weekend pull-outs, Supplements
Unit-11	Backgrounders, Reviews (Books/ Films/ Documentaries), Review of Performing Arts, Magazine Reporting: Current trends, style and future
Unit-12	News Photography

Block-04: Reporting (Practical)	
Unit-13	Speech/ meeting reporting, event reporting, covering writing based on press releases, Press Conferences
Unit-14	Interviews, obits, profiles based on field assignments
Unit-15	Writing features and human interest stories, backgrounders, Editorials, Articles, Columns Op-ed Articles
Unit-16	Photo Feature, Photo Essay

Learning Outcome: Learners will be able to collect news from different sources, prepare news using writing style and write headlines. She/he would be able to understand the responsibilities of a reporter. Can be able to understand the difference between a reporter, bureau chief, correspondents, stringers photo journalist, and editor with their role in newspaper, magazine. She/he can be able to understand news agencies and verify the news. Understand different beat and keep interest work on one or two beats.



References:

- The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
- News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press The Newspaper' Handbook, Richard Keeble, Routledge Publication
- Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
- News Reporting and Writing, Mencher, Melvin. MC Graw Hill, NY. 2003
- Mass Communication Theory, Denis McQuail, Sage Publications
- Reporting for the Print media'. (2nd ed) . ;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979

Course Code: JMC-103

Editing

Course Objective: The objective of this course is developed to learn about news preparation. Learn about what is news leads or Intros, headlines, editorials, op-ed, middle articles and features. How to attribute and verify news item? The functions of news desk, understand the concept of editorial structure of newspaper, magazine, and news agencies. Understand the functions and qualities of a sub-editor, editors and other media professionals.

Block-01: Editing	
Unit-01	Editing: concept, process and significance
Unit-02	Editorial Values: objectivity, facts, impartiality and balance
Unit-03	Concept of news and news making
Unit-04	Challenges before editor : bias, slants and pressures, Difference between newspaper/ radio and TV news editing

Block-02: News Desk	
Unit-05	Editorial structure of newspaper/magazines/ news agencies /radio and TV Editorial hierarchy and job of various functionaries
Unit-06	Functioning of News Desk, Integrated News Room
Unit-07	News Flow and Editing: Role and Responsibility of Gatekeepers
Unit-08	Sources of News, Managing the News

Block-03: Editing Process	
Unit-09	News Selection: News Value and Other Parameters
Unit-10	Handling a News Copy, Planning and Visualizing of News Rewriting News Stories
Unit-11	Headlines and Intro, Style Book, Style Sheet
Unit-12	Translation and Trans-creation



Block-04: Editing (Practical)	
Unit-13	Copy Editing (Editing of Copy Given in the Class)
Unit-14	Writing Headlines Intro/Lead Writing
Unit-15	Preparing Layout of the Front Page, Preparing Layout of Back Page and Interiors
Unit-16	Creative Writing

Learning Outcome: Learners will able to edit text, prepare news using writing style and write headlines. She/he would able to understand he responsibilities of a subeditor. She/he can able to undersatand news agencies and verify the news. Understand different beat and keep interest work on one or two beats.

References:

- The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
- News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
- The Newspaper'Handbook, Richard Keeble, Routledge Publication
- Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
- News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
- Mass Communication Theory, Denis McQuail, Sage Publications
- Reporting for the Print media'. (2nd ed) . ;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979

Course Code: **JMC-104** **Radio & Television Journalism**

Course Objective: The objective of the couse is to know about the public service broadcasting and public service broadcasng. Policy and regulation to run a Radio station and a TV channel in India. How radio and TV production is done in the time being.

Block-01: Radio Journalism	
Unit-01	Introduction to Radio, Main Features of radio Broadcasting
Unit-02	Evolution and Growth of Broadcasting in India: Radio and Private Broadcasting
Unit-03	Writing for Radio; Compiling Radio Bulletin, Techniques of Editing and Presenting News
Unit-04	Introduction to Radio Programming; Radio News Magazine, News Feature, Talk programmes and Discussion, Interviews, Sound Bites and Dispatches and radio Bridge, FM, AM, Community Radio and Internet Radio



Block-02: Television Journalism	
Unit-05	Introduction to Television, History of TV in India, SITE, Cable and satellite, DTH, IPTV, TV on Mobile: 3G and Notebook, 4G, Public Service and Commercial Broadcasting
Unit-06	Organizational Structure of TV News Channel, TV Newsroom, TV News Production Desk and Functions
Unit-07	Writing for Visual Medium: Thinking Audio and Video, Writing Anchor Leads, Editing Bytes, Procuring and Editing Visuals
Unit-08	TV Production: News Bulletin, News Feature, Current Affairs, Anchoring: delivery, Pronunciation, Voice Modulation and Diction

Block-03: Public Service Broadcasting	
Unit-09	Public Service Model in India (Policy and laws)
Unit-10	Global Overview of Public Service Broadcasting
Unit-11	Community Radio, Community, Video Participatory Communication Campus Radio
Unit-12	Presentation of Public Service Broadcasting

Block-04: Private Broadcasting	
Unit-13	Private Broadcasting Model in India; Policy and Laws
Unit-14	Structure, Functions and Working of a Broadcast Channel
Unit-15	Public and Private partnership in television and Radio programming (India and Britain case studies)
Unit-16	Self-regulatory mechanisms for monitoring of telecast/broadcast

Learning Outcome: Learners will be able to differentiate the Radio and Television as a service provider of the nation. Understand the functioning of public and private broadcasting electronic media. Can be able to understand the segmentation of TV and Radio programmes.

References:

- Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
- Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: Focal Press Focal Press)Pg-95-133, 179-212
- Ambrish Saxena, Radio in New Avatar- AM to FM, (Delhi: Kanishka), Pg- 92-138, 271-307
- Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press, 2012) 3-17, 245-257, 279-28
- Herbert Zettl, Television Production Handbook, (Delhi : Akash Press, 2007) 190-208
- F. Vinod Pavarala, Kanchan K Malik, FACILITATING COMMUNITY RADIO IN INDIA:
- Profiles of NGOs and their Community Radio Initiatives Other Voices (New Delhi: Sage, 2007)
- G. Mc Leash, Robert, Radio Production (US: Taylor & Francis)

Semester-II

Course Code: JMC-201

Emerging & Social Media Journalism



Course Objective: This course is developed for mass media learners to give knowledge about new media. This course provides the concept of information society and technological determination in social media. Course describes development of internet and its tools for mass communication. Course gives an idea of open source and copyright act.

