

FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION

UNIVERSITY OF DELHI

FACULTY OF APPLIED SOCIAL SCIENCES & HUMANITIES

FOUR YEAR UNDERGRADUATE PROGRAMME
(Courses effective from Academic Year 2013-14)



SYLLABUS OF COURSES TO BE OFFERED

Discipline Courses I, Discipline Courses II & Applied Courses

Note: The courses are uploaded as sent by the Department concerned. The scheme of marks will be determined by the University and will be corrected in the syllabus accordingly. Editing, typographical changes and formatting will be undertaken further.

Four Year Undergraduate Programme Secretariat
fouryearprog@gmail.com

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

FACULTY OF APPLIED SOCIAL SCIENCES & HUMANITIES

UNIVERSITY OF DELHI

<i>Semester</i>	<i>Journalism and Mass Communication Discipline Course I</i>			<i>Journalism and Mass Communication Discipline Course II</i>	<i>Journalism and Mass Communication Applied Course</i>
	1	2	3		
1.	INTRODUCTION TO MEDIA AND COMMUNICATION	JOURNALISM - AN INTRODUCTION			
2.	REPORTING AND EDITING FOR PRINT	MEDIA AND CULTURAL STUDIES			
3.	NEW MEDIA	INTEGRATED MARKETING COMMUNICATIONS		INTRODUCTION TO MEDIA STUDIES	PRINT PRODUCTION
4.	REPORTING AND EDITING FOR BROADCAST	MEDIA ETHICS AND THE LAW		WRITING AND REPORTING FOR PRINT	STILL PHOTOGRAPHY
5.	HISTORY AND GROWTH OF MEDIA IN INDIA	MEDIA AND SOCIETY	DEVELOPMENT COMMUNICATION	BROADCAST MEDIA	RADIO AND TELEVISION PRODUCTION
6.	GLOBAL POLITICS AND THE MEDIA	MEDIA INDUSTRY AND MANAGEMENT	ADVANCED BROADCAST MEDIA	ADVERTISING AND PUBLIC RELATIONS	DOCUMENTARY PRODUCTION
7.	MEDIA AND COMMUNICATION RESEARCH	INTRODUCTION TO CINEMA STUDIES	RESEARCH PROJECT	ONLINE JOURNALISM	
8.	ADVANCED NEW MEDIA	MEDIA TRENDS: CHALLENGES AND ISSUES	RESEARCH PROJECT	INTRODUCTION TO FILM	

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Journalism and Mass Communication

Preamble

The core belief of the course is that communication is fundamental to us as social beings, both as participants and as agents, and effective communication is based on a knowledge and awareness of the society and world that one inhabits. The course trains students to analyse, process and encapsulate these in a variety of ways and emphasizes on Journalism as a form of specialized communication harnessed to mass media, both print and electronic. It thus accounts for the technological advances and transformations that impact the domain of mass mediated messages. The course located within the Faculty of Applied Social Sciences and Humanities (FASSH) is planned along the vision of the Four Year Undergraduate Programme with 3 exit points, with incremental difficulty level. The first two years impart the fundamentals of the course with a reasonable amount of technical skills equipping the student to not only be employable at the end of the two years, but also be so on academically sound contours with a critical and analytical mind. Subsequently, the course augments knowledge, understanding and skills desirable in a graduate. The fourth year consolidates and adds specialized dimensions of the discipline so that at the end of the programme, a communication professional is produced, both as a thinker and as a practitioner.

The course is based on basic principles of social sciences and humanities and their interdisciplinary nature. In its project/presentation components it seeks to critically engage the students with the world they inhabit. In the application components, it imparts hands-on technical knowledge and skills in various forms of mass media. The goal is to develop a core competence and comprehension, in the crucially important areas of mass communication across mass media, in their complexity, political dynamics and technological advances. It is aimed at raising the bar for students who may want to build on their core competence to work in media houses, enter policy research, development studies in the field, or indeed pursue higher studies to go on to being teachers and researchers in the field. The curriculum is focused on imparting technical skills in various areas of mass communication and mass media, theoretical knowledge and perspectives which determine their nature and use, and a historical and social understanding of their dynamics, which is so important in a metamorphosing, unequal, globalised world where the power and ownership of the means of communication may change the fate of nations.

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

Requirements:

This course has been designed keeping in mind that a student of journalism and Mass Communication needs theoretical and conceptual inputs as well as proper training in media practice. Practical inputs have been envisaged in Discipline I papers. Apart from this four skill based papers will allow the students to get hands on training in print, radio, television, photography and new media.

The colleges will require proper spaces, class rooms, studios, media labs, equipment, infrastructure and most importantly technical staff to turn this vision into a reality. It is hoped that urgent consideration will be given to these.

It is also reiterated for smooth functioning of the course posts should be created for trained technical staff to store, create inventories and regularly maintain and update the equipment which is an essential requirement for the course.

FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION

DISCIPLINE COURSE I

SEMESTER I

Paper I – INTRODUCTION TO MEDIA AND COMMUNICATION

Background: This is the first course being offered to the students of Journalism and Mass Communication in Discipline I.

Rationale and Expectation: This paper will introduce the students to key concepts in communication and Mass Communication. The students will learn the process, elements, models and levels of communication. This paper will enable them to learn the major theories of Mass Communication. The course will also include discussions on the three major paradigms in the study of Mass Media effects: Direct Effects, Limited Effects and Cultural Effects. The course will prepare them apply these issues in relation to contemporary media environment. The student is expected to acquire the dynamics and analytical aspects of Mass Communication.

Unit I Media and Everyday Life

4 Lectures

Mobile phones, Television, Ring tones, Twitter

The Internet- discussion around media and everyday life

Discussions around mediated and non mediated communication

Unit II Communication and Mass Communication

12 Lectures

Forms of Communication

Levels of Communication

Mass Communication and its Process

Normative Theories of the Press

Unit III Mass Communication and Effects Paradigm

18 Lectures

Direct Effects; Propaganda and Mass Society Theory

Limited Effects; Individual Difference Theory, Personal Influence Theory

Cultural Effects: Agenda Setting, Spiral of Silence, Cultivation Analysis

Critique of the effects Paradigm and emergence of alternative paradigm

Unit IV Four Models of Communication

18 Lectures

Transmission models

Ritual or Expressive models

Publicity Model

Reception Model

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

Student Presentations

1. Students will do presentations on their everyday engagements with the media environment.
2. Students will be encouraged to do presentations on the forms and stages of communication in the contemporary context. They can discuss the relevance of these are these classifications today's media ecology.
3. It will focus on discussion on comparing direct effects and limited effects theories bringing into light the empirical turn in the later. The students will be encouraged to understand the historical context in which these theories emerged and critically look at their relevance today. Newspaper and feature articles that show the dominance of the 'effects' of media can be explored.
4. Comparative Analysis of the four models and their diverse use in direct or subterranean ways can be discussed through student presentations. For instance, the use of ritual forms of communication during election campaigns or in advertisements.

Suggested 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

Pedagogy: The course will be transacted through interactive lecture sessions, documentary film screenings, discussions of communication in everyday life and student presentations.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

PAPER II – JOURNALISM - AN INTRODUCTION

Rationale:

This module examines the practice of contemporary journalism and its role in shaping democratic and inclusive society. It helps them understand the foundational concepts in the practice of Journalism: concepts such as objectivity, neutrality, fairness, bias etc as it evolved in the history of practice of journalism. It also introduces students to journalistic techniques of information gathering and analysis, journalistic norms and values and basic principles of media formats.

Background: The course is devised to equip the students with the nuances of the profession. The practice of Journalism evolved in the 17th century when news catered to a section of the elite. Gradually, the changes brought about with industrial revolution, created a newspaper environment where people sought news to be informed on a daily basis about the government, political and economic developments. Today, the profession is an industry with multiple outlets of news from diverse media forms. It is therefore imperative that the course emphasizes on the understanding of news as a concept and its importance and relevance in today's world.

