

Outline of the Syllabus for Five Years Integrated MA in Mass Communication & Journalism

Semester	Type of course	Course Code	Title	Credit (L+T+P)
I	Major (Core)	IPMJMJ1401	Introduction to Mass Communication	3+1+0= 4
	Minor	IPMJMN1401	Basics of Mass Communication	3+1+0=4
	SEC	IPMJSC 1301	Basics of Computer	2+0+1=3
II	Major	IPMJMJ 2401	Introduction to Photography	2+1+1= 4
	Minor	IPMJMN 2401	Introduction to Journalism	2+1+1= 4
	SEC	IPMJSC 2301	Understanding Media	2+1+0=3
III	Major	IPMJMJ 3401	Journalism	2+1+1= 4
	Major	IPMJMJ 3402	Communication Theories	3+1+0= 4
	Minor	IPMJMN 3401	Beat Reporting	2+1+1= 4
	SEC	IPMJSC 3301	Basics of Anchoring	1+0+2=3
IV	Major (Core)	IPMJMJ 4401	Electronic Media	2+1+1= 4
	Major	IPMJMJ 4402	Advertising	2+1+1= 4
	Major	IPMJMJ 4403	Public Relations	2+1+1= 4
	Major	IPMJMJ 4404	Introduction to New Media	2+1+1= 4
	Minor	IPMJMN 4404	New Media Basics	2+1+1= 4
V	Major	IPMJMJ 5401	Media in Northeast India	4
	Major	IPMJMJ 5402	Film Studies	4
	Major	IPMJMJ 5403	Corporate Communication	4
	Major	IPMJMJ 5404	Opinion Writing	4
	Minor	IPMJMN 5401	Graphic Design	4
	Internship	IMCJIn5201		2
VI	Major	IPMJMJ 6401	Media Laws and Ethics	4
	Major	IPMJMJ 6402	Folk Media studies	4
	Major	IPMJMJ 6403	Audio-Visual Production	4
	Major	IPMJMJ 6404	Content Development for New Media	4
	Minor	IPMJMN 6401	Electronic Media Production	4
	Project	IMCJP 6401		2
VII	Major	IPMJMJ 7401	Communication for Development	4
	Major	IPMJMJ 7402	Women, Media and Communication	4
	Major	IPMJMJ 7403	Communication Research	4
	Minor	IPMJMJ 7404	Advertising and Public Relations	4

VIII	Major	IPMJMN 7401	Media, Culture and Society	4
	Major	IPMJMJ 18401	Media Management	4
	Major	IPMJMJ 8402	International Communication	4
	Minor	IPMJMJ 8403	Current Affairs and Mass Media	4
	Dissertation (Collection of Data, Analysis and Preparation of Report)/ 2 DSE Courses of 3 credits each in lieu of Dissertation	IPMJMJ 8604		6
IX	Major	IPMJMJ 9401	Media Research Methods/ Research Writing/ Synopsis Preparation	4
	Major	IPMJMJ 9402	Functions of Social Media	4
	Major	IPMJMJ 9503	Video Magazine	5
	Major (DSE)	IMCJINT9404	Second Internship Report	4
	Major (DSE)			
X	Major	IPMJMJ 10401	Online Journalism	4
	Major	IPMJMJ 10802	Research Project/Thesis/Dissertation	8
	Major (DSE)	IPMJMJ 10803	E-Media Portfolio Development	8
	Major (DSE)			

Curriculum of Five-Year Integrated M.A. Programme in Mass Communication and Journalism

Introduction

This syllabus is prepared to offer comprehensive knowledge of Mass Communication and Journalism to the young girls aspiring to acquire a position in this field. It will provide numerous opportunities to the learners to choose their desired field while pursuing their career as a media professional. This syllabus is also designed to prepare the young minds to undergo media research along with the applied skills of the subject.

This syllabus is designed following the guidelines of Curriculum and Credit Framework for Undergraduate Programmes issued by the University Grants Commission based on the recommendations of the New Education Policy 2020. It incorporates restructured degree programmes, multiple entry and exit points, flexible degree options with single major, double major and multi-/interdisciplinary choices. This aims a holistic approach to ensure both scholastic as well as practical knowledge.

PROGRAMME OBJECTIVES:

The curriculum aims to:

- Produce young women having comprehensive knowledge of Mass Communication
- Produce highly skilled professionals in the field of Journalism and Mass communication according to the requirement of the job market.
- Promote critical thinking, and research in the field of Mass communication.

PROGRAMME LEARNING OUTCOMES

After completing this undergraduate programme, a learner will:

- Acquire knowledge of key concepts, theories, and historical developments in mass communication, communication processes, the role of media in society, and the ethical and legal considerations of mass communication.
- Acquire writing and editing skills for news stories.
- Be able to use a wide range of media production tools and technologies, including audio, video, graphics, and web design, to create professional-quality communication products.
- Be able to critically evaluate media messages and their sources and apply media literacy skills to identify bias, propaganda, and misinformation in media content.
- Be equipped with ICT capabilities, including digital literacy.