Block-01: Emerging Media	
Unit-01	Definition Types of Emerging Media
Unit-02	Characteristics of Emerging Media and Status
Unit-03	Emerging Media and Mainstream Media
Unit-04	How Journalists Use Emerging Media

Block-02: Social Media	
Unit-05	Definition of Social Media, History of Social Media
Unit-06	Types of Social Media, Facebook, Twitter, WhatsApp, YouTube Etc.
Unit-07	Characteristics of Social Media
Unit-08	Synergy Between Social and Mainstream Media, Citizen Journalism

Block-03: Legal and Ethical Aspects of Social Media	
Unit-09	IT Act 2000
Unit-10	Other Acts Applicable to Social Media
Unit-11	Privacy and Social Media
Unit-12	Social Media Ethics

Block-04: Critical New Media	
Unit-13	Who controls New Media, Questions surrounding net neutrality and related issues
Unit-14	Surveillance and the state, Cyber security and issues of privacy,
Unit-15	Internet and public sphere - politics and public sphere in the digital age.
Unit-16	Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and microblogs etc.

Learning Outcome: Learners would able to understand the newmedia and its uses in mass communication. Can able to develop a blog and use open sources content with the awareness of copy right. Learn tools and technique to use different social media platform for news.

References:

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.

- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
- 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.
- 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](http://oreilly.com/web2/archive/whatis%20web-2.0.html)
- Grossman, “Iran Protests: Twitter, the Medium of the Movement” Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.
- The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
- Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380



Course Code: JMC-202
PR, Advertising & Media Management

Course Objective:

The course will provide knowledge about the concept of advertisement. What is the importance of advertisement in mass media? To understand how advertising plays a role in media growth and objective. Similarly the course content also provides the history of public relations and its necessity in mass media. Course also briefs about different allied media organisation and the practices of management.

Block-01: Public Relations	
Unit-01	Concept and Definition, Roles and Objectives
Unit-02	PR as a Source of News for Media PR Tools and Strategies, Media Relations
Unit-03	Ethical and Legal Issues (Paid News, Envelop Journalism, Paid appearances, Special Supplements)
Unit-04	Understandingthe Corporate sector principles and Concepts of Corporate Communication Crisis Communication vis-a-vis Media Reporting Corporate Social Responsibility (CSR) and Source for Soft News

Block-02: Advertising	
Unit-05	Definition and Principles
Unit-06	Theories of Advertisement
Unit-07	Various types of Advertisements
Unit-08	Account Service

Block-03: Media Organizations	
Unit-09	Press Council of India (1st and 2nd Press Commission recommendations), International Bodies: IPI, UNESCO)
Unit-10	Broadcast Regulatory bodies and TRAI, BRAI , IBF Media Associations and

	Organisations: INS, Editors Guild, IFWJ, NUJ (I),IJU,NBA, BEA, etc. All India Advertising Agencies Guild, Women Media Bodies
Unit-11	Government Information Systems: Concept and Philosophy, Organizational setup in India: management and operation for Union Government (PIB, DAVP,DFP, Song and Drama Division, Films Division, etc.), State Government Information and Public Relations Dept.
Unit-12	Media Support Services, reference and feedback



Block-04: Media Management	
Unit-13	Ownership of Media
Unit-14	Media as Business & Economics
Unit-15	Income sources of Different Media
Unit-16	Government Policies for Media Ownership

Learning Outcome: After completion of this course the the learner would able to create an advertisement for different media. Can able to create a strategy for advertisement campaigns. Learner can be a developer of public relations materials. Can able to link between a media and govt. PR activities. Learners can able to identify how different media platform usedto function.

References:

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

Course Code: JMC-203 Communication Theory

Course Objective: After reading this course learners will be able to know different theories and model used in mass communication. Identify the relative advantages and disadvantages of mediated and nonmediated communications. Learner will able to know how different media apply communication model and theories in Newspaper, Television, Radio and Internet.

Block-01: Concept of Communication Theory	
Unit-01	Importance of communication theory, two step flop & multistep flow theory, individual deference theory
Unit-02	Selectivity & gate keeping theory, Diffusion of innovation theory, personal influence theory

Unit-03	Authoritarian, libertarian, Communist media, social responsibility theory
Unit-04	Development media theory, democratic participation theory, communication convergence



Block-02: Concept of Communication Model	
Unit-05	Concept of communication model, linear & non linear model, symbolic model, physical model, Verbal models, iconic models, analog models, mathematical model
Unit-06	Aristotle model, Lasswell model, Osgood model, Schramm model, Gerbner model
Unit-07	Berlo model, Shanon Weaver model, DeFleur model, Katz & Lazarfeld two step flow model
Unit-08	New comb model, Westley & McLean model, Kincaid model, Dance Model

Block-03: Development Communication and International Models	
Unit-09	Introduction to Development Communication, Three Major Paradigms, Approaches of Media for Communication and Development
Unit-10	Learner Model of Development, Rogers Basic Diffusion Model
Unit-11	World- systems Theory, Basic Needs Approach
Unit-12	The Participatory Model for Development Communication, Information and Communication Technologies for Development Communication

Block-04: Communication Effects Theory	
Unit-13	Magic Bullet Theory, Uses and Gratification theory
Unit-14	Spiral of Silence, Cognitive Dissonance Theory
Unit-15	Agenda Setting Theory, Communist theory and related theories.
Unit-16	Cultivation Analysis

Learning Outcome: After completion of this course, learners will understand the different theoretical strands towards understanding the phenomenon of mass communication. Understand how different theories have an impact or effect on civil society. Know the importance of Internet in communication for development.

