

**Master of Arts (Journalism & Mass
Communication)**

MA (JMC)

(2017 Onwards)

Jagannath University

Bahadurgarh

Course Outline: - PGD-JMC/MA (JMC) First Year

PGD-JMC/MA(JMC) First Year											
Hard Core – HC * Soft Core – SC											
Subject Code	First Semester	L	P	T	Credits	Subject Code	Second Semester	L	P	T	Credits
JMC 001	Introduction to Communication & Journalism	4			4	JMC 005	Advertising Management	4			4
JMC 002	Writing & Reporting for Media	4			4	JMC 006	Political Communication	4			4
JMC 003	World View: Issues, Ideas and Challenges	4			4	JMC 007	Public Relations & Event management	4			4
JMC 004	Information Technology for Media	4			4	JMC 008	Media Laws	4			4
	Soft Core (SC) Any Two					JMC 009	Technical writing	4			4
SMC 011	Editing	3			3		Soft Core (SC) Any One				
SMC 012	Business Communication	3			3	SMC 014	Editorial & Feature writing	3			3
SMC 013	Changing Trends in Journalism	3			3	SMC 015	Hindi Journalism	3			3
	Total				22						
							Open Elective(OE) Any One				
						OMC 011	Advanced Photography	3			3
						OMC 012	Essentials of Journalistic writing	3			3
							Total				26

Course Outline: - MA (JMC) Second Year

MA (JMC) Second Year											
Hard Core – HC * Soft Core – SC											
Subject Code	Third Semester	L	P	T	Credits	Subject Code	Fourth Semester	L	p	T	Credits
JMC 010	Research Methodology	4			4	JMC 014	Development of Cyber Media	4			4
JMC 011	Television Production	4			4	JMC 015	Development Communication	4			4
JMC 012	Media Management	4			4	JMC 016	communication in International media	4			4
JMC 013	Radio Production	4			4	JMC 017	Dissertation		8		4
						JMC 018	Internship & Viva		4		4
	Soft Core (SC) Any One						Soft Core (SC) Any Two				
SMC 016	Introduction to Broadcast Journalism	3			3	SMC 018	Online Journalism	3			3
SMC 017	Electronic Media Production –Lab work		6		3	SMC 019	Sports Journalism	3			3
						SMC 020	Business Journalism	3			3
						Total				26	
	Open Elective(OE) Any One					First seme					
OMC 013	Marketing Communication	3			3						
OMC 014	Women ,Media &Society	3			3						
	Total				22						

MA (JMC) - Masters of Arts (Journalism & Mass communication)				
CREDITS	I Semester	II Semester	III Semester	IV Semester
Lectures	22	26	22	18
Tutorials	-	-	06	-
Practicals	-	--	-	- 12
Total Credits / Total Marks	22 / 600	26 / 700	22 / 600	30 / 700
Grand Total Credits / Grand Total Marks	96 (credits) = 96 / 2600			

**Master of Arts (Journalism & Mass
Communication)**

MA (JMC)

Detailed

Semester – First

JMC 001- INTRODUCTION TO COMMUNICATION & JOURNALISM

Credit: 04

End term: 70

Theory: 4 Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objectives:

- a. To make the students aware of Communication Process, Patterns in the changing situation
- b. To help the students to understand various dimensions of Journalism and Journalism Profession

Unit-I: Definition-Nature and scope of communication, Kinds of communication, Intra-personal communication, Inter-personal communication, Group communication, Mass communication. Characteristics of verbal and non-verbal communication

Unit -II: Communication models, Aristotle model, Lasswell model, Shannon and Weaver models of communication

Unit -III: Definition- Nature and Scope of Journalism, Journalism as a profession, Responsibilities of a Journalist: Qualifications, Duties, characteristics of mass media, print media, radio, television and cinema. Journalism education in India, opportunities for Journalism graduates in professional organisations. Press Council of India, Trends in Journalism profession.

Unit -IV: Globalization and media industry, commodification of news, information, ideology, content control, cultural imperialism. Globalization: impact on media in India.

Unit -V: Indian media after 1990: socio-political-economic and technological impact on Indian media – media convergence and fragmentation.

Reference books

1. Mass Communication – A Critical analysis – Keval J Kumar
2. Professional Journalism – M. V. Kamat
3. Theory and Practice of Journalism – B. N. Ahuja
4. Professional Journalist – John Hohenberg
5. Mass Communication – Wilbur Schram
6. Understanding Media – Marshall McLuhan
7. Folk Media for Development – N. Usha Rani
8. Theory & Practice of Journalism – B N Ahuja

JMC 002 Writing & Reporting for Media

Credit: 04

End term: 70

Theory: 4 Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objectives

- a. To introduce students to skill of writing for the print media
- b. To introduce students to specialized reporting skills and reporting analysis. Every student is expected to produce Practical records

Unit 1- Understanding news: Definitions, purpose and importance of news, Qualities of news- accuracy, clarity, objectivity, balance, directness, etc.; media-specific nature of news: cross platform discussion.

Unit 2- News Reporter: Categories: staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent; their functions and responsibilities, Qualities of a news reporter, rights and responsibilities

Unit 3- Evaluating news: News sense and news values, 5 Ws and H, importance of 'what next?'; changing concepts: readers, relationship, relevance and utility, News beats: introduction, beat mapping.

Unit 4- News gathering and Sources: Basic tools for information gathering: maintaining a diary, taking notes, use of computer, internet, mobile and other gadgets, using maps, history and archives; Right to information: Concept, provisions, how to use it; Cultivating the sources: Why and how?, reliability, checking information from various sources, pressures and pulls

Unit 5- Writing News Reports: Conventional style: the inverted pyramid: What is most important?, Choice of one W or H for focus; lead of a news story, types of leads, Writing techniques: Processing information, order of importance, brevity, precision, quoting the sources, chronology, paragraphing, Style- individual and organizational, stylebook; changing trends in news writing: new styles, diminishing importance of inverted pyramid.

Reference books

- 1 Lewis James. The Active Reporter. Vikas Publication
- 2 Warren Carl. Modern News Reporting. Harper and Row.
- 3 Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.
- 4 Charnley V. Mitchell. Reporting (4th Ed.). Holt, Rinehart and Winston.

JMC 003 World View: Issues, Ideas and Challenges

Credit: 04

End term: 70

Theory: 4Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objectives:

1. To Familiarize with the current goings on in the international system and the linkages between domestic politics and international policies.
2. A glimpse into the decision making framework against the backdrop of globalization and the revolutions in information technology

UNIT I - Globalization and challenges of governance- What is globalization and the implications of this phenomenon to the developed and developing nations. Impact of Globalization on Administration – E-Governance – Administrative Corruption – Terrorism – People’s Participation in Administration – Youth development and Governance – Governance at the grassroots level – Foreign Direct Investment

Unit II - World business environment- Political Environment -Economic Environment – Legal Environment -The Determinants of Economic Development - States in Transition.

UNIT III - Modernity and sustainable development- What is development and its patterns. Issues of development like underdevelopment and uneven development - India, China, Vietnam. Issues of development and dependency. An introduction to sustainable development - Economic, Financial, Environmental Issues and challenges .

