

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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SEMESTER I

C1- JMUATT1 Introduction to Journalism

Course Objectives:

1. To know the concept of news
2. To know the types of news
3. To know the news writing
4. To know the various types of journalism and role of media

Course contents:

Unit 1 –

Understanding News, Ingredients of news, News: meaning, definition, Nature, The news process: from the event to the reader (how news is carried from event to reader), Hard news vs. Soft news, basic components of a news story, Attribution, embargo, verification, balance and fairness, dateline, credit line, byline.

Unit 2 –

Different forms of print-A historical Perspective Yellow journalism, tabloid newspaper, Language of news- Principles of clear writing skills to write news

Unit 3 –

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

Unit 4 –

Different mediums-a comparison, Language and principles of writing: Basic differences between the print, electronic and online journalism, Citizen Journalism

Unit 5 –

Role of Media in a Democracy, Responsibility to Society, Press and Democracy, Contemporary debates and issues relating to media Ethics in journalism

Course outcomes:

1. Understanding of news
2. Learning of different types of news
3. Learning the new writing style
4. Understanding the differences of news writing between the print and the electronic media platforms and the role of media in democracy

Readings:

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

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

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C2- JMUATT2 Introduction to Media and Communication

Course Objectives:

1. To know the different types of media
2. To know the uses of mass media
3. To know the concept of communication
4. To know the various theories and models of communication

Course contents:

Unit I

Media and Everyday Life, Mobile phones, Television, Ring tones, Twitter, The Internet-discussion around media and everyday life , Discussions around mediated and non mediated communication

Unit II

Communication and Mass Communication, Forms of Communication, Levels of Communication, Mass Communication and its Process, Normative Theories of the Press Media and the Public Sphere

Unit III

Mass Communication and Effects Paradigm, Direct Effects; Mass Society Theory, Propaganda, Limited Effects; Individual Difference Theory, Personal Influence Theory

Unit IV

Cultural Effects and the Emergence of an Alternative Paradigm Cultural Effects: Agenda Setting, Spiral of Silence, Cultivation Analysis,

Unit V

Four Models of Communication, Transmission models, Ritual or Expressive models, Publicity Model, Reception Model

Course outcomes:

1. Understanding of media and its various forms
2. Understanding the uses of mass media
3. Learning the concept and process of communication
4. Understanding of various theories and models of communication

Readings:

Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72

John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1-38

Dennis McQuail, *Mass Communication Theory*, (London, Sage, 2000), pp 1-11; 41-54; 121-133 (fourth Edition)

Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengage Learning, 2006) pages 42-64; 71-84; 148-153; 298-236

Kevin Williams, *Understanding Media Theory*, (2003), pp.168-188

Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette (2013)

Ravi Sundaram, *The Art of Rumour in the Age of Digital Reproduction*, *The Hindu*, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digitalreproduction/article3792723.ece> (Unit 1)

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

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

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GE 1: (Generic Elective) JMUATG1 Basics of Journalism

Course Objectives:

1. To know the fundamental of journalism
2. To know the different types of news
3. To know the principles of news writing
4. To know the various types of journalism and the role of media

Course contents:

Unit 1 –

Understanding News: meaning, definition, The news process: from the event to the reader (how news is carried from event to reader), Hard news vs. Soft news, News Formation in Different Medium, Attribution, embargo, verification, balance and fairness, dateline, credit line, byline.

Unit 2-

Different forms of print-A historical Perspective, Yellow journalism, Penny press, tabloid press
Language of news- Robert Gunning: Principles of clear writing.

Unit 3 –

Understanding the structure and construction of news, 5W's and 1H, Inverted pyramid, Criteria for news worthiness, sources of news, use of internet.

Unit 4 –

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

Unit 5 –

Role of Media in a Democracy, Responsibility to Society press and Democracy Contemporary debates and issues relating to media Ethics in journalism.

