

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 III

C5 JMUCTT5 Introduction to Broadcast Media

Course Objectives:

1. To know the concept of broadcasting
2. To know the various sounds and images used in broadcasting
3. To know the basics of radio news writing
4. To know about the basics of news writing for television
5. To understand the issues related to broadcasting

Course contents:

Unit 1 –

Basics of Sound, Concepts of sound-scape, sound culture, Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design-Its Meaning with examples from different forms, Sound recording techniques, Introduction to microphones, Characteristics of Radio as a medium

Unit 2 –

Basics of Visual, What is an image, electronic image, television image, Digital image, Edited, Image (politics of an image), What is a visual? (still to moving), Visual Culture, Changing ecology of images today, Characteristics of Television as a medium

Unit 3 –

Writing and Editing Radio News, Elements of a Radio News Story: Gathering, Writing/Reporting. Elements of a Radio News Bulletins, Working in a Radio News Room, Introduction to Recording and editing sound. (Editing news based capsule only).

Unit 4 –

Writing and Editing Television News, Basics of a Camera- (Lens & accessories), Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept), Visual Grammar – Camera Movement, Types of Shots, Focusing,, Visual Perspective., Elements of a Television News Story: Gathering, Writing/Reporting., Elements of a Television News Bulletins, Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

Unit 5-

Broadcast News: Critical Issues and Debates, Public Service Broadcasters - AIR and DD News - Voice of India? (Analysis of News on, National Broadcasters) Changing Character of Television News (24 -hrs news format, News Production cycle, News, 'Lingo', News 'Formulae'? News as Event, Performance and Construction.

Course outcomes:

1. Understanding of the concept of broadcasting
2. Understanding of the various sounds and images used in broadcast media
3. Learning of the basics of the news writing for radio
4. Learning of the basics of the news writing for television
5. Understanding of the various critical issues and debates about the broadcasting of news

Readings:


Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)

Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)

P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)

The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47-105)

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

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C6 JMUCTT6- History of the Media

Course Objectives:

1. To know the historical development of print media
2. To know the historical development of radio in India
3. To know the historical development of television in India
4. To know the historical development of the photography and the cinema

Course contents:

Unit I

History of Print Media, Media and Modernity: Print Revolution , Telegraph, Morse Code, Yellow Journalism, Evolution of Press in United States, Great Britain and France, History of the Press in India: Colonial Period, National Freedom Movement, Gandhi and Ambedkar as Journalists and Communicators

Unit II

Media in the Post Independence Emergency and Post Emergency Era, Changing Readership, Print Cultures, Language Press

Unit III

Sound Media Emergence of radio Technology, The coming of Gramophone, Early history of Radio in India, History of AIR: Evolution of AIR Programming, Penetration of radio in rural India-Case studies Patterns of State Control; the Demand for Autonomy, FM: Radio Privatization, Music: Cassettes to the Internet

Unit IV

Visual Media, The early years of Photography, Lithography and Cinema From Silent Era to the talkies Cinema in later decades, The coming of Television and the State's Development Agenda, Commercialization of Programming (1980s), Invasion from the Skies: The Coming of Transnational Television (1990s) Formation of Prasar Bharati.

Course outcomes:

1. Understanding of the historical development of print media
2. Understanding of the historical development of radio in India
3. Understanding of the historical development of television in India
4. Understanding of the historical development of the photography and the cinema

Readings:

Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press, 2010) (Chapter 2 and Chapter 5)

Parthasarthy Rangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).
Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*, (New Delhi, Oxford 2003)

Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1- 32 Chatterjee, P.C. *Broadcasting in India* page (New Delhi, Sage, 1991) -39-57

Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283)

David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2, chapter 8 and Chapter 9.

Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India," *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhoddh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)

Parthasarthi, Vibhoddh, "Constructing a 'New Media Market: Merchandising the Talking Machine" in *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhoddh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)

Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started,"

John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage, 2000)

Topics for Student Presentations

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1. A comparative study of a Community Radio project and any of AIR's Local Radio stations.
2. A case study of radio programmes like *Fauji bhaiyon ke liye* and *behno ka karyakram* and *Kutch mahila radio*
3. Trace the transformation of certain traditional musical genres like devotional music, Ghazals and folk songs with the advent of cassette technology.
4. Compare the history of Cinema with the history of other visual media.
5. Do a visual presentation on cartoons that appeared in Indian Newspapers during the period Of Emergency and the debate around censorship of media by the Indian state.
6. Presentations on the importance of archiving. The state of archives of Indian cinema, News papers, music and photographs.
7. A discussion on digital archives.