- Have a basic understanding of various media policies and regulations, the role of government and civil society in shaping media practices, etc.
- Develop creativity and innovation in developing content and communication strategies that effectively engage audiences and achieve communication objectives.
- Shall develop the fundamental knowledge about how to design and conduct research studies, surveys, experiments, and content analysis.

MAJOR COURSES (FOR 2 YEARS)

SEMESTER- 1

Introduction to Mass Communication

Course Code : IPMJMJ1401

Title : Introduction to Mass Communication

Nature of the Course : Major Core : I

Total Credits : 4 (L+T+P=3+1+0)

Distribution of Marks : 100 (End Semester : 60 In Semester : 40)

INTRODUCTION:

The paper is designed to introduce the concept of mass communication. The course will provide a clear sighted initiation into approaches and perspectives on understanding communication holistically

COURSE OBJECTIVES:

- To introduce with the idea of communication and its significance
- To discuss the process of mass communication
- To study the scope and emerging trends in mass communication

LEARNING OUTCOMES :

After completion of the course students will be able to:

- Becomes familiar with the concepts of communication and mass communication
- Understand significance of communication and mass communication
- Aware of the process of mass communication and future prospects

COURSE OUTLINE:

Module I – Understanding communication: concept, types, functions.

Module II – Mass Communication: definition, process, Concepts of ‘mass’, mass media, audience, mediated communication, Historical overview, Significance

Module III – Media and Society: Co-relation; Role of Media in the Society; Power of media ; Ethical practice.

Module IV – Channels of Mass Communication: Traditional; Print o Electronic; New; Advertising and Public Relations, Journalism.

Module V – Emerging trends of mass communication: Effect ; Latest tools and techniques ; Advantage and disadvantages ; Scope ; Prospects & challenges

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

- Two Internal Examination - 30 Marks
- Others (Any one) - 10 Marks
 - Group Discussion
 - Seminar presentation on any of the relevant topics
 - Debate
 - Practical field assignments

References:

- Baran, J. Stanley & Davis, K. Dennis. Mass Communication Theory: Foundations, Ferment & Future. Ontario: Wadsworth. 4000.
- Daniel Chandler & Rod Munday. Oxford Dictionary of Media & Communication. Oxford University Press, 4011.
- Fiske, John & Hartley, John. Communication, Media and Cultural Studies: The Key Concepts. Routledge, 2002.

- Fiske, John. Introduction to Communication Studies. New Delhi, Routledge, 2010.
- McQuail, Denis & Windahl Swen, Communication Models for the Study of Mass Communication, Longman, 1993.
- McQuail, Dennis. McQuail's Mass Communication Theory. New Delhi: Sage, 2010.
- Price, Stuart. Communication Studies. Longman, 1998.
- Stevenson, N. Understanding media culture: Social theory and Mass communication. Sage, 1997.

SEMESTER – 2

Introduction to Photography

Course Code : IPMJMJ 2401

Title : Introduction to Photography

Nature of the Course : Major Core : 2

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 60 In Semester : 40)

INTRODUCTION:

This paper is designed to introduce the learners with the basics of photography. One will be acquainted with different types of camera and lenses after going through the course. The practical classes will provide hands on training to the learners to take good photographs.

COURSE OBJECTIVES:

- To introduce students to Photography.
- To develop broad understanding of different elements in Photography
- To impart various skills for Photography and Photography techniques.
- To develop understanding of basic digital post-processing

LEARNING OUTCOMES:

After completion of the course students will be able to:

- Handle camera and related equipments to record quality photographs
- Design lighting setups for studio shoot

- Apply composition rules while clicking photographs
- Demonstrate proper exposure settings to click quality photographs
- Do basic photo post processing

COURSE OUTLINE

Module I: Origin and development of Photography: Camera Obscura, Photography using film, Evolution of digital cameras

Module II: Camera formats and types: Types of lenses and their uses, Camera metering, Camera support system, Basic camera operation

Module III: Understanding Exposure: Exposure Triangle (ISO, Shutter Speed, Aperture), Motion Blur, Depth of Field, Capture pictures using manual exposure

Module IV: Lights: Understanding Light, Properties of Light, Lighting Principles, Inverse Square Law, Types of Studio Light, Various Types of Lighting, Setting up Lighting for different scenarios

Module V: Composition: Shots, space and angle; Various types of Compositions

Module VI: Different Genres of Photography: Portrait Photography - Landscape Photography - Wildlife Photography - Sports Photography - Street Photography, News Photography, Event Photography etc.