UNIT IV- Indian Foreign Relation - India & China, India & USA, USSR& Bangladesh UN and SAARC, India and its neighbors, Current National and International events

UNIT V- Difference in Culture: Introduction - Social Structure - Religion - Language - Education -Culture and the Workplace - Cultural Change -Cross-Cultural Literacy - Culture and competitive Advantage - Risks in international business & risk evaluation.

Reference books

1. Henry Jenkins, Sam Ford&Joshua Green , Spreadable Media: Creating Value and Meaning in a Networked Culture, New York University Press, 2013
2. Sharma, Shashikant Nishant, Current Affairs: News Perspectives on old issues, Createspace Publishing, 2013 Laxmikanth, Public Administration, Tata McGraw Hill Education Pvt. Ltd., New Delhi, 2011.
3. Michel Henry Bouchet,Ephraim Clark&Bertrand Gros Lambert, Country Risk Assessment: A Guide to Global Investment Strategy, The Wiley Finance Series, 2013

JMC 004 Information Technology for Media

Credit: 04

End term: 70

Theory: 4 Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objective:

1. To acquaint the students with computer and its operations.
2. To make them aware of DTP and basic Internet Applications
3. To apprise them with basic IT applications in media

Unit-I: Understanding the Computer: Computer: Generations and basics: Computer parts: Software, Hardware and Peripherals; Lib Office (Open source software): Word, Power Point, Calc.; Use of printer and scanner

Unit II: Internet for Interactivity: Introduction to internet application in media: Websites and portals: Static and dynamic websites. Various Internet tools for fast dissemination of news, video and pictures

Unit-III: IT for Media: Basic IT applications in print, electronic and cyber media; Emerging Trends in information technology; Conventional media Vs new media; Introduction to Blogs and Vlogs

Unit-IV: Designing and Layout : Concept and theory of design and graphics; Basic elements and principles of graphics: Design and layout: Use of colors

Unit-V: DTP & Multimedia: Introduction to DTP: Multimedia : Characteristics and functions: DTP Software - Quark Express, Corel Draw, Photoshop

Reference books:

1. Author Adobe, Adobe Photoshop – Publisher Techmedia
2. Coburn, Foster D. Corel Draw, Tata Mcgraw Hill Publishing Co Ltd, 2007
3. A. Jaiswal Fundamentals of computer Information technology Today, Wiley Dreamtech
4. V. Rajaraman, Fundamentals of computer, Prentice Hall of India
5. R. Singhal, Computer Application for Journalism, Ess Publishers
6. Chetan Shrivastava, Introduction to Information Technology, Kalyani Publishers, Delhi
7. T. C. Bartee, Digital Computer Fundamentals, Mc Graw Hill Publication

Soft Core (SC)

SMC- 011 Editing

Credit: 03

End term: 70

Theory: 3 Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objective

1. To acquaint the students with new age new room operations.
2. To make them aware of newspaper design & photo journalism

Unit 1- Convergent Newsroom: Advent of new media and convergence, global and Indian scenario, impact on newsroom, need of multi-media journalists, changes in media management; New role of editor, Use of other media platforms, (SMS, updates, online forums and links, e-mail, blogs, readers' participation); Study of convergent newsrooms

Unit 2- Creative Sub-editor: Creative editing, not just news- relevant information, value addition, use of additional sources (professionals, websites, news channels, etc), Concept of second day headline, Alternative story forms (secondary elements); Adopting new technology, special stories-planning and coordination, need for specialization; Specialized subbing: metro (city), sports, crime, business, science, columns, reviews and features; Readers' letters and photos, utilizing feedback, Citizen journalism, reader-generated content

Unit 3- Newspaper design: Write-Edit-Design: writing and editing copy with a view to its final display and layout, news list and dummy, placing ads, editorial sequence, text flow; features layout; Redesign: basic concept, growing trend in western media, why and how?

Unit 4- Photojournalism and Info-graphics: Information graphics: concept and process, Use of numbers, graphs, photos and maps, teamwork of sub-editor and artist; Ethics of photojournalism: Issues of invasion of privacy, copyright, authenticity of digital photos available on web; portrayal of nudity, violence, accidents and gruesome events, responsibilities of photo editor.

Unit 5 – New media development -New media-history and evolution of the internet-characteristics and emergence of new media-online media-social networking-blogs-podcast-news portals-basics of web writing

Reference Book :

1. Chandra R.K. Handbook of Modern Newspaper Editing & Production. Mangalam Publication
2. Parthasarthy Rangaswami. Basic Journalism. McMillan India Ltd.
3. Saxena Sunil. Headlines Writing. Sage publication.
4. T.J.S. George: Editing – A Handbook for Journalists
5. William Strunk & E. B. White – Elements of Style.

SMC 012 Business Communications

Credit: 03

End term: 70

Theory: 3 Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objectives:

- a. To make students familiar with business concepts and glossaries.
To train students in writing for business journals

Unit -I : Economic theories and policies: An overview of economic theories; Indian economic policies after economic liberalization, Exim policies, Industrial policies, corporate structure and financial institutions; Multinationals; Salient features of companies act and labour act of centre and State govt.

Unit –II : Basic concepts: Understanding and analysis of budget and the Share market; Corporate and Governance; Glossary of stock market.

Unit -III : Mass media and business: A study of major business publications, Reporting commerce; Budget stock market and trends; Reporting proceedings of the meetings of Stock Holders, Chambers of Commerce and other financial/ Business organizations; Takeovers and Mergers; Preparing of articles for business publication: Business pages, Trends in business reporting.

Unit -IV : Business analysis: Interpretation, Investigation in depth reporting of Commerce and Economic trends including performance of Public and Private companies; Micro and Macro analysis, Economic policies, Institutions and Industries.

Unit -V: Business correspondence, reporting and proposals: Reports and proposals routine letters and goodwill messages, persuasive and sales messages, Negative messages, Report planning and research. Business reports proposals and formal reports. Preparing production of Annual reports.

Reference books:

1. Harcourt J (Edi) 1991. Business Journalism, South-Western Publishing Co. Cincinnati, Ohio
2. Udaya Sahay 2006 Making News: Hand Book Of The Media In Contemporary India, New Delhi, Oxford Publication.
3. Mary Ellen Guffery 2004. Business Communication, Process And Product, Thomson South Western, Singapore,
4. Raymond Lesik(Edt) 2000. Basic Business Communication. New Delhi, Tata Macgraw Hill.

5. Hmai Pradhan(Edt)2000. Business Communication, Bombay Himalaya Publishing House.
6. Charuvedi B D(Edt) 2001. Business Communication Concept Cases and Applications, New Delhi Pearedu
7. Nirma Singh (Edt) 2002. Business Communications Principles Methods & Techniques. Bepndee New Delhi.
8. Sundar Rajan(Edt) 2001. Effective Business Communication. New Delhi, Suraj Publication.