Objective and Expected outcome: The student should be able to learn the foundational principles of Journalism as a practice and skills and techniques of the profession. The Student is expected to learn:

- a. The nature of news
- b. Principles and concepts of news
- c. Language of news for different media forms
- d. The skills to information gathering
- e. The skills to write news

Unit 1 - Understanding News

12 Lectures

Ingredients of news

News: meaning, definition, nature

The news process: from the event to the 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 print

10 Lectures

Yellow journalism

Penny press, tabloid press

Language of news- Robert Gunning: Principles of clear writing,

Rudolf Flesch formula- skills to write news

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Unit 3 - Understanding the structure and construction of news

20 Lectures

- Organising a news story, 5W's and 1H, Inverted pyramid
- Criteria for news worthiness, principles of news selection
- Use of archives, sources of news, use of internet
- Language and principles of writing: Basic differences between the print, electronic and online journalism
- Changing practices- speed, circulation and viral networking

Unit 4 - Role of Media in a Democracy

20 Lectures

- Responsibility to Society
- Press and Democracy
- Relationship between the reader/viewer and media in today's context
- Contemporary debates and issues relating to media

Suggestive projects:

- a. Presentation on the genesis of Journalism
- b. Presentation on the era of Yellow Journalism
- c. Presentation of the basic terminology used in news organisations
- d. Presentation of a news story identifying the 5W's and 1 H
- e. Covering an event and presenting how it travels across different media forms
- f. Presentation on the differences between print, broadcast and online journalism
- g. Presentation on the current debates and issues related to the media
- h. Presentation on the relationship between media and democracy

Teaching Style:

The methods employed to teach this module will include lectures, power point presentations, special lectures from working journalists, classroom debates and discussions.

Tools and techniques:

Since the course emphasizes on learning the foundational principles of journalism, the tools and techniques would include a visit to news organizations to get the feel of the functioning of a newsroom in newspaper as well as a television channel.

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

Suggested readings

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

Suggestive Resources and Documentaries:

Libraries, clippings of media debates on television, special articles in newspapers and magazines and documentaries

SEMESTER II

PAPER III – REPORTING AND EDITING FOR PRINT

Rationale:

This paper is following the 'Introduction to Journalism' paper in the last semester. This paper will enable an understanding of the medium of print journalism, its working, the writing forms and processes. It will also teach the working and organization of a print based organization, and the roles of various people in it. In a broad sense the student should be able write/report and edit a news story, feature, editorial and news feature for print medium.

Background: This is an introductory core paper of the journalism course which will cover the basics of reporting and editing for print media. It will also discuss the basics of news, organizational structure, reporting techniques and importance of editing. Students will learn about essential requirements of the profession.

Objectives and Expected Outcome: This course introduces students to writing for the different forms of print media. These forms include news, feature stories and editing on computers. Assignments will introduce the fundamentals of reporting and news gathering. In the fundamentals of reporting and editing, students are expected to notice the difference between news agency, periodical and magazine reporting. It is also objective of the paper to introduce them Interviewing techniques and tips for conducting the interview.

Unit 1- News Writing

15 Lectures

News- Definition, Values, Sources of News

The Structure and the methods of writing a news story

Leads and its types

Headlines: How to write headlines, types of headlines

Features, human interest stories

Unit 2 - Newsroom Structure and Functions

10 lectures

The Newsroom- Organizational set-up of a newspaper organization and the functions of different departments.

Structure and functions of Bureau, editorial desk.

Functions and qualities- Reporter/Correspondents and stringers, Sub-editor, News editor, editor/ Managing editor, Chief of Bureau.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Unit 3 - Reporting and Editing

12 Lectures

Reporting: Various types of reporting (Objective, Interpretative, Investigative,
General assignment reporting/working on a beat: Political: (special problems related to
political beats), Crime, Health, Sports, Education, Science, Courts etc.

Reporting for news agency, periodicals and magazines.

Interviewing: doing the research, setting up the interview, conducting the interview, types
and formats of interviews, writing interviews

Editing: Definition of editing, Principles of editing, style sheet.

Unit 4 Different sections of a daily newspaper

15 Lectures

Supplement Journalism- Week-end pullouts, pluses, target audience supplements.

Editorial page: Structure, purpose. Op. Ed page, middles, letters to the editor, Articles/special
articles, columns and light leader.

Suggestive projects

In order to prepare students to write factually, persuasively and effectively in accordance with industry standards they need to go outside to cover the news events and will have to submit 10 Reports and 5 edited news agency copies. To distinguish modes of media writing styles between print medium each student will have to submit an assignment on reporting style of a newspapers, magazine and supplements.

Suggested resources and Documentaries

Editing room with advanced page make-up and photo editing software's (Quark Xpress, In-design, Photoshop etc.)

Suggested readings

Hough, George. *News Writing* – (Indian edition) New Delhi: Kanishka Publishers, 2006.

BENDER,JOHN. DAVENPORT, LUCINDA. DRAGER, MICHAEL AND FEDLER, FRED. REPORTING FOR THE MEDIA (EDT) USA OXFORD UNIVERSITY PRESS, 2000.

Brooks, Brian S. and Sissors, Jack Z. (Author) *The Art of Editing*. Allyn and Bacon Publication.2000.

Chaturvedi, S.N. *Dynamics of Journalism and Art of Editing*, New Delhi: Cyber Tech Publications, 2011.

Itule, Bruce and Anderson, Douglas. *News Writing and Reporting for Today's Media*. New York: McGraw Hill Publication, 2006.

India's Newspaper Revolution: Capitalism, Technology and the Indian Language Press, (1977-1999) Robin Jeffrey, Oxford publication, New Delhi.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

PAPER IV – MEDIA AND CULTURAL STUDIES

Rationale: The paper introduces the students to concepts like mass culture, popular culture and folk culture. They will learn about the major critical theories in media and be familiarized with key debates on representation of women, nations, class and caste in media and cultural texts. They will be encouraged to apply these debates through analysis. The paper will also bring into discussion the key ideas on reception of media, the notion of ‘active audiences’ and the circulation of media texts and cultural commodities.

Background: This paper builds on ‘Introduction to Media and Communication’ and will help them develop the significant ‘cultural turn’ that has happened in Media Studies as distinct from the more Behavioral and sociological framework.

Expectation: The student is expected to get equipped by concepts in critical theory and apply them to analyze media texts, cultural products and everyday culture.

Unit I - Understanding Culture - 3 weeks) 14 Lectures

Definitions: Mass Culture, Popular Culture, Folk Culture
Media and Culture
Folk Media as a form of Mass Culture
Live performance
Media Technologies and Marshall McLuhan

Presentations: Bring examples from different cultural forms into class and try to classify them(I) , Look for the presence of various cultural aspects in contemporary TV(II) Prepare a dossier of folk performers in Delhi.(III) A presentation on any folk form that they have attended using photographs, clips etc, Create a profile of Marshall McLuhan using web resources with his quirky quotes on technology and society and apply them to contemporary media use.

Unit II - Critical Theory And Media Studies - (4 Weeks) 14 L

Reality as Construct
Consumer Culture & Gratification
Political Economy
Ideology and Hegemony

- **Presentations:** Prepare a snapshot including major works, theoretical influences and contributions of a few theorists Theodor Adorno, Antonio Gramsci , Discussion of certain episodes of TV news and discuss how they construct reality, Ideological analyses of selected episodes of major reality shows, Discuss Gramscian understanding of hegemony through class presentations which analyse different kinds of magazines – eg Womens Magazines, Environment Magazines etc.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Unit III - Semiotics And Media- 4 Weeks) 16 Lectures

Media as Texts
Sign as Exchange
Representation

Presentations: Analyse media focusing on them as texts : Popular Songs, Cartoon strips, animations, Mobile Tunes(A) Analysis of the different signs that circulate in our everyday lives: Traffic signs, Symbols of Political parties, Colors(B)representation of regional and linguistic differences in Hindi films (regions like Bihar, Jharkhand, Tamil Nadu) and bring them to class for discussion(C)

Unit IV – Audiences – 3 WEEKS) 12 Lectures

Active Audiences,
Reception Studies Approach
Women as Audiences
Sub Cultures
Fandom

Presentations: Analyse the feedbacks on You tube or any other websites on popular videos and discuss the audience activity (A& B), Do a small discussion with a small group of women on contemporary womens magazines /soap operas/advrt targeting women and analyse it in class(C) bring brief descriptions of fan activities for various sports and film stars on the net/print, narrate and analyse the content in class(E)

Essential Readings

1. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. *AS media studies: the essential introduction*. Psychology Press, 2004. (Covers Unit II(78-84), III (27-53, 61-70)), IV (107-147)
2. Storey, John. *Cultural Theory and Popular Culture : An Introduction*, Pearson Long Man.2010. (1-14, 59-88, 135-164)
3. Bignell, Jonathan. *Media semiotics: An introduction*. Manchester University Press, 2002.(5-26, 55-75)
4. Jenkins, Henry. *Textual poachers: Television fans and participatory culture*. Routledge, 2012.(9-185)
5. Parmar, Shyam. *Traditional folk media in India*. Gekha Books, 1975. (1-38)

