

Syllabus for
Bachelor of Arts (HONS)
Journalism and Mass Communication
based on CBCS with LOCF
(Three Years/ Six Semesters)

**(To be implemented from the Academic Session: 2022-
2023)**

Degree: B.A. (HONS) in Journalism and Mass Communication

**Department of Journalism and Mass
Communication
School of Studies of Arts
Guru Ghasidas Vishwavidyalaya
Bilaspur (C.G.) – 495009**

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Semester Wise Courses

Semester	Course	Course Code	Course Name	Credits	L/T/P	Internal Assessment Exam (Max. Marks 30)	End Semester Exam (Max. Marks 70)
I	C1	JMUATT1	Introduction to Journalism	5	4+1+0	30	70
	C2	JMUATT2	Introduction to media and Communication	5	4+1+0	30	70
	GE1	JMUATG1	Basics of Journalism	5	4+1+0	30	70
	AEC1	JMUATA1 JMUATA2	Photography Radio Production	2	2+0+0	30	70
	SEC1	JMUATL1 JMUATL2	Media Industry and Management Media, Gender and Human Rights	2	2+0+0	30	70
	Additional Credit Course						
	Total			19			
II	C3	JMUBTT3	Reporting and Editing for Print	5	4+1+0	30	70
	C4	JMUBTT4	Media and Cultural Studies	5	4+1+0	30	70
	GE2	JMUBTG2	Photography	5	4+1+0	30	70
	AEC2	JMUBTA2	Offered from the pool	2	2+0+0	30	70
	SEC2	JMUBTL2	Documentary Production	2	2+0+0	30	70
	Additional Credit Course						
	Total			19			
III	C5	JMUCTT5	Introduction to Broadcast Media	5	4+1+0	30	70
	C6	JMUCTT6	History of the Media	5	4+1+0	30	70
	C7	JMUCTT7	Advertising and Public Relations	5	4+1+0	30	70
	GE3	JMUCTG3	Film Appreciation	5	4+1+0	30	70
	AEC3	JMUCTA3	News Reporting	2	2+0+0	30	70
	Additional Credit Course						
	Total			22			
	C8	JMUDDT8	Introduction to new media	5		30	70
	C9	JMUDDT9	Development	5		30	70

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IV			Communication				
	C10	JMUDTT10	Media Ethics and the law	5		30	70
	GE4	JMUDTG4	Documentary Production	5		30	70
	AEC4	JMUDTA4	Public Relations	2		30	70
	Internship*			6**			
	Additional Credit Course						
	Total			22 + 6			
V	C11	JMUETT11	Global media and Politics	5		30	70
	C12	JMUETT12	Advanced Broadcast Media	5		30	70
	DSE1	SS/EC/DSE-501A	A. Media Industry and Management B. Print Journalism and Production	5		30	70
	DSE2	SS/EC/DSE-501B	A. Photography B. Media, Gender and Human Rights	5		30	70
	AEC5	JMUETA5	Corporate Communication	2		30	70
	Additional Credit Course						
	Total			22			
VI	C13	JMUFTT13	Advanced New Media	5		30	70
	C14	JMUFTT14	Communication Research and Methods	5		30	70
	DSE3	SS/EC/DSE-502A	A. Multimedia Journalism B. Introduction to Film Studies	5		30	70
	Seminar			2			100
	Dissertation/Project	JMUFD1		6			100
	Additional Credit Course						
	Total			23			
MOOC's				2-5			

* May be offer during summer

** Technical and Professional Programs may opt for internship or apprenticeship in full semester as a 24 credits course in lieu of course C13, C14, DSE3, DSE4/ Dissertation. Dissertation/Project and Internship would be of 100 marks.

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*** MOOC's courses should be offered at least one time during entire UG programme in lieu of Core Course. If the core is not available any course similar to Generic elective, Discipline specific elective, AEC course, Skill enhancement course may be offered on MOOC's platform. If any such course related to your subject is not available on MOOC's platform, department may continue with regular courses.

The above syllabus is based on CBCS system with LOCF.

Pos(Programme Outcomes):

PO1. To impart the in- depth knowledge of the concept and the role of the Journalism and the Mass Communication

PO2. To inculcate the skills required in the field of Journalism and Mass C communication so that the students can match the needs of the media industry and the other relevant domains of mass communication .

PO3. To impart the required ethical values to the students so that they can follow the best traditions and practices in applying their knowledge and skills in working with the media industry and in the different aspects of development.

PSOs(Programme Specific Outcome):

PSO1. Students will learn the concept of journalism and different aspects of mass communication

PSO2. Students will acquaint with the required skills and practices of the journalism and the mass communication

PSO3. Students would identify, demonstrate and apply the writing skills for print, audio, audio-visual production, editing, dissemination of messages in various ranges of media platforms and contents

PSO4. Students will learn the ethical norms, rules and regulation so that they can apply and practice more rationally, responsibly and constructively in their respective domains of communication.