Credit: 03

End term: 70

Theory: 3 Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objectives:

- a. To make the students to aware of Communication Process, Patterns in the Changing situation
- b. To help the students to understand various dimensions of Journalism and Journalism Profession

Unit 1- Beginning of the Press in India: Technological development, invention of printing and movable type in Europe, early newspapers in England and America; the coming of printing press in India; Early Anglo-Indian newspapers, Hicky's Gazette, Buckingham's Journal, official press legislations from 1799 to 1878; Press: An instrument of social change: Birth and spread of vernacular press in India, Social reform movement and journalism- Raja Rammohan Roy, etc.

Unit 2- Driving force of the freedom struggle (1885 to 1947): National leaders and newspapers, Tilak (Kesari, Maratha), Surendranath Banerjee, Mahatma Gandhi (Harijan), Ghose brothers (Amrut Bazar Patrika), Benjamin Horniman (Bombay Chronicle), Kasturi Ranga (The Hindu), Lala Lajpat Rai, Jawaharlal Nehru, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman), etc.

Unit 3- Role of the language press with emphasis on Marathi newspapers and editors: Bal Shastri Jambhekar, Lokhitwadi, Ranade, Tilak, Agarkar, N. C. Kelkar, S. M. Paranjape, Kolhatkar, Status of district newspapers, changing face of Marathi newspapers; Hindi Journalism: beginning, growth, contribution; prominent Hindi journalists.

Unit 4- Emergence of the fourth estate: Development of news agencies, changing role and nature of the press, government's newsprint policy, Emergency and the press, Role and reports of press commissions; Current trends in English and language journalism in India

Unit 5- Changing Indian Media scenario: Advent of electronic and online media, challenges before print media and its response; New technology in Indian media, changing media management, globalization and foreign investment; Complex social life and media.

References

1. Mitra, Mohit and Sunil Basu. A History of Indian Journalism.
2. Murthy, N.K. Indian Journalism,
3. Miller, Carl G. and others. Modern Journalism.
4. Parvate, T.V. Marathi Journalism.

5. Padhy, Dr. Krushna Singh. The Indian Press: Role and Responsibility.
6. Rau, Chalapthi. The Press. National Book Trust.
7. Madhavrao L .R. Assessing the Trends in Journalism. Sumit Enterprises, 2004.

**Master of Arts (Journalism & Mass
Communication)**

MA (JMC)

Detailed

Semester – Second

JMC 005 Advertising Management

Credit: 04

End term: 70

Theory: 4 Hours/week

IA: 30

48 hrs/Sem

Total: 100

OBJECTIVES: The students will be able to:-

1. Define and explain advertising, its role and functions
2. Identify various types of advertising
3. Differentiate between advertising as a communication, marketing and PR tool
4. Explain the working of an ad agency

UNIT I- Definition & Meaning of Advertising- Role and functions of Advertising- Nature & Scope of Advertising- Growth & Development of Advertising in India & World-Global Scenario of Advertising-Advertising industry in India, Socio economic effects of Advertising Ethical & Regulatory Aspects of Advertising

UNIT II- Advertising as a communication tool, communication process & advertising-Models of Advertising Communication-AIDA model-DAGMAR model-Maslow's Hierarchy Model- Advertising as a social process- consumer welfare, standard of living and cultural values Consumer behavior -Cultural, Psychological & Social Influence, Decision Process, Message Reception & Response.

UNIT III- Classification of Advertising on the basis of Target Audience-Geographical Area-Medium-Purpose-Advertising Creativity- Definition & importance-Print Media – Newspaper, Magazines-Elements of Print advertising - Copy, slogan, identification mark, illustrations.- Characteristics, Advantages & Disadvantages of Broadcast media– Television, Radio - Support Media – Out-of-home, in-store, transit, yellow pages, Movie theatre, in flight- Direct marketing- web advertising-mobile advertising.

UNIT IV- Concept of advertising agencies- Introduction to major Ad agencies in India--Role, Types, Structure & functions- The advertisers; client –agency relationship- Criteria to select an ad agency-Media planning strategy and methods.

UNIT V- Research: Measuring advertising effectiveness- Pre and post test, Research methods and techniques, Media and Market research. Cross-cultural and Lifestyle research, Trends in Advertising research in India. Professional Bodies: Advertising Agencies Association, Advertising Standards Council, Press Council. Professional Ethics, issues and problems; Global marketing and advertising in future.

Reference Books:

1. Gupta, Ruichi Advertising Principles and Practice, S. Chand Publishing, 2010
2. Wells, Burnett Advertising: Principles and Practice, Seventh Edition, Pearson Education, Singapore, 2010

JMC 006 Political Communication

Credit: 04

End term: 70

Theory: 4 Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objective:

a. To make the student analyze Political events critically, with the interplay of Communication and Politics

b. To make the students analyze the working of media in democratic set up

Unit – I: Introduction to Political Communication: The democratic process, the media in modern times, how media shape public perceptions?

Unit – II : Political Communication Theories: Agenda Setting; Priming, Framing; The effect of media in the formation and change of political attitudes.

Unit – III: Political News Coverage: Media bias; press - government relations; election campaigns and media coverage. Communication and civic engagement: Role of media in political participation. Political ownership of media: Agenda setting; Social media- its impact on politics-case studies

Unit – IV: Foreign Policy and Mass Media: Mass Media as an instrument of foreign policy; Global Media influences; FDI in media-Govt policies.

Unit – V: Online Media and Political Communication: The diverse uses of internet and mobile phones in politics, online political campaigns; Political communication by civic actors, social movements and NGOs.

Reference Books:

1. Bennett, .W. L; Entman, R M (Ed.s) (2004). Mediated Politics: Communication and Future of Democracy, Cambridge: Cambridge University Press.
2. Graig,G (2004). The Media, Politics and Public Life, Auckland: Allen and Unwin.
3. Darren G. Lilleker (2006). Key Concepts in Political Communication, New Delhi: Sage Publications Ltd.
4. Esser, F; P fersch B (Ed.s) (2004). Comparing Political Communication: Theories, Cases and Challenges, Cambridge University Press, Cambridge.
5. Foster, S (2010). Political Communication- Politics Study Guides, Edinburgh: Edinburgh University Press.

JMC 007 Public Relations & Event management

Credit: 04

End term: 70

Theory: 4 Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objectives:

- a) To make students aware of the importance of public relations and its critical role in corporate organizations.
- b) To prepare students for corporate communication challenges.

Unit – I: Nature and scope of public relations : Definition of PR, relevance of public relations in modern societies; Principles of public relations; role of public relations in corporate organizations; Attributes of public relations practitioner. Differentiating public relations from propaganda, advertising and publicity: Code of conduct for PR professionals.

Unit – II: Process of public relations: PR Process: Fact finding, planning, implementation and evaluation; Organizational structure of PR Department and its functions. In-house Department and PR counselling firms: advantages and limitations.

Unit – III : Tools of public relations: Institutional publications: House journals; House advertisements; Print and electronic media, Social media; Corporate advertising; Photographs, films, Audio-visual displays, New media and new communication technologies: News releases and press conferences; Media tours, Public service announcements/ads; Special events: open house-exhibition-demos.