References:

- Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72
- John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1-38
- Dennis McQuail, *Mass Communication Theory*, (London, Sage, 2000), pp 1-11; 41-54; 121-133 (fourth Edition)
- Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengate Learning, 2006) pages 42-64; 71-84; 148-153; 298-236
- Kevin Williams, *Understanding Media Theory*, (2003), pp.168-188
- Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette (2013)
- Ravi Sundaram, *The Art of Rumour in the Age of Digital Reproduction*, *The Hindu*, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digital-reproduction/article3792723.ece> (Unit 1)

- Shohini Ghosh, “Inner and Outer Worlds of Emergent Television Cultures,” in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).



Course Code: JMC-204 Communication Research

Course Objective: The course is designed to understand what is research in communication? Step by step research problem and formulation are described. Research Methods and Methodology is clearly defined. The objective of this course is to learner can understand to conduct a research on a subject of his choice in the area of media and communication.

Block-01: Introduction to Communication Research & Research Ethics	
Unit-01	Meaning of research, Definition of research, Objectives of research, Importance of research, Types of Research :Various Types of Research, Quantitative and Qualitative Research
Unit-02	Research Methods, Research Process, Meaning of communication research, Types of communication research
Unit-03	Importance of research in mass media, Elements of communication research, Quantitative & Qualitative Research
Unit-04	Research Ethics: Research process and Ethics, Responsibility as a Researcher, Ethical issues pertaining to communication research – honesty, confidentiality, acknowledging others, use of appropriate language, plagiarism, Ethics and online research

Block-02: Research Methods, Methodology and Research Plan, Design	
Unit-05	Importance of media research, Survey research, Types of surveys, Advantage and disadvantages of survey, Public opinion survey, Pre-election and Exit poll
Unit-06	Content analysis, Meaning and definition of content analysis, Methods of content analysis, Limitations of content analysis, Difference between Method and Methodology, How to devise a robust methodology?
Unit-07	Research problem, Defining research problem, Formulation of objectives Meaning of Hypothesis
Unit-08	Meaning of research design, Need for research design, Features of a good design, concepts related to research design- Dependent and Independent Variables, Extraneous variable, Control, Experimental and control groups,

Block-03: Research tools, Sampling, Data Analysis and Management	
Unit-09	Data and its types, Methods of Primary Data Collection, Observation, Interview Questionnaire and schedules, Other Methods of data collection, Secondary data collection
Unit-10	Census and sample, Importance of Sampling, Sample designs, Sample size, Different Types of Sampling and its methods, Application of Sampling in Research
Unit-11	Tabulation of data, Diagrammatic and graphic presentation, Hypothesis testing, Data interpretations

Unit-12	Levels of measurement – Nominal, Ordinal, Interval and Ratio
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Block-04: Statistical Analysis, Thesis writing, Areas of Communication Research	
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Unit-13	Measures of Central Tendency – Mean, Median, Mode, Measures of Dispersion – Minimum, Maximum, Range, Variance, Standard Deviation, SPSS and its application in Research
Unit-14	Structure of a research report, language, Citation and Referencing
Unit-15	Print media research, Electronic media research, Advertising research, Public relation research
Unit-16	Applications of Mass Media Research-Research in Print Media, Electronic Media, Advertising and Public relations, Mass Media research and the Internet



Learning Outcome: After completion of this course the learner can clearly understand what is research? Why research is done and what is the necessity of media research and its implication in mass media studies.

References:

- Wimmer, Roger, D and Dominick, Joseph, R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.
- Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.
- John Fiske. Introduction to Communication Studies, Routledge Publications, 1982.
- David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge Press (For Case Studies) Amazon, 2002.
- Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
- Bertrand, Ina and Hughes, Peter. 2005. Media Research Methods; Audiences, institutions, Texts. New York; Palgrave

Semester-III

Course Code: JMC-301



JMC- 301: Dissertation/ Project

4 Credits

Introduction

Every learner will have to submit a dissertation under the guidance of a supervisor. A dissertation is a formal document and there are rules that govern the way in which it is written. It gives learners an opportunity to show that they have gained the requisite knowledge and skills to organize and conduct a research project. The present document will guide you through the dissertation process.

The aims of the dissertation are to enable the learner:

- To identify a research issue / problem
- To put into practice theories and concepts learned during the program
- Show evidence of independent investigation
- Identify and apply relevant theories to support the given study
- Develop the ability to plan and manage a project within a stipulated time frame
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Learning Outcomes:

After completing the dissertation the learner should be able to:

- Identify a research problem from the existing literature
- Define, design and deliver an academically rigorous piece of research
- Understand the relationships between the theoretical concepts and their application to specific situations
- Appreciate practical implications and limitation of a research project

Dissertation Supervision

You will be supported throughout the dissertation by a supervisor. Supervisors will be allotted by the Coordinator of your respective study centers. The supervisor should have expertise in your area of study.

Role of Supervisor

The supervisor shall facilitate your research. Ideally a supervisor's role includes the following:

- To assist the student during formulation of research questions/ hypothesis, obtaining relevant literature and adopting a suitable method of research

- To assist the student in tailoring the proposal to meet the time and other resource constraints
- To monitor progress
- To educate and caution the student against plagiarism and violation of Copyright Act.



Responsibilities of the Learner

- To maintain regular contact with the supervisors and inform them of the progress made.
- To prepare the final draft with the help of the supervisor.

Role of the Study Center

- To identify and allot supervisors for the learners
- To arrange counseling sessions, as per University rules, on research methodology
- To preserve a copy of the dissertation report for use in study centers' library for record
- To arrange the viva-voce for evaluation of dissertations, as per University rules

3.0 The Dissertation Proposal

The dissertation proposal is an important working document which, when approved, becomes a road-map of the dissertation process. An ideal dissertation proposal must contain a working title, aims, objectives, research questions, a preliminary literature review and detailed research methodology to be adopted for the study.

All dissertation proposals need to be approved by the University. Work on the dissertation can only begin after due approval from the University.

Writing the Dissertation

Title Page / Cover Page

Title page carries the topic of research as well as the institutional affiliation of the learner. Ideally the title of dissertation should not exceed 12 words.