Suggested Readings

1. Fiske,John. *Introduction to Communication Studies*, Routledge.1992 (Covers Unit II , Ideology and Meanings156-180 and Unit III Signs and codes Pg 80-126)
2. Hall, Stuart. (Ed.) *Representation: Cultural representations and signifying practices* (Vol. 2). SAGE.1997. 1-28.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

3. Baran, Stanley J., and Dennis K. Davis. *Mass communication theory: Foundations, ferment, and future*. Wadsworth Publishing Company, 2011.(covers Unit II 210-224 and IV 229-235)
4. Stevenson, Nick. *Understanding media cultures: Social theory and mass communication*. SAGE Publications Limited, 2002.(9-46 for Unit II , 118-146 for Media technologies)
5. Rege, Sharmila. "Conceptualising Popular Culture:'Lavani'and'Powada'in Maharashtra." *Economic and Political Weekly* (2002): 1038-1047.
6. Bharucha, Rustom. "Notes on the Invention of Tradition." *Economic and Political Weekly* (1989): 1907-1914.
7. Short Extracts from writings by Theodor Adorno (The Culture Industry : Selected Essays on Mass Culture 29-107, 158-178) Roland Barthes (Mythologies , essays Toys, Milk and Wine, Garbo's Face, Wrestling) Marshall McLuhan(Excerpts from The Gutenberg Galaxy)

SEMESTER III

PAPER V - NEW MEDIA

Rationale: Andrew L. Shapiro (1999) has argued that the "emergence of new, digital technologies signals a potentially radical shift of who is in control of information, experience and resources" (Shapiro cited in Croteau and Hoynes 2003: 322). Today New Media has altered the meaning of geographic distance, allowed for a huge increase in the volume of communication while transforming its nature. It has also provided the possibility of increasing the speed of communication while making it more interactive. And it has allowed forms of communication that were previously separate to overlap and interconnect. Through four units the students would be introduced to New Media & its forms. Scholars such as Douglas Kellner and James Bohman have also argued that new media, and particularly the Internet, provide the potential for a democratic postmodern public sphere, in which citizens can participate in a well informed, non-hierarchical debate pertaining to their social structures. This course will also there introduce the students to various New Media Technologies & their applications, to create & manage online content & how New Media has impacted journalism & Mass Communication. Emphasis will also be laid on Ethical issues and changing role of the communicator. The course is an ideal blend of theory & practice & the students will be encouraged to create & manage communities of social engagement. New Media today is an integral part of the all domains of communication & is informing discourses of engagement globally.

This paper therefore will attempt to give the student a critical understanding of New media tools & building engagement with communities, for corporates & governments & contemporary issues & challenges of a new media practitioner.

Course Objective, Productions & Evaluation:

The students would be encouraged & evaluated on the basis of a written assignment, a project that they undertake for social & community engagement which must include a new media campaign including Web 2.0 tools including social media. They should be able to prepare & run a blog/Web site demonstrating skills of planning, design and the writing in Non Linear and Linear formats & expertise in Visual design & Content management.

Unit 1 Introduction to New Media

8 Lectures

New media- Mapping, Meaning and Characteristics

Principles of New Media

The New Media Interface- Cultural interfaces, printed word, Cinema

The User & The Screen- issues of representation & reproduction

New Media Economy

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Unit II Understanding New Media Technologies & Applications

18 Lectures

Introduction to New Media Technologies
Differentiating between Analogue and digital technology
Digitization of media- media convergence
Encoding and compression standards
Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis,
Social Media
Constituents- Facebook, Twitter, Wordpress, Blogger & What to use when
YouTube, Docs, Drive, Hangouts, social bookmarking, slideshare, Skype
Building communities-pages & channels
ICT-scope and role
Introduction to Gaming and counter narratives

**Unit III Impact of New Media on Journalism &
Mass Communication**

14 Lectures

Characteristics & New roles of Journalists in the Internet age & the Digital Era
Creating & Managing a Blog
Trends in web/online Journalism & Communication
Writing for the screen vs. writing for print
Audience analysis
Content planning
Structure Visual Design
Web page elements
Storytelling structures that work on the Web
Basic Programming for Web Design-HTML

Unit IV New Media Social Engagement and Ethical issues

16 Lectures

Journalism ethics and restraint in new media
Copyright & Legal issues in cyber space
Using social media to engage public
Community Informatics
Activism in Cyber space
ICT's and Gender; ICT and Social Inclusion
Globalization & Emerging Cybercultures

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

Course Objective, Productions & Evaluation:

1. The students would be encouraged & evaluated on the basis of a written assignment, a project that they undertake for social & community engagement which must include a new media campaign including Web 2.0 tools including social media.
2. They should be able to prepare & run a blog/Web site demonstrating skills of planning, design and the writing in Non Linear and Linear formats & expertise in Visual design & Content management.
3. A short filed trip resulting in the production of a videologue/ exhibition/monograph is also encouraged to an onsite pilot project
4. An ethnographic study of cybercafés is also encouraged to look at how a large part of India accesses the internet through public spaces
5. The students can also be asked to make presentation on an ICT success story and asked to identify new trends in social shaping of new media content

Suggested Reading List:

Essential Readings:

- New Media by John v. pavlik (Coulmbia University Press,2001)
Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)
Manovich, Lev. (2001) The Language of New Media. MIT Press.
Lister Martin. (2009). New Media – A critical Introduction. Routledge.
Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to Blogging' *New Media & Society*, Vol. 6, No. 1, 87-95 (2004)
Castells, Manuel (2004) The Network Society: a cross-cultural perspective, Edward Elgar, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45)
Why activists cannot afford to neglect the Internet by Arun Mehta from The Public Domain *Sarai Reader 01* (P 140-146)
Kumar, Keval, Telecommunications and New Media Technology in India: Social and Cultural Implication, Gazette, Volume 54 no 3, pp 267-277, 1995

Further Reading:

- Lewis Peter M. and Jones, Susan, " *From the Margins to the Cutting Edge: Community Media and Empowerment*", (eds.) (2006) Cresskill, NJ: Hampton, 256 pp
Feenberg A. and M. Bakardjieva, (2004)."Virtual community: No killer implication" *New Media and Society* Vol 6 (1): 37-43.
Van Dijk, J. A. G. M. " *The Network Society : Social Aspects of New Media*", Sage Publications, 2005
Jenkins, H. (2008). *Convergence Cultures: When New and Old Media Technologies Collide*. NYU Press.
Shirkey, C. (2009). *Here Comes Everybody: The Power of Organizing Without Organizations*. Penguin.
De Certeau, Michel. (2011) *The Practice of Everyday Life*. University of California Press.
Introduction Digital Journalism: Emerging Media and the Changing Horizons of Journalism, Edited by Kevin Kawamoto (Rowman and Lilltlefield Publishers,2003

PAPER VI - INTEGRATED MARKETING COMMUNICATIONS

Rationale-This course is designed to introduce the field of integrated marketing communications (IMC). The emphasis will be on the role of advertising and other promotional mix elements in the integrated marketing communications program of an organization. Attention will be given to the various IMC tools used in contemporary marketing including advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations. We will examine the process by which integrated marketing communications programs are planned, developed and executed as well as the various factors and considerations that influence this process. They learn how to develop IMC plans that connect to measurable business objectives. We will also consider the environment in which IMC programs including the impact of regulatory, social, and economic issues.

Background-The field of integrated marketing communications is highly interdisciplinary vibrant and ever-changing. Consequently, we view the IMC curriculum as an evolving set of learning opportunities that should reflect the most current research, the latest industry innovations and the best practices in the field. While having a thorough understanding of current IMC tools and technologies is inarguably important, students must also be aware of the theories underlying them. In our view, a carefully-balanced blend of academic concepts and practical skills ensures that students are provided with optimal conditions for acquiring expertise in all of the many building blocks of IMC.

Expectation- The students are expected to learn to strategize integrated marketing communication programme of a business organisation and how various tools help in achieving business objectives.

Unit I Understanding Integrated marketing Communication (IMC)-

3 Weeks

Emerging Paradigm of IMC
Meaning and concept
Key features, Objectives and components of IMC
Theoretical Underpinnings and Models of IMC
Benefits and Barriers

Student Presentations- Students will submit written assignments on the emerging paradigm of IMC. They will study the changing Models and do a comparative study.