Unit – IV: Types of PR Publics: Internal publics and external publics: Employees relations; Stockholder relations; Customer relations; Community relations; Supplier relations; Distributor and dealers relations; Government relations; Investors relations; Media relations; Educational institutions relations; NGO's ;Role of public relations in government: Recent trends in PR strategies-local govt-state/central.

Unit – V: Corporate Communication: Corporate public relations; Corporate culture; Corporate credibility; Challenges of corporate public relations; Establishing corporate credibility; Restoring corporate credibility: openness and honesty, consistent action, corporate social responsibility; Status of PR education in India; Major issues facing corporate public relations professionals; Corporate Communication strategies in the context of Globalization; Crisis management; Disaster management and Issues management; Professional organisations in India and abroad.

Reference books:

1. Allen H Centre (Edt). 2003. Public Relations Practices, NewDelhi Prentice Hall Inc of India
2. Scott M Cutlip (Edt). 2000. Person and Education, Pvt Ltd. New Delhi Indian Branch.
3. Venkataratnam (Edt). 2003 Industrial Relations, New Delhi Oxford University Press
4. Rene A Henry (Edt) 2001. Marketing Public Relations New Delhi, Oxford University Press.

JMC 008 Media laws

Credit: 04

End term: 70

Theory: 4 Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objectives:

- a. To familiarize students about Right to communicate.
- b. To help the students to understand the legal aspects of Journalism profession.

Unit-I-Introduction to Indian Constitution: Directive Principles and Fundamental Rights – Federal Structure of India – Relations between Centre and State Governments – Parliament and Judiciary Relations – *Lok Sabha* And *Rajya Sabha* – Building the Economy 1947-1980 – The era of Economic reforms – Understanding the concept of Secularism – Crisis of Secularism – Role of Identity Politics – People’s & Civil Society Movements in Post-Independence India

Unit-II- Freedom of Speech and Expression: Scope and Importance of article 19 A & B – Social Responsibility and Press– Press Council of India – Understanding Defamation, Libel and Slander – Contempt of Court – Laws of Sedition – Cyber Laws – Working Journalist Act – Right to Information Act 2005 – Right to Education Act – Minority Rights in India – Press Council of India – *Prasar Bharti* Act 1990 – Cable and Regulation Act 1995 – Telecom Regulatory Authority of India (TRAI)-1997 – Cinematography Act-1952 – Information Technology Act-2000 – Convergence Bill – Copy Right Act: Main Features – Book and News Paper Registration Act.

Unit-III-Human Rights and United Nation Declaration of Human Rights – National Human Rights Commission: National and State – States and Union Territories – Three Tier Legislative System: Federal, State and Local Government – *Panchayat* Raj and District Administration: *Zilla Parishad* and *Gram Panchayat* –Urban Governance and Municipal Authorities

UNIT – IV-Press Code and Ethics – Journalistic Values – Journalistic Code of Conducts – Different Code of Ethics for Indian Journalist – Press Council guide to Journalistic Ethic – Censorship and ‘Self-Censorship’ – Ombudsman, Audit Bureau of Circulation (ABC) – Editors Guild of India – National Broadcasters Association – Registrar of News Paper of India.

Unit –V- Media Ownership: Concentration and Conglomeration – Mass Communication in India & the Empire – Political Economy in Post-Colonial India – The Indian Press: Diversity, Growth and Regionalization – Economic Reforms and Public Service Broadcasting in India: Exploring *Doordarshan* – Rise of the Private Radio and TV: Breaking the monopoly of the State – FDI in Media – Liberalization, Diversity and the Age of Television: From Monopoly to Polyphony – Cross Media Ownership in India

Reference books:

1. Law and the Media – An Everyday Guide for Professionals – Crone
2. Media and Ethics – S K Aggarwal
3. Mass Media Laws and Regulations in India – K S Venkataramaiah
4. Press and the Law – An Grover

5. Press in Chains – Zamir Naizi
6. Freedom of the Press – Some Recent Incidents – K S Venkataramaiah
7. Mass Media and Freedom of Press in India – K S Padhy
8. Battle for Freedom of Press in India – K S Padhy
9. Laws of Press in India

JMC 009 Technical writing

Credit: 04

End term: 70

Theory: 4 Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objectives:

- a) To introduce the students to the essentials of technical writing.
- b) To prepare students to write and edit technical documents.

Unit – I: Basics of technical writing: Nature and scope of technical writing, Differences between technical writing and other forms of writing; Qualifications of technical writers and editors; Glossary of technical writing and application.

Unit – II : Products of technical writing: End products of technical writing – technical reports, project proposals, project abstracts, project documents and manuals-technical, installation and end-user; Creating a technical document; Professionals involved in creating technical documents.

Unit – III: Technical Writing Team: Technical Writing: a team work; Roles and transportation of technical document editors, writers and managers; Documents, testing and revision; Documents formats-hard and soft versions.

Unit – IV : Technical Writing Principles: Principles of Technical Writing; Styles in Technical Writing; Clarity, precision, coherence and logical sequence in writing; The writing process- aim of writing, knowing the writing assignment, its clients and end users; Gathering facts/data; planning the documents content; document design; Writing the draft; Draft revision; use of graphic/illustrations.

Unit – V : Editing technical documents: The technical editing process-review of the document aim, content and its organization; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/illustrations, copy fitting, design and layout of documents; Online editing

Reference books:

1. Bob Dematteis, Andy Gibbs Michael Neustel (Eds). 2004. The Patent Writer; How to Write Successful Patent Applications. London Square One Publishers.
2. Gerald J. Alred, Charles T. Brusaw, Walter E. Oliu, St. Martin's, Hand Book of

Technical Writing Press. London St. Martin's Press.

3. David Ingre Survivor's Guide To Technical Writing, London. South--Western Educational Publishing,
4. Bruce Ross-Larson, Writing For The Information Age. London W.W. Norton & Company.
5. Jason Whittaker Web Production for writer & Journalist, London Routledge.
6. Matt Young Technical Writer's Handbook: Writing With Style and Clarity, New York University Science Books.
7. William Sanborn Pfeifler Technical Writing: A Practical Approach (5th Edition) New York Prentice Hall.
8. Brain R Honaway. Technical FVriting Basics: A Guide to Style and Form (2nd Edition).

Soft core

SMC014 Editorial & Feature writing

Credit: 03

End term: 70

Theory: 3 Hours/week

IA: 30

45 hrs/Sem

Total: 100

OBJECTIVE: The students will be able to,

1. Define and write editorials
2. Understand the significance of features, columns and reviews
3. Conduct and report interviews

UNIT I- Editorial: Definition – Types - Purpose and style of writing - Editorial comments - The Editorial Page: It's Importance – Needs – Contents – Typography - Layout - Main Contents of Editorial page - Editorial Policy: Concept, nature and applications. Ethics of Editorial Writing - Eminent editors (Global & Local) - Editor's Guild.

UNIT II- Feature writing: Definition - Types– Language – Leads – Headlines- Format. Pitching story ideas – research – writing process – editing – getting published.