Certificate

Dissertations should be accompanied by a certification from the supervisor. The certificate should declare that the researcher is a bonafide learner of OSOU and that the work carried out by him / her is original and hasn't been published elsewhere.



Declaration

Dissertations should be accompanied by a declaration from the learner that the work carried out by him / her is original and hasn't been submitted / published anywhere.

Acknowledgement(s)

In this section the learner acknowledges people and / or institutions for their support and assistance during the research.

Abstract

The dissertation should contain an abstract within 300 - 350 words. A good abstract ideally sums-up the aims and objectives, gap area, methodology, results, analysis and conclusions of research.

Table of Contents

This page spells out the chapter headings, appendices, references and pages on which they can be found.

Introduction

The introduction provides the background, rationale and objective of the study. It positions the research problem. It also gives a brief idea about the chapters that follow.

Literature Review

Literature review is an integral part of any research project and hence its inclusion in a dissertation is mandatory. The literature review should present and analyze the relevant published literature pertaining to the topic of research. While writing the review of literature the researcher must keep in mind the research objectives as mentioned in Introduction. Suitable Gap areas should emerge from the literature.

Theoretical perspectives as employed in the dissertation can be included in this section.

Research Methodology

In this section the researcher justifies to the reader the process by which the research questions, derived by analysis of the relevant literature, were answered. Details of the research design such as the sample size, sampling techniques as well as methods / tools of data collection should be discussed.

Findings / Results / Analysis

The results of research carried out will be presented in this chapter. Results of inferential research should be accompanied by their corresponding p -values (probability values). For carrying out the test of significance chi-square, ANOVA or any other prescribed method may be employed.

In case of qualitative research, select transcripts, as obtained during in-depth interviews and focus group discussions, can be furnished.



Analysis and Discussion

While analyzing the results obtained researchers need to make their own inferences. Mere quoting of figures and percentages already obtained in the results section should be discouraged.

Conclusion

Conclusions summarize the research and help the readers to have a wider understanding of the issue at hand. They can also include the implications of study as well as future areas of research.

Reference:

An appropriate style of referencing (APA / MLA) should be employed by the researcher. Learners need to provide both in-text as well as end-text referencing.

- American Psychological Association (APA) style sheet is followed in most works related to Social Sciences and Management.

Example: Derwing, T. M., Rossiter, M. J., & Munro, M. J. (2002). Teaching native speakers to listen to foreign-accented speech. *Journal of Multilingual and Multicultural Development*, 23(4), 245-259.

- Modern Language Association (MLA) style sheet is followed in most works related to literature.

Example: Derwing, Tracy. M et al. "Teaching native speakers to listen to foreign-accented speech" *Journal of Multilingual and Multicultural Development*, vol. 23, no. 4, 2002, pp. 245-259

Appendix

In the Appendix the researcher furnishes the tools of data collection (such as questionnaires, interview schedules) employed during the research.

Layout, Style and Writing Suggestions

Dissertation Formatting, word count

Ideally the Master's degree dissertation should be within 12,000 words (not including appendices and references).

Writing Style

Dissertations have to be written in 12 fonts, Times New Roman, with 1.5 Line spacing.

Submission

The work on the dissertation should ideally start as early as the Third Semester so that it can be submitted in time. A deadline for submission will be specified by the University and the student should submit it as per the schedule.



Date of Submission

Session	Last Date of Submission
January	31st May of each academic year
July	30th November of each academic year

7.0 Dissertation Ethics: Plagiarism

Plagiarism is a form of cheating and the University adopts a zero tolerance policy towards the same. **Using downloaded content from the Internet is strictly prohibited.** The University uses anti-plagiarism software (such as Turnitin) to cross-check the authenticity of the work. Learner must submit both the hard and soft copies of dissertation to the University.

As per the current UGC norms, dissertations carrying more than 10% plagiarism level have to be resubmitted after making the necessary changes.

8.0 Assessment and Evaluation

Dissertations should be evaluated on the following criteria:

- 1) Originality
- 2) Awareness of relevant literature
- 3) Methodological rigor
- 4) Ability of the researcher to critically analyze the results obtained
- 5) Documentation

Emphasis should also be laid on the clarity of language employed by the researcher.

Suggested topics for dissertation

The given list is illustrative and not exhaustive:

1. Media coverage of environmental / health issues in Odisha
2. Role of radio in rural development
3. Analyzing the role of in-house journal in the life of a commercial organization.
4. The role of social media (Facebook, Twitter, YouTube) during elections to Lok Sabha /State Assemblies
5. Effects of television advertisements among children
6. Movie going habits among urban / rural youth in Odisha
7. Problems and prospects of online journalism in Odisha / India
8. Coverage of human rights issues by mass media in Odisha / India



9. A study of small and medium newspapers in Odisha
10. Coverage of festivals (Rath Yatra / Durga Puja / Diwali / Eid / Christmas) in media(newspapers / TV) in Odisha / India
11. Comparative analysis among newspapers on the coverage of social issues (hunger / malnutrition / gender inequality / drug abuse / child labour / human trafficking)
12. Role of mass media in community development
13. A study of corporate communication practices of business organization(s)
14. Role of folk media as an effective tool of rural development
15. A study on audience reaction to fake news in social media
16. Content Analysis of the website of Odisha State Open University
17. Comparative analysis of websites of two or more educational institutes
18. Science / business reporting in prominent national / regional dailies
19. Role of radio during natural disasters / in the promotion of agricultural practices
20. A study on the Corporate Social Responsibility (CSR) practices of business organizations.
21. Studies on brand recall / brand recognition
22. A comparative study of journalism curricula in various institutes / universities of Odisha /India
23. A comparative study of prime-time debates in different national / regional TV channels.
24. A study on the awareness of advertising ethics among ad-makers
25. Role and functioning of Community Radio

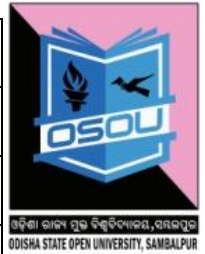
Course Code: JMC-302
Media Sociology

Course Objective: After reading this course learners will be able to know different sociological aspects of mass communication. Identify the relative advantages and disadvantages of mediated and nonmediated communications. Learner will able to know how different media like Newspaper, Television, Radio and Internet has impacted in our lives and to the society.

