

Department of Mass Communication and Journalism

MJMC 1st Semester

Course Code: JMC 101 (Credit-4)

Introduction to Communication

Theory : 03 Credit	Tutorial : 01 Credit	Total : 04 Credit
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Course Objective :- The main objective of the course is to provide theoretical and practical knowledge to the students about the different perspectives of Communication & Mass Communication and their application in the Mass Media and society.

Unit I :--- Origin of Communication, Meaning, Definition & Scope of Communication, Nature & Purpose of Communication, Communication Process & its Elements, Barriers in Communication, Types of Communication, Mass Communication-Meaning, Definition, Characteristics, Significance, Impact of Mass Communication & limitations, Mediums of Mass Communication, Difference Between Communication & Mass Communication. Concept of De Massification, Demystification, Decentralization.

Unit II :---- Four Theories of Press - Authoritarian theory, Liberation theory, Social responsibility theory, Communist media or Soviet Totalitarian Theory. Two supplementary theories - Democratic participant Theory, Develop Nations Theory

Unit III :--- Uses & Gratification Theory, Media Dependency Theory, Agenda Setting Theory, Cultural Imperialism Theory, Diffusion Theory, Spiral of silence, Cultivation theory, Media Hegemony. Play Theory, Reasoned action Theory, Cognitive Dissonance Theory, Individual Difference Theory

Unit-IV:--- Definition, Importance's, Functions & limitation of model, Types of model, Basic Models, Aristotle, Lasswell, Shannon & Weaver, De Fler, Osgood & Schramm, Berlo's SMCR model, Gerbner's model, Newcomb's model, Gate Keeping model.

Unit-V :--- Impact of Mass Media on Society- Education, Children, Women, Culture, Youth, Development. Concept of Media Literacy, Mass Media & Political, Social & Religious reforms, New emerging issues in communication like information economy, Information Society, Information Superhighway.

Outcome of the Course- The students would be familiar with the process and strategies of communication and Mass Media processes in the society which will help them in practical field of Mass Media.

Suggested Readings: 1- Sampreshn pratioop parichay by Shri Shri Kant Singh, 2- Communication by C.S. Rayudu, 3- Dynamics of mass communication theories practice by Uma Narula, 4- Communication models by Uma Narula, 5 Essential of communication by Prof Virbala Aggarwal, 6 Handbook of Journalism & Mass communication by Aggarwal, Vir Bala & Vs Gupta.

MJMC 1st Semester
Course Code: JMC 102 (Credit-4)
Photography and Photojournalism

Theory-02	Tutorial-01	Practical-01	Credit-4
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Objectives: 1) To improve students' photography skill

2) To hone their visual skills

Course Outcome: The students will learn the art of photography and editing. The students after learning the skills can start their own Photo Studio and Editing Centre.

Unit I Photography - Definition of Photography, Light; How Images are Formed; Elements and Principles - Concept, Dimension, Why We Make Pictures: A Concise History of Visual ideas; Design; Visual Foundations; Time, Space, Imagination and the Camera. Visual Language - Composition of Photography-Subject and Light.

Unit II Photo Journalism: Journalism, Photo-Journalism, Principles of Photo Journalism, Photo Essays, Photo Caption, Photo Features, Qualities Essentials for Photo Journalism, -Picture Magazines. **Picture Editing-** Digital Image Manipulation and Printing; Digital Retouching, Finishing and Presenting work; Working with Photoshop.

Unit III Camera and Photo - Types of Shots-Focus, Zoom, Aperture, - Shutter speed - Different Types of Photographs, Photo Editing - Procedure - Pictures for Newspapers and Magazines - Developing Photographers' Manual and Computerized Photography.

Unit IV Digital Photography: Cameras and Kits; Lighting: Principles and Equipment; Camera Types, Formats, Lens, their types and Functions. Film- types and functions, accessories. Impact of Technology.

Unit V Types of Photography: Disaster; Photography for Advertising; Conflicts, War, Political and Social Photography;

Suggested Readings:

- 1- The Digital Photography Book by Scott Kelby
- 2- Photography A Very Short Introduction by Steve Edwards
- 3- Basic Photography by M.Langford
- 4- Basic Photography Composition by David Parkel

MJMC 1st Semester
Course Code: JMC 103 Credits: 4
Radio Journalism and Programme Production

Theory-02	Tutorial-01	Practical-01	Credit -04
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2. Course Objective- The main objective of the course is to provide theoretical and practical knowledge to the students about radio and familiarize them the importance of this media in order to develop trained audio persons who can fulfill the need of market in the field of radio and new media.