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	3	2	3	3	2	2	3

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C7 JMUCTT7 Advertising and Public Relations

Course Objectives:

1. To know the concept of advertising and its functions
2. To know the designing of Ad-copy and advertising campaign
3. To know the concept of public relations and its functions
4. To learn the planning ,strategy and the uses of the tools of public relations

Course contents:

Unit 1-

Introduction to Advertising, Meaning and history Advertising, Importance and Functions a) Advertising as a tool of communication, b) Role of Advertising in Marketing mix, PR Advertising Theories and Models-AIDA model, DAGMAR Model,Maslow's Hierarchy Model, communication theories applied to advertising , Types of advertising and New trends,Economic,cultural, Psychological and Social aspects of advertising, Ethical & Regulatory Aspects of, Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.

Unit 2-

Advertising through Print, electronic and online media, Types of Media for advertising, Advertising Objectives, Segmentation, Positioning and Targeting, Media selection, Planning, Scheduling Marketing Strategy and Research and Branding, Advertising department vs. Agency-Structure, and Functions, Advertising Budget, Campaign Planning, Creation and Production

Unit-3

Public Relations-Concepts and practices, Introduction to Public Relations, Growth and development of PR Importance, Role and Functions of PR, Principles and Tools of Public relations, Organisation of Public relations: In house department vs consultancy., PR in govt. and Private Sectors, Govt's Print, Electronic, Publicity, Film and Related Media Organizations

Unit 4-

PR-Publics and campaigns, Research for PR, Managing promotions and functions, PR Campaign-planning, execution, evaluation, Role of PR in Crisis management, Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

Unit 5 –

Social Media Marketing, Social Media Technologies and Management, Integrated Marketing Communication, Developing Social Networks, Social Media Strategies, Tactics and Ethics, Social Media Tools, Measurement Strategies and ROI

List of Projects

1. Design an ad copy for a product
2. Script writing for electronic media (Radio jingle, TV Commercial)
- 3 Planning & Designing advertising campaigns
4. Critical evaluation of advertisements
5. Writing a press release.
6. Planning and designing PR campaign
7. Assignment on crisis management

Course outcomes:

1. Understanding of the concept of advertising and its functions
2. Learning of the designing of Ad-copy and advertising campaign
3. Understanding of the concept of public relations and its functions
4. Learning of the making PR campaign, the skills of the use of PR tools and the writing for media

Readings

1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa& Co.
3. Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. Heath Robert L, Handbook of Public Relations, Sage Publications,
- 7 .Dennis L. Wilcose& Glen T, Public Relations, Pearson

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8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
 9. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

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

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GE 3: JMUCTG3 (Elective Generic) Semester III

Film Appreciation

Course Objectives:

1. To understand the basics of cinema and its structures for film appreciation
2. To know the language and the forms of Cinema
3. To know the historical development of Chhattisgarhi Cinema
4. To know the historical development of Hindi Cinema

Course contents:

Unit I -

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage, Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element, Difference between story, plot, screenplay

Unit II -

Film Form and Style, German Expressionism and Film Noir, Italian Neorealism, French New-Wave

Unit III -

History of Chhattisgarhi Cinema, problems and prospects of Chhattisgarhi Cinema, Future of Chhattisgarhi cinema

Unit IV -

Hindi Cinema, Early Cinema and the Studio Era 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave, Globalisation and Indian Cinema, Film Culture

Recommended Screenings or clips

Unit I- o *Rear Window* by Alfred Hitchcock (Language of Cinema)

o *Battleship Potemkin* by Sergei Eisenstein (Language of Cinema)

o *Man with a Movie Camera* by Dziga Vertov

o *Germany Year Zero* directed by Roberto Rossellini (Italian Neo Realism)

o *Metropolis* by Fritz Lang/*Double Indemnity* by Billy Wilder (German Expressionism and Film Noir)

o *Pather Panchalib* by Satyajit Ray

o *The hour of the Furnaces* by Fernando Solanas

Unit IV- o *Nishant* by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)

o *Pyasaby* Guru Dutt

Course outcomes:

1. Understanding of the basics of cinema and its elements for film appreciation
2. Learning of the language and grammar of cinema for film appreciation
3. Understanding of the historical development of the Chhattisgarhi Cinema for the appreciation of the regional films
4. Understanding of the historical development of Hindi Cinema for film appreciation

Suggested Readings:

Andre Bazin, "The Ontology of the Photographic Image" from his book *What is Cinema Vol-I*

Berekeley, Los Angeles and London: University of California Press: 1967, 9-16

Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book *Film Form: Essays in Film*

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

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AEC3: Offered from the pool

JMUCTA3- News Reporting

Course Objectives

1. To understand the basics of reporting
2. To familiarize the students with different kinds of reporting and specialized reporting.