Block-01: Mass Media as a Social Institution	
Unit-01	Media for social communication, media relation with other social Institutions
Unit-02	As ideological apparatus, media and politics in India
Unit-03	An evaluative discourse of political role of media in post- Independence India
Unit-04	Media and the public sphere

Block-02: Media and Social Issues and Movements
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Unit-05	Racism, inequality and subjugation, Media and feminist movements A critique of Indian movements
Unit-06	Media and youth Impact, uses, peer group influence, need for counseling, issues and case studies, Media and juvenile delinquency
Unit-07	Mediated deviancy, media and violence, mediated crimes, trial by media, concept of pluralistic ignorance
Unit-08	Media and national integration, Assessment of promotional campaigns, case studies, Media and religious communication in Indian context, Treatment and promotion of secularism



Block-03: Mediated Stereotypes	
Unit-09	Media portrayal of women, issues of empowerment
Unit-10	Gandhian perspective, recent media campaigns
Unit-11	Literacy, health, nutrition, cleanliness, pure water and power
Unit-12	Responsibility to society; Press and Democracy

Block-04: Media content as a product	
Unit-13	Manufacturing of consent, media as asynchronous filters,
Unit-14	Producers of flak- arguments of Chomsky and Herman
Unit-15	Moral panics, media as tools of national and international propaganda
Unit-16	Misinformation and disinformation campaigns

Learning Outcome: After completion of this course, learners will understand the different sociological strands towards understanding the phenomenon of mass communication. Understand how different social impact or effect on civil society. Know the importance of democratic society with relation to communication for development.

References:

- World Bank : World Development Report (published every year) Oxford University Press, New Delhi.
- Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.
- Amartya Sen: Development as freedom, Alfred A Knopf, New York, 1999. Daya Thussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.
- D V R Murthy: Development Journalism, What Next? Kanishka Publication, New Delhi, 2007.
- Ghosh & Pramanik : Panchayat System in India, Kanishka Publication, New Delhi, 2007.
- Shivani Dharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.
- What Do We Mean By Development: An Article by Nora C Quebral in International Development Review, Feb, 1973, P-25.
- Modern Media in Social Development : Harish Khanna.

Course Code: JMC-303
Development Communication



Course Objective: The objective of this course is to provide concept of development communication and different forms of media are used for development communication. How the economy of a country is developed and modernised for different models of communication. Role of Non-Governmental Organizations (NGO) as the third sector of development and media communication effect.

Block-01: Development Communication: Concepts and Models	
Unit-01	Definition, Origin, Concept of development, Indicators of Development
Unit-02	Per-Capita Income, Development Communication. Experiments-Chhatera, Gramyavani- Meretee experiments.
Unit-03	Scope and function: Development Support Communication (DSC) Lowa model of Development Support Communication
Unit-04	Bipolar,Rostow's model, N'ache,Danil Lerner's prescription for Modernization

Block-02: Nuances of Development	
Unit-05	Concept of Rural Development, Tools of Rural Development, Mechanistic and organic models of development, Gandhian model, Gram Swaraj.
Unit-06	Modernization Vs Social change, Dichotomy, reverse modernization (neo-traditionalisation), culture as a carrier of development
Unit-07	Non- Government Organization as third sector, Nature and function of NGO, Communication strategies of NGOs in rural development, knowledge transmission model
Unit-08	Process of Development in India: Pre and post- Independence era. Five year plan of development, Niti Ayaoga

Block-03: Developmental Journalism	
Unit-09	Development News, Development Journalism, Origin and history of Development Journalism
Unit-10	Backgrounder of development journalism in India Writing developmental news and stories, features and articles
Unit-11	Government, NGO, CBOs, Other media sources, PR institutions
Unit-12	Data of social and economic development of a state. Data analysis of factor of development

Block-04: Identification of Development News, Designing Development Stories and Features for print and electronic media, process of development and social media (Practical)	
Unit-13	Find out five development stories from the newspapers you read and write 500 words describing the content of those reports.
Unit-14	Trace five development stories on radio and write 500 words describing the strong points of the stories.
Unit-15	Trace five development stories on Television and write 500 words describing the strong points of the stories.
Unit-16	Write two features in the lines of development reporting.



Learning Outcome: Learners would be able to understand the past history of development and media communication. Successful cases of effective communication strategies for rural development. Various approaches and involvement of media in Indian development story for the citizen. How media can help Govt. and NGO in the support of development communication.

References:

- Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000
- SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.
- Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
- Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007.
- UNDP : Human Development Report (published every year), Oxford University Press, New Delhi.
- World Bank : World Development Report (published every year) Oxford University Press, New Delhi.
- Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.
- AmartyaSen: Development as freedom, Alfred A Knopf, New York, 1999. Daya Thussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.
- D V R Murthy: Development Journalism, What Next? Kanishka Publication, New Delhi, 2007.
- Ghosh & Pramanik : Panchayat System in India, Kanishka Publication, New Delhi, 2007.
- Shivani Dharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.
- What Do We Mean By Development: An Article by Nora C Quebral in International Development Review, Feb, 1973, P-25.
- Modern Media in Social Development : Harish Khanna.

Course Code: JMC-304
New Media and Computer Application

Course Objective: The course provides the details of computer application in print and electronic media. Learners shall get to know the use of computers in print production of newspaper, and audio-visual production in electronic media.

