

# SYLLABUS



## **B.A. (Hons) Journalism and Mass Communication**

**Six Semester Course Under  
Choice Based Credit System**

**JIWAJI UNIVERSITY, GWALIOR**

2021-2024

**PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEM IN B.A.  
(HONOURS) JOURNALISM AND MASS COMMUNICATION**

**Choice Based Credit System (CBCS)**

SEMESTER	COURSE	COURSE NAME	CREDITS
I	Core Course - 1	Basics of Journalism	06
	Core Course -2	Media and Communication	06
	GE -1	Computer Fundamentals	04
	AECC - 1	English Communication	04
<b>Total Semester Credits</b>			<b>20</b>
II	Core Course -3	Print Journalism	06
	Core Course -4	History of Media	06
	GE -2	Photography	04
	AECC -2	Environmental Science	04
<b>Total Semester Credits</b>			<b>20</b>
III	Core Course -5	Media and Culture	06
	Core Course -6	Public Relations	06
	Core Course -7	Broadcast Media	06
	GE-3	Media and Ethics	04
	SEC-1	Audio Production	04
<b>Total Semester Credits</b>			<b>26</b>
IV	Core Course-8	Web Media	06
	Core Course-9	Development Journalism	06
	Core Course-10	Advertising	06
	GE-4	Indian Thought	04
	SEC-2	Video Production	04
<b>Total Semester Credits</b>			<b>26</b>
V	Core Course-11	Media and Politics	06
	Core Course-12	Advance Broadcast Media	06
	DSE-1	Media Industry Management	06
	DSE-2	Print Production	06
<b>Total Semester Credits</b>			<b>24</b>
VI	Core Course-13	Media Laws	06
	Core Course-14	Communication Research	06
	DSE-3	Film Studies	06
	DSE-4	Multimedia Journalism	06
<b>Total Semester Credits</b>			<b>24</b>
<b>Total Credits</b>			<b>140</b>

CORE COURSES

**SEMESTER - I**

**CC 1: BJM101 - BASICS OF JOURNALISM**

**Course contents:**

**Unit 1 – Journalism and News**

Concept and definition of Journalism

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, brevity, dateline, credit line, byline.

**Unit 2 - Different forms of Journalism**

Yellow journalism, Checkbook Journalism

Penny press, tabloid press

Language of news- Robert Gunning; Principles of clear writing Rudolf Flesch formula- skills to write news

**Unit 3 - Structure and construction of news**

Organising a news story, 5W's and 1H, Inverted pyramid

Criteria for news worthiness, principles of news selection

News sources: human and non-human

**Unit 4 – Kinds of Journalism**

Print, electronic and online Journalism

Sports, Science, Business and Development Journalism

Citizen journalism

**Unit 5 - Role of Media in a Democracy**

Power of Media

Responsibility to Society

Press and Democracy

Issues relating to credibility of media

**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,

**SEMESTER - I**

**CC 2: BJM102 - MEDIA AND COMMUNICATION**

**Course contents:**

**Unit I Communication and Media**

Concept, definition and elements of communication  
Functions of communication, barriers in communication  
Mediated and non-mediated communication  
Role of media in human life

**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 Effects**

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

**Unit IV Cultural Effects**

Media Effects:  
Agenda Setting,  
Spiral of Silence,  
Cultivation

**Unit V Models of Communication**

Shannon and Weaver's model  
Newcomb's Model  
Osgood Model  
Gerbner's Model

**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 Coengate 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-digital-reproduction/article3792723.ece>  
(Unit 1)  
Shohini Ghosh, —Inner and Outer Worlds of Emergent Television Cultures, II in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

**GENERIC ELECTIVE (GE) COURSES**

**SEMESTER - I**

**GE I: BJM103**

**COMPUTER FUNDAMENTALS**

**Unit -1**

Introduction: Introduction to Computer system, Uses, Types

Data Representation: Number System and Character Representation, binary arithmetic

**Unit-2**

Human Computer Interface: Types of software Operating system as user interface, Utility programmes