3. Course Contents

Unit I

Radio as a mass medium: Sound, main feature, Voice, effective use, important elements, Radio medium-Strength & weaknesses, Characteristics, Comparison with other media, Role of radio in society

Unit II

Radio broadcast technology- AM & FM broadcasting, Digital radio, Studio structure, Recording and Editing equipments, internet radio technique, Types of microphones, use of computer and audio mixers for recording & editing of sound.

Unit III

History of Broadcasting: Radio in India, Expansion of Radio, Diversification of broadcast service, 3-tiers of Radio Broadcast, AIR, FM channel, Community Broadcast, .Present scenario, Special audience , Prasarbharti

Unit IV

Different formats of radio programme- Radio Talk, News, Slogans, Interview & Discussion, Feature & Documentary, Drama & Serial: Character, setting and scene Development, Music Programmes, Commentary, Voice Cast, Vox-Pop, Phone-In, Radio-Bridge, Radio programmes in new formats,

Unit V

Radio writing and programme production- Basic principal for radio writing, Spoken word, Difference from other media, Script format, writing for different programme, writing for news, drama and commercial programmes, Studio and outdoor recording technique, Basic principles of audio editing. Sound manipulation, Preparing audio clip, Production people, Radio Jockey, newsreader, producer, Art of presentation, Outside Broadcast (OB) , Live broadcasting , audio blog, podcast, audio streaming, New trends and technology

Practical and Tutorial -Script writing for different programmes, Exercise and presentation, Audio recording, Editing,

4. Book List

- Audio in Media by Stanley R. Alten
- Radio Production : A Manual for Broadcaster by R. Mcleish
- Basic Radio Journalism by Chantler.
- Broadcast Journalism: Techniques of Radio and Television News by Andrew Boyd
- Radio Patrakarita „ParichayEvamPrastutiKala”by A.K. Singh
- Radio media, A.K. (2018), Rishabh books , N. Delhi

5. Outcome of the Course – The students became familiar with radio media, its characteristics, merits , demerits. They also became familiar with sound and voice and its effective use. They learnt the proper use and presentation of voice. They learnt the technique of radio programme production and make use of it.

Assignment- 15 %

Mid Semester Exam : 15%

End Semester Exam : 70%

6. Evaluation Pattern of the Course

Presentation, Test, Seminar, Lab, Attendance and discipline

MJMC 1st Semester
M.A. (JMC) - Course Code: JMC 104 – (Credit -4)
Reporting & Editing (Print Media)

Theory : 2 Credit	Tutorial : 1 Credit	Practical : 1 Credit	Total : 4 Credit
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Unit I. Reporting: News: definition, concept, elements, values, sources, lead writing, structure/ format of news writing, Press conferences and press releases, Qualities of Reporter. Interviewing: types, purposes, techniques.

Unit II : Different beats & assignments (reporting crime, weather, speech, accident, disaster, court, election, riots, war / conflict/, obituaries.)

Political reporting. Legislative reporting. Food and Travel reporting, Fashion reporting, Scoops and exclusive and specialized reporting- science, sports, economic development, commerce, gender and allied areas reporting for magazines. News for peace and reconciliation.

Unit III : Feature: Definition, characteristics, types. Interpretative and Investigative reporting- purpose, sources, styles, techniques. Columns- development, criticism, book and film reviews, news analysis, back grounding. Paid news.

Unit IV : Editing: concept, process and significance , structure of newsroom. Responsibilities of copy editor; selecting news to publish. Writing the headlines. Essentials of page make up; proof reading.

Unit V : Need and importance of graphics. Types of graphic presentations. Photo editing and caption writing. Editing photo features.

Practical and Tutorial –Reporting and Production of News Letter

➤ **Outcome of the Course**

One of the important aims of this course is to train the students for media industry friendly work environment.

- To sharpen their reporting and editing skills.
- To provide students with a toolkit for gathering news and prepare copy for print.
- To provide students to learn news gathering, tutorials in news writing and feature writing including profiles, comment, articles, reviews and other specialist reporting.
- Assignment 10.% Mid-Term/Test-1 10% Mid-Term/Test-2 10% End Semester Exam 70.%
- **Evaluation Pattern of the Course:** The students are evaluated on the basis of their regular performance in the class assignments and practical work. The students learning of reporting skills are also evaluated by analyzing the news report by them.