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

- Two Internal Examination - 30 Marks
- Others (Any one) - 10 Marks
 - Group Discussion
 - Seminar presentation on any of the relevant topics
 - Debate
 - Practical field assignments

References:

- Freeman, Michael (2007). The Photographer's Eye: Composition and Design for Better Digital Photos. USA. Focal Press
- Peterson, Bryan (2016) Understanding Exposure. USA. Amphoto Books. ISBN-13 : 9781607748502

- Ang, Tom (2014). Photography: The Definitive Visual History. London: DK Publishers
- Ang, Tom. (2013). Digital Photography Masterclass. London: DK Publishers
- Bruce, Barnbaum (2010). The Art of Photography 2nd edition: A Personal Approach to Artistic Expression. USA: Rocky Nook
- Davis, Harold and Davis Phyllis. (2011). The Photoshop Darkroom 2. London: Focal Press
Kelby, Scott. (2011). Light it, Shoot it, Retouch it. San Francisco: New Riders

SEMESTER: 3

Journalism

Course Code : IPMJMJ 3401

Title : Journalism

Nature of the Course : Major Core : 3

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 60 In Semester : 40)

INTRODUCTION:

This course is designed as an introductory course on journalism. It provides preliminary idea about different aspects of journalism. Discussions on the importance of journalism in democracy and the types of prevailing journalism are included along with hands on training of photography and photojournalism.

OBJECTIVES:

The course is designed to

- Introduce various aspects of Journalism
- Acquaint learners with different types of Reporting
- Introduce students to the different trends of present-day journalism.

LEARNING OUTCOMES:

After completion of this course, the students will be able to:

- Learn theories and practices of journalism.
- Write different types of news.

COURSE OUTLINE

Module 1 – Introduction to Journalism, Importance of Journalism in democracy

Module 2 – Concept of News (Definition, types of news – hard and soft news, Breaking news, exclusive news, news writing, structure of news, Inverted pyramid style, news values, different types of leads)

Module 3 – Reporting (Types of Reporting – objective, Investigative, interpretative, Reporting beats), Editing (Concepts, Newsroom, editorial set up, reporting set up, Style sheet, editing symbols, news paper vocabulary, editorial, op-ed, Structure of the edit page)

Module 4 – Photo-journalism (taking photographs, editing photographs cropping
Caption writing)

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

- Two Internal Examination - 30 Marks
- Others (Any one) - 10 Marks
 - Group Discussion
 - Seminar presentation on any of the relevant topics
 - Debate
 - Practical field assignments

References:

- Dettrani, Jason R. Journalism: Theory and Practice, Apple Academic Press Inc. 2011
- Harcup, Tony. Dictionary of Journalism Book Information, Oxford University Press,
- Kamath, M. V. Professional Journalism, New Delhi; Vikas Publishing House Pvt. Ltd, 2005.
- Kamath, M. V. The Journalist's Handbook, New Delhi; Vikas Publishing House Pvt. Ltd. 2004.
- Kessler, Lauren & McDonald, Duncan . When Words Collide: A Media Writer's Guide to Grammar and Style. Belmont, California: Wadsworth, 1996.

Communication Theories

Course Code : IPMJMJ 3402

Title : Communication Theories

Nature of the Course : Major Core : 4

Total Credits : 4 (L+T+P=3+1+0)

Distribution of Marks : 100 (End Semester : 60 In Semester : 40)

INTRODUCTION:

The paper is designed to introduce and understand various models and theories of communication. In essence, the course will provide a clear sighted initiation into approaches and perspectives on understanding communication holistically.

OBJECTIVE:

The paper will introduce the fundamental and essential concepts, issues, models and theories related to mass communication and media studies.

OUTCOME:

The learners are to arrive at a firm and clear grasp of the concept of communication and its types in their social and human contexts. The learner must also display a familiarity with the critical terminology associated with media studies in general.

COURSE OUTLINE

Module I – Understanding communication

Module II – Models of communication; Shannon-Weaver, Lasswell, Osgood & Schramm, Newcomb, Westley-Maclean, Gerbner. Berlo. Normative theories of media. Mass Society Theories.

Module III – Media Effects studies: Hypodermic Needle theory; Two Step Flow Theory; Limited –Effects paradigm; Cultivation Theory; Social Learning Theory; Spiral of Silence theory; Agenda Setting theory; Uses and Gratification Approach, Bias of communication ,Agenda Building theory.

Module IV – Alternative perspectives to the dominant paradigm of media studies. functionalist theory of media. Neo-Marxist/the Frankfurt School/Critical Theory perspectives. Critical and Cultural Theories/Perspectives on media & communication. Signs, meaning & communication.

Module V – McLuhan's views on media culture; Mass media and postmodern culture, New Media & Communication theory; Future of Mass Communication.