UNIT III- Column writing: Definition – Types - Purpose and style of writing, regular columns of a newspaper, magazine, who is a columnist? Discuss some of the prominent contemporary columnist. Analyse their styles

UNIT IV- Reviews: Definition – Types -Books – Films - Food – Music – Theatre – Products etc. Do's and Don'ts – Format of reviews

UNIT V- Interviews: Definition – Types – Steps involved – Plan – Procedure

TEXT BOOKS

1. Raman, Usha, Writing for the Media, Oxford University Press, 2010
- Pape, Susan, Feature Writing: An Introduction, Sage Publication, 2006

SMC 015 Hindi journalism

Credit: 03

Theory: 3 Hours/week

45 hrs/Sem

End term: 70

IA: 30

Total: 100

OMC 011 Advance photography

Credit: 03

End term: 70

Theory: 3 Hours/week

IA: 30

45 hrs/Sem

Total: 100

Objectives of the Course: On completion of the course students should be able to :

1. Describe photography
2. Explain parts of film & digital camera, its functions and use of accessories
3. Describe lights and lighting application for indoor and outdoor
4. Explain steps involved in printing a digital photograph.

Unit-I What is photography?, Brief History of photography,How Camera works?, The role & importance of photography,Principles of Camera Obscura

Unit- II What is Camera? ,Basic Parts of single lens reflex (SLR) [film & digital] :Lens ,Film Chamber (CCD & CMOS),Aperture,Shutter,View finder ,Pentaprism, Memory (Internal & External),Camera formats – 35mm, medium format, large format,Camera design & its working – simple camera, compact camera, view camera, range finder & reflex camera TLR, SLR, poloroid, underwater camera & digital camera,lenses – controlling the image,Lens perspective, film speed, flash gun, light meter Exposure

UNIT-III Lighting:- Sources of light : Natural & Artificial,Nature and physical properties of light, Direction & angle of light : Front, side, top & back, Lighting contrast and its control by fill in lights One, two & three point lighting : Key, fill and back light, Principles of Photographic composition, Various types of photography: Portrait, Wildlife, Nature, Photo Journalism, Advertising and Night photography

UNIT-IV Steps involved in printing of digital photographs : manipulation, choice of paper and choice of printers, Converting developed photograph into digital photograph Photo appreciation, Different problems related to Photography

Unit V Field Visit-The student will undertake photography assignment on specific theme allotted by supervisor

Reference book

1. O.P. Sharma- Practical Photography, Hind Pocket Books
2. Michael Langford- Basic Photography, Focal Press
3. James A. Folts Ronald P. Lovell- Handbook of Photography,
4. Lee Frost - Photography, Hodder Headline

OMC 012 Magazine & Newspaper production

Credit: 03

End term: 70

Theory: 3 Hours/week

IA: 30

45 hrs/Sem

Total: 100

OBJECTIVES: At the end of this course, the student will be able to,

1. Familiarize the techniques of magazine design and production
2. Do photo selection; write titles and outlines, design pages and cover selection
3. Emphasize on words and visuals
4. Receive hands-on experience in desktop publishing and in working as part of a creative team

UNIT I- Introduction to magazine photography and editing process by using Adobe photoshop and Image sequencing as well as meta data writing.

UNIT II- Introduction for In-design, Panels, Tools, Structure, Automations, Layers, Import and Export process, File collection, External data management and file sharing.

UNIT III- Handling Sources, Campus Story, Interviewing, Developing Story Idea - News Writing – Inverted Pyramid, Leads, Captions

UNIT IV- Photo- Journalism and Event photography

Unit V- Editing, Proof reading & Publishing

Reference books

- 1 Lewis James. The Active Reporter. Vikas Publication
- 2 Warren Carl. Modern News Reporting. Harper and Row.
- 3 Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.
- 4 Charnley V. Mitchell. Reporting (4th Ed.). Holt, Rinehart and Winston.

**Master of Arts (Journalism & Mass
Communication)**

MA (JMC)

Detailed

Semester – Third

JMC 010 Research Methodology

Credit: 04

End term: 70

Theory: 4Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objectives:

- a. To sensitize students to communication research
- b. To enable students to independently conceive and execute research Projects

UNIT-I: Basic concepts: nature and scope of research; definition of communication research, Basics and applied research; characteristics of scientific research; element of scientific research - concepts and constructs, variables, scales and measurement.

UNIT-II: The Research process: Selection of research problem, Review of literature, Formulation of research questions/ hypothesis, determining the appropriate method of data collection, Types of sources, Analysis and interpretation of data, Presentation of results.

Unit-III: Research approaches: Qualitative, focus group, case studies, field observation quantitative - survey research, content analysis, experimental research, longitudinal studies and population; sample and sampling techniques.

Unit- IV : Research tools and data analysis: research tools- questionnaires, interview schedules – levels of measurement – scales , description and measures of central tendency and variability; normal cure and its uses; inductive statistics - correlation – regression – measures of association – statistical inference –tests of significance and analysis variance – ANOVA - SPSS (Statistics software package used for statistical analysis)

Unit- V: Report writing; writing research project, styles of presenting research findings – chapterization, essentials of thesis/ dissertation, ethics in research – major trends in mass communication research in India.

Reference books:

1. Berger J. 2000 Media and Communication Research Methods: An Introduction To Qualitative And Quantitative Approaches, California Sage Publication.
2. California Harper and Rachal Marcus. 2003. Research for Development, New Delhi Visitor Publication.
3. Roger D. Wimmer And Joseph R. Dominick. 2000. Mass Media Research: An Introduction, Singapore Wadsworth Publishing.

JMC 011 Television Productions

Credit: 04

End term: 70

Theory: 4 Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objectives:

- a) To impart to students the essentials of television production techniques.
- b) To prepare students to undertake TV production.

Unit – I : Development of Television: Evolution present status of telecasting in India; TV as a medium of communication; TV production formats; news bulletins, documentary, serials, talk shows, sitcoms, phone-in, quiz and emerging formats.

Unit – II : Understanding TV Programme productions: Film and TV language and its grammar; Basic theories of shot composition; shot size, movement of lighting techniques; Recording and editing (linear and non-linear).

Unit – III : Production Process: Production process, pre-production stage-conception, research and development of story and script; Storyboard; Writing scripts, selection of talents, costumes, location, backdrop, Planning and execution as per pre-production plan; Post-production: writing voice-over (narration), dubbing, Titling/subtitling, caption writing, graphics and animation-editing and mixing.

Unit – IV : Television Production Management: Planning and management of single and multi-camera productions; understanding different production environments; Floor and studios management; Managing budget; Talent, scheduling, shooting and post-production, ethics in programme production.

Unit – V : Issues in TV Broadcasting: Social, political, economic and technological parameters; educational and developmental broadcasting; problem and prospects, Review of reports of committees and working groups.

Reference books :

1. Mitch Mitchel, Visual 2004. Effects & for Film Television. Singapore Focal Press.
2. Roger Laycock 1999 Audio Techniques For Television Production, Singapore Focal Press.
3. Rod Fainweather, (Edt) 2002. Basic Studio Directing, Singapore Focal Press.