**Unit -3**

Devices: Input and output devices, Keyboard mouse, joystick, scanner, OCR, OMR, bar code reader, web Camera, Monitor, Printer, Plotter

**Unit- 4**

Memory: Primary, secondary, auxiliary memory, RAM, ROM, cache memory, hard disks, optical disks  
Computer architecture: CPU, registers, system bus, main memory unit, cache memory inside a computer, SMPS, motherboard, ports and interfaces, expansion cards, ribbon cables, memory chips, processors

**Unit -5**

Emerging technologies: Bluetooth, cloud computing, big data, data mining, mobile computing and embedded systems

MS-Word, Powerpoint

**Suggested Readings:**

A. Goel: Computer Fundamentals, Pearson Education, 2010

P. Aksoy, L.DeNardis: Introduction to Information Technology, Cengage,2006

P.K. Sinha, P. Sinha: Fundamentals of Computer, BPB Publishers, 2007

• Contemporary Indian Philosophy: S.Radhakrishnan& J.H. Murihead (eds.)

## ABILITY ENHANCEMENT COMPULSORY (AECC) COURSES

### Semester I

#### AECC-I : BJM106 - English Communication

##### Course Outcome:

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions.

##### Unit – I

###### Introduction:

Concept of Communication  
Theory of Communication  
Modes of Communication

##### Unit – II

###### Language of Communication:

Verbal and Non-verbal (Spoken and Written),  
Personal, Social and Business  
Barriers and Strategies  
Intra-personal, Inter-personal and Group communication

##### Unit – III

###### Speaking Skills:

Monologue  
Dialogue  
Group Discussion  
Effective Communication/ Mis- Communication  
Interview  
Public Speech

##### Unit – IV

###### Reading and Understanding:

Close Reading  
Comprehension  
Summary Paraphrasing  
Analysis and Interpretation  
Translation (from Indian language to English and vice-versa)  
Literary/Knowledge Texts

##### Unit – V

###### Writing Skills:

Documenting  
Report Writing  
Making notes  
Letter writing

###### Text Books:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas

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**SEMESTER - II**

**CC3: BJM201 - PRINT JOURNALISM**

**Course contents:**

**UNIT 1 Covering news**

Introduction to print journalism  
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 Interview and 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, verification  
Articles, features, types of features and human interest stories, leads for features, difference between articles and 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, light leader  
Opinion pieces, op. Ed page

**UNIT 4 Trends in sectional news**

Week-end pullouts,  
Supplements, Backgrounders  
columns/columnists

**UNIT 5 Sociology of 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

**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

**SEMESTER - II**

**CC4: BJM202 - HISTORY OF THE MEDIA**

**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: Origin of press in India  
Colonial Period, National Freedom Movement  
Gandhi as Journalists and Communicators

**Unit II Media in the Post Independence Era**

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: Cinema**

The early years of Photography, Lithography and Cinema  
From Silent Era to the talkies  
Cinema in later decades

**Unit V Visual Media: Television**

Beginning of television in India  
Commercialization of Programming (1980s)  
Invasion from the Skies: The Coming of Transnational Television (1990s)  
Formation of Prasar Bharati

**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)



**SEMESTER - II**

**GE II: BJM203**

**Photography**

**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 (The Silver Halide Photography 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

**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.

**Semester II****AECC-II: BJM206 - Environmental Science****Unit 1: Introduction to Environmental Studies**

- Multidisciplinary nature of environmental studies
- Definition, Nature, Scope and Importance of environmental studies
- Types and Components of environment
- Concept of sustainability and sustainable development

**Unit 2: Ecosystems**

- Introduction of Eco-system, Structure and Function of ecosystem
- Energy flow in an ecosystem: food chains, food webs and ecological succession
- Case studies of the following ecosystem: (a) forest ecosystem (b) grassland ecosystem (c) desert ecosystem (d) aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

**Unit 3: Natural Resources: Renewable and Non- Renewable Resources**

Land resources and land use change; Land degradation, soil erosion and desertification.

Deforestation: Causes and impacts due to mining, dam building on environment, forests,

Biodiversity and tribal populations.

Water: Use and over--- exploitation of surface and ground water, floods, droughts, conflicts Over water (international & inter--- state).

Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

**Unit 4: Biodiversity and conservation**

- Levels of biological diversity: genetic, species and ecosystem diversity, Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots. India as a megabiodiversity nation; Endangered and endemic species of India.

- Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions

- Conservation of biodiversity: *In situ* and *Ex situ* conservation of biodiversity

- Environmental Pollution: types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks.

**Unit 5: Environmental Policies & Practices**

- Climate change, global warming, ozone layer depletion, acid rain and its impacts on human communities and agriculture

- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution)

Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest

Conservation Act; International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD)

- Nature reserves, tribal populations and rights.

**Suggested Readings:**

1. Carsen, R. 2002. Silent Spring, Houghton Mifflin, Harcourt.
2. Rao, M. N & Datta A.K. 1987. Waste Water Treatment, Oxford and IBH Publishing Co. Pvt. Ltd.
3. Raven, P.H Hassenzahl, D.M. & Berg L.R, 2012 Environment. 8th Edition. John Wiley & Sons.
4. Singh, J.S. Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
5. Agarwal, K.C. 2001 Environmental Biology, Nidi Publication .Ltd. Bikaner.
6. Bharucha Erach, The Biodiversity Biology of India, Mapin Publishing Pvt. Ltd. Ahmedbad, India
7. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia. Jaico Publ. House. Mumbai. 1196p.
8. Heywood, V.h & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge University Press.

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9. Jadhav, H & Bhosale V.M. 1995. Environmental Protection and Laws, Himalaya Publishing House, Delhi
10. Mckinney, M. L. & Schoch. R. M. 1996. Environmental Science systems & Solutions, Web enhanced edition.
11. Saha T. K. 2010. Ecology and Environmental Biology, Books and Allied (P) Ltd, Kolkata.
12. Santra S.C. 2005. Environmental Science, New Central Book Agency (P) Ltd. Kolkata.
13. Singh, S. 1991. Environmental Geography, Prayag Pustak Bhawan, Allahabad.
14. Roy, S. 2003. Environmental Science, Publishing Syndicate, Kolkata
15. Sharma, P. D. 2012. Ecology and Environment, Rastogi Publication
16. Dash, M. C. 2001. Fundamentals of Ecology, Tata McGraw-Hill Publishing Company Ltd
17. Arora, Mohan P. 2009. Ecology, Himalaya Publishing House
18. Saha T.K. 2010. Ecology and Environmental Biology, Books and Allied (P) Ltd, Kolkata.
19. Santra S.C. 2005. Environmental Science, New Central Book Agency (P) Ltd. Kolkata.
20. Environmental Studies—Prof S.V.S Rana.—Rastogi Publication.
21. Text book of Ecology: The Experimental Analysis of distribution & abundance--(Charles J. Krebs). Pearson Education.
22. Erach Bharucha, 2016. Text Book of Environmental Studies for Undergraduate Courses (Second Edition) for UGC. University Press.



**SEMESTER - III**

**CC5: BJM301 - MEDIA AND CULTURE**

**Course contents:**

**Unit I Understanding Culture**

Concept, Definition and Characteristics of Culture  
Structure of Culture  
Sub Culture and Counter Culture  
Functions of culture

**Unit II Cultural Processes**

Mass Culture, Popular Culture, Folk Culture  
Pre-literate and Literate cultures  
Acculturation and Diffusion  
Culture and Tradition

**Unit III- Critical Theories**

Frankfurt School  
Media as Cultural Industries  
Political Economy  
Ideology and Hegemony

**Unit IV Representation**

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

**Unit V Audiences**

Audiences  
Uses and Gratification Approach  
McLuhan: Medium is the Message  
Folk Media as a form of Mass 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*,  
Dennis McQuail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage  
Baran and Davis, *Mass Communication Theory*  
John Storey. *Cultural Theory and Popular Culture: An Introduction*. London: Pearson Longman. 2009  
Kevin Williams, *Understanding Media Theory*  
Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE  
James Clifford, Tony Bennett, 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