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

- Two Internal Examination - 30 Marks
- Others (Any one) - 10 Marks
 - Group Discussion
 - Seminar presentation on any of the relevant topics
 - Debate

➤ Practical field assignments

References:

- Baran, J. Stanley & Davis, K. Dennis. Mass Communication Theory: Foundations, Ferment & Future. Ontario: Wadsworth. 2000.
- Daniel Chandler & Rod Munday. Oxford Dictionary of Media & Communication. Oxford University Press, 2011.
- Fiske, John & Hartley, John. Communication, Media and Cultural Studies: The Key Concepts. Routledge, 2002.
- Fiske, John. Introduction to Communication Studies. New Delhi, Routledge, 2010.
- McQuail, Denis & Windahl Swen, Communication Models for the Study of Mass Communication, Longman, 1993.
- McQuail, Dennis. McQuail's Mass Communication Theory. New Delhi: Sage, 2010.
- Price, Stuart. Communication Studies. Longman, 1998.
- Stevenson, N. Understanding media culture: Social theory and Mass communication. Sage, 1997.

FOURTH SEMESTER

Electronic Media: Radio

Course Code : IPMJMJ 4401

Title : Electronic Media : Radio

Nature of the Course : Major Core : 5

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 60 In Semester : 40)

INTRODUCTIN:

This course is designed to give a preliminary idea about the functioning of electronic media. Popularity of electronic media is undeniable in present time. So, this course will provide an overview of electronic media, with special reference to Radio.

OBJECTIVES:

The course is design to

- Give an introductory idea about electronic media
- Train up students to write for electronic media
- Introduce the process of Electronic Media Production

LEARNING OUTCOMES:

After completion of this course the learners are expected to be

- Able to write for both TV and Radio programmes
- Received some idea about Electronic Media Production

COURSE OUTLINE

Module I - Introduction to Electronic Media, Categorization, Concept of programmes of news and non-news, entertainment, edutainment, infotainment, films, documentaries.

Module II - Various programme formats for Radio, Programme production and post production editing for Radio, Exercises in digital sound editing.

Module III - Writing skills for Radio: Writing for the ear, narration and sound effects. Voice diction, articulation, pronunciation before the mic. Speaking and listening skills.

Module IV - Programme planning and production, Studio and location practice. Recording interviews in studio and on location for Radio

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

- Two Internal Examination - 30 Marks
- Others (Any one) - 10 Marks
 - Group Discussion
 - Seminar presentation on any of the relevant topics
 - Debate
 - Practical field assignments

Reference:

- Baruah, U.L.: This is All India Radio, Publications Div. Ministry of I and B, Govt of India(1983)
- Beamen, Jim : Interviewing for Radio, (2000) Routledge
- Hyde, Stuart : Television and Radio Announcing, (2001) Houghton Mifflin
- Hyde, Stuart: Television and Radio Announcing, (2001),Houghton Mifflin

- VanCour, Shawn: Making Radio: Early Radio Production and the Rise of Modern Sound Culture (2018) OUP

Advertising

Course Code : IPMJMJ 4402

Course Title : Advertising

Nature of the Course : Major Core : 6

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 60 In Semester : 40)

INTRODUCTION:

This is an introductory paper for students aiming to pursue a career in mass communication and journalism, acquainting them with the concept of advertising and providing them with the basic skill set to foray into this field. The paper is designed to explore internationally recognized major theoretical concepts and applications of communication studies in subfields of advertising. This domain draws heavily from associated fields such as management, psychology, economics, sociology et al. in forming and presenting a holistic overview of the field. Hence this paper will take a multidisciplinary theoretical approach and impart the course elements.

OBJECTIVES: The paper aims –

- To acquaint the learners with the art and science of advertising.
- To introduce advertising as a component of Mass Communication.
- To understand advertising as a viable field of profession

OUTCOME: By the end of the course, students will be able to –

- understand the essence of advertising as a practical discipline within the organization
- be aware of its functions, strategies and particular techniques
- be aware and understand how advertising works internationally and across the globe
- be aware of primary and secondary stakeholders in the advertising
- be able to hone the skills required to thrive in the advertising
- have a critical understanding of the business and the social components of advertising

COURSE OUTLINE

Module I – **Introduction to advertising:** Meaning and history, Importance and Functions - Advertising as a tool of communication, The advertising industry and careers.

Module II- **Types and theories in Advertising:** Types of advertising ; Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow’s Hierarchy Model, communication theories applied to advertising.

Module III- **Advertising Agencies:** What is an Advertising Agency, Functions of an Advertising Agency, Types of Advertising Agencies, Structure of an Advertising Agency, Client Agency-Media interface.

Module IV- **Ethical & Regulatory Aspects of Advertising:** Apex Bodies in Advertising-AAAI, ASCI and their codes. Case studies of Advertising.