4. Tony Grant, (Edt) 2000 Audio for Single Camera Operation, Singapore Focal Press.
5. Robert L Hartwig (Edt), 2004. Basic T.V Technology, Singapore Focal Press.
6. Bernard Wilkie (Edt) 2006. Creating Special Effects for T.V & Video, Singapore Focal Press.
7. Gerald Millerson, (Edt) 2000. Effective T.V Production, Singapore Focal Press.
8. Gerald Millerson, (Edt) 2000. Lighting for Video, Singapore Focal Press.
9. Patric Morris, (Edt) 2000. Nonlinear Editing, Singapore Focal Press.
10. Glyn Alkin, (Edt) 2006. Sound Recording and Reproduction, Singapore Focal Press.
11. Peter Ward (Edt) 2005. Studio and Outside Broadcast Camerawork, Singapore Focal Press.
12. Gerald Millerson, (Edt) 2000. Video Camera Technologies, Singapore Focal Press.
13. Peter Ward (Edt) 2003. T.V. Technical Operations, Singapore Focal Press.

JMC 012 Media Management

Credit: 04

End term: 70

Theory: 4 Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objectives:

- a. To introduce students to principles of Media business management
- b. To familiarize students to Indian media organization and their management practices.

Unit I : Principles of management: Definitions and functions, classical and modern approaches to management; management process, management task, essentials of management; Theories and functions of management in the context of media; Economics of media; Economic impact in India media; FDI influences on media management.

Unit II: Media organizations and structures: Organizational structures of Indian media-Print and electronic media; ownership patterns of India media; newspapers; magazines and television networks; film and television software production houses and studios; organizational structure and management of Indian news agencies.

Unit III: Economics of Print Media: Economics of newspaper, production costs, operation, non-operation, revenue heads-selling of spaces, commercial print jobs, budgeting, break even points, promotional strategies; circulation and revenue-readership measurement systems, ABC, NRS, INS, RNI

Unit IV: Economics of Electronic & Film Media: Economics of electronic media; radio and television, production costs, operation and non operation, budgeting, break even points;International market for India's television software, Film production- cost and revenue, Royalty and minimum guarantee; Film distribution and commission; Film exhibition, theatre hire and commission, Export market for Indian films, viewership measurement systems-TRP, TAM, INTAY and other retting systems.

Unit V : Committees: Reports of committees/commissions: S K Patil committee report, Ashok Chanda committee report, Varghese committee report, Khosala committee report, Joshi committee report, Prasara Bharati Act.

Reference books:

1. Vanita Kohli: Khandekar 2006: The Indian media Business, New Delhi- Sage Publication.
2. James Redmind and Robert 2004: Trager 2004. Media Organization Management, London response books, Biztantra.
3. Cabera, E.F & Bonache 1999. An expert H R System for Aligning organizational cultural & Strategy, New York Academic Press
4. Halzer C 1991, Total quality Management, London Champra & Hall
5. W.J. Stanton & Charles Futrell 2003. Fundamental & marketing, New Delhi MC Graw Hill
6. Thons Gouldon, 1997. News Management, London, Willian Heiremamm Ltd.

JMC 013 Radio Productions

Credit: 04

End term: 70

Theory: 4 Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objectives:

- a. To make students aware of the importance of Radio Broadcasting in India
- b. To prepare students to undertake professional graduation. Every student is expected to produce Practical records

Unit -I: Development of radio broadcasting: Evolution and development of radio in India– Present status; radio as a medium of communication; broadcasting formats.

Unit - II : Writing for radio: Elements of spoken word; Conceptual process; Production techniques for radio; Principles of script writing; Types of scripts; Script formats; Creativity in scripting and editing for radio; Radio commentary; dubbing and mixing.

Unit - III : Types of programmes : Production, talks, interviews, discussion, drama, features, news, news reels, special audience programme for rural audience, women children, industrial workers, youth, students, teachers, phone-in-programmes, Agriculture programmes.

Unit-IV: Issues in broadcasting: Market V/S public sphere; Model communication policy in India; Legal and regulatory framework; Concern. discourse on privatization of radio broadcasting; Autonomous – ownership; Cable regulation; Satellite radio; Community radio.

Unit-V: Radio production: Techniques of handling various sound equipment's; Studio and Outdoor broadcast; Digital technologies; Creating audio special effects – Audience research.

Reference books:

1. Erta D Fossard, 2005. Writing And Producing Radio Dremas, New Delhi, Sage Publication.
2. Chaltherji P.C.1991. Broadcasting In India, New Delhi Sage Publication.
3. Chandrashekar B.S. 1999. Changing Preferences The Indian Experience In Public Service Broadcasting, Singapore, AMIC.
4. Luthana H.R. 1986. Broadcasting In India. Publication Division, New Delhi, Govt.Of India.
5. Mathur J C & P Neuratha. 1959. An Indian Experience In Farm Radio Rural Forums, Paris UNESCO

Soft core

SMC 016 Introductions to Broadcast Journalism

Credit: 03

End term: 70

Theory: 3 Hours/week

IA: 30

45 hrs/Sem

Total: 100

OBJECTIVES: At the end of this course, the students will be able to,

1. Understand the story structure and elements of Broadcasting Journalism
2. Become proficient in attributing sources, getting information right, avoiding libelous speech, understanding the ethics behind news reporting

Unit 1 -Radio station – structure and functioning, Personnel – responsibilities, Radio programme production process – studio facilities, tapes. Recording, Editing – methods and techniques. Programme formats for general and special audiences, production of news, interviews, features and documentaries.

UNIT II- Television: Nature and Characteristics of the medium, Development of TV network in India, TV as a social and cultural force, TV and national development – SITE, INSAT; Policies and Programmes of Doordarshan, Satellite TV and Cable networks; Committees and recommendations.

UNIT III- Television station – structure and functioning; Planning and production of TV programmes: pre- production process – camera, film formats, lenses, shots, lighting principles and techniques, types of sound, audio control, writing for TV

UNIT IV- Post production process: sequence, structure, types of transition, film editing methods and techniques, sound and graphics; Production of news, features, interviews and other programmes; Sponsored programmes, commercials, educational broadcast.

UNIT V- Social and cultural impact of foreign TV networks, need for policy frame work , factors influencing media environment, future of public broadcasting in India, audience research, research methods and techniques, trends in audience research.

Reference Books

1. Tatano, Randy Broadcast Journalism, Createspace Publishers 2012
2. Bhatt, S.C. Broadcast Journalism, Haranand Publications, 2007

3. Andrew Boyd, Peter Stewart, Ray Alexander, Broadcast Journalism – Techniques of Radio & Television News, Focal Press, 2008
4. Herbert Zettl. “Television Production Handbook”. Thomson Wadsworth. Ninth Edition. Belmont. USA. 2007
5. White, Ted, Broadcast news writing, Reporting and producing. (4thed.).. Focal Press, Oxford, 2006.

SMC 017 Electronic Media Production –Lab work

Credit: 03

End term: 70

Theory: 3 Hours/week

IA: 30

45 hrs/Sem

Total: 100

Objective:-

- a. To provide understanding of content production for radio, TV & Internet.