**SEMESTER - III**

**CC6: BJM302 - PUBLIC RELATIONS**

**Course contents:**

**Unit I: Introduction to public relations**

Definition, concept and use of PR; Internal and External PR; PR and related field like marketing, advertising, propaganda and publicity

**Unit II: Various forms of public relations**

Corporate communication: similarities and differences; PR set up in private and public sector; PR in globalised world; PR in non-profit organisation

**Unit III: Tools for public relations**

PR agency: structure and functions; tools of public relations; house journal; PR writing for press release, press conference, press brief

**Unit IV: Public Relations for Development**

Code of ethics in PR; Guidelines of ethical practice in PR; Public relations campaign; Understanding media and media relations

**Unit V: Public relations organisations**

PIB and state govt. DPR; DAVP; PRSI; IPRA; PRCI; IPRC;IFPR

**Readings**

Jefkins Frank Butterworth: public relations techniques, Heinmann Ltd.  
Heath Roberts L: Handbook of public relations, Prentice Hall  
Cutlip S.M. and Centre A.H. : Effective public relations, Prentice Hall  
Kaul J.M. : Public relations in India, Calcutta

**SEMESTER - III**

**CC7: BJM303 - BROADCAST MEDIA**

**Course contents:**

**Unit 1 - Basics of Sound**

Concepts of sound-scope, 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.

**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)

**SEMESTER - III**

**GE III: BJM304**

**MEDIA AND ETHICS**

**Course contents:**

**Unit-1 Indian Ethics**

Four Purusharthas-Dharma, Artha, Kama and Moksha, concept of rina  
Patanjali: Yamas and Niyamas,  
Bhagwad Gita's perspective (Sthitprajna and Karmayoga)  
Buddha: Four noble truths, Eightfold Path

**Unit-2 Western Ethics**

Moral and non-moral actions, object of moral judgment, hedonism  
Teleological ethics: Utilitarianism (Bentham and Mill)  
Deontological ethics: Kant's Moral theory  
Theories of punishment

**Unit 3 – Applied ethics**

Concept of applied ethics  
Violence: Murder, Suicide, Euthanasia, War, terrorism  
Poverty, affluence and morality  
Religion, God and morality, Problem of Evil and suffering

**Unit 4 Media Ethics**

Freedom of expression and Media responsibility  
Defamation –libel and slander, public good, right to information and privacy  
Live reporting and ethics, ethical aspect of sting operation (Uma Khurana case)  
Code of conduct for journalists and self regulation by media

**Unit -5 Business Ethics**

Relevance of ethics in business, ethical issues  
Ethical principles in business  
Business ethics and environmental values (e.g. conservation of depletable sources)  
Management by value programmes

**Readings:**

- Principles of Ethics: P.B. Chatterjee
- A Manual of Ethics: J. S. Mackenzie
- Ethics: W. Frankena
- An Introduction to Ethics: W. Lillie
- The Ethics of Hindus: S.K. Maitra
- Practical Ethics: Peter Singer
- Applied Ethics: Peter Singer (ed)
- Indian Philosophy of Religion: A. Sharma
- Business Ethics(7th edition) : Manuel G. Velasquez (Chapter 1,2&5)
- Ethics in Management : S. K. Chakraborty (Chapter 1&5)
- Management by Values -towards cultural congruence : S.K.Chakraborty
- Management Ethics-integrity at work: J.A.Patrick & John F. Quinn
- Business Ethics and Corporate Governance, Pearson Education India

**SEMESTER - III**

**SEC 1: BJM308 - (SKILL ENHANCEMENT COURSE)**

**AUDIO PRODUCTION**

**Course contents:**

**Unit 1 - Broadcast Formats**

Public service advertisements\*  
Jingles\*  
Radio magazine\*  
Interview  
Talk Show  
Discussion

**Unit 2 Broadcast Formats**

Radio Feature  
Radio Documentary

**Unit 3: 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 4- Stages of Radio Production**

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

**Unit 5- Post Production**

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.

**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.



**SEMESTER - IV**

**CC8: BJM401 - WEB MEDIA**

**Course contents:**

**Unit 1 Key Concepts and Theory**

Defining Web media Terminology– Digital media, new media, online media *et al.*; Information society and web media, Technological Determinism, Computer-mediated-Communication (CMC), Networked Society.