INTERNAL ASSESSMENT (based on In-semester examinations, assignments, Class participation, team spirit, seminar paper presentation, punctuality)

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

- Two Internal Examination - 30 Marks
- Others (Any one) - 10 Marks
 - Group Discussion
 - Seminar presentation on any of the relevant topics
 - Debate
 - Practical field assignments

References:

- Chunawalla, S. A. Advertising Theory and Practice, Himalaya, 2001.
- Dutta, Kirti. Integrated Marketing Communications, Oxford University Press, 2016
- Gupta, Ruchi. Advertising Principles and Practice, New Delhi S. Chand & Company Ltd, 2008.
- Moriarty, Sandra. Advertising & IMC: Principles & Practice, Pearson Education India, 2016
- Valladares, A. June. The Craft of Copywriting

Public Relations

Course Code : IPMJMJ 4403

Course Title : Public Relations

Nature of the Course : Major Core : 7

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 60 In Semester : 40)

INTRODUCTION:

This is an introductory paper for students aiming to pursue a career in mass communication and journalism, acquainting them with the concept of public relations and providing them with the basic skill set to foray into this field. Effective public relations skills are essential to much business and personal success. Public relations efforts address how we wish to present ourselves to others and how to deal with the perceptions of whom others believe we are. Public relations tactics are just as useful for large international corporate projects as personal networking. Most communications courses are based on addressing how we relate to others. The field of public relations takes the theories of human interaction and applies these theories to real-life results. This paper will help prepare students to conduct public relations suitable for small start-up businesses, international companies, political campaigns, social programs, personal development, and other outreach projects. Many tools are useful for conducting effective public relations. The students may develop their public relations portfolio, including news releases, pitch letters, biographies, position papers, crisis communications, and other strategic public relations kit tools.

OBJECTIVES:

The paper aims –

- to acquaint the learners with the art and science of public relations
- to introduce public relations as a component of Mass Communication
- to understand public relations as a viable field of profession

OUTCOME: By the end of the course, students will be able to –

- Understand the historical background and Role of Public Relations in various areas.
- Have insight into the use of the technological advancements in Public Relations.
- Comprehend tools of Public Relations in order to develop the required skills.
- Understand the ethical aspects and future of Public Relations in India.
- Develop writing skills for newspapers and creation of Blogs.

COURSE OUTLINE

Module I- **Introduction to Public Relations:** Public Relations-Meaning, Definition, Nature and Scope, Historical Background.

Module II – **PR Theories and Principles:** James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model, Two-way symmetrical model; Types of Public; PRO: Role, Qualities and Functions.

Module III- **Tools of PR:** Press releases, Press conference, Press briefings, and Press tours, Interviews, meetings, seminars, exhibitions, bulletin boards, workshops; Relationship Management: Media Relations, Community Relations and CSR, Internal or Employee Relations, PR in crisis, Creating PR campaigns.

Module IV- **Ethics of Public Relation:** Apex bodies: IPRA, PRSI, Ethics of PR as a profession. Case Study

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

- Two Internal Examination - 30 Marks
- Others (Any one) - 10 Marks
 - Group Discussion
 - Seminar presentation on any of the relevant topics
 - Debate
 - Practical field assignments

References:

- Dutta, Kirti. Integrated Marketing Communications, Oxford University Press, 2016
- Ghosh, Subir. Public Relations Today in the Indian Context, Rupa Publication, 2001.
- Sachdeva, Iqbal S. Public Relations Principles and Practices, OUP, India, 2012.
- Valladares, A. June. The Craft of Copywriting, Sage Response
- Swarup K. Goyal, Event Management - Adhyayan Publisher – 2009

Introduction to New Media

Course Code : IPMJMJ 4404

Course Title : Introduction to New Media

Nature of the Course : Major Core : 8

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 60 In Semester : 40)

INTRODUCTION:

This paper is an introduction to the emerging and dynamic field of new digital mode of communication technology. With the world moving towards being an information global village the tussle of ownership on information can be seen with the media platforms making their digital and online presence. Information and communication technologies are no longer a choice but an

essential part of human lives. The way media or news is produced, distributed and consumed have taken on a digital shape. Keeping in mind this trend, the following paper aims to equip the students taking this paper with basic arsenal to flourish in this digitally charged media environment.

OBJECTIVES: The paper aims –

- to introduce the learners to the digital world of new media
- to update the learners in the workings of today's media environment

OUTCOME: By the end of the course students will be able to –

- distinguish between old and new media
- understand the specific requirements of the digital media age
- understand the concept of ICT and its relation to media

COURSE OUTLINE

Module I – **Key Concepts:** Defining new media, terminologies and their meanings – Digital media, new media, online media; Overview of Online Journalism: Why newspapers and broadcast outlets are on the Web; Computer Mediated Communication (CMC), Networked Society

Module II – **Internet and its Beginnings:** Online Communities, User Generated Content and Web 2.0, Security and Ethical Challenges in Online Journalism: Security challenges, Ethics of online journalism.

Module III – **Tools of Online Journalism:** Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems (CMS).

Module IV – **Media Design and Blogs:** Website planning and visual design, Brief history of Blogging, Creating and Promoting a Blog.