Suggested Readings:

- Reporting for the media by Fred Fedler, John R. Bender, Lucinda Davenport, Michael W. Drager
- Basic news writing by Melvin Mencher
- Samachar ,feature-lekhan evam sampadan kala by Hari Mohan
- Specialist Journalism : Ed. Barry Turner and Richard Orange.
- Modern Journalism and Mass Communication, Dr. Baldev Raj Gupta, Vishwavidyalaya Prakashan, Varanasi.
- Garrison, B.(2000). Advanced Reporting, LEA.
- George, A. H.(1990). News Writing, Kanishka Publications.
- Mass Communication Theory, Denis McQuail, Sage Publications
- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
- Parthasarathy , R.(1994). Here is the News: Reporting for Media, Sterling Publishers.
- Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
- Trikha, N.K, Reporting, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.

MJMC 1st Semester
Course Code: 105 (Credit-2)
Development Communication

Theory-02	Tutorial-01	Practical-01	Credit -04
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Objectives:- In recent years there has been a huge demand for development and rural society centric approaches in various walk of life .This course addresses that requirement in the field of mass communication.

Unit I-

An Introduction to DevelopmentDevelopment: Meaning, Concept, Process & Definition. Development Indicators, Approaches to Development, Dynamics of Economic Development, Characteristic features of Developed and Underdeveloped Societies.

Unit – II

Development Communication

Meaning, Concept, Definitions, Pre-requisites of development Communication, Development Motivation, Mass Media in development communication. Development support communication, Writing development messages for rural audience

Unit III

Development Communication: The Indian Perspective

Historical Awareness of Dev. Comm in India. Participatory comm. for development. Emerging Trends of Dev. Comm, Sustainable Development: meaning, definition & importance.

Unit –IV

Development Communication : The International perspective

Dominant paradigm for Development. Alternative Paradigm concept. Dependency development models. New paradigms of development.

Unit –V

Development Communication Theories and Models

Indian Development Commn. Models, Gandhian META models etc. Western Models of Development Communication: Rogers, Lerner & Schramm. Structuralist models & Modernization models of development.

Outcome of the Course

One of the important outcome of this course is to describe the strategies, tactics, and techniques of Development Communication programs. students should have an understanding of key issues in sustainable development as a basis for engaging in effective development communication. Students will get job in different area of communications.

Suggested Readings:

- 1- Development communication by Umea Narula
- 2- Development communication by Paolo Mefalopulos
- 3- International & development communication by Bella Mody
- 4- Communication for development in the third world by S.R. Melkote

106- Production of News Letter, Brochure etc. & Practical & Viva Voce. (Credit-4)

MJMC 2nd Semester
M.A. (JMC) - Course Code: JMC 201 – (Credit -4)
History of Journalism

Theory : 02 Credit	Tutorial : 01 Credit	Practical : 01 Credit	Total : 4 Credit
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Unit-I

History and Development of World Press. Invention of printing press and paper – pioneer publications in USA. Brief Introduction of some important World Newspapers. Brief Introduction of Important World News Agencies.

Unit-II

Origin of Newspaper in India: A very early history of press in India. Birth of the Indian language press – contribution of Raja Ram Mohun Roy; birth of the Indian news agencies. The Indian press and freedom movement – Mahatma Gandhi and his journalism. Historical development of important newspapers and magazines in English; important personalities of Indian journalism.
History of the Indian language journalism.

Unit-III

Growth and Development of Hindi Journalism, Hindi Journalism and National Movement, Forms of Hindi Journalism in post Independent India, Indian press during Emergency. Hindi Journalism in Foreign countries. Features of contemporary highly circulated paper: One each in Hindi, Malayalam, Bangali & Marathi.

Unit-IV

Development of radio as a medium of mass communication – technology innovations; history of radio in India. Emergence of AIR – commercial broadcasting – FM radio – state and private initiatives. Development of television as a medium of mass communication – historical perspective of television in India, CNN, satellite and cable television in India.

Unit-V

A brief early history of Indian cinema, Early talkie era in India. Growth of different types of films in India such as documentary films, feature film: Parallel & commercial cinema in India. Traditional media; contemporary relevance of traditional media. Development of new media: convergence, internet and website.

Suggested Readings:

- 1- History of Indian journalism by J.Natrajan
- 2- Journalism in India: history, growth & development by K.C.Sharma
- 3- Hindi patrakarita : vividh ayam by Dr Ved Pratap Vaidik
- 4- Hindi patrakarita ka vrihad itihās by Arjun Tiwari

MJMC 2nd Semester
Course Code: 202 – (Credit -2)
Folk Media and Cross Cultural Communication

Theory-02	Tutorial-01	Practical-01	Credit -04
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Objectives:- In recent years there has been a huge demand for development and rural society centric approaches in various walk of life .This course addresses that requirement in the field of mass communication.