Course outcomes:

1. Understanding of the basics of journalism
2. Learning the concept of news and news writing
3. Knowing the basic differences of the principles and the languages between print and electronic media
4. Comprehensibility of the role of media

Readings

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

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

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JMUATA1 Photography

Course Objectives:

1. To know the concept of photography and its development
2. To know the mechanism of photography
3. To know the different camera handling and their process
4. To know the photo journalism

Course contents:

Unit I:

History of Photography Definition and origin of Photography , The birth of Camera and its evolution, Modernization of Photography and its use in Mass Media Invention of Digital Photography

Unit II:

Equipments of Photography Cameras, Lenses, Tripods, Monopods Camera bags, Digital storage

Unit III:

Lighting -the different types of lighting-Natural lighting-and Artificial Lighting, The reflection of light Recommended equipment for outdoor lighting , Introduction to indoor lighting and Photographing

Unit IV:

Types of Photography and Photo Journalism , News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and, advertisement photography, The basics of photojournalism and importance of context in photojournalism.

Unit V:

Editing Photo editing software: Microsoft Office Picture manager, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture Orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

Course outcomes:

1. Understanding of the concept of photography and its historical development
2. Understanding of photography process
3. Understanding of the uses of different photography camera and lights
4. Learning of art of the photo journalism and the photo editing

Suggestive Readings:

The Photography Book by Editors of Phaidon Press, 30 April 2000.

All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.

Practical photography by O.P. SHARMA HPB/FC (14 March 2003.

The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely Planet

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

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SEC1: Offered from the pool Credit-2

JMUATA2 -Radio Production

Course Objectives:

1. To know the format of broadcasting in Radio
2. To know the techniques of Radio broadcast and production
3. To know the stages of radio production

Course contents:

Unit 1 –

Broadcast Formats, Public service advertisements*,Jingles*, Radio magazine*, Interview, Talk Show, Discussion, Feature, Documentary

Unit 2:

Broadcast Production Techniques, Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing. Personnel in Production process – Role and Responsibilities

Unit 3- Stages of Radio Production Pre-Production – (Idea, research, RADIO script), Production– Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges) Editing, Creative use of Sound Editing.

Suggested Exercise- Producing any Radio format mentioned in the Unit 1. (Duration-5 minutes).

*Only introductory in nature. These formats will be dealt with in detail in Advanced Broadcast paper.

Course outcomes:

1. Understanding of various broadcast formats in radio production
2. Learning of the techniques of broadcast production
3. Understanding of the process of radio production

Suggested reading list-

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

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

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SEC 1 - JMUATL1 Media Industry and Management

Course Objectives:

1. To know the concept of Media Management
2. To know the issues, challenges and structure of media industry
3. To know the media economics
4. To know the media management and marketing skills

Course contents:

UNIT - 1

Media Management: Concept and Perspective, Concept, origin and growth of Media Management, Fundamentals of management, Management School of Thought

UNIT - 2

Media Industry: Issues & Challenges, •Media industry as manufacturers- Manufacturing Consent, News and Content Management, Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts, Changing Ownership patterns

UNIT - 3

Structure of news media organizations in India., Role responsibilities & Hierarchy, Workflow & Need of Management, Shift Patterns, Circulation & Guidelines

UNIT - 4

Media Economics, Strategic Management and Marketing, Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces

UNIT - 5

Case Studies, Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers, Indian and International Media Giants- Case Studies.

Course outcomes:

1. Understanding of the Media Management and its function
2. Understanding of media industry, its issues and challenges
3. Learning of the strategy of media management and media economics
4. Understanding the media management and marketing skills

Suggested Readings

- Vinita Kohli Khandekar, Indian Media Business, Sage
- Pradip Ninan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method, Wiley- Blackwel

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

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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

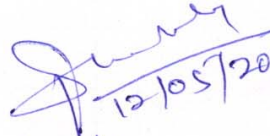
Readings

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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C4 JMUBTT2 Media and Cultural Studies

Course Objectives:

1. To know the concept of culture and its type
2. To know the various theories regarding cultural study
3. To know the role of media on culture
4. To know the role of media technology in spreading of culture

Course contents:

Unit I

Understanding Culture, Mass Culture, Popular Culture, Folk Culture, Media and Culture

Unit II-

Critical Theories, Media as Cultural Industries, Political Economy, Ideology and Hegemony

Unit III

Representation, Media as Texts Signs and Codes in Media, Discourse Analysis , Genres, Representation of nation, class, caste and gender issues in Media