1 Experimental

Students have to work in the production of at least one news-based production each of the two optional subjects chosen by the student (radio/TV/Internet).

2. Viva-voce

Internship and other activities: This internship has to be done before the end of Sem. II. It is mandatory to do it in a newspaper office. The minimum requirement is 60 hours of work for 15 days @four hours a day. A file containing a detailed report about the Internship (containing details of schedule and nature of work, copies of published and unpublished material and assessment by concerned authority); and all the written assignments for other subjects has to be submitted to the external examiner.

Using the file as reference, the External Examiner will interview the student about Internship as well as other activities during the semester.

OMC 013 Marketing Communications

Credit: 03

End term: 70

Theory: 3 Hours/week

IA: 30

45 hrs/Sem

Total: 100

Objectives:

- a) To make the students aware of media advertisements
- b) Introduce students to importance of marketing communication in the context of the market-driven economy

Unit – I: Marketing Communication: Role of advertising in the marketing communication process; The importance of marketing to advertising; The key participants in the marketing process: Consumers, Markets, Marketers; Consumer behavior from advertiser's perspectives; Communication strategies for global marketing; Globalization of the media and worldwide advertising.

Unit – II: Nature and Scope of Advertising: Advertising concepts, evolutions of advertising; Role of advertising in modern society; Socio and economic impact of advertising, types of advertising agencies; Planning advertising campaigns.

Unit – III : Classification of Advertising: Consumer advertising; Business advertising: Trade advertising, Professional advertising, Industrial advertising, Mail order and personal selling: Local, Regional, National; Functional classification: Product and Institutional advertising; Direct action and Indirect action advertising; Primary and selective advertising.

Unit – IV : Writing Advertisement Copy: Writing advertisement copy for print media, Radio and Television; Visualization, Layout, Illustration, Color, Elements of advertisement copy: Headline, Sub-headline, Text, Slogan, Logo, Trade Mark.

Unit – V : Media of Advertising: Direct mail advertising; Print media; Radio commercials and Television commercials; Outdoor advertising: posters, painted bulletin, spectaculars and transit media; New Media in advertising.

Reference books:

1. Philip Kotler: Marketing Manageme, William Stanton and others; Fundamental Marketing.
2. David Ogilvy (Edt) 2000. Ogilvy on advertising, London Prion Books Ltd.
3. Meena Pondey, (Edt) 1989. Foundation of Advertising Theory and Practice, Bombay Himalaya Publishing house.

OMC 014 Women, Media & Society

Credit: 03

End term: 70

Theory: 3 Hours/week

IA: 30

45 hrs/Sem

Total: 100

Objective:

- a) To make the students aware of issues related to women media & society
- b) To provide understanding of Theoretical perspectives on women studies

Unit 1- Status of Women and Mass Media, Urban and Rural attitudes prevailing in the society, Commodification of women, Promotion of women's image by the media

Unit 2- Theoretical perspectives on women studies, Classical, Marxist, Feminist, Emerging trends

Unit 3- Role of media in the development of women, Women professionals in the media, Women & media: Opportunities & challenges, National women commission & their agencies

Unit 4- Media & Gender Consciousness, Media projection on domestic Violence & sexual harassment, image of women in advertisement, Communal riots & Women

Unit 5 - Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher.

Reference Books:

1. The second sex, by Simon De Beauvoir.
2. Marriage, Migration and Gender by Rajni Patriwala & Patricia Oberoy, Sage Publication.
3. The Kaleidoscope of gender, Joan Z. Spade, Catherine G. Valentine
4. Deadly Laws & Jealous Reformers, Madhu Purnima Kishwar.

**Master of Arts (Journalism & Mass
Communication)**

MA (JMC)

Detailed

Semester – Fourth

JMC 014 Development of Cyber Media

Credit: 04

End term: 70

Theory: 4Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objective:-

- a. To enable the students to understand Alternate Journalism
- b. To prepare students to critically evaluate development of internet & social activism

Unit 1- Alternative Journalism: The new breaking news medium; Changing role of E-journalist: Impact on news values; Global or Local or Glocal; Presenting the news and views; Basics of web designing

Unit 2- New Social Media: Dynamics of social media networks, novelty, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends

Unit 3- Riding the Cyber wave: Multimedia storytelling on individual and group blogs; Media research and Internet;

Unit 4- Internet and Social Activism: Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics 2.0 and Virtual Democracy; Social sharing to social activism; National and international campaigns on environment, human rights and other issues

Unit 5- Ethics of web journalism: Security and privacy concerns; Nature of Cyber crimes and Cyber laws; Net war and Terrorism; Need for a national ICT policy.

Reference Books

1. Nath, Shyam. Assessing the State of Web Journalism. Authors Press, New Delhi, 2002
2. Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi, 2004
3. Bhargava, Gopal. Mass Media and Information Revolution. Isha Books, New Delhi, 2004
4. Menon, Narayana. The Communication Revolution. National Book Trust.
5. Pavlik J.V. Media in the Digital Age. Columbia University Press.

JMC 015 Development Communications

Credit: 04

End term: 70

Theory: 4Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objectives:

- a. To enable the students to understand factors governing national development.
- b. To prepare students to critically evaluate developmental approaches and programmes in the context of Economic and development theories.

Unit –I: Concepts of Development: Approaches to development, Complexities of development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Cultural model, Participatory model.

Unit –II: Social Change: Its meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Diffusion of innovation concept of modernisation and post-modern.

Unit –III:Development Communication: Defining development communication development communication policies and practices in India; Indian media and development communication; Development support communication; Role of folk and ICT in development.

Unit -IV: Alternative Theories of Communication for Development: Development of What And Whom? Strategies for participatory communication; Ethical perspective, Need for alternative communication.

Unit -V: Case studies : Case studies in agriculture, population and environment empowerment of the impoverished communication experiments in India and other developing countries on development projects and communication strategies, Development support organizations; Governmental and non- governmental; Different experiments in India and Asia.

Reference book

1. Communication for development in third world – Srinivas R. Melkata
2. India's information revolution – M. Rogers and Ana Aravind Singhlal.
3. Design and development message – Bella Modi.
4. Development commercial – Uma Navula.
5. Interdependent development – Naoold Brookfield.
6. Definition of innovations – Everest M Roger.
7. Folk media for development – N. Usha Rani.
8. Community Radio – M. Abdul Rehaman Pasha

JMC 016 communication in International media

Credit: 04

End term: 70

Theory: 4Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objective:-

- a. To explain contemporary global media scenario
- b. To explain the influence of global media on India

Unit 1- Insight into the 20th Century: European Imperialism and World Wars, Cold War and Post Cold War, Ideological divides, Emergence of super powers, Third World and Non Aligned Movement Regional Cooperation Towards a new world order MJMC- Credit Point Pattern

Unit 2- International Actors: UN, IMF, World Bank, WTO, GATT and World Trade, Regional Organizations like SAARC, ASEAN, etc.