Unit I

Folk media – Meaning, definition, historical background, characteristics, Classification of folk media.

Folk arts in India – Jatra ,Yakshagana, Tamasha, Koodiyattam, Palla, Therkuttuetc, Puppetry & its types.

Unit II

Folk Media for National Development, Folk arts & religious communication, Folk arts & Political communication.Folk media in health education, Folk Media &Environment communication.Folk media & its social relevance.

Unit III

Culture: Definition and Nature, Dominant Paradigm of Culture,, Development of cultural studies, Cultural convergence or divergence, Cultural homogenization, Cultural heterogenization

Unit IV

Cross cultural communication - concept, definition & functions, fundamentals of cross cultural communications, Mass Media & Cross cultural communication, Composite Culture or Multiculturalism

Unit V

Globalization and culture, Globalization and disappearance of local identity, Mass media & Popular culture,Concept & Various elements of popular Culture.

Outcome of the Course

One of the important outcome of this course is to describe the strategies, tactics, and techniques of Folk Media and Cross Cultural Communication programs. students should have an understanding of key issues in Folk Media and Cultural Communication as a basis for engaging in effective communication. Students will get job in different area of communications.

Suggested Readings:

- 1- Traditional media & development communication by Madhusudan K.
- 2- Traditional folk media in India by ShyamParmar
- 3- Cross cultural communication: global prospective by N.L.Gupta
- 4- Handbook of cross cultural communication by Larry A.Samovar

MJMC 2nd Semester
Course Code: 203 (Credit -4)
Advertising Theories and Practice

Theory-02	Tutorial-01	Practical-01	Credit -04
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Objectives:-Advertising is a crucial form of mass communication and in this paper students learn about the growth,management, and defining elements of advertising.

Unit.I: An Introduction to Advertising

Origin and Growth of Advertising, Concept, Meaning and Definitions of Advertising
Importance of Advertising in the Marketing Mix, 4P's of Marketing, PLC,
Classification of Advertising, Socio-Economic Effects of Advertising.

Unit.II: Creativity in Advertising

Advertising and Creativity, Visualization Process,
The Nine-point creative strategy format,
Advertising Appeal, Qualities of a Creative Visualizer.

Unit.III: Media Planning and Advertising Budgeting

Defining Media Planning, Media Scene in India, Media Strategies,
Advertising Campaign Planning, Campaign Objectives, Steps in Campaign Planning
Advertising Budget:Types of Ad. Budgeting Factors that influence the budget,
Advertising Agencies: Organizations, functions and services

Unit.IV: Advertising Copy Writing

Ad. Copy: Concept, Meaning and Definitions.
Copy writing for print, Radio and TV advertising,
Objectives of Copy writing, Considerations in Copy writing.
Types of Advertisement Copy, Requisites of a good Ad.Copy.

Unit.V: Advertising Research

Research in Advertising, Market Research and advertising Research,
Positioning Research: Pre- Test Research and Post- Test Research
Advertising Models: PACT, DAGMAR, AIDA, HOE.
Ethical aspects in Advertising.

Outcome of the course:- One of the important outcome of this course is to describe the strategies, tactics, and techniques of Advertising Theories and Practice programs. The student learnt different aspects of Advertising and became familiar with various research activities in Advertising. They also identified various areas in Advertising for research work .Students will get job in different area of Advertising Theories and Practice.

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Suggested Readings:

- 1- Advertising management by JayshreeJethwani
- 2- Fundamentals of advertising by Chunnawala&Sethia
- 3- Advertising by Frank Jetkins
- 4- Advertising management: theories & practice by M.K.Padhy
- 5- Advertising & Integrated Brand Promotion by O'Guinn, Allen &Semenik

MJMC 2nd Semester
Course Code: JMC 204 (Credit-4)
TV Journalism and Programme Production

Theory-02	Tutorial-01	Practical-01	Credit-4
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Objectives: 1) To improve students' reporting and editing skills
2) To hone their news writing skills

Course Outcome: The students will learn the art of TV journalism and editing. The students after learning the skills can start their own News Portal and Youtube Channel.

Unit I : Television: A brief account of its development; Television : Definition, Journalism: Definition and Functions, Television as a tool of journalism.