Unit II - Promotional Elements and Tools -

3 Weeks

Understanding Promotional mix.
IMC tools

- i. Personal selling
- ii. Advertising
- iii. Public Relations
- iv. Direct and Database Marketing
- v. Sales promotion
- vi. Online communication / Interactive marketing

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

Student Presentations- Students will evaluate the contribution of each element—including advertising, direct marketing, Facebook, Twitter and blogs etc—to maximize communication impact. They will strategically link and leverage all elements in the communication mix across channels. They will understand and apply the Social Media Buyer Behavior Model to create engaging content to reach, impact and engage customers

Unit III - Marketing Communication, Strategic Management and Branding

3 Weeks

The Marketing concept
Segmentation, Targeting and positioning
Strategic Management
Developing Marketing Strategy- SWOT analysis, Strategic planning process
Consumer Behaviour
Branding- An overview

Student Presentation- Students will do case studies of different brands, their SWOT analysis, strategic planning and positioning and Identify new ways to differentiate a brand

Unit IV - IMC Plan and campaigns

3Weeks

Developing IMC Plan / Campaign planning
Situation analysis, Market research and formulating objectives
Campaign creation and Production
Media Planning, selection, budgeting and scheduling
Evaluation, Feedback and Analysis

Student Presentations-Students will create an effective, well-integrated IMC plan, blending offline and online tools to maximize customer value. They will develop an effective content strategy to ensure delivery of coordinated and synergistic messages across all touch points and channels. Make an effective crisis management campaign.

Suggested Readings

- Philip Kotler and Lane Keller, Designing and Managing Integrated Marketing Communication, pg 90-110
- Ramaswami V.S and Namakumari S, Marketing Management, Planning, implementation and control, 3rd edition, Macmillan (pg- 3-26, 107-206, 219-250)
- Fill C, Marketing Communications: Interactivity, Communities and content 5th ed., FT Prentice Hall, 2009 (chapter specific)
- Pickton D & Broderick A, Integrated marketing communications 2ND ED., Pearson, 2009 (chapter specific)
- Egan J., Marketing Communications, Thomson, 2007 (chapter specific)

SEMESTER IV

PAPER VII - REPORTING AND EDITING FOR BROADCAST

Rationale: Reporting and Editing for Broadcast

This paper is the first electronic media paper. Thus, its first obvious goal is to introduce the mediums of audio and video: i.e the characteristics of radio (sound) and Television (video). Apart from that it will teach the basics of camera (framing, composition, visual language etc.), microphones, sound effects and sound recording for Radio. The writing, reporting of news stories for radio and television, production of a news package. The students will also learn to plan and produce radio and television news bulletins. The working of a broadcast news organization (with the various departments) and an overview of the other available forms in television and radio.

Background- The broadcast media industry's primary focus today is on news based programming and production. In an environment where news is becoming more and more competitive, we need to teach a good mix of ethics and decisive use of technology to broadcast professionals. The course aims to enable students who join the industry as broadcast media journalists or news production professionals with the right balance of objectivity, a keen news sense and cut throat training in broadcast news production.

Objectives -This paper is the first electronic media paper. Thus, its first obvious goal is to introduce the mediums of audio and video: i.e the characteristics of radio (sound) and Television (video). Apart from that it will teach the basics of camera (framing, composition, visual language etc.), microphones, sound effects and sound recording for Radio. The writing, reporting of news stories for radio and television, production of a news package. The students will also learn to plan and produce radio and television news bulletins. The working of a broadcast news organization (with the various departments) and an overview of the other available forms in television and radio.

Expectation- The students should be well versed with the aesthetic of sound and visual production. Should be able to shoot and write, edit a short news story.

Unit 1 - Basics of Sound and Visual

20 Lectures

The Sound Medium

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

The Visual Medium

- What is an image, electronic image, television image
- Digital image, Edited Image(politics of an image)
- What is a visual?(still to moving)

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Visual Culture
Changing ecology of images today
Characteristics of Television as a medium

Unit 2 - Writing and Editing Radio News 25 Lectures

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 3 - Writing and Editing Television News 25 Lectures

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 4- Broadcast News: Critical Issues and Debates 8 Lectures

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.

Teaching Style:

The teaching style has to include discussion, demonstrative tools (including broadcast bulletins) A lot of teaching will happen in the editing lab and camera lab through demonstrations and practical exercises.

Suggested 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)

Suggested Resources & Documentaries-

- News Bulletins in English and Hindi on National and Private channels (as teaching material)
- Documentary- 'The future of Television News.'

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

PAPER VIII - MEDIA ETHICS AND THE LAW

Rationale- This course will introduce students to the ethical discourse and practices surrounding media messages and will lead to an awareness of the position that selected laws take on these issues. These ethical issues may vary with the ethical relativity of diverse cultures, location and subject positions. This paper seeks to acquaint the students with some of these, while critically engaging them in selected contemporary events.

Background-This course will introduce students to the study of ethical issues in the media. It provides an examination and discussion of the impact of ethical issues, studying the related laws that journalists confront in India and around the world in a variety of social, political and economic contexts.. Students will develop an understanding and appreciation of issues like freedom of the press and the ability to analyze important ethical issues involved with the mass media industry.

Expectation: Students are expected to have an awareness of and critical engagement with ethical issues which inform media practices in the society and the world that they inhabit. Teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

Unit-I Ethical Framework And Media practice

L-3 weeks

Freedom of expression and censorship(Article 19(1)(a) and Article 19(1)2)
Freedom of expression and defamation- Libel and slander
Issues of privacy and Right to Information
Idea of Fair Trial/Trial by Media
Intellectual Property Rights
Media ethics and cultural dependence

Student Presentations- Photocopied material for Study Packs in India; Aaron Swartz.

Attack on Freedom of artists and authors

Unit 2 Media Technology and Ethical Parameters

L-3 weeks

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

Student Presentations- Tehelka's Westend .

School Teacher Uma Khurana case

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Unit 3- Representation and ethics

L- 3 weeks

Advertisement and Women

Pornography

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

Regulatory bodies, Codes and Ethical Guidelines

Student Presentations- Students will submit on above mentioned topics.

Unit 4- Media and Social Responsibility

L-3 weeks

Self Regulation

Media Content, morality and Accountability

Economic Pressures

Media reportage of marginalized sections- children, dalits and tribals.

Media coverage of violence and related laws - inflammatory writing (IPC 353), Seditious- incitement to violence (section 121 IPC) IPC 121 read with 511, hate Speech.

Student Presentations- Students will present case studies and written assignments given by the teacher from time to time eg- Attack on civil liberties of individuals and social activists

Essential Reading list:

- Thakurta, Paranjy Guha, Media Ethics, Oxford University Press, 2009
- Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
- Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
- Iyer Vekat, Mass Media Laws and Regulations in India- Published by AMIC, 2000

SEMESTER V

PAPER IX – HISTORY AND GROWTH OF MEDIA IN INDIA

Rationale: The paper provides a social, political, economic and technological history of different mass media. The students will learn about print, radio, television, photography, film and the internet as it originated and as changing systems globally as well as in the Indian context. In addition each of these media is also historically analyzed in vast historical landscape and against historical events. They will be encouraged to apply this historical knowledge to the changing media contexts.

Background: This paper is appearing in Semester V after the first exit point. It is meant to give a historical perspective in media to students who want to pursue higher learning in the field of Journalism and Mass Communication

Expectation: The student learns to understand the evolution of different media forms in the course of a historical trajectory that is simultaneously global and national.

Unit I – Historical Context of the Emergence of

Mass Media Technologies

5 Lectures

Media and Modernity: Print Revolution – Different stages, Emergence of technologies
Emergence of Mass Media in the Colonial Era with a Focus on India

Unit II Print Media

20 Lectures

History of the Press in India:

Colonial Period

National Freedom Movement

Post Independence Era

Emergency and Post Emergency Era

Changing Readership, Print Cultures, Language Press

Unit III Sound Media

12 Lectures

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

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Patterns of State Control; the Demand for Autonomy

FM: Radio Privatization

Music: Cassettes to the Internet

Unit IV Visual Media

16 Lectures

The early years of Photography, Lithography and Cinema

From Silent Era to the talkies

Cinema in later decades

The coming of Television and the State's Development Agenda

Commercialization of Programming (1980s)

Invasion from the Skies: The Coming of Transnational Television (1990s)

Formation of PrasarBharati

Suggested Readings:

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

Parthasarthy Rangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).

Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*, (New Delhi, Oxford 2003)

Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1- 32

Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) -39-57

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

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

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

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

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

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

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

Additional Reading:

Elen McDonald "The modernizing of communication: Vernacular Publishing in Nineteenth Century Maharashtra" *Asian Survey*, 8-7, (1968) pp 589-606

Francis Robinson (1993) Technology and Religious change: Islam and the impact of Print; *Modern Asian Studies*, Vol 27, No. 1 (Feb) pp. 229-251.