**Unit 2 Virtual Cultures and Digital Journalism**

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

**Unit 3 Digitization of Journalism**

Authorship and what it means in a digital age, Piracy, Copyright, Copyleft 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.

**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.

**SEMESTER - IV**

**CC9: BJM 402 - DEVELOPMENT JOURNALISM**

**Course contents:**

**Unit 1 Concept of Development**

The meaning of development; first world, second world and third world; models of development, major development paradigms -dominant paradigm – its rise and fall –alternative paradigm – participatory approach.

**Unit 2 Development Journalism**

Definitions, nature and scope of development journalism, agriculture extension. development support communication, information dissemination and education, behavior change, social marketing, social mobilization. Communication for social change, media advocacy, new age media and development journalism. participatory development journalism  
development journalism pre and post liberalization

**Unit 3- Development stories:**

Development with a human face, content, development message, development news story and features, writing headlines and captions, innovative leads.  
Research and planning, Developing a strong news sense, recognizing a good story, packaging of the development story, development feature writing. Conflict of interests, mobilizing support for development.

**Unit 4- Media specific development coverage:**

The differences in approach between print and broad cast development journalism, packaging attractive ideas, visuals and documentation. Folk media, community radio for local development, niche newspapers and magazines. Development communication agencies and websites.

**Unit 5- Issues in development:**

Economic development, liberalization, privatization and globalization.  
Environment and climate change, impact on agriculture and food security, energy security, environmental sustainability, mass displacements and migration. Urban and rural development, water and waste management, health, education, employment, housing, transport.

**Suggested Readings:**

Manual of Development Journalism – Alan Chalkley.  
Participatory Communication, Working for change and development – Shirley A . White, K Sadanandan Nair and Joseph Ascroft.  
Development Communication and Media Debate – MridulaMeneon.  
India, the Emerging Giant – ArvindPanagariya.  
Participatory Video, Images that Transform and Empower – Shirley A. White (Editor).  
The Art of Facilitating Participation – Shirley A . White (Editor).  
Television and Social Change in Rural India – Kirk Johnson.  
Communication, Modernization and Social Development– K. Mahadevan, Kiran Prasad, Ito Youichi and Vijayan K. Pillai.  
Everybody Loves a Good Drought – P. Sainath.

**SEMESTER - IV**

**CC 10: BJM403 - ADVERTISING**

**Course contents:**

**Unit -I Understanding Basics of Advertising**

Advertising: concept, definitions, needs  
Development of advertising in India and World  
Importance and role of advertising in media  
Trends in advertising  
Basic Principles and Vocabulary

**Unit-II Advertising and Market**

Product advertising  
Market segmentation  
Sales promotion  
Identification of target consumer  
Market trends

**Unit-III Advertising Campaign**

Advertising campaign  
Campaign planning  
Brands image, positioning  
Advertising strategies  
Types of advertising, general objectives, slogans and appeals

**Unit-IV Advertising Agency**

Advertising Agencies, growth and development  
Structure and function  
Media selection, print, audio visual, digital  
Design, budget, client relations  
Advertising copy writing, testing: pre and post testing

**Unit- V Advertising Research**

Media research for advertising  
Planning and executions, market research  
Advertising and society  
Branding the product  
Advertising ethics

**Readings**

1. Chunawalla SA & Sethia KC, foundations of Advertising Theory and practice, publisher- Himalaya Publishing House, Delhi, 2000.
2. Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house, Delhi, 2009.
3. Batra Rajeev & other, advertising management (fifth edition), Publisher- prentice hall of India, New Delhi, 2000.