Unit II Understanding the Medium: Characteristics of Television Medium, Writing for Visuals, Basic Rules of Television News, The five basic news scripts, News Story types.

Unit III Reporting Skills: Piece to Camera, Presentation, Reporting, Interview: Set Piece, Quickie, Group, Spot and Vox pop, Reportage,

Unit IV: Anchoring and New Trends: Live Broadcast, Anchoring a Show, The concept of citizen journalism and Participatory journalism, Concept of Fake News.

Unit V Programme Production: Three phases of Production, Fiction and Non-Fiction, Documentary, Docudrama, News feature,

Suggested Readings:

- 1- Before the Headlines by CP Singh
- 2- Television Journalism by Stephen Cushion
- 3- Script to Screen: An Introduction to Television Journalism by Sharad Kaushik

MJMC 2nd Semester
Course Code -JMC 205 (Credit -4)
Course Title: Media Laws & Ethics.

Theory-02	Tutorial-01	Practical-01	Credit -04
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Course objective-

The main objective of the course is to familiarize the students with various relevant press laws and ethics in India. It is also objective of the course to train the students so that they can learn to use these laws in various kinds of expressions in the form of print, audio video programmes.

Unit I -

Press, Law, Society & Democracy, Ethics, Self-Regulation & Freedom of expression, Constitutional Safeguards to Freedom of Press, Press Commissions & their recommendations Social Responsibility of Press

Unit II -

Ethics in media, need and importance, Ethics in various media organizations, Ombudsman in media organisations

Unit III-

Law of Libel & Defamation, Contempt of Court, Parliamentary Privileges, Press Council Act,

Unit IV-

Press & Registration of Books Act, Working Journalist Act, Official Secret Act, Right to Information, Copyright, Intellectual Property Right Act

Unit V-

Cable regulation act, Young Persons (Harmful Publications) Act, 1956, ASCI, The Cinematograph Act, 1952, Film censor board

Outcome-

The student became familiar with different laws regarding expressions. They also learnt to make proper use of these laws in different kinds of programmes.

Suggested Readings:

- 1- Press vidhi (Hindi) by Dr NandKishorTripathi
- 2- Media press & telecommunication law by Eastern Book Company
- 3- **Law of the press in India by DD Basu, Prentice Hall of India**

206- Production of News Letter, Brochure etc. & Practical & Viva Voce. (Credit-4)

MJMC 3rd Semester
Course Code: 301 (Credit 2)
Public Relations & Corporate Communication

Theory-02	Tutorial-01	Practical-01	Credit -04
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Objectives:-This course focuses on the channels of Public Relations and Corporate Communication and their importance in brand management.

Unit I:

Public Relations: An Introduction.

Brief history of Public Relations, meaning, concept & definition.

Principles of Public Relation, Objective of PR, Essentials of PR.

Do's and Don'ts of Public Relations.

Unit II:

Public Relations: Tools & Methods.

Publicity Media: Press, TV, Radio, Films, Video, New Technologies.

Printed Literature: House journal, Annual Report, Photography, Brochures.

PR in Public and Private sectors. Professional PR Bodies.

Unit III:

Media Relations & Public opinion.

PRO: Qualities, Guidelines for PRO.

PR Techniques: Press Conference, Open Days, Special events, Exhibitions, Press notes, Press Briefings, Press Tour/Facility visit , Press communiqué, Backgrounder, Press Release & PR Handout.

PR and Allied disciplines: Public Opinion, propaganda, Publicity,

Unit IV :

Corporate Communications

Corporate communication: Meaning, Definition.

Corporate Image & Identity, Crisis Management.

Crisis Communication: Internal and External.

Unit V:

Corporate Communication and Modern Management

Interface of corporate communication with management disciplines(HRM, Marketing,Finance)

Corporate communication in disaster management.

Selected case studies in corporate communication

Outcome of the Course

One of the important outcome of this course is to describe the strategies, tactics, and techniques of public relations and corporate communication programs. students should have an understanding of key issues in Corporate Communication as a basis for engaging in effective Public Relations. Students will get job in different area of Publi Relations and Corporate Communications.