Block-01: Concept of News and News Presentation	
Unit-01	Concept of New Media, definition, difference between conventional media and new media, common vehicles of new media, Emerging trends in New Media, Impact of New Media on Journalism
Unit-02	Using new media technologies- creativity and diversity, use of new media technologies in different fields, Digital Video Broadcasting, Radio in a box concept, Internet Radio, Digital TV/Radio, printing/ photography in a digital



	format
Unit-03	Online newspapers, characteristics, differences and similarities with other media, Online journalism: Characteristics, difference between online journalism and traditional journalism, history of online journalism, writing for websites plagiarism, Search Engine Optimization and Keywords
Unit-04	Social media, characteristics, use of social media in journalism, social media and credibility, citizen journalist, problem of verification and accuracy , use of #tags and @ symbols in social media

Block-02: Application of Technology

Unit-05	Introduction to Computer, Windows operating System
Unit-06	Starting MS Word, Working with symbols and pictures, Working with tables, Working with headers, footers and other controls, Working with shortcuts
Unit-07	Starting MS Excel, Working with Graphics, Formatting a worksheet, Working with Charts and other controls
Unit-08	Starting MS Power point, Working with textboxes and slides, Features of Power Point {Part -1}, Features of Power Point {Part -2}, Sharing a presentation, Internet and its applications

Block-03: Layout & Designing

Unit-09	Introduction to popular multilingual software, Odia Typing with odia fonts, Unicode
Unit-10	Exploring Krita, Familiarization with Interface, tools and feature of krita
Unit-11	Designing in Inkscape, Familiarization, illustration and vector design in Inkscape
Unit-12	Working with Scribus, setting up the DTP tool, Working with layers, guides, frames, text

Block-04: Practical aspect of Layout & Designing

Unit-13	Principles of Layout and Design: Layout and format, Typography, Copy preparation
Unit-14	Design process (size, anatomy, grid, design)
Unit-15	Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)
Unit-16	Picture Editing and Caption Writing

Learning Outcome: Learner can able to know about different layout and design of newspaper and magazines with the use of computer. Learn the use designing photos and cartoons in newspaper and magazine for reader's interest.

References:

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

Semester-IV

Course Code: JMC-401

Media and Margins

Course Objective: This course focused on the marginal community and the development by communication. The course reflects on the use of media for the upliftment of community with more and more awareness and information.



Block-01: Marginalisation: Basic Concept and Meaning	
Unit-01	Margin, Marginality and Marginalization
Unit-02	Notions of mainstream culture
Unit-03	Cultures of dominance and traditions of resistance
Unit-04	Socio-economic Indices of marginalized communities: Poverty, Deprivation, Exploitation, Social Stratification and Emerging Patterns of Marginalisation

Block-02: Marginalization in India	
Unit-05	Social Diversity and Marginalization in India
Unit-06	Nation Building Process and Marginalization in India
Unit-07	Development Dynamics and Regional Marginalisation in India
Unit-08	Caste System, Identity and Politics

Block-03: Media Representation of the Marginalized	
Unit-09	Media Representation and the Marginal: Region
Unit-10	Media representation and marginal- Gender
Unit-11	Media Representation and Marginal –Caste and Tribes
Unit-12	Media Representation and Alternative Sexualities

Block-04: Marginal Voices and Media	
Unit-13	Representing Marginal's (Across Media)
Unit-14	Marginal voices and the mainstream media
Unit-15	Marginal Voices and use of Social Media
Unit-16	Children, Disability and Media

Learning Outcome: Learner will understand the media and its role on the upliftment of marginal community at the best possible way. Content can be shared to media organization for more and more effective communication.

References:

- Hindi Dalit Literature and the Politics of Representation by Sarah Beth Hunt (New Delhi: Routledge), 2014; pp 264.
- Francis Robinson (1993) Technology and Religious change: Islam and the impact of Print; Modern Asian Studies, Vol 27, No. 1 (Feb) pp. 229-251. Seminar Issue October 1997, Indian Language Press

- V. Ratnamala, ambedkar and media - http://roundtableindia.co.in/index.php?option=com_content&view=article&id=4992:ambedkar-and-media&catid=119:feature&Itemid=132
- Neurath P. “Radio Farm Forum as a Tool of Change in Indian Villages,” Economic Development of Cultural Change, vol 10, No. 3 (pp 275-283)



Course Code: JMC-402
Film Studies

Course Objective: The objective of this course is to give a clear picture of the history of cinema in the world. Learners can able to know the development and hurdles of preparation of cinema in several stages. How cinema has turned into a platform of mass communication? Indian cinema as a medium of communication in the past and present days.

Block-01: History & Development of Cinema	
Unit-01	History of Artistic Representation, ancient man’s creativity-Altamira, visual communication- painting & sculpture
Unit-02	History & development of Camera-Still & Movie, Edison, Dickson.
Unit-03	The silent era-Lumierre Brothers, Jeorge Melies, Charlie Chaplin, OrsonWells, Development of Film Technology & Theatres-Studio System & Production Houses, Talkies Era Hollywood, Commercialization of Western Cinema, EdwinS Porter.
Unit-04	Concepts of Realism, Neo Realism, Neoclassical Cinema, Soviet school of filmmaking-Eizenstein (Montage & Misc en scene), Pudovkin, Vittorio De Sica, French Neo Realistic & New Wave Cinema- Andrea Bazin, Francois Truffaut, Jean Luk Godard

Block-02: Indian Cinema	
Unit-05	Inception of Indian cinema-Hiralal Sen, Dadasaheb Phalke, Parsi Film, Impact of Commercial Theatre on Cinema
Unit-06	Post colonial Indian Cinema- Satyajit Ray, V Shantaram, Bimal Roy, Bollywood-Commercial Indian Cinema, Star System, Indian New Wave, Indian New Wave, Directors, Film Movements in India
Unit-07	Visual Literacy, Fundamental of film appreciation, Film criticism, review writing, film analysis- textual and contextual analysis of films of different genre
Unit-08	Film Society Movement, Film Awards, Film Festivals, Film Bodies- NFDC, OFDC, DFF, CFS.

Block-03: Film Production	
Unit-09	Three major Stages in Filmmaking-pre-production, production, post-Production
Unit-10	Technicalities-Shots, camera movements, Lighting, sets, VFX, Sound, Editing
Unit-11	People Involved- directors, actors, cameraman, editor, sound engineer, chorographer, editor, music director etc.
Unit-12	Different sections of a film budget- above-the-line (creative talent), below-the-line (direct production costs), post-production (editing, visual effects, etc.) and miscellaneous (insurance, bond completion) etc.