Note: Abbreviations-

PO=Programme Outcome

PSO=Programme Specific Outcome

CO= Course Outcome

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JMUBTL2 Media, Gender and Human Rights

Course Objectives:

1. To understand the role of media in society
2. To understand the conceptual frameworks of Gender studies
3. To understand the concept of Human Rights
4. To know the role of media in Human Rights

Course contents:

Unit I

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

Unit II

Gender Conceptual Frameworks in Gender studies, Feminist Theory, History of Media and Gender debates in India (Case studies), Media and Gender - Theoretical concerns., Media and Masculinity, Media: Power and Contestation, Public Sphere and its critique, "Public sphere" of the disempowered?

Unit III

Media and Social Difference: class, gender, race etc. Genres – Romance, Television, Soap Opera, Sports Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of Family. b) Project on use of internet by the marginalized groups.

Unit IV

Media and Human Rights, Human Rights- Theoretical perspectives, Critique Universal Declaration of Human Right, Human Rights and Media (Case Studies) Presentation: Representation of Human Rights issues and violations in International and Media

Course Outcomes:

1. Understanding the role of media in society
2. Learning of the conceptual frameworks of Gender studies
3. Understanding of the concept of Human Rights
4. Learning the role of media in Human Rights

Essential Readings

1. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan, 2011.
2. Balnaves, Mark, Stephanie Donald, and Brian Shoemith. *Media theories and approaches: A global perspective*. Palgrave-Macmillan. 2009 (Pg No. 3-10, 11-34, 35-53)
3. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
4. Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press. 1-35, 111-137
1. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
2. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
3. McQuail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111
4. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9-21, 167-180
5. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thomas Nelson, 1999. 42-55
6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	3	2	2	1
CO2	3	2	2	3	2	2	2
CO3	3	2	2	2	2	2	3
CO4	3	2	3	3	2	2	3

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SEMESTER II

C3 JMUBTT1 Reporting and Editing for Print

Course Objectives:

1. To know the reporting for print
2. To know the set up of editorial department of newspaper
3. To know the various trends in reporting
4. To know the treatment of news in media

Course contents:

UNIT 1

Covering news, Reporter- role, functions and qualities , General assignment reporting/ working on a beat; news agency reporting., Covering Speeches, Meetings and Press Conferences, Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health,, education, sports;

UNIT 2

Interviewing/Types of news leads, Interviewing: doing the research, setting up the interview, conducting the interview, News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, Articles, features, types of features and human interest stories, leads for features

UNIT 3

The Newspaper newsroom, Newsroom, Organizational setup of a newspaper, Editorial department, Introduction to editing: Principles of editing, Headlines; importance, functions of headlines,, typography and style, language, types of headline, style sheet, importance of pictures,, selection of news pictures, Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents, Editorial page: structure, purpose, edits, middles, letters to the editor, special articles

UNIT 4

Trends in sectional news, Week-end pullouts,, Supplements, Backgrounders, columns/columnists

UNIT 5

Understanding media and news, Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers. Objectivity and politics of news, Neutrality and bias in news

Course outcomes:

1. Learning of new writing for print media
2. Understanding of the editorial department of newspaper and role of different editorial staff
3. Learning of various specialised reporting
4. Understanding of the objectivity in the news selection process and editing as well as the treatment of news in media

Readings

The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
The Newspaper's Handbook, Richard Keeble, Routledge Publication
Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers

Internal Assessment:

Internal assessment may be based on covering the beats and writing reports / interviewing Personalities, celebrities etc. Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc. Discussions on current affairs, Tests, debates and tests may be held regularly.

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CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3	3	3	2
CO2	3	3	2	3	3	3	2
CO3	3	3	2	3	3	3	3
CO4	3	3	2	3	3	2	2

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C10 JMUDTT10 Media Ethics and the Law

Course Objectives:

1. To know the various laws regarding the media practices
2. To understand the ethical framework regarding media practices
3. To know the regulatory bodies of media
4. To know the media ethics for writing about the various sections of the society

Course contents:

Unit-I

Ethical Framework And Media practice, Freedom of expression (Article 19(1)(a) and Article 19(1)(2) Freedom of expression and defamation- Libel and slander, Issues of privacy and Surveillance in Society, Right to Information, Idea of Fair Trial/Trial by Media, Intellectual Property Rights Media ethics and cultural dependence,

Student Presentations- Photocopied material for Study Packs in India

Unit 2

Media Technology and Ethical Parameters, Live reporting and ethics, Legality and Ethicality of Sting Operations, Phone Tapping etc, Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court), Discussion of Important cases-eg- Operation Westend, Some Related, laws- Relevant sections of Broadcast Bill, NBA guidelines

Student Presentations-

1.Tehelka's Westend 2.School Teacher Uma Khurana case

Unit 3- Representation and ethics, Advertisement and Women, Pornography Related Laws and case studies-, Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc

Student Presentations-

Students will submit on above mentioned topics.