**SEMESTER - IV**

**GE-IV: BJM404**

**INDIAN THOUGHT**

**Course Contents:**

**Unit-1 Ancient and medieval thinkers**

Carvaka's materialism  
Shankaracharya –non dualistic absolutism  
Ramanujacharya- qualified non-dualism  
Madhvacharya- dualistic absolutism

**Unit- 2 Swami Vivekananda**

Real nature of man. Yoga: a way of realization  
Nature of Religion, Ideal of Universal Religion  
Concept of Practical Vedanta  
Contributions in national awakening

**Unit- 3 Sri Aurobindo**

Absolute reality, aspects of reality  
Nature of Creation, evolution.  
Synthesis of Yoga.  
Socio-political philosophy

**Unit-4 Gandhi and Tagore**

Gandhi: God and truth, non-violence, Satyagraha  
Gandhi: Sarvodaya, trusteeship  
Tagore: Universal Man, nature of the world.  
Tagore: Human person, Humanism, nature of religion

**Unit 5 Other thinkers**

Raja Rammohan Roy: view on freedom of expression, personal freedom  
Jai prakash Narayan: Total revolution  
Rammanohar Lohiya: Sapta Kranti (Seven revolutions)  
Deendayal Upadhyaya: Integral Humanism

**Suggested Readings:**

- Contemporary Indian Philosophy: T.M.P. Mahadevan & G.V. Saroja
- Practical Vedanta (Vol.II,pp-291-358): Swami Vivekananda
- The Philosophy of Swami Vivekananda: Pradip Kumar Sengupta
- The Complete Works of Swami Vivekananda (Vol.I,pp-333-343 & II ,pp-70-87,375-396):Mayavati Memorial Edition
- Religion Of Man: Rabindranath Tagore
- Philosophy of Rabindranath Tagore: S. Radhakrishnan
- Life Divine: Sri Aurobindo
- Synthesis of Yoga: Sri Aurobindo
- Integral Yoga: Sri Aurobindo
- The Philosophy of Sri Aurobindo: Ramnath Sharma
- Hind Swaraj: M.K. Gandhi
- Trusteeship; M.K. Gandhi

**SEMESTER - IV**

**SEC 2 : BJM408 - (SKILL ENHANCEMENT COURSE)**

**VIDEO PRODUCTION**

**Course contents:**

**Unit 1: Understanding the Documentary**

Introduction to the debate on realism

Six Modes of Documentary Representation:

Participatory, Expository, Observational, Performative, Reflexive, and Poetic

Ethical Debates in the Documentary Encounter

**Unit 2: Subject and Participant**

Defining the Subject/Social Actor/Participant

Voice in the Documentary: Problematics of 'Voice of God' Narrator & Different Posturings of the Narration,

Participant, Filmmaker, & Audience

Camcorder Cults

Documentary

**Unit 3- 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 4- Pre 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 5 -: 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 (Traditional and Online)

Festivals and International Market

Box office documentaries

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

**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

**SEMESTER - V**

**CC11: BJM501 - MEDIA AND POLITICS**

**Course contents:**

**Unit-1 Media and political system**

Concept of political system, Interrelation between media and political systems  
Major political systems: Democratic and undemocratic  
Democracy in India  
Democratic space for Media: freedom of expression and media

**Unit -2 Party system and media**

Party system: India, US, Britain, China  
Political stand of parties on major issues  
People's Movement (JP movement, Anna Hajare Movement) and alternative politics  
Media coverage of political parties and political movements

**Unit 3 Public opinion and Propaganda**

Election Polls and Media  
News, Debates and formation of public opinion  
Politics and Propaganda: Nazi Propaganda, Communist Propaganda, US Propaganda  
Bias and objectivity in news and Politics of Media

**Unit 4 News agenda setting**

Politics of news agenda setting  
Counter flow of communication: South to north  
Internet Age: Internet as a political tool  
Concept of media centred democracy

**UNIT 5 Political Communications**

Political campaigning  
Political advertising and public relations  
Media and political cynicism  
Manufactured consent

**Suggested readings:**

- DayaKishanThussu. *International Communication: Continuity and Change*, Oxford University Press ,2003.
- Yahya R. Kamalipour and Nancy Snow. *War, Media and Propaganda-A Global Perspective*, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow " *Many Voices One World*"Unesco Publication, Rowman and Littlefield publishers, 2004.
- Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and FrancisPublication, 2012.
- DayaKishanThussu .*War and the media : Reporting conflict 24x7*, Sage Publications,2003.