Unit-I

News: Definition, elements, structure of news, hard news and soft news, sources of news, Basics of reporting: meaning, elements, Beat reporting, Qualities and functions of a reporter, free lancer, stringer.

Unit-II

Types of reporting : crime, accident , health, education, economics/business, sports, Political , court, religion and culture etc., Interpretative reporting, Investigative reporting, Citizen reporting, Interview Feature and column

Course Outcomes

1. Students understand the basics of reporting.
2. Students get familiarize with different kinds of reporting and to create understanding of specialized reporting.

BOOKS FOR REFERENCE

Mohapatra, Chintamani, *News Reporting*. Bhubaneswar: Bibarani Prakashani, 2005.

Kamath, M.V. *Journalists Handbook*.

Srivastava, K.M. *News Reporting & Editing*

Kamath, M.V. *Professional Journalism*

Puri, G.K. *Journalism*

Biagi, Shirley. *Interviews that Works: A practical Guide for Journalists*. Wadsworth Publishing, 1992.

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

SEMESTER IV

C8 JMUDTT8 Introduction to New Media

Course Objectives:

1. To know the concept of the New Media
2. To know the Digital Journalism and New Media technologies
3. To know about the laws and ethics regarding writing for the New Media
4. To learn the writing techniques and content designing for New Media

Course contents:

Unit 1

Key Concepts and Theory, Defining new media, terminologies and their meanings – Digital media, new media, online media, Information society and new media, Technological Determinism, Computer mediated- Communication (CMC), Networked Society.

Unit 2

Understanding Virtual Cultures and Digital Journalism, Internet and its Beginnings, Remediation and New Media technologies, Online Communities,, User Generated Content and Web 2.0, Networked, Journalism, Alternative Journalism; Social Media in Context, Activism and New Media

Unit 3

Digitization of Journalism, Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open Source, Digital archives, New Media and Ethics.

Unit 4

Overview of Web Writing, Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking,, Multimedia, Storytelling structures

Unit 5

Visual and Content Design, Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

Course outcomes:

1. Understanding of the concept of New Media
2. Learning of the Digital Journalism and New Media technologies
3. Understanding of the important laws and ethics related to writing for New Media
4. Learning of writing skill and content designing for new media

Suggested Readings:

Vincent Miller. Understanding digital culture. Sage Publications, 2011.
Lev Manovich. 2001. "What is New Media?" In The Language of New Media.
Cambridge: MIT Press. pp. 19-48.
Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.
Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of
Borderless World. Oxford University Press US.
O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software.
Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>
Grossman, "Iran Protests: Twitter, the Medium of the Movement"
Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.
The New Yorker, August

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

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C9 JMUDTT9 Development Communication

Course Objectives:

1. To understand the concept of development
2. To understand the concept of the Development Communication and its approaches
3. To know the role of mass media in Development Communication
4. To learn the practices of Development Communication and Rural Journalism

Course contents:

UNIT 1

Development: Concept, concerns, paradigms, Concept of development, Measurement of development, Development versus growth, Human development, Development as freedom, Models of development, Basic needs model, Nehruvian model, Gandhian model, Panchayati raj, Developing countries versus developed countries, UN millennium dev goals

UNIT 2

Development communication: Concept and approaches, Paradigms of development: Dominant paradigm, dependency, alternative paradigm, Dev comm. approaches – diffusion of innovation, Alternative Dev comm. approaches:, Sustainable Development,, Participatory Development, Inclusive Development, Gender and development, Development support comm. – definition, genesis, area woods triangle

UNIT 3

Role of media in development, Mass Media as a tool for development, Creativity, role and performance of each media-comparative study of pre and post liberalization eras Role, performance record of each medium- print, radio, tv, video, traditional media Role of development agencies and NGOs in development communication, Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Cyber media and dev – e-governance, e chaupal, national knowledge network, ICT for dev narrow casting Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI).

UNIT 4

Practicing development communication, Strategies for designing messages for print Community radio and dev, Television programmes for rural India (KrishiDarshan), Using new media technologies for development. Development Journalism and rural reporting in India

UNIT 5

Rural Journalism, Information needs in rural areas; Use of traditional media for development in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on rural problems and issues; Specific features of tribal society; Information needs in tribal setting; Critical appraisal of mainstream media's reportage on tribal problems and issues;

Course outcomes:

1. Understanding of the concept of development
2. Understanding of the concept and uses of Development Communication
3. Understanding of the role of Mass Media in Development Communication
4. Learning of the practices of Development Communication and skills of Rural Journalism

Suggested Readings:

Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000
SrinivasR.Melkote & H. Leslie Steeves: Communication For Development In The ThirdWorld, Sage Publications.

Belmont CA : Technology Communication Behaviour, WordsworthPublication, New Delhi, 2001.

Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan,Upadhyay Varanasi, 2007.