Unit 4- Media and Regulation, Regulatory bodies, Codes and Ethical Guidelines Self Regulation, Media Content- Debates on morality and, Culture and Taboo, Censorship and media debates

Unit 5- Media and Social Responsibility, Economic Pressures, Media reportage of marginalized sections- children, dalits, tribals, Gender, Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition incitement to violence, hate Speech. Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social Activists

Course outcomes:

1. Learning of various laws regarding the media practices
2. Understanding of the ethical framework regarding media practices
3. Knowing the various media regulatory bodies and their functions
4. Learning of the ethics and laws regarding write ups for different sections of the society

Essential Reading list:

- Thakurta, Paranjy Guha, Media Ethics, Oxford University Press, 2009
- Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011
- Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
- Iyer Vekat, Mass Media Laws and Regulations in India- Published by AMIC, 2000
- William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
- Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	3	2	2	3
CO2	3	2	3	3	2	2	3
CO3	3	2	3	3	2	2	3
CO4	3	2	3	3	2	3	3

DSE 1: SS/EC/DSE/501A (Elective Discipline Specific) B- Print Journalism and Production

Course Objectives:

1. To learn the specialised reporting for different beats of reporting
2. To understand the trends in print journalism
3. To learn the production of newspaper
4. To learn the printing and editing technology of newspaper & magazine

Course contents:

Unit 1:

Specialized Reporting, Business/economic, Parliamentary, Political

Unit 2:

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

Unit 3:

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

Unit 4

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

Unit 5:

Advanced Newspaper and Magazine Editing, Classification of Newspapers and Magazines
Current trends in Newspapers and Magazines with respect to content, Photographs and Cartoons in Newspapers and Magazines

Course outcomes:

1. Learning of the specialised reporting for different beats
2. Understanding of the trends in print journalism
3. Learning of the principles of lay-out designing
4. Learning of the modern printing and the advanced editing technologies used in the production of newspaper and magazine

Suggested Readings

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

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	3	2	2	1
CO2	3	2	2	3	2	2	2
CO3	3	2	2	2	2	2	3
CO4	3	2	3	3	2	2	3

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Semester V

DSE 2 : SS/EC/DSE/501B (Elective Discipline Specific) B- Media, Gender and Human rights

Course Objectives:

1. To understand the role of media in the social world
2. To understand the conceptual framework in Gender studies
3. To know the role of media in human rights

Course contents:

Unit I

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

Unit II

Gender Conceptual Frameworks in Gender studies, Feminist Theory, History of Media and Gender debates in India (Case studies), Media and Gender - Theoretical concerns., Media and Masculinity, Media: Power and Contestation, Public Sphere and its critique, "Public sphere" of the disempowered?

Unit III

Media and Social Difference: class, gender, race etc. Genres – Romance, Television, Soap Opera, Sports Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of Family. b) Project on use of internet by the marginalized groups.

Unit IV

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

Presentation: Representation of Human Rights issues and violations in International and Media

Course outcomes:

1. Understanding of the role of media in social world
2. Understanding of the conceptual framework regarding in Gender studies
3. Understanding of the role of the media in human rights

Essential Readings

1. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan, 2011.
2. Balnaves, Mark, Stephanie Donald, and Brian Shoesmith. *Media theories and approaches: A global perspective*. Palgrave-Macmillan. 2009 (Pg No. 3-10, 11-34, 35-53)
3. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
4. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
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7. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9-21, 167-180
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CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	3	2	2	1
CO2	3	2	2	3	2	2	2
CO3	3	2	2	2	2	2	3
CO4	3	2	3	3	2	2	3

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C14: JMUFTT14- Communication Research and Methods

Course Objectives:

1. To introduce the fundamentals of research and describe the relationship between mass communications
2. To explain the process, concepts and techniques of different research
3. To infer the impact of research in mass communication
4. To introduce various approaches, elements, and data analysis methods used in media research
5. To help students to prepare research design for various media and prepare a dissertation

Course contents:

Unit I –

Introduction to Research-Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)

Unit II –

Methods of Media Research, Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

Unit III –

Sampling-Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

Unit IV-

Methods of analysis and report writing, Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography, Writing the research report

Unit V –

Ethnographies and other Methods, Readership and Audience Surveys, Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research

Course outcomes:

1. Students would learn the definitions and basic concepts of research, communication research, media research and social research with its features and differences
2. Learners would gain knowledge about the need, role, importance, functions and ethics of research
3. Learning of the digital production for New Media
4. Students would learn the various types of research.
5. Understanding of the strengths and weakness of the various research methods used in mass communication research

Readings:

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

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CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3	2	2	2
CO2	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2
CO4	3	2	3	3	3	3	2

DSE 3: SS/EC/DSE-502A- A-Multi-Media Journalism

Course Objectives:

1. To understand the multimedia and its uses in journalism
2. To learn skill of media writing on multimedia platforms
3. To learn the uses of multimedia for photojournalism and audio-video content generation
4. To learn the uses of multimedia in mobile journalism

Course contents:

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

Audio & Video Content

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

Unit 5

Mobile journalism, Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer. Final project incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

Course outcomes:

1. Understanding of the multimedia and its uses
2. Learning of the skill of media writing using multimedia platform

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