Block-04: Film Theories and Regional Cinema	
Unit-13	Formative film theory, realist film theory, contemporary French film theory, Auteurist film theory, Psychoanalytic, Feminist, Apparatus theory
Unit-14	Narrative-Fictional and Non-Fictional, significance and structural elements of narrative, story and Plot, Principles of plot construction- selection and omission of details, Sub-plots, Deviant Plot structure, Non linear storytelling
Unit-15	Film Genres - definition, Film Noir, Social Melodrama, Romantic, Horror, Comedy, Fiction, Animation, Epic, Film Culture, Crossover films, Documentary film making, Film and Cultural Identity, Film Audiences, Formula Film (Masala movie), Censorship and censor boards with special reference to India, CBFC, controversies, Case Study
Unit-16	Beginning of films in Eastern India, problems of film making in Eastern States, problems of Regional language Cinema, Film Industry in Odisha, State's initiative to promote Odia cinema



Learning Outcome: Learner will understand the global scenario of cinema and its impact on the society. Will able to have an knowledge of different eminent director and the concept of cinema in different forms.

References:

- Andre Bazin, “The Ontology of the Photographic Image” from his book *What is Cinema Vol. I*
- Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
- Sergei Eisenstein, “A Dialectic Approach to Film Form” from his book *Film Form: Essays in Film Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt, Brace Jovanovich, Publishers: 1977, 45-63
- Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in
- Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990, 86-94.
- David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip
- Rosen, ed. *Narrative, Apparatus, Ideology*. New York: Columbia University Press, 1986, 17- 34.
- Paul Schraeder “Notes on Film Noir” in John Belton ed. *Movies and Mass Culture* New Brunswick, New Jersey: Rutgers University Press: 1996 pg.153-170
- Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating
- Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts & Oxford : Blackwell, Publishers: 2000, 83-91 & 123-129.
- Richard Dyer “Heavenly Bodies: Film Stars and Society” in *Film and Theory: An Anthology*, Massachusetts, U.S.A & Oxford, U.K: Backwell Publishers: 2000, 603-617
- Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998 Global Bollywood by Anandam P. Kavoori and AswinPunanthambekar Eds. New York: New York University Press. 2008



Course Code: JMC-403

International and Intercultural Communication

Course Objective: The objective of the course is to understand about popular media, propaganda. The course describe about the International communication system in the period of war and cold war. The advent of third world and the implication of global media culture communications. The concept of globalization and media conglomerates after the world war.. Technological development and global acceptance.

Block-01: Concept & Scope of International Communication	
Unit-01	What is international Communication, economic and cultural dimensions of international communication, Communication and information as a tool of equality and exploitation
Unit-02	International flow of information- a framework of analysis, Imbalance in International news flow,
Unit-03	International news agencies and syndicates, their organizational structure and functions
Unit-04	Non-aligned news pool- its working, success, failure

Block-02: Technology & Approaches of International Communication	
Unit-05	UNO's Universal declaration of human Rights and Communication, Removal of imbalance in news flow, Debate on NWICO, New International Economic Order, Mac Bride's Commission report
Unit-06	Impact of new communication technology on news flow, Satellite communication-status, progress-effects-information super highways international telecommunication and regulatory organizations
Unit-07	Defining International broadcasting, new media environment, structural forces, adaptations and transformations
Unit-08	Idealistic-Humanistic approach, political proselytization, international communication and conflict

Block-03: Issues related to International Communication	
Unit-09	Democratization of information flow and media systems- professional standards; violence against media persons
Unit-10	Effects of globalization on media systems and their functions, transnational media ownership and issues of sovereignty and security
Unit-11	International intellectual property rights, international media institutions
Unit-12	Professional organizations, code of conduct

Block-04: International Information Communication	
Unit-13	International news agencies- Agence France Presse, Associated Press, Reuters
Unit-14	The Press Association, Kyodo, ITAR-TASS
Unit-15	China news service, Xinhua News Agency, United Press International
Unit-16	Relation between international communication and international relations



Learning Outcome: Learners will be able to understand the media at the war period. Understand communication crises for cold war and rise of third world in international perspective. Know about cultural imperialism of international media in Global/Local coverage. Evaluate Global-Regional integration in technological development and digital divide.

References:

- DayaKishanThussu. *International Communication: Continuity and Change*, Oxford University Press ,2003.
- Yahya R. Kamalipour and Nancy Snow. *War, Media and Propaganda-A Global Perspective*, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow “ *Many Voices One World*”Unesco Publication, Rowman and Littlefield publishers, 2004.
- Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and FrancisPublication, 2012.
- DayaKishanThussu .*War and the media : Reporting conflict 24x7*, Sage Publications,2003.
- Stuart Allan and Barbie Zelizer. *Reporting war : Journalism in war time*, Routledge Publication, 2004.
- Lee Artz and Yahya R. Kamalipour. *The Globalization of Corporate Media Hegemony*, New York Press,2003.
- Yadava, J.S, *Politics of news*, Concept Publishing and Co.1984.
- ZahidaHussain and Vanita Ray. *Media and communications in the third world countries*,Gyan Publications,2007.

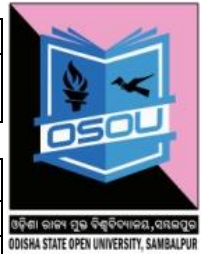
Specialisation
Course Code: JMC-404 (A)
Advance Photo Journalism

Course Objective: The course provides you the details of photography. This course has the described about the history of camera and the development process. Functions of different camera and componets are clearly defined. The use of camera and editing of photos and visuals are explained briefly. Learners can able to learn to select photos of newspaper magazines for coverage.