Relations.Suggested Readings:

- 1- Public relation management by JayshreeJethwany&Sarkar
- 2- Public relation by Averill Elizabeth Gordon
- 3- Public relation: A history by Scott M. Cutlip
- 4- Effective public relation by Cutlip, Allen &Certer

MJMC 3rd Semester
M.A. (JMC) - Course Code: JMC 302 – (Credit -6)
Media Management

Theory : 02 Credit	Tutorial : 02 Credit	Practical : 02 Credit	Total : 6 Credit
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Course Objectives: The course is designed to impart managerial skills and expertise in several modes of media, like television, print media, advertising, broadcasting, online/digital media and publishing etc. The course offers opportunities to develop general business skills to maximize return-on-investment, create innovative digital concepts and use of technology to help the media industry grow. Students will be able to analyze individual media businesses and understand the economic drivers of the media economy. Students will be able to gain a perspective on the evolution of media in the present day competitive media environment. Students will be able to develop an integrated marketing plan using a wide variety of media that will take a comprehensive approach to a marketing challenge. The course will enable students to develop hands-on experience as content marketers using journalistic and digital techniques.

Unit – I

An Introduction to Media Management

Meaning & Definition of Management, Functions of Management & Process of Management Nature, Scope and Objectives of Management, Media Management: Meaning, Definitions Principles of Media Management & Significance.

Unit – II

Newspaper Ownership in India

Ownership patterns of Mass Media in India;-Individual/Sole Proprietorship, Partnership, Group/Chain Ownership, Joint Ownership, Corporate Ownership, Society and Trust Ownership, Co-operatives, Corporation, Public Limited Companies and Private Limited Companies Advantages and Disadvantages of different ownership structure

Unit- III

Economics of Print & Electronic media

Media as an Industry, Media Market, Types of Media Market, Media Cost & Media Revenues, and Media Output & Price Determination under Perfectly Competitive and Imperfectly Competitive Media Market, Media Budgeting.

Unit- IV

Apex Media Organizations in India

Audit Bureau of Circulation (ABC) , Registrar Newspaper India (RNI), Indian Newspaper Society(INS) , Union of Working Journalist, Press Council of India (PCI), DAVP

Unit-V

Recent Trends in Indian Media Management Scene

Global competition in Indian Media scene. Foreign Media Industries in India. FDI in Indian Media ,Recent Trends of Media Management in Indian Media industries.

Suggested Readings:

- 1- Media management by K.P.Yadav
- 2- Media management by B.K.Chaturvedi
- 3- Media Organization & Management: Issues & Challenges by S.K.Swami
- 4- Media Management in the Age of Giants by Dennis F.Herrick
- 5- Textbook of Media Management by Arun Pattanaik
- 7.Handbook on Media Management and Economics by Alan Albarran
8. Media Management: A Case Book Approach by George Sylvie

Course Outcomes:

- i. Define and analyze basic media industry regulations, human resources principles, and content development incorporating digital media.
- ii. Apply and discuss relevant digital and media management issues.
- iii. Generate solutions to daily media issues and interpret the solutions for the proper level (micro and macro level)
- iv. Examine media management principles and define relevant media and human relations aspects.
- v. Discuss relevant industry regulations affecting media management.

MJMC 3rd Semester
Course Code: JMC 303 (Credit-4)
Television and Film Production Techniques

Theory-02	Tutorial-01	Practical-01	Credit-4
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Objectives: 1) To improve students' Film Making skills
2) To hone their audio-visual skills

Course Outcome: The students will learn the art of Videography and editing. The students after learning the skills can start their own Video Studio and Editing Centre.

Unit I

Selection of the programme topic: Developing programme briefs (Objectives, Contents, Duration etc), Researching the topic, Programme Resources, Style and format, structuring the programme, Storyboard and Script Designing, Script Layout.

Unit II

Recording and Editing: What is editing? Rules of editing, Editing sound: U matic, Beta & VHS, Types of editing, Cut to cut, A/B roll, Assembly and insert editing.

Unit III

Camera & Lighting

- (a) Video & Film camera, Types of video & Film camera,
- (b) Different types of shots, camera movements, Tilt, Track, Crane movements etc
- (c) Lenses: Different types of lenses and their application

Lighting:

- (a) Lights and lighting
- (b) Basics of lighting, Techniques
- (c) Different types of lights used in videography
- (d) Use of filters & reflectors

Unit IV:

Film Theories:

The Stories told by Film, Genre Analysis, European and Other cinemas, Italian Neo realism, The French New wave, Film Noir and German Expressionism, The Auteur

Suggested Readings:

- 1) Film, Form and Culture by Robert Kelker
- 2) Film Form: Essays in Film Theory by Sergei Eisenstein
- 3) Television Production Techniques by R. Zettal

MJMC 3rd Semester
M.A. (JMC) - Course Code: JMC 304 – (Credit -4)
Communication Research

Theory : 02 Credit	Tutorial : 01 Credit	Practical : 01 Credit	Total : 4 Credit
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Course Objective :- The objective of the course is to provide students with different methods and techniques of media and communication research, including fieldwork, surveys, experiments, collection of data, analysis and interpretation of data and preparing reports following all ethical normal in research . This course trains students both as media and communication professionals as well as an academic/ researcher.