Unit IV

Audiences, Uses and Gratification Approach, Reception Studies, Active Audiences, Women as Audiences, Sub Cultures; Music and the popular,

Unit V

Media and Technologies, Folk Media as a form of Mass Culture, live performance; Audience in live Performance, Media technologies; Medium is the Message; Technological Determinism; New Media and Cultural forms

Course outcomes:

1. Understanding of the concept of culture and various types of culture
2. Understanding of various cultural theories and uses of media
3. Representation of culture in media
4. Role of media technology in spreading of culture

Readings

AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)

John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)

Dennis McQuail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies)

Baran and Davis, *Mass Communication Theory* (covers Unit II, III and IV)

John Storey. *Cultural Theory and Popular Culture: An Introduction*. London: Pearson Longman. 2009

Kevin Williams, *Understanding Media Theory* (Covers Unit II, III and IV)

Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE

James Clifford, Tony Benett, Raymond Williams, Stuart Hall, John Storey

Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan

Parmar S. *Traditional Folk Media in India*, 1975, New Delhi, Geka Books

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

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GE 2: (Generic Elective) JMUBTG2 Photography

Course Objectives:

1. To know the concept of photography
2. To know the equipment of photography
3. To know the art of photography
4. To know the concept of Photo Journalism

Course contents:

UNIT I

Introduction to Photography, A brief History of Photography- Camera Obscura to the daguerreotype process, Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse), The photographic process, A brief glimpse into the Dark Room Development of a Photograph, Modernization of Photography and its use in Mass Media

UNIT II

Understanding the mechanisms of Photography, Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR), Lenses (types and their perspective/angle of view), Aperture (f-stop & T-stop), Shutters (Focal plane & Lens shutter), Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and FOCUS AND DEPTH OF FIELD

UNIT III

Understanding Light and Shadow-

Natural light and Artificial Light, The Nature of Light- Direct Light, Soft light, Hard light, Directional Light, Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes, Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors, etc), Three Point Lighting Technique and Metering for Light, Filters and Use of a Flash Unit

UNIT IV

DIGITAL Photography and Editing, Sensor Sizes, Formats and Storage, Introduction to Editing and Digital Manipulation, Brightness, Contrast, Mid tones, Highlights, Colour tones, Basics of Photoshop, Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud))

UNIT V

Photojournalism, Brief History – Global & Indian, Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.), Approaches to documenting reality- (Discussion on Capa's 'The Falling Soldier', Objective Truth or Staged Representation), War Photojournalism

Course outcomes:

1. Learning of the concept and historical development of photography
2. Understanding of different photography tools and their uses
3. Learning of photography techniques
4. Understanding of Photo Journalism and learning of various types of photography

Suggested Readings:

Camera Lucida: Reflections on Photography- Roland Barthes
On Photography- Susan Sontag
The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson
Basic Photography- Michael Langford.
All about Photography by Ashok Dilwali, National Book trust, Year of Publication: 2010
New Delhi.
Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
The Photographer's Guide to Light by Freeman John Collins & Brown, 200

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

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AEC2: Offered from the pool Credit-2

JMUBTA2- Environmental Studies

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Amrita
12/05/2023

SEC 2 (Skill Enhancement Course) JMUBTL2 Documentary Production

Course Objectives:

1. To know the concept of documentary making
2. To know the production of documentary

Course contents:

Unit 1:

Understanding the Documentary, Introduction to Realism Debate, Introduction to Shooting styles, Introduction to Editing styles, Structure and scripting the documentary.

Unit 2-

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

Suggested Practical Exercise- Shooting a short film (5-6 minutes) and Editing the same.

Course outcomes:

1. Understanding of the concept of the documentary
2. Learning of the production of documentary

Suggested Readings:

Erik Barnow and Krishnaswamy Documentary

Charles Musser "Documentary" in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333

Michael Renov "The Truth about Non Fiction" and "Towards a Poetics of Documentary" in Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge: 1993, 1-36

Trisha Das *How to Write a Documentary Double Take* by PSBT

Suggested Screenings

Michael Moore: Roger and Me

Nanook of the North by Robert J Flaherty

Nightmail by Basil Wright

Bombay Our City by Anand Patwardhan

Black Audio Collective

City of Photos by Nishtha Jain

Films by PSBT

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

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Additional credit course

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