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

- Two Internal Examination - 30 Marks
- Others (Any one) - 10 Marks
 - Group Discussion
 - Seminar presentation on any of the relevant topics
 - Debate
 - Practical field assignments

Reference:

- Goel, S.K. Communication Media and Information Technology, Commonwealth, 1999
- Huckerby, Martin. The Net for Journalists. Unesco & Thompson Foundation, 2005
- Leon, Alexis. Internet for Everyone, Leon Techworld, 1998
- Lievrouw, Leah A. & Livingstone, Sonia. Handbook of New Media, Sage Publication, 2006

- Manovich, Lev, Roger F. Malina, Sean Cubitt. The Language of New Media, MIT Press, 2002
- Narayan, Sunetra Sen, Shalini Narayanan. India Connected: Mapping the Impact of New Media, Sage Publications India Private Limited, 2016

MINOR COURSES (For 2 Years)

Course Code: IPMJMN 1401

Title: Basics of Mass Communication

Nature of the Course : Minor Core : I

Total Credits: 4 (L+T+P=3+1+0)

Distribution of Marks : 100 (End Semester : 60 In Semester : 40)

INTRODUCTION:

The paper is designed to introduce the concept of mass communication. The course will provide a clear sighted initiation into approaches and perspectives on understanding communication holistically

COURSE OBJECTIVES:

- To introduce with the idea of communication and its significance

- To discuss the process of mass communication
- To study the scope and emerging trends in mass communication

LEARNING OUTCOMES:

After completion of the course students will be able to:

- Becomes familiar with the concepts of communication and mass communication
- Understand significance of communication and mass communication
- Aware of the process of mass communication and future prospects

COURSE OUTLINE:

Module I – Understanding communication: concept, types, functions.

Module II – Mass Communication: definition, process, Concepts of ‘mass’, mass media, audience, mediated communication, Historical overview, Significance

Module III – Media and Society, Power of media ; Ethical practice.

Module IV – Channels of Mass Communication: Traditional; Print o Electronic; New; Advertising and Public Relations

Module V – Emerging trends of mass communication: Effect; Latest tools and techniques; Advantage and disadvantages ; Scope ; Prospects & challenges

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

- Two Internal Examination - 30 Marks
- Others (Any one) - 10 Marks
 - Group Discussion
 - Seminar presentation on any of the relevant topics
 - Debate
 - Practical field assignments

References:

- Baran, J. Stanley & Davis, K. Dennis. Mass Communication Theory: Foundations, Ferment & Future. Ontario: Wadsworth. 2000.
- Daniel Chandler & Rod Munday. Oxford Dictionary of Media & Communication. Oxford University Press, 2011.

- Fiske, John & Hartley, John. Communication, Media and Cultural Studies: The Key Concepts. Routledge, 2002.
- Fiske, John. Introduction to Communication Studies. New Delhi, Routledge, 2010.
- McQuail, Denis & Windahl Swen, Communication Models for the Study of Mass Communication, Longman, 1993.
- McQuail, Dennis. McQuail's Mass Communication Theory. New Delhi: Sage, 2010.
- Price, Stuart. Communication Studies. Longman, 1998.
- Stevenson, N. Understanding media culture: Social theory and Mass communication. Sage, 1997.

Course Code: IPMJMN 2401

Title: Introduction to Journalism

Nature of the Course : Minor Core : 2

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 60 In Semester : 40)

INTRODUCTION:

This course is designed as an introductory course on journalism. It provides preliminary idea about different aspects of journalism. Discussions on the importance of journalism in democracy and the types of prevailing journalism are included.

OBJECTIVES:

The course is designed to

- Introduce various aspects of Journalism
- Acquaint learners with different types of Reporting
- Introduce students to the different trends of present-day journalism.

LEARNING OUTCOMES:

After completion of this course, the students will be able to:

- Learn theories and practices of journalism.
- Write different types of news.

COURSE OUTLINE

Module 1 – Introduction to Journalism, Importance of Journalism in democracy

Module 2 – Concept of News (Definition, types of news – hard and soft news, Breaking news, exclusive news, news writing, structure of news, Inverted pyramid style, news values, different types of leads)

Module 3 – Reporting (Types of Reporting – objective, Investigative, interpretative, Reporting beats), Editing (Concepts, Newsroom, editorial set up, reporting set up, Style sheet, editing symbols, news paper vocabulary, editorial, op-ed, Structure of the edit page)

Module 4 – Photo-journalism (taking photographs, editing photographs cropping
Caption writing)

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

- Two Internal Examination - 30 Marks
- Others (Any one) - 10 Marks
 - Group Discussion
 - Seminar presentation on any of the relevant topics
 - Debate
 - Practical field assignments

References:

- Dettrani, Jason R. Journalism: Theory and Practice, Apple Academic Press Inc. 2011
- Harcup, Tony. Dictionary of Journalism Book Information, Oxford University Press,
- Kamath, M. V. Professional Journalism, New Delhi; Vikas Publishing House Pvt. Ltd, 2005.
- Kamath, M. V. The Journalist's Handbook, New Delhi; Vikas Publishing House Pvt. Ltd. 2004.
- Kessler, Lauren & McDonald, Duncan . When Words Collide: A Media Writer's Guide to Grammar and Style. Belmont, California: Wadsworth, 1996.