Seminar Issue October 1997, Indian Language Press

G.N.S Raghavan, *Early years of PTI, PTI story: Origin and Growth of Indian Press*, (Bombay, Press Trust of India, (1987), 92-119

Melissa Butcher *Transnational Television, Cultural Identity and Change*, (New Delhi, Sage, 2003) 49-77

Topics for Student Presentations

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

PAPER X – MEDIA AND SOCIETY

Rationale: The paper will be comprised of core units that relate mass media to Politics and democracy, Sociology and culture. This module examines the various theoretical attempts to make sense and deal intellectually with social, sexual and cultural diversity.

Background: This is an advanced course building on Media and cultural studies (Paper III). It aims to strengthen the students' knowledge of liberal arts concepts to help analyze the triad of individual, society and communication process.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Expectation: Student should learn to understand their position in a society driven by the constructed reality of media events and messages.

LECTURE PLAN - 14 WEEKS

Unit I Media and the social world (2 weeks) 8 LECTURES

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

Presentation: a) Select a newspaper TOI/HT and for a week analyse political coverage.

Grass-Root Media: Khabar Lehariya

Unit II Media: Power and Contestation (5 Weeks) 20 LECTURES

Public Sphere and its critique
“Public sphere” of the disempowered?
Media and Social Difference: class, gender, race etc.
Genres – Romance, Television , Soap Opera, Sports

Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of family. b) Project on use of internet by the marginalized groups.

Unit III Media and Democracy (4 WEEKS) 16 LECTURES

Media Practice and Liberal Ideals
The Autocratic State and Media
Media in a Plural Society
Creating Consensus through Media

Presentation: a) Students study Emergency in India

b) Project on media coverage of Politics and Corruption

Unit IV Media Technologies and Society (3 WEEKS) 12 LECTURES

Media Technologies as mediation
Media Technologies and Empowerment of Rural communities
Media Technologies and identity

Presentation : a) Project on community informatics based on a local experiment with technology in the city community for eg: Cyber Mohalla at SARAI b) Dossier of Community Radio Projects

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

Essential Readings

1. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan, 2011.
2. Balnaves, Mark, Stephanie Donald, and Brian Shoemith. *Media theories and approaches: A global perspective*. Palgrave-Macmillan. 2009 (Pg No. 3-10, 11-34, 35-53)
3. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
4. Sreberny, Annebelle. "Society, culture, and media: Thinking comparatively" in *The SAGE handbook of media studies*, Sage. 2004 . 83-103.
5. Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press. 1-35, 111-137

Suggested Readings

1. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
2. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
3. McQuail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111
4. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9-21, 167-180
5. Castells, Manuel. "Communication, power and counter-power in the network society" *International journal of communication*, 1(1), 2007. 238-266.
6. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thomes Nelson, 1999. 42-55
7. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." *International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives* (2010): 20.
8. Storey John. *Cultural Theory and Popular Culture :An Introduction*, Pearson Long Man. 2010 (167-180)
9. Ott & Mack , *Critical Media Studies : An Introduction* Wiley & Sons, 2009 (196-219)
10. Saraf, Babli Moitra. "In Search of the Miracle Women: Returning the Gaze." *Translation and Interpreting Studies* 3, no. 1-2 (2008): 1-2.
11. Rajagopal, Arvind, ed. *The Indian Public Sphere: Readings in Media History*. New Delhi: Oxford University Press, 2009. 278-290.
12. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. *AS media studies: the essential introduction*. Psychology Press, 2004..53-61.
13. Radway, Janice " Reading the Romance"(excerpts) in Bussett, Thornaham & Maris ed *Media Studies reader* Edinborough Uty Press 1999. 440-456.
14. Mankekar, Purniam. *Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India*. Duke University Press. 1999.1-45, 104-165.
15. Stevenson, Nick. *Understanding Media Cultures: Social Theory and Mass Communication*, Sage 2010. 184-214.
16. Sreekumar, T. T." Mobile Phones and the Cultural Ecology of Fishing in Kerala, India." *The Information Society*, 27(3), 2011. 172-180.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

17. Mazarella, William "Beautiful balloon: The digital divide and the charisma of new media in India." *American Ethnologist*, 37(4),2010 783-804.
18. Sundaram, Ravi. "Recycling modernity: pirate electronic cultures in India." *Third Text* 13, no. 47 (1999): 59-65.
19. Doron, Assa & Jeffrey, Robin. *The Great Indian Phone Book: How the cheap cell phone changes Business, Politics and Daily Life* , Harvard UntyPtress, 2013.

PAPER XI – DEVELOPMENT COMMUNICATION

Rationale: The aim of this paper is to provide the student with a theoretical overview of the concept of development and how it relates to empirical experience in developing countries and the areas within. The paper will cover areas of democratisation of communication and content covering various media. Key development theories and approaches will be covered. It would further explore the process of development communication in relation to various media forms ranging from folk, print, television and radio to ICT and new media tools.

Background: After learning the basics of communication and journalism along with the knowledge of various media, it is pertinent to move towards the application of the same for the development process. In the previous semesters students would also get a glimpse of flow of information, the questions of representation and other issues related to society. At this moment, their understanding would need a further insight into the questions of social settings in relation to the development. Today, when societies are transforming themselves into Knowledge Societies, Development Communication becomes most relevant to take the knowledge and information effectively to people.

Expectation: The objective of this paper is to provide the students with a theoretical overview of the concept of the development and how it relates to the empirical experience in developing countries. The paper will cover areas of participation in communication and content covering various media. It would further explore development communication theories and approaches with relation to media forms ranging from traditional to new media.

The students are expected to learn the key concepts in development and development communication with a substantial component of field work.

Unit1. Development: Concept, Theories and Paradigms **L-10/P-2**

Concept of development

Meaning of Development in context of developing countries (Emphasis upon India)

Dominant Paradigm, Dependency Paradigm and Alternative Paradigm

Models of development

Presentations: Presentations on UN Millennium Development Goals and their fulfillment with examples from India; Presentations on various developmental issues of neighbouring rural areas.

Unit 2. Development Communication: Concept and approaches **L-12/P-2**

Definition and Concept

Approaches- Diffusion of Innovation; Magic Multiplier; Empathy

Alternative Approaches

Development Support Communication-Definition, genesis, areas, Wood's Triangle;

Presentations: Analysis of various media formats and programmes (including folk, traditional and new media) on the basis of the developmental approaches they contain.

Unit 3. Role of Media in Development **L-16/P-5**

Role & performance record of each medium-Print, Radio, TV, traditional media, documentaries on development issues.

Cyber media & development

Role of development agencies, NGOs and RTI in Development Communication, Social Audit and Social interventions in Development Programmes

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

Critical appraisal of development communication programmes and government schemes in India such as SITE, Kheda, Jhabua projects, MNREGA and AdharYojana. (Flexible Content)

Presentations: Students may be asked to prepare a written project on the working of an NGO (of their choice) which is achieving success in the field of development communication. (eg. Charkha); they may be asked to write a project based on the critical appraisal of mainstream media on developmental issues; presentation based on critical appraisal of programmes aired on public service broadcasting such as Faujibhaiyonkeliye; KrishiDarshan; presentation on the impact assessment of ICT in development, for example, E-Chaupal.

Unit 4. Practicing Development Communication

L-18/P-5

Strategies for designing the message for print

Community radio and development

Television programmes for Rural India (KrishiDarshan)

Using new media technologies for development

Presentations: Groups of students may organize campaign using various media on different developmental issues such as health and hygiene, environment awareness, women issues, etc. based on their own choice and make presentations on the same; They may be asked to produce content for development communication using individual medium such as newspaper, television or radio programme (Community Radio run by University of Delhi may utilize these radio programmes further) or may develop a website on the same.

Essential Readings:

1. Gupta V.S., Communication and Development, Concept Publication, New Delhi. pp 26-71
2. Joshi Uma, Understanding Development Communication, Dominant Publishers, New Delhi. pp 2-16, 36-53, 108-115, 151-164
3. Ganesh S., lectures in Mass Communication, India Publishers, 1995, pp 74-87
4. Srinivas R. Melkote & H. Leslie Steeves: Communication For Development In The Third World, Sage Publications. Pp. 37-61.
5. D V R Murthy : Development Journalism, What Next? Kanishka Publication, New Delhi, 2007. pp 1-43, 44-46

Suggested Readings:

1. Mridula Menon, Development Communication and Media Debate, Kanishka Publishers, 2007. pp 151-201
2. Anil Singhal and James W. Dearing (Editors), Communication of Innovation, Sage Publication, 2006. pp 29-60
3. Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000
4. Amartya Sen : Development as freedom, Alfred A Knopf, New York, 1999.
5. Daya Thussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.
6. Ghosh & Pramanik :Panchayat System in India, Kanishka Publication, New Delhi, 2007.
7. Shivani Dharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.