Unit 3- Major Issues: Globalization, Changing nature of Capitalism; International conflicts like War, Ethnicity or Fundamentalism, Terrorism, Environment and Climate Change Human Rights and other contemporary issues

Unit 4 Trends: - Emergence of Global village of media, The policies of global communication, Global communication & culture, Democratization of communication

Unit 5 Global Media & Market Force: - Reporting International Issues and Conflicts, Media Conglomerates and Monopolies, Democratizing Communication; Vertical to Horizontal Communication through Internet Journalism, Global Challenges in the New Information Age

Suggested Readings:

1. Ahyar Kamlipur Global Communication, Wadsworth Publication
2. Dr. K. Chandrakanan & Dr. S. Palaiswamy Advances in Communication Technology, Indian Publisher Distributor, New Delhi
3. Belmont C.A Technology Communication Behavior, Wadsworth Publication, New Delhi

JMC 017 Dissertations

Credit: 04

End term: 70

Theory: 8Hours/week

IA: 30

48 hrs/Sem

Total: 100

Total Marks: 100 (Internal Assessment: 40, Sem-end evaluation by External examiner: 60)

Every student has to work on a research project under the supervision of a faculty member. The research must be about journalism or mass communication. A written dissertation, of minimum 10000 words must be submitted by the end of the semester.

The written dissertation has to be evaluated by the research guide and External Examiner, appointed by Jagannath University for 40 marks each.

Viva-voce based on dissertation has to be conducted by the External Examiner, in the presence of the research guide.

SMC 018 Online Journalism

Credit: 03

End term: 70

Theory: 3Hours/week

IA: 30

48 hrs/Sem

Total: 100

Objectives

- a. To provide understanding of Online journalism, meaning & concept, Principles and Objectives
- b. To aware them about Freedom of the media and pressures on online journalist

Unit 1

Online journalism, meaning & concept,Principles and Objectives, Role & Relevance, Online journalism and the globalized world

Unit 2

Writing and editing for online newspapers, e-magazines & newsletters, Principles of news selection & news sources, Format & style of writing, Language of news, specialized reports, profile etc.

Unit 3

Web Cameras, band width, Browser progression, Interactive Television, Process of Web development, Need for Cyber laws, cyber crimes, privacy, domain and registration

Unit 4

Reliability & Truth on the Net, Values & Ethics of online journalism, The value of protocols, production of news based website, Freedom of the media and pressures on online journalist

Unit 5

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher.

Reference books:

1. Online Journalism a Basic Text, Tapas Ray, Foundation Books, Delhi, 2006.
2. Journalism on the Web, James Glen Stovall, Publisher, Pearson Allyn & Becon, 2003.
3. Web Design for Journalism, Andy Dickison, Butterworth, Heinemann, 2003.
4. Journalism Online, Mikeword Focul Press, March 2002.

SMC 019 Sports Journalism

Credit: 03

End term: 70

Theory: 3Hours/week

IA: 30

45 hrs/Sem

Total: 100

Objective of the Course: - The student should be able to:

- define Sports Journalism
- explain types and techniques of sports reporting and writing
- describe the importance of Sports Management and regulatory organisations
- utilize knowledge gained to promote physical and mental wellbeing through sports

Unit I: Defining Sports Journalism , Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, Asian Games Federation, National Games, Sports Authority of India (SAI), its importance in the promotion and management of sports, News Sources for Sports Journalism

Unit II: News Values and Ethics for Sports Reporting and Writing, Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story, Sports Photography: Equipment, Editing, Publishing and Uploading, Editing and Use of Info-graphics, Layout of Sports News

Unit III: Understanding Sports Management: Planning, Organizing, Coordinating and Controlling Pre, During and Post Event Issues, Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media

Unit IV: Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles New Trends in Sports Journalism: E-magazines and Blogs Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports, Future of Sports Journalism and Career Opportunities

Unit V: Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL) The role, significance, functions and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies)

Reference Books:-

1. Armstrong, J. R., & Tucker, W. E. (1964). *Injury in Sports*. Springfield, IL: C.C. Thomas.
 2. SHANK, M. D. (2009). *Sports Marketing: A strategic Perspective*. Upper Saddle River, NJ: Pearson Prentice Hall.
 3. Parks, J. B., Zanger, B. K., & Quarterman, J. (1998). *Contemporary Sport Management*. Champaign, IL: Human Kinetics.
 4. *Sports Journalism: A Practical Introduction*. (2013). London: Sage Publications.
 5. Steen, R. (2014). *Sports Journalism*. London: Taylor & Francis.
 6. Craig, S. (2002). *Sports Writing: A Beginner's Guide*. Shoreham, VT: Discover Writing Press.
- Thakur, K. C. (2010). *Sports Journalism*. New Delhi, India: Cyber Tech Publications

SMC 020 Business Journalism

Credit: 03

End term: 70

Theory: 3Hours/week

IA: 30

45 hrs/Sem

Total: 100

Objective of the Course: - The student should be able to:

- define business environment
- explain economic planning & Development

Unit 1: Business Environment- Components and Significance of Business Environment, Factors effecting environment of Business, Economic factors and its Components, Cultural factors and its impact on business, Social Environment and its impact on Purchasing and Consumption, Political Stability, Sovereignty and its impact on the returns of Business, Technological and its impact on internationalizing the business activities, Legal environment and External Factors Influencing Business Environment, Dimensions of International Business Environment, Challenges.

Unit 2: Economic Planning & Development- Indian Economic Systems-Economic planning with special reference to last three plans, public, private joint and cooperative sectors – Industrial Policy of the Government Latest Industrial Policy, Foreign Trade Policy, Fiscal Policy and Tax System in India, Monetary Policy and Banks Reforms in India, Challenges of Indian Economy, Rural Development Efforts, India as one of the most prominently emerging economies of world,

Unit 3: Theory of Demand, Firms & Market Structure- Demand function, Income and substitution effects, Revealed preference approach and Demand forecast. Profit Maximization, Sales Maximization, Organizational slack, Ownership and Control. Competition, Monopoly, Oligopoly and Non-Price Competition

Unit 4: International Tread- Balance of Payments, Concepts, Disequilibrium in BOP: Methods of Correction, Tread Barriers and Tread Strategy, Free Trade vs. Protection, World Financial Environment: Foreign Exchange Market Mechanism, Exchange Rate Determination, and Euro Currency.

Unit 5: Strategies for going Global- International Economic Integration, Country Evaluation and Selection, Foreign Market Entry Method, International Trading Blocks, Their Objectives, WTO Origin, Objectives, Organization Structure and Functioning, WTO and India.

Reference books :

1. Mark Hirschey, Economics for Managers, Cengage, 2006
2. Palwar, Economic Environment of Business, PHI, New Delhi,2009
3. Justin Paul, Business Environment: Text & Cases, New Delhi, Tata McGraw Hill, 2008
4. D.N. Dwivedi, Managerial Economics, Vikas Publishing House, 2009.
5. Shaikh Salim, Business Environment, Pearson Education, 2009
6. Sundaram & Black: International Business Environment Text and Cases, PHI, 2009
7. Avid W. Conklin, Cases in Environment of Business, Sage Response Books.2007
8. Czinkota, Ronkainen, Moffett, International Business, Cengage, 2008
9. Govt. of India, Latest Economic Survey.