UNDP : Human Development Report (published every year), OxfordUniversity Press, New Delhi.

World Bank : World Development Report (published every year) Oxford University Press, New Delhi.

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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	3	3	3	2	3	3
CO4	3	2	2	3	2	2	3

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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

GE 4: (Elective Generic) Semester IV

Documentary Production

Course Objectives:

1. To know the theoretical framework of documentary
2. Learn the documentary production
3. To get skilled in the technique and technologies of Documentary Production
4. To acquaint with the current trends of Documentary Production

Course contents:

Unit 1:

Understanding the Documentary, Introduction to the debate on realism, Six Modes of Documentary Representation:, Participatory, Expository, Observational, Per formative, Reflexive, and Poetic Ethical Debates in the Documentary Encounter, Defining the Subject/Social Actor/Participant Voice in the Documentary: Problematic of 'Voice of God' Narrator & Different Posturing of the Narration, Participant, Filmmaker, & Audience Camcorder Cults Documentary

Unit 2-

Documentary Production: Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography, Writing a concept: telling a story, Writing a Treatment,, Proposal and Budgeting, Structure and scripting the documentary, Issues of Funding and Pitching, Issues of Primary and Secondary Audience

Unit 3-

Documentary Production: Production, Documentary Sound, Documentary Cinematography – a responsive filmic encounter, Location Research, Technologies and Techniques, Shooting Schedule, Shot Breakdown, & Call list, Production Team, Meetings, Checklist, Crowd Funding

Unit 4 –

Documentary Production: Post-Production, Grammar of editing, Transitions: Scenic Realism & Sound Effects and Visual Effects, Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy, Distribution and Exhibition Spaces (Traditonal and Online), Festivals and International Market, Box office documentaries

Suggested Practical Exercise – Making a short documentary (5-10 minutes).

Course outcomes:

1. Understanding of the theoretical framework of documentary and modes of documentary
2. Learning of documentary making and its techniques
3. Skilled in the technique and technologies of Documentary Production
4. Acquainted with the current trends of Documentary Production

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

DOX magazine Nichols, Bill (2001) *Introduction to Documentary*, Indiana University Press: Bloomington.

Suggested Screenings:

Michael Moore: *Roger and Me* and *Nanook of the North* by Robert J Flaherty

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

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Amita
12/05/2023

AEC4: OFFERED FROM THE POOL

JMUDTA4 Public Relations

Course Objectives:

- To know the concept of Public relations and its functions.
- To know the Public relations campaign Planning.
- To know the role of Public relations

Course contents:

Unit 1:

Public Relations- Introduction to Public Relations, Concepts of Public Relations, Growth and development of PR. Importance, Role and Functions of PR, Principle and Tools of Public relations.

Unit 2:

PR Campaign-Stages, Strategy, planning, execution, evaluation, Research for PR, Public in PR, PR in Marketing, Role of PR in Crisis management, Apex bodies in PR- IPRA code - PRSI, PR in New Media, PR in Govt.- State and Central, PR in Private Sectors, PR in NGO's, Press Releases, Press Conferences.

Course outcomes:

1. Understanding the concept of Public Relations and its functions
2. Understanding the Public relations campaign Planning.
3. Understanding of the role of public relations.

Further Readings

1. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
2. Heath Robert L, Handbook of Public Relations, Sage Publications
3. Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
4. Cutlip S.M and Ceter A.H., Effective Public Relations, Prentice Hall
5. Kaul J.M., Noya Prakash, Public Relation in India, Calcutta

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

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Internship (Minimum 4 weeks)

Course Objectives:

1. To develop skill competencies specific to an occupation or profession.
2. To expand oral and written communication skills.
3. To learn the cultures and to work effectively within diverse environments.
4. To acquire additional interpersonal communication and interaction skills.

Internship

Students will undertake a four-week internship in media and communication organisations such as newspapers, magazines, radio, television, advertising agencies, public relations concerns or any other approved by the Head of the Department. Students will be evaluated based on the feedback received from the training institute, student's presentation and a detailed report. The students shall be required to produce a certificate to the effect that he/she completed the prescribed internship programme.

Course Outcomes:

As a result of the internship experience students will be able to:

1. Apply appropriate workplace behaviours in a professional setting.
2. Demonstrate content knowledge appropriate to job assignment.
3. Exhibit evidence of increased content knowledge gained through practical experience.
4. Explain how the internship placement site fits into their broader career field.
5. Evaluate the internship experience in terms of their personal, educational and career needs.
6. Some outcomes will represent reinforcement activities. They will provide the opportunity to perform and to reinforce familiar skills in the student's new working environment. Others will represent activities which are unfamiliar and which will provide opportunities to acquire new sets of skills.

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

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