Unit I

1. Social Scientific Research, types of research, research approaches, research process.
2. Process and tools of social scientific research, principles of scientific procedure hypothesis.
3. Defining the research problem. History of ideas, literature review, Research design : Experimental, guise-experimental, panel study.
4. Sampling design : Criteria, step and the process.

Unit II

1. Methods of data collection.
2. Processing and analysis of data : Types of Analysis Theoretical formulation and generalization.
3. Statistic in research
4. Measures of Central Tendency, Dispersion, Relation Scaling Techniques.

Unit III

1. Nature and significance of Communication research
2. Stages and type of communication research: formative, process and summative. Public Opinion Research. Feedback research.
3. Qualitative and quantitative tools of media impact research.
4. Qualitative, quantitative tools content analysis.
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Unit – IV

1. Different approach in the Mass Communication research, Mass Society.
2. Media effects, Political Economy, Public sphere Cultural hegemony, Feminism, Moving images, new Audience Research.
3. Process and tools of market Research, Advertisement Research.
4. Readership surveys, Television audience measurement, Television rating, Media reach and access, audience profile.

Unit V

1. Planning, preparing, Designing & Presenting a research proposal.
2. Writing report of research project : drawing conclusion, preparing bibliography, arranging references, Keeping the record and analyzing data ; Outlining sections. Chapter titles; Indexing; graphical presentation; writing executive summary.
3. Researcher's bias & limitations of the research study.
4. Ethical perspectives in communication research.

Out Come of the Course :- The Students would learn the skills and methods of media and Communication research and would be prepared to face the challenges of both professional and acadmic/ research fields .

Suggested Readings:

- 1- Communication research By Don W.Stacks, John E.Hocking
- 2- Research methodology By Ranjit Kumar (Sage)
- 3- Doing media research By Susanna Horning Priest

MJMC 3rd Semester

Course Code- JMC 305 Credit -4

Course Title: New media

Theory-02	Tutorial-01	Practical-01	Credit -04
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Course Objective :The main objective of the course is to familiarize students with new media and train them to make effective use new media technology in different field.

Course Contents

Unit I : Internet: Internet and new media: Characteristics, advantage over traditional media, History of internet in India, present scenario, Internet as a source of various information, Convergence and Multi-media: Print, Radio, TV, Internet and Mobile, Information and Library Network (INFLIBNET) Centre, National Digital Library (NDL),

Unit-II : Online Journalism : Definitions, Types , Main characteristics, Web news and feature writing, Developing ideas for stories, Live reporting and updating stories, Qualities of a web reporter, Tools of multimedia journalists, Ethics in web Journalism, Basic Knowledge of HTML, Use of Multi-modality and interactivity, Status of online journalism today. E-books and E-publishing,

Unit-III: Citizen Journalism and other kinds of reporting: Annotative reporting,.Merits and demerits, Blogs writing, Use of Mobile as new tools of communication, Web page development, inserting, linking, editing, publishing, locating, promoting and maintaining a website.

Unit-IV : Social Media: Social media networks: strength and weakness; Use of social media for various purposes, online communities; Important types of social media, Social activism. Security and privacy on web, Cyber crimes, Cyber laws, Copyright

Unit-V: Various applications of new media – E-business and tech business idea, Online advertising and marketing, online revenue; E- Journals, E- Governance, E-learning, E- library, Use of search engine, Webcast and podcast , New trends and technology,

Practical and Tutorial –Search of various site, making blogs, Web news writing, Web content writing, developing audio and video content , **Web page designing,**

4. Book List-

Suggested Readings:

- New media: a critical introduction by Martin Lister,JonDovey ,Seth Giddings ,Iain Grant,Kieran Kelly
- New media by Paul Levinson
- New media by P.D.Marshall
- Dewdney, A. &Ride, P. (2006). The New Media Handbook, Routledge, London.
- Hall, J.(2001). Online Journalism, A Critical Primer , Pluto Press, London.
- Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)
- Marshall,P. D.(2004). New Media Cultures, Oxford University Press.
- Narayan S, (2016) India Connected: Mapping the Impact of New Media, Sage Publication.
- Shrivastava, K. M.(2013). Social Media in Business and Governance, Sterling Publishing
- Web Patrakarita; Singh, A.K. (2018), Adi Publisher , N.Delhi
- Adhunik media, Singh , A.K. (2018),University Publication, N.Delhi
- Internet and New Media Technology, A.K. (2018),Adi books, N.Delhi

5. Outcome of the Course

The students were introduced to new media and Digital mode of storytelling. They understood the importance and methods of digital reporting. They also learnt to use new media technology in making blog , website , audio and video material.