Course Code: IPMJMN 3401

Course Title: Beat Reporting

Nature of the Course : Minor Core : 3

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 60 In Semester : 40)

INTRODUCTION

This course is designed to acquaint the learners with different beats of reporting. They will learn about different fields of reporting news. Thus they may be able to develop their fondness towards specialized kind of writing.

OBJECTIVES:

This course will aim

- To inform the learners about different reporting beats
- To know the significance of different beats
- To prepare them for specialised reporting in media

COURSE OUTCOME:

The learners will have knowledge about

- Different reporting beats
- Diversified fields
- Specialised reporting

COURSE OUTLINE:

Module I: Political Reporting: History, Growth

Module II: Crime Beat

Module III: Sports Beat: History, development

Module IV: Business, education,

Module V: Film, food, health, music, politics, science, sports, style, and technology etc.

Module VI: International affairs

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

- Two Internal Examination - 30 Marks
- Others (Any one) - 10 Marks
 - Group Discussion
 - Seminar presentation on any of the relevant topics
 - Debate
 - Practical field assignments

References:

Dahiya, S & Sahu, S. Beat Reporting and Editing, 2021, ISBN- 9354792146

Schlesinger, Philip . Reporting Crime: The Media Politics of Criminal Justice, 1994. Oxford. Clerendon Press.

Wolfsfeld, Gadi. Building Theory in Political Communication: The Politics-Media-Politics Approach. OUP, 2022

Course Code: IPMJMN 4401

Title: New Media Basics

Nature of the Course: Minor Core : 4

Total Credits: 4 (L+T+P=2+1+1)

Distribution of Marks: 100 (End Semester : 60 In Semester : 40)

INTRODUCTION:

This paper is an introduction to the emerging and dynamic field of new digital mode of communication technology. With the world moving towards being an information global village the tussle of ownership on information can be seen with the media platforms making their digital and online presence. Information and communication technologies are no longer a choice but an essential part of human lives. The way media or news is produced, distributed and consumed have taken on a digital shape. Keeping in mind this trend, the following paper aims to equip the students taking this paper with basic arsenal to flourish in this digitally charged media environment.

OBJECTIVES: The paper aims –

- to introduce the learners to the digital world of new media
- to update the learners in the workings of today's media environment

OUTCOME: By the end of the course students will be able to –

- distinguish between old and new media • understand the specific requirements of the digital media age
- understand the concept of ICT and its relation to media

COURSE OUTLINE

Module I – Introduction to the concept of New Media, basic types of new media, characteristics - convergence, interactivity, immediacy, personalization, units of new media, computer mediated

communication – concept, characteristics, role and function, History and development of Internet (world and Indian context), Internet Regulating bodies and laws

Module II – Access modes, units of digital measurement, different protocols, Internet standards – addressing methods, different classes of addresses 23

Module III – Internet behaviour and characteristics, Internet as a medium of communication, types of internet network, different internet topologies, Internet interactivity, old versus new media

Module IV – Digital superhighway, advantages and disadvantages, basic internet terms and their meanings, citizen journalism, socio-political ramifications of the internet, digital revolution and social development, ethics of new media (political/legal/social issues), Mobile phone as a medium of communication, Mobile revolution, potential role of mobile in digital divide, future trends in mobile communication.

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

- Two Internal Examination - 30 Marks
- Others (Any one) - 10 Marks
 - Group Discussion
 - Seminar presentation on any of the relevant topics
 - Debate
 - Practical field assignments

Reference:

- Goel, S.K. Communication Media and Information Technology, Commonwealth, 1999
- Huckerby, Martin. The Net for Journalists. Unesco & Thompson Foundation, 2005
- Leon, Alexis. Internet for Everyone, Leon Techworld, 1998
- Lievrouw, Leah A. & Livingstone, Sonia. Handbook of New Media, Sage Publication, 2006
- Manovich, Lev, Roger F. Malina, Sean Cubitt. The Language of New Media, MIT Press, 2002
- Narayan, Sunetra Sen, Shalini Narayanan. India Connected: Mapping the Impact of New Media, Sage Publications India Private Limited, 2016

SKILL ENHANCEMENT COURSES (For 2 Years)

IPMJSC 1301:Basics of Computer

Credit: 2

Credit Distribution: 1+0+1=2 (L+T+P)

INTRODUCTION:

The course is designed to give an overview of the use of computer application using MS office and to acquaint students with the basics of computer application for media research.