SEMESTER VI

PAPER XII – GLOBAL POLITICS AND THE MEDIA

Rationale: This module envisages globalisation as a site of contestation and conflict to touch upon some key terms and ideas - economic, technological, programmatic, political and regulatory - that influence the global media environment. It enables an understanding of how media negotiate and leverage space in the global market place. The focus is also on the ways in which historically, media are globalised in environments and situations of conflict. Emphasis is given to the interaction between global and local/national/regional concerns affecting the operation of mass media in contemporary society across case studies. The cultural implications of the role that mass media, global capitalism and local institutions play in shaping and re-shaping culture are introduced, as well as some ways in which resistance has been organized to globalisation itself.

Background: This module examines key stages of development in the media and communications associated with the logic of globalisation. The focus will also be on the complex nature of globalisation process and explore the relationship between new contexts of production and questions of collective culture and identity. Issues related to media and its relationship with public institutions within national/regional/international context.

Expectation: The student should be able to be oriented towards an understanding of media operations in the global market place and the polemics of culture and identity that accompany them.

Unit 1: Media and Globalisation: Themes and Issues

24 Lectures

Globalisation : barrier-free economy, multinationals and development, technological advances, telecommunication, globalization of TV formats

Global networks: information society, network service economy, movement of intangibles
The Cold War, Vietnam war/USSR ; communication debates: NWICO, McBride Commission and UNESCO

Unequal development and Third World concerns : North-South, Rich – Poor, Us-Them, Digital Divide

Deterritorialisation and issues of identity; decolonization, neo-colonisation; cultural imperialism

Unit II : Media and the Global Market -

10 Lectures

Trans-world production chains and BPOs /Call Centres

Media conglomerates and monopolies: Ted Turner/Rupert Murdoch

Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood

Entertainment : Local adaptations of global programmes KBC/Big Boss/Others?

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Unit III : Global Conflict and Global Media

10 Lectures

World Wars and Media Coverage: the rise of Radio-propaganda and persuasion
The Gulf Wars: CNN's satellite transmission, embedded Journalism
9/11 and implications for the media

Unit IV: Ideology, Culture and Globalisation

12 Lectures

Cultural politics: media hegemony and legitimation of media driven global cultures,
homogenization, the English language
Local/Global, Local/Hybrid,
Rise of Regionalism: Al-Jazeera; Regional initiatives
Hacking ; WikiLeaks

Suggestive Projects:

- Presentation on the advent of Satellite television in India
- Presentation on trans-world chains-BPO's/call centres
- Presentation on case studies- Rupert Murdoch, Ted Turner
- Project on global programmes and the Indian Diaspora
- Project on issues of identity and cultural imperialism
- Presentation on gulf wars and their implications for the media

Suggested readings:

- Daya KishanThussu. *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 Francis Publication, 2012.
- Daya KishanThussu .*War and the media : Reporting conflict 24x7*, Sage Publications,2003.
- Stuart Allan and Barbie Zelizer. *Reporting war : Journalism in war time*, Routledge Publication, 2004.
- Lee Artz and Yahya R. Kamalipor. *The Globalization of Corporate Media Hegemony*, New York Press,2003.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

- Yadava, J.S, *Politics of news*, Concept Publishing and Co.1984.
- Zahida Hussain and Vanita Ray. *Media and communications in the third world countries*, Gyan Publications,2007.

Additional Readings:

- Choudhary, Kameswar (ed) *Globalisation, Governance Reforms and Development in India*, Sage, New Delhi, 2007.
- Patnaik, B.N &ImtiazHasnain(ed). *Globalisation: language, Culture and Media*, Indian Institute of Advanced Studies, Shimla,2006.
- Monroe, Price. *Media Globalisation' Media and Sovereignty*, MIT press, Cambridge,2002.
- Singh, Yogendra. *Culture Change in India: Identity and Globalisation*, Rawat Publication, New Delhi, 2000.
- Lyn Gorman and David McLean. *Media and Society into the 21st Century: A Historical Introduction*. (2nd Edition) Wiley-Blackwell, 2009. pp.82-135, 208-283.
- **Suggestive Resources and Documentaries;**
Libraries, newspaper and magazine articles and short films and television serials.

PAPER XIII- MEDIA INDUSTRY AND MANAGEMENT

Rationale: This course provides an overview of media industry from a business perspective with a particular focus on Business models of Indian Media Organisations. It addresses the operational challenges involved in the management of media companies. It examines the media structures, corporate strategies, managerial practices, competitive positioning and strategic intent of media organizations and the design and management of media supply chains. It also analyses key drivers for changing management strategies within media industries.

Background: Indian Entertainment and Media industry has been growing at a fast pace over the last few years and the trend is likely to continue. In other industries, same product is produced over and over again but in media, the content of the media messages must be fresh, new and compelling. Today's media firms also face profound challenges like managing media and its products, new forms of competition, startling advances in technology etc. To effectively deal with all these factors, requires deep understanding of media management

Expectation- The students are expected to understand media management concepts and media as an industry in the light of changing structures, ownership patterns, strategic intent and managerial practices of media organizations.

Unit 1 Media Management: Concept and Perspective

L- 3 weeks

Concept, origin and growth of Media Management

Fundamentals of management

Management School of Thought

Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers.

Student Presentations- Students will do case studies on visionary leadership of Media entrepreneurs and highlight the strategies they used. Students will also do some written assignments

Unit 2 Media Industry –An overview

L-3 weeks

Media industry as manufacturers- Manufacturing Consent.

Changing Ownership patterns and structure of news media organisations in India

Media and Entertainment Business- Print, TV, Film, Music, Radio, Telecommunications, Internet, Out of Home, Events

Freedom and challenges - Arranging equipment and personnel for a new media enterprise, problems of finance, FDI

Indian and International Media Giants- Case Studies

Student Presentations- Students will do case studies of different media organizations- Indian and International. They will prepare a project on the management strategies adopted by any one newspaper or one television channel. They will also do a comparative analysis of two media organizations.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Unit 3. Media Economics, Strategic Management and Marketing L-3 weeks

Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics.

Capital inflow, Budgeting, Financial management, and personnel Management

Strategic Management, news and content management.

Market forces , performance evaluation(TAM, TRP and HITS) and Market shifts
Media audiences and credibility

Student Presentations- Students will do some written assignments on the topics mentioned above. Project on news/content management strategies

Unit 4 Media management: Insights, Practices and challenges L- 3 weeks

Media Management practices followed by Indian and Global Media Organisations

Ethico – legal perspectives in Media management

Government-Media Interface- Policies and regulations

Issues related to Paid news, lobbying, pressure group influence, Corporatisation and Politicisation of Media

Student Presentations- Students will analyse Important Reports- FICCI, Press council Report, ASCI report etc. They will make power point presentations on issues related to paid news, lobbying, corporatization and politicization of media, Journalist's dilemma etc.

Suggested Readings

- Vinita KohliKhandeka, Indian Media Business, Sage (For unit 2 , second topic)
- PradipNinan Thomas, Political Economy of Communications in India, Sage (pg-60-100)
- Lucy Kung, Strategic management in media, SAGE (for models)
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications, pg 189-217
- Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley- Blackwell, pg 93- 107) (161-170)
- John M. lavine and Daniel B. Wackman, Managing Media Organisations- (pg 9-60)

Suggestive resources and Documentaries

Various libraries, PSBT documentary on Paid news by Umesh Aggarwal, Press council Report (damning) by Paranjay Guha Thakurta and Reddy.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

PAPER XIV – ADVANCED BROADCAST MEDIA

Background: In the contemporary broadcast media Industry, a student is required to know every aspect of media from its structure and functions to the production of content. This course will aim to introduce students to various genres in Broadcast media and their evolving nature. The students will learn the conceptual issues in broadcasting and delve into the framework of public and private broadcasting.

Objectives and Expected Outcome:

On completion of the course students should be able to:

Understand different broadcasting format i. e Radio & TV, their production aesthetics & requisites.