**SEMESTER - V**

**CC12: BJM502 - ADVANCE BROADCAST MEDIA**

**Course contents:**

**Unit I- Public Service Broadcasting**

Public Service Model in India (Policy and laws)  
Global Overview of Public Service Broadcasting  
Community Radio, Community Video  
Participatory Communication  
Campus Radio

**Unit II-Private Broadcasting**

Private Broadcasting Model in India; Policy and Laws  
Structure, Functions and Working of a Broadcast Channel  
Public and Private partnership in television and Radio programming (India and Britain case studies)

**Unit III: Broadcast Genres**

Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre  
Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.

**Unit IV - Radio Production**

Writing and Producing for Radio  
Public Service Advertisements  
Jingles, Radio Magazine shows

**UNIT V - Television Production**

Mixing Genres in Television Production-  
Music Video for social comment/as documentary  
Mixing ENG and EFP, Reconstruction in News based Programming

**Readings**

- A. Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
- B. Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: Focal Press Focal Press)Pg-95-133, 179-212
- C. AmbrishSaxena, Radio in New Avatar- AM to FM,(Delhi: Kanishka) , Pg- 92-138, 271-307
- D. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press ,2012)-3-17, 245-257, 279-286

## DISCIPLINE SPECIFIC ELECTIVE (DSE) COURSES

### SEMESTER - V

#### DSE 1: BJM507

#### MEDIA INDUSTRY MANAGEMENT

##### Course contents:

##### **UNIT - 1 Media Management: Concept**

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

##### **UNIT - 2 Media Industry: Issues & Challenges**

Media industry as manufacturers, news and content management.  
Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts  
Changing Ownership patterns

##### **UNIT - 3 Media organization**

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

##### **UNIT - 4 Media Economics**

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

##### **Suggested Readings**

Vinita KohliKhandeka, Indian Media Business, Sage  
PradipNinan 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  
John M. lavine and Daniel B. Wackman, Managing Media Organisations



**SEMESTER - V**

**DSE 2: BJM508**

**PRINT PRODUCTION**

**Course contents:**

**Unit 1: Specialized Reporting**

Business/economic  
Parliamentary  
Political

**Unit 2: Trends in Print journalism**

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

**Unit 3: Production of Newspaper**

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

**Unit 4 Technology and print**

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

**Unit 5: Newspaper and Magazine Editing**

Fundamentals of Newspaper and Magazine editing  
Classification of Newspapers and Magazines  
Current trends in Newspapers and Magazines with respect to content  
Photographs and Cartoons in Newspapers and Magazines

**Readings**

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

**SEMESTER - VI**

**CC13: BJM601 - MEDIA LAWS**

**Course contents:**

**Unit -I**

Introduction of the Constitution  
Preamble of the constitution  
Salient features of Constitution  
Amendments in Constitution  
Special provisions

**Unit -II**

Fundamental rights  
Directive principles of state policies  
Fundamental duties  
Emergency powers  
Media Response to Contemporary Challenges (Ref. Point: Newspaper, Magazines, Journals and TV Coverage)

**Unit -III**

Press in India  
Media laws: Introduction  
Significance of media laws  
Freedom of expression in context of media  
Role of media laws and their application

**Unit -IV**

Working Journalist Act  
Copyright Act.  
Contempt of court  
IT Act  
Right to Information Act

**Unit -V**

Main Provisions of IPC and CRPC  
Official secret Act,  
Press and Registration of Book Act  
Press Council Act  
Prasar Bharti Act

**Readings**

- 1.Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.
- 2.Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004
- 3.Mass media Law and Regulation in India AMIC publication.
- 4.Bharat mein Praveshvidhi by Surendra Kumar & Manas Prabhakar.
- 5.Mass media law and regulation in India, Venkat Aiyer, AMIC publication.
- 6.K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC.