Assignment : 15%

Mid Semester Exam : 15 %

End Semester Exam : 70%

6. Evaluation Pattern of the Course

Presentation, Test, Seminar, Lab, Attendance and discipline

306- Production of News Letter, Brochure etc. & Practical & Viva Voce. (Credit-4)

MJMC 4th Semester
Course Code: JMC 402 (Credit-6)
Environment Communication

Theory-02	Tutorial-02	Practical-02	Credit-6
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Objectives: 1) To improve students' understanding about Environment.
2) To hone their audio-visual and print skills to report different issues related to environment.

Course Outcome: The course is designed in such a way to give students in-depth information about the environment related issues. The students will be trained to produce audio visual content for communicating different environmental issues.

Unit I

Environment Communication: Definition, scope and importance. Need for public awareness via media. Role of people and media in conservation of natural resources.

Unit II

Ecosystem: Meaning and definition, structure and function of an Ecosystem. Biodiversity at Global, National and Local levels. Endangered and endemic species of India. Media's role in disseminating information in ecology.

Unit III

Environmental Pollution: Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution. Role of people and media in prevention of pollution. Role of Media in Disaster management: Floods, earthquakes, cyclones and landslides.

Unit IV

Environmental Communication through Film and Broadcast Media

Unit V

Popular writings: Features, Columns, Editorial and Report on environmental issues

Suggested Readings:

1. P. C Joshi & Namita Joshi, A Text Book of Environmental Science, A. P. H. Pub. New Delhi, ISBN 81-313-0456-3.
2. B. S Chauhan, Environmental Studies, Laxmi Publication.

MJMC 4th Semester
Course Code: JMC 402 (Credit: 06)
Course Title: Science Communication

Theory-02	Tutorial-01	Practical-01	Credit -04
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Objectives – The main objective of the course is to develop science reporter to give better coverage to science news and events .The ultimate objective is to develop scientific temperament in the society through enhancing audience knowledge about scientific process for better life through effective science communication .

Unit I- Science and technology: Introduction, Need and importance of science and technology in development of our life, Science Communication: Definition, scope and importance. Need for public awareness in science and technology, Science literacy, Science culture in society

Unit II– Different areas of science communication: Health communication, Agriculture communication, Space communication, Defense communication, Environment communication, Food and nutrition

Unit III-Media and format of science communication: Print news feature interview, Radio: Talk, Documentary, Feature, radio interview, TV, Film, Research for science news reporting, Problems in science communication

Unit IV – Various sources of science news: Science people, Science organizations and research Institutions, Publications, websites, Science journals, Books , Annual reports

Unit V – New media in science communication, Current scenario of science communication in India.

Outcome – The students learn the skill of science reporting in various media in an effective manner. They also learnt different scientific sources. They also developed the skill of coverage and producing different scientific events in audio and video form.

Suggested Readings:

1-Environmental Issues & Sustainable Development, ArjunGope, AbhijitSarkar,

2-Man and Environment, by M.C. Dash , P.C. Mishra ,Laxmi Publications

3-Environmental Issues: An Introduction to Sustainability, Robert L. McConnell , Daniel C. Abel
Publisher- Pearson

4-Health Communication: From Theory to Practice , by RenataSchiavo

5-Agricultural Communications in Action, RickyTelg , Tracy Anne Irani

6-Successful Science Communication, Edt by Richard C. Jennings

Programme: MA(Mass Communication and Journalism)

Programme Outcome:

The Department of Mass Communication & Journalism, started in 2008, offers Master, M.Phil. and Ph.D. programs in Mass Communication & Journalism. The basic objective of the Department is to produce skilled professionals for the exponentially expanding world of mass media, both print as well as electronic. The Department also endeavors to provide advanced and specialized professional training to the students and also caters to the higher level of demands in the profession of Mass Communication, including media & communication research and media & communication education. The Department aims and endeavors to develop into a center of excellence in the field of Mass Communication & Journalism.