Capable to produce programme with sensible approach towards public & Private broadcasting

Unit I: Broadcast Genres- 10 Lectures

Contemporary Audio Genres (Innovation and Experiments)

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 II- Public Service Broadcasting 16 Lectures

Public Service Model in India (Policy and laws)

Global Overview of Public Service Broadcasting

Community Radio, Community Video

Participatory Communication

Campus Radio

Unit III-Private Broadcasting

16 Lectures

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 IV - Advanced Broadcast Production - 16 Lectures

Writing and Producing for Radio

Public Service Advertisements

Jingles

Radio Magazine shows

Mixing Genres in Television Production-

Music Video for social comment/as documentary

Mixing ENG and EFP

Reconstruction in News based Programming

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Suggestive projects

- Script writing
- Presentation of experimental genere in Radio/ TV
- Presentation about PSBT and such organizations.
- Script on Music Presentation
- Presentation of Commercial Channel functions.
- Presentation on global broadcasting models & Indian Broadcasting Models

Essential 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. Ambrish Saxena, *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
- E. Herbert Zettl, *Television Production Handbook*, (Delhi : Akash Press, 2007) 190-208

Suggestive Readings

- A. [VinodPavarala](#), [Kanchan K Malik](#), *FACILITATING COMMUNITY RADIO IN INDIA: Profiles of NGOs and their Community Radio Initiatives Other Voices* (New Delhi: Sage, 2007)
- B. Mc Leash, Robert, *Radio Production* (US: Taylor & Francis)

SEMESTER VII

PAPER XV – MEDIA AND COMMUNICATION RESEARCH

Rationale: This Paper will introduce the students to the main methods of Communication Research. It is based on concepts that they are familiarised in the previous semesters such as Basics to Communication, Media and Cultural Studies. It will enable students to learn about qualitative and quantitative methods, exploring the different stages of social science research process from a definition of a research hypothesis to data collection and analysis. It will also look at different theoretical reasoning behind methodological approaches to media and society. This will also train them to conduct research for their dissertation. They should be trained to handle detailed procedures and executable techniques of selected research methods such as survey research, experimental design, in-depth/focus group interviews, content analysis, ethnographic field research and textual analysis.

Background: With the growing complexity of social life and the challenges of modern societies, research in disciplines dealing with various aspects of social life have become imperative. This course is an attempt to emulate comprehensive and critical exposition of the varied techniques employed in social research and the methodological bases underlying them.

Objectives and Expectation: The student is expected to get equipped with complex and sophisticated approaches to media research and learn quantitative and qualitative methods and apply them to media research. The goal is to provide the student with tools they need to use mass media research in the professional world through simplified explanations of goals, procedures and uses of information in mass media research

Teaching Style: The lectures will be armed with power point presentations and social science researchers will be invited to make understand different research situations and the problems associated with it.

Tools and techniques: The tools and techniques for teaching this module is lectures, power point presentations, special lectures by researchers and social scientists.

Unit I – Introduction to Research 12 Lectures

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

Unit II – Methods of Media Research

20 Lectures

Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis; Historical Methods.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Unit III – Sampling

12 Lectures

Need for Sampling, Sampling Methods, Representativeness of the Samples,
Sampling
Tools of data collection: Primary and Secondary data- Questionnaire, Focus Groups,
Telephone, Surveys, Online Polls, Published work.
Data Analysis Techniques; Coding and Tabulation,
Non-Statistical Methods (Descriptive and Historical)

Unit IV Ethnographies and other Methods

12 Lectures

Readership and Audience Surveys; Ethnographies;
Ethical perspectives of mass media research;
Working with Archives; Library Research;
Working with Internet as a source; Writing Citations, Bibliography

Suggestive Projects:

- Writing the research question for various research problems.
- Applying the appropriate sampling technique to diverse sets populations
- Presentation on techniques of writing hypotheses and objectives
- Conducting a pilot survey
- Doing a content analysis presentation on any content in newspapers.
- Presentation on identifying the tools of data gathering
- Presentation on observation and participatory methods
- Presentation on writing close ended and open ended questionnaires

Suggestive Resources and Documentaries:

Various libraries equipped with mass communication and journalism journals- media asia, communicator, journalism and mass communication quarterly, Columbia journalism review, human communication research, Journal of communication, critical studies in mass communication, Journal of broadcasting and electronic media, Journal of Advertising research, Journal of Consumer research, Public opinion Quarterly.

Suggested 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.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

PAPER XVI – INTRODUCTION TO CINEMA STUDIES

Background: The paper has been purposefully placed after the second exit point in the VII semester. The paper is for students who will be moving to the fourth year.

Rationale: This paper will help the students to gain theoretical frameworks for research in aesthetics in their postgraduate program. Covering both international and Indian cinema this course will offer them an enriched knowledge in the History of cinema around the world- the emergence of the various schools and styles, institutional forms and exhibition patterns. The paper focuses on film and popular culture, covering themes like stardom, melodrama, auteur theory and feminist film theory. The course aims to give a rigorous base to students who wish to study cinema, film production, and film appreciation in their post graduation. The students will get the opportunity to watch films and also see clips of several films in class that are relevant to the topics given below.

Expectation: A distinct knowledge of world cinema and Indian cinema .

Requirement: We strongly recommend that out of 5, at least 3 periods per week should be arranged as block classes to facilitate film screenings.

Unit I - Language of Cinema 12 Lectures

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

Early Cinema

Genre and the development of Classical Hollywood Cinema

Screenings Four hours

Unit II - Film Form and Style12 Lectures

German Expressionism and Film Noir (L2)

Italian Neorealism and French New Wave (L 3)

Third Cinema and Non Fiction Cinema (L2)

Screenings: 5 hours

Unit III - Film and Popular Culture 16 Lectures

Melodrama (L2)

Stardom (L2)

Film Authorship with a special focus on Ray (L3)

Introduction to Feminist Film Theory (L2)

Screening 5 hours

Unit IV - Hindi Cinema 20 Lectures

Early Cinema and the Studio Era (L2)

1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) (L3)

1970s - The Rise of the Angry Man (2)

The Indian New Wave (L 2)

Globalisation and Indian Cinema (L 3)

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Screening for 5 hours

Recommended Screenings:

Unit I

- *Rear Window* by Alfred Hitchcock (Language of Cinema)
- *Battleship Potemkin* by Sergei Eisenstein (Language of Cinema)
- *Man with a Movie Camera* by Dziga Vertov

Unit II

- *Germany Year Zero* directed by Roberto Rossellini (Italian Neo Realism)
- *Metropolis* by Fritz Lang/*Double Indemnity* by Billy Wilder (*German Expressionism and Film Noir*)

Unit III

- *Imitation of Life* by Douglas Sirk (Melodrama)
- *Pather Panchali* by Satyajit Ray
- *The hour of the Furnaces* by Fernando Solanas

Unit IV

- *Nishant* by Shyam Benegal/*Aakrosh* by Govind Nihalani (Indian New wave)
- *Pyasaby* Guru Dutt

Suggested Readings:

Andre Bazin, "The Ontology of the Photographic Image" from his book *What is Cinema Vol. I* Berkeley, Los Angeles and London: University of California Press: 1967, 9-16

Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book *Film Form: Essays in Film Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63

Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990, 86-94.

David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. *Narrative, Apparatus, Ideology*. New York: Columbia University Press, 1986, 17-34.

Paul Schraeder "Notes on Film Noir" in John Belton ed. *Movies and Mass Culture* New Brunswick, New Jersey: Rutgers University Press: 1996 pg.153-170

Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129.

Richard Dyer "Heavenly Bodies: Film Stars and Society" in *Film and Theory: An Anthology* Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Neepa Majumdar "PatherPanchali (1955)" in Jeffrey Geiger and R.L Rutsky, ed. *Film Analysis: A Norton Reader*. New York and London: WW Norton & Company, 2005, 510-527.

Laura Mulvey "Visual Pleasure and Narrative Cinema" in Philip Rosen ed. *Narrative, Apparatus, and Ideology: A Film Theory Reader* New York: Columbia University Press: 1986, 198-209

Fernando Solanas and Octavio Gettino, "Towards a Third Cinema," in Robert Stam and Toby Miller, eds. *Film and Theory: An Anthology*. Massachusetts & Oxford : Blackwell Publishers: 2000, 265-286.

Lucy Fischer, *Three Way Mirror: Imitation of Life in Lucy Fischer* ed. Imitation of Life: Douglas Sirk, Director, Rutgers University Press, 19913-28

Ashish Rajadhyaksha, "Indian Cinema: Origins to Independence," in Geoffrey Nowell Smith, ed. *The Oxford History of World Cinema*. New York & Oxford: Oxford University Press, 398-409

Alison Griffiths, "Discourses of Nationalism in Guru Dutt's *Pyaasa*," *Deep Focus*, 6, 1996, 24-31.