COURSE OBJECTIVES:

- To provide an overview of functional use of computer applications including MS Office, Internet and Social Media.

COURSE OUTCOMES:

After the completion of the course, students will be able to:

- Use different computer application and softwares.
- Comprehend the concept of computer applications for research writing.
- Upload videos, create blogs, podcasting etc.

COURSE OUTLINE

Module I – Introduction to Computers: Definition, Basic components of computers, hardware and software, input and output devices, Operating system

Module II – Microsoft Office Tools and Software: MS Word, MS Power Point, MS Excel, use of web- 2 tools for research, SPSS, PSPP etc. Module

III- Application of Internet: Introduction to World Wide Web, Internet Protocols, Electronic mail (e- mail), videos, social networking sites, Cyber Security.

Module IV – Practical: Application of various MS office, Blogs, E- mails, Video Conferencing.

Reference:

- Dolores, J. Wells. Computer Concepts BASICS. Course Technology.
- Jain, S. (2011). Basics of Computer Course: BPB Publications.
- Miller, M (2013) Computer Basics: Absolute Beginners' Guide: Pearson India 16
- Sinha, P.K. (2004). Computer Fundamentals. BPB Publications

IPMJSC 2301:Understanding Media

Credit: 2

Credit Distribution: 1+1+0=2 (L+T+P)

Introduction:

The paper is designed to acquaint and update students with certain basic yet changing terms and trends in the media scenario and to understand them through a critical lens and language of contemporary media studies.

OBJECTIVE:

- The purpose of this paper is to provide a basic understanding of mass media and its dynamics in modern society.

OUTCOME:

- The learner should arrive at a firm and clear grasp of the nature and character of media in a changing world.

INTERNAL ASSESSMENT (based on In-semester examinations, assignments, seminar paper presentation, participation, discussions & punctuality.)

COURSE OUTLINE

Module I – Mass media: definition, types, function and features Module

II – Role of mass communication media in society, culture, politics and environment.

Module III – Nature of mass communication in the contemporary world, journalism, mass media industries; ownership of media and its implications.

Module IV – Emergence of Internet and its impact on media, convergence, understanding social media.

References:

– Baran, Stanley J., Introduction to Mass Communication: Media Literacy and Culture, McGraw Hill, 2011.

– Campbell, Richard, Media and Culture: Mass Communication in a Digital Age, Bedford/st Martins, 2017 – Pavlik, V. John & McIntosh, Shawn; Converging Media: A New Introduction to Mass Communication, 2018.

– Paxson, Peyton, Mass Communications & Media Studies: An Introduction, Bloomsbury, 2018.

IPMJSC 3301: Basics of Anchoring

Credit Distribution: 2+0+1=3 (L+T+P=3)

INTRODUCTION:

News reading and anchoring as a profession requires a definite set of skills and expertise and this paper aims at providing, teaching and training the students in them. Reading the news off a teleprompter may sound easy, but it's actually more complicated than it seems. Anchors and reporters have to develop a reading style that seems natural, but isn't too fast, too slow, too nuanced, too accented, too high-pitched, too quiet, or any other extreme. Reading news like a professional news anchor requires skill, practice, and training which the paper aims to address and impart.

OBJECTIVES:

The paper aims –

- to acquaint the learners with the nuances of news reading and anchoring
- to enable the students with the skills required for commanding news reading and anchoring

OUTCOME:

By the end of the course students will be able to –

- learn the ropes of news reading and anchoring
- explore career options as news readers and anchors
- enhance their careers if already in the field of communication and journalism

COURSE OUTLINE

Module I – Introduction to the concept of news reading, anchoring, key points, essential desired qualities, news reading and anchoring for different media (television, radio, new media, podcasts), interviewing techniques and skills, TV jockeying, radio jockeying, online platform based anchoring

Module II – Voice – modulation, quality, control, volume

Module III – Diction – grammar, pronunciation, language usage, journalistic style and jargon

Module IV – Visual Presence – attire, expression control, gesture control, body language presentation, interview techniques and types and how to do them, content specific persona in anchoring, developing presence of mind and multitasking

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

- Two Internal Examination - 30 Marks
- Others (Any one) - 10 Marks
 - Group Discussion
 - Seminar presentation on any of the relevant topics
 - Debate
 - Practical field assignments

Reference:

- Dutt, Bindiya. *Anchoring TV and Live Events*. Pustak Mahal, 2013
- Ghose, Supatro. *A Textbook of Interview Journalism and Television Anchoring*, Dominant Publishers & Distributors, 2011
- Kalra, Richa Jain. *The Abc of News Anchoring*, Pearson Education, 2012
- Rahman, Samia. *Cracking The Secrets of TV Presentation*, Createspace Independent Pub, 2016
- Zachariah, Aruna. *Radio Jockeying and News Anchoring*, Kanishka Publishing House, 2009