Block-01: Nature, Scope and History of Photo Journalism	
Unit-01	Photo Journalism. Definition, Nature, Scope
Unit-02	History of Photography and Photo Journalism
Unit-03	Functions of Photo Journalism
Unit-04	Qualification and Responsibilities of Photo Journalists

Block-02: News Photography	
Unit-05	News Photographers and News Value, Types and Sources
Unit-06	Digital Camera – Digital Technology and its future – Darkroom Infrastructure for celluloid Film
Unit-07	Editing and Printing- Selection, Criteria for News Photographs – Channels of

	News Pictures-viz., Wire, Satellite
Unit-08	Agency, Stock, Picture Library, Freelancer, Photo Editing, Caption Writing, Photo-presentation



Block-03: Technicality of Photo Journalism	
Unit-09	Types & Components of Camera
Unit-10	Camera & Accessories
Unit-11	Lighting and Lighting equipment's
Unit-12	Framing, Composition and Perspective

Block-04: Practical	
Unit-13	A Learner is required to click & submit a photo feature with no less than 10 photographs.
Unit-14	Learners are required to click & send photo essay on any subject with no less than 10 photographs.
Unit-15	Learners are required to click & send at least 10 standalone news photographs with captions.
Unit-16	Learners are required to write & send at least 10 news photograph captions.

Learning Outcome: After completion of the course the learner can able to understand different photography technique. Can able to use proper light and other equipments for professional photos. Know the technique of editing photos.

References:

- Camera Lucida: Reflections on Photography- Roland Barthes On Photography- Susan Sontag The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson
- Basic Photography- Michael Langford.
- All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.
- Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
- The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

Specialisation

Course Code: **JMC-404 (B)**

Multimedia

Course Objective: This course is focused to provide knowledge about to use Multimedia in the field of Journalism and Mass Communication. Learners can use of different hardware and software in media organization. Working with photo, visuals and sound to create a informative content for communication.

Block-01: Introduction to Multimedia	
Unit-01	Multimedia Hardware
Unit-02	Multimedia Software
Unit-03	Multimedia operating systems
Unit-04	Multimedia communication systems

Block-02: Content Development & Distribution	
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Unit-05	Desktop publishing
Unit-06	Multimedia Animation & Special effects (2D/3D animation)
Unit-07	Social Networking & Publishing (Blogging, Facebook, Youtube, Instagram etc.)
Unit-8	Content Distribution Systems (CD/DVD, Internet, Radio, Television)



Block-03: Art & Science of Multimedia	
Unit-09	Audio fundamentals (Audio quality, formats and devices)
Unit-10	Understanding Image and Video (Resolution, Color, Video standards, formats)
Unit-11	Film and Digital photography (technology, techniques, composition & lighting etc.)
Unit-12	Introduction to Printing technology

Block-04: Digital Imaging	
Unit-13	Basics of Graphic Design and use of Digital technology
Unit-14	Definition of Digital images
Unit-15	Colour theory & basics
Unit-16	Digital imaging in multimedia and animation

Learning Outcome: After completion of this course the learner will be able to understand to use different software and hardware. Learners can prepare content for communication with more creativity and approaching for the viewers.

References:

- 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 Digital Writer*. Pearson. 2005.
- Garrand, Timothy. *Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media*. CRC Press, 2006.

Specialisation

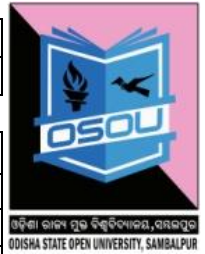
Course Code: JMC-404 (C)

Corporate Communication

Course Objective: The objective of this course is to provide the content on corporate communication. Corporate strategy like consumer behavior and employee relation are described. Crises communication and CSR activity are explained in the course to give a makes fit a learner could be able to carry corporate communication as a his/her profession.

Block-01: Introduction to Corporate Communication	
Unit-01	Definition, Nature, Scope and Significance of Corporate Communication
Unit-02	Objectives of Corporate Communication, Basic functions of corporate communication

Unit-03	Brief History of Corporate Communication in India
Unit-04	Pioneers of corporate communication



Block-02: Tools of Corporate Communication	
Unit-05	Lobbying, Sponsorship, Corporate identity
Unit-06	Defining strategy and its role, campaign planning
Unit-07	Employee Relations, Financial Relations, Consumer Relations, Media Relations
Unit-08	Evaluation of Corporate Communication Programmes

Block-03: Crisis Communication	
Unit-09	Understanding conflict and its consequences.
Unit-10	Various kinds of disasters, Use of media in times of crisis
Unit-11	Case studies in conflict resolution and crisis handling
Unit-12	Corporate Communication Research

Block-04: Corporate Social Responsibility	
Unit-13	Role, scope and need for CSR
Unit-14	Defining image management, CSR as a tool for image management, Importance of image management for individuals and organizations.
Unit-15	Case studies in CSR
Unit-16	Event Management - Process & Techniques

Learning Outcome: After completion of this course learner can able to understand different corporate affairs and how to deal with media and govt. entities.

References:

- PradipNinan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Belmont CA : Technology Communication Behaviour, Wordsworth, Publication, New Delhi, 2001.
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Specialisation
Course Code: JMC-404(D)
Media Management



Course Objective: The objective of this course is to give complete knowledge about the media function and its economy. Theoretical and real practice of media, management regulations and policy. Circulation and distribution of media content in several heads. Managing finance, human resource and marketing in the growth of media.

Block-01: Management in Media Organizations	
Unit-01	Nature and Significance of Management
Unit-02	Managerial Skills and Roles of Managers
Unit-03	Media Management: Concepts and Principles
Unit-04	Eco System of Media Organization

Block-02: Theoretical Perspectives of Media Management	
Unit-05	Importance of theories in management
Unit-06	Historical Trends and Patterns in Media Management theory
Unit-07	Evolution of media management theory
Unit-08	Different theoretical approaches in media management

Block-03: Managing Human Recourses	
Unit-09	Introduction to Human resource Management
Unit-10	Perception & Learning
Unit-11	Personality and Attitude
Unit-12	Group Dynamics & Group Cohesiveness, Communication for Media Managers

Block-04: Finance and marketing for Media Management	
Unit-13	Introduction to Finance & it's Principles
Unit-14	Introduction to Marketing
Unit-15	Core Concepts of Marketing
Unit-16	Marketing Environment

Learning Outcome: Learners will able to get a complete picture how media function in real practice. She/he can able to selet a position to work in an media organization on his choice.

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- Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley- Blackwel
- John M. lavine and Daniel B. Wackman, Managing Media Organisations