**SEMESTER - VI**

**CC14: BJM602 - COMMUNICATION RESEARCH**

**Course contents:**

**Unit I – Introduction to Research**

Definition, Role, Function, Process of Research,  
Basic and Applied Research, Scientific Approach, Role of theory in research,

**Unit II – Methods of Research**

Qualitative- Quantitative Technique, Content Analysis, Survey Method,  
Observation Methods, Experimental Studies, Case Studies,

**Unit III – Sampling**

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

**Unit IV- Areas of research**

Print media research  
Electronic media research  
Advertising research  
Public relations research

**Unit V –Analysis and report writing**

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

**Readings:**

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

**SEMESTER - VI**

**DSE 3: BJM607**

**FILM STUDIES**

**Course contents:**

**Unit I - Language of Cinema**

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

Genre and the development of Classical Hollywood Cinema

**Unit II - Film Form and Style**

German Expressionism and Film Noir

Italian Neorealism

French New-Wave

**Unit III - Alternative Visions**

Third Cinema and Non Fiction Cinema

Introduction to Feminist Film Theory

Auteur- Film Authorship with a special focus on Ray or Kurusawa

**Unit IV - Hindi Cinema-I**

Early Cinema and the Studio Era

1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)

**Unit V- Hindi Cinema-II**

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 DzigaVertov

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

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

o *PatherPanchali* by Satyajit Ray

o *The hour of the Furnaces* by Fernando Solanas

Unit IV

o *Nishant* by ShyamBenegal/*Aakrosh* by GovindNihalani (Indian New wave)

o *Pyaas* by Guru Dutt

**Suggested Readings:**

Andre Bazin, —The Ontology of the Photographic Imagell 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 Formll from his book *Film Form: Essays in Film Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt

Brace Jovanovich, Publishers: 1977, 45-63

**SEMESTER - VI**

**DSE 4: BJM608**

**MULTI-MEDIA JOURNALISM**

**Course contents:**

**Unit 1 Introduction to Multimedia**

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

**Unit 2 Print**

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

**Unit 3 Photograph**

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

**Unit 4 Audio & Video Content**

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

**Unit 5 Mobile journalism**

Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer.

**Suggested readings:**

Savage, Terry Michael, and Karla E. Vogel. *An Introduction to Digital Multimedia*. Jones & Bartlett Publishers, 2013.  
Christin, Anne-Marie, ed. *A History of Writing: From Hieroglyph to Multimedia*. Flammarion-Pere Castor, 2002.  
Korolenko, Michael. *Writing for Multimedia: A Guide and Source Book for the Digital Writer*. Pearson. 2005.  
Garrand, Timothy. *Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media*. CRC Press, 2006.

**TUTORIALS**

**Semester 1**

Tutorial I BJM104 : Tutorial will be based on the theory paper Basics of Journalism

Tutorial II BJM105 : Tutorial will be based on the theory paper Media and Communication

**Semester 2**

Tutorial III BJM204 : Tutorial will be based on the theory paper Print Journalism

Tutorial IV BJM205 : Tutorial will be based on the theory paper History of Media

**Semester 3**

Tutorial V BJM305 : Tutorial will be based on the theory paper Media and Culture

Tutorial VI BJM306 : Tutorial will be based on the theory paper Public Relation

Tutorial VII BJM307 : Tutorial will be based on the theory paper Broadcast Media

**Semester 4**

Tutorial VIII BJM405 : Tutorial will be based on the theory paper Web Media

Tutorial IX BJM406 : Tutorial will be based on the theory paper Development Journalism

Tutorial X BJM407 : Tutorial will be based on the theory paper Advertising

**Semester 5**

Tutorial XI BJM505 : Tutorial will be based on the theory paper Media and Politics

Tutorial XII BJM506 : Tutorial will be based on the theory paper Advance Broadcast

Tutorial DSE-I BJM507 : Tutorial will be based on the theory paper Media Industry Management

Tutorial DSE II BJM508 : Tutorial will be based on the theory paper Print Production

**Semester 6**

Tutorial XIII BJM605 : Tutorial will be based on the theory paper Media Laws

Tutorial XIV BJM606 : Tutorial will be based on the theory paper Communication Research

Tutorial DSE-III BJM607 : Tutorial will be based on the theory paper Film Studies

Tutorial DSE IV BJM608 : Tutorial will be based on the theory paper Multimedia Journalism.