Madhava Prasad, "The Moment of Disaggregation," and "The Developmental Aesthetic" in his *Ideology of the Hindi Film: A Historical Construction*. Delhi: Oxford University Press: 1998, 117-131.

Vijay Mishra, Peter Jeffery and Brian Shoemsmith "The Actor as Parallel Text in Bombay Cinema" in *Quarterly Review of Film & Video* Vol. 2, No.3, 49 – 67

Ranjani Mazumdar, "The Panoramic Interior," in *Bombay Cinema: An Archive of the City*, 2007p 110-138.

Additional Readings:

Bill Nichols, "*Battleship Potemkin* (1926), Sergei Eisenstein: Film Form and Revolution" in Jeffrey Geiger & R. L Rutsky ed. *Film Analysis: A Norton Reader* New York, London: WW Norton & Company: 2005, 158-177.

Andre Bazin, "The Evolution of the Language of Cinema" from his book *What is Cinema* Vol.I Berkeley, Los Angeles and London: University of California Press: 1967, 23-40

Tom Gunning, "The Cinema of Attractions : Early Film Its Spectator and the Avant-Garde" in Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990. (First published in *Wide Angle* vol 8 no. 3/4, Fall 1986), 56-62

Moinak Biswas "Early Films: The Novel and Other Horizons" in Moinak Biswas ed. *Apu and After: revisiting ray's cinema* London, New York, Calcutta: Seagull Books, 2006, 37-79

Ira Bhaskar, "The Limits of Desire" in *Seminar 598: Circuits of Cinema*, June 2009, 47-52.

Ranjani Mazumdar, "Rage on Screen" from her *Bombay Cinema: An Archive of the City*. Minneapolis and London: University of Minnesota Press, 2007, 1-40

Ravi Vasudevan, "Dislocations : The Cinematic Imagining of a New Society in 1950s India" in Ania Loomba and SuvirKaul, eds. *The Oxford Literary Review - On India : Writing History Culture Post-Coloniality*. Vol 16, Nos 1-2, 1994, 93-124

Gopal, Sangita, "Conjugal Assembly: Multiplex, Multiplot and the Reconfigured Social Film" in *Conjugations: Marriage and Form in New Bollywood Cinema*, 2011 pp 124-154

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Presentations:

1. The relationship between non-fiction film and the beginnings of cinema through the use of clips.
2. The coming of sound in early cinema (in the context of the US and India)
3. Discussion and Presentation on the aesthetic impulses behind the Soviet montage.
4. Presentation on the politics and aesthetics of the Indian New Wave in its films with regard to the use of music/ background score/ sound editing and the use of the long take.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

PAPER XVII - RESEARCH PROJECT

The dissertation is a culmination project that prepares the student to apply the theoretical frameworks and methodological training of the previous semesters to a research question related to media. The methodological training in both qualitative and quantitative methods has prepared them to undertake research of interdisciplinary nature. The enquiry can employ sociological and anthropological methods, textual and content analysis, discourse analysis, statistical methods etc. The projects can also draw from the insights of fields such as political theory, sociology, gender studies, literary theory and philosophy.

Suggested Project: A Comparative Analysis of print and online media reporting after the Dec 16th event in Delhi and its importance in public sphere.

Methodology: Content analysis, semiotics, discourse analysis

Keywords: Public sphere, Gender, counter publics

SEMESTER VIII

PAPER XVIII – ADVANCED NEW MEDIA

Course Description: Both Manovich and Castells have argued that whereas mass media "corresponded to the logic of industrial mass society, which values conformity over individuality," (Manovich 2001:41) new media follows the logic of the postindustrial or globalized society whereby "every citizen can construct her own custom lifestyle and select her ideology from a large number of choices. Rather than pushing the same objects to a mass audience, marketing now tries to target each individual separately." (Manovich 2001:42). Digital and networked technologies provided by computer and the Internet have significantly pushed borders of media practice in the past decade by challenging traditional ideas about production, consumption, ownership, control, audiences, citizens, communities and knowledge. New Media is also now being used extensively by social movements to educate, organize, share cultural products of movements, communicate, coalition build, and more. On one hand where it has emerged as a tool for social change there are also growing concerns about issues of freedom of speech & expression & national security. Cyber terrorism & Internet governance have both assumed greater significance as the Internet & mediated products are now critically impacting national political economies of media consumption. Creation & reception. Most importantly, New Media has allowed the traditional modes of single, linear storytelling to be displaced by more complex, interweaving narratives unfolding across multiple screens and media platforms. The course introduces students to the art of transmedia storytelling using both traditional and emerging narrative genres and tools made available by the New Media. And would be spread across four units of New Media frameworks, genres & environments, practices & forms, governance & social shaping & new media production & exhibition.

Course Objectives.

The course attempts to-

- Introduce the student to the new media ecosphere, conflicts & discourses within.
- Teach students advanced tools, uses & practises of New Media
- Enable students to acquire skills for Documentary, Fiction and Transmedia storytelling pushing the boundaries of both form & content using of still & moving images.

Unit I: Introduction to New Media Frameworks: Genres & 12 Lectures Environments

- Historicizing New Media- An overview
- New Media Ecology and Installations & Screens
- Elements of Transmedia Narratives across multiple media

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

Platforms

- Gaming & Storytelling
- digital games, player cultures, online games & their impact
- New Media Art

Unit II: New Media: Impact, Technologies, Practice and Forms:

12 Lectures

- **The new media practitioners-** Who are they where do they come from
- **New media practice & convergence**
 - Radio: Satellite , Online (Web), Podcasting
 - Mobile Content
 - Advertising
 - Integrating Social Media & USG Content
- Disseminating Digital Content – The Web Project
 - Online broadcasting technologies- webcasting, Social TV, Video conferencing, Skype
- Digital Cinema: New Media Fiction & New Media Documentary
 - Research and Development for New Media Documentary ideas
 - Interactive Story telling: Strategies and Debates

Unit III: New Media Governance & Social Shaping

14 Lectures

- Understanding Internet Governance & Regulatory Frameworks:
 - Processes & Models
 - Issues & Stakeholders
 - Institutions & Forums - ICANN, ITU, ISOC, UN, WSIS, IGF, APRICOT 1L
 - Conflicts & discourses : Freedom of Speech & Expression & Cybersecurity, Online Databases, Surveillance & Cyber terror
- Cyberactivism – definition and concept
- Scope of New Media in Socio-Economic Development
- Barriers to New Media: Economy, Gender, Geography, Caste
- Cyberspace and various applications (Education, Finance, Banking, Marketing, National Security)
- The Internet & the Public Sphere

UNIT IV: New Media Project & Production

8 Lectures

- Research and Development Techniques
- Presentation of Ideas for Final Projects
- Scripting and Production
- Post-Production and Exhibition /Screening

Practical Application, Productions &Evaluation :

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

1. Working in groups of two /three the students will be required to undertake the production. The genre can be decided by the faculty in charge.
2. They must also undertake a web based art project or installation where they will experiment with cross platform storytelling techniques leading to a development & understanding of new strategies of exhibition and distribution.
3. An observational field project on use of New media in Panchyats/ rural areas like the Bharat Broadband Project leading to a monograph/short is also recommended
4. They should also attempt creating a mobile capsule for social activism and marketing it though social networks & actively participate in a Cyber Media campaign

Suggested Readings:

Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)

Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to Blogging" *New Media & Society*, Vol. 6, No. 1, 87-95 (2004)

New Media: A Critical Introduction; Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly; Routledge, 2009.

Gill, S.S (2004) *India's Information Revolution: A Critique*; Rupa, Delhi, 2004.

The Face of The Future: Biometric Surveillance and Progress by Rana Das Gupta in *The Cities of Everyday Life, Sarai Reader 02* (page 290-296)

Van Dijk, J. A. G. M. "*The Network Society : Social Aspects of New Media*", Sage Publications, 2005.

Jal Chitra, Water Map: Soft ware for Rural Water Management by Vikram Vyas from *Shaping Technologies Sarai Reader 03* (page 292-296)

The Information Age: An Anthology on Its Impact and Consequences; David S. Alberts, Daniel S. Papp; University Press of the Pacific; 2004.

New Media: The Key Concepts; Nicholas Gane and David Beer; Berg Publishers, 2008

Castells, Manuel (2004) *The Network Society: a cross-cultural perspective*, Edward Elgar, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45)

For Further Readings & As Teaching Tools: Some Case Studies

Unit 1:

- Case study: 'Online Caroline' creating online narrative: Tim Wright

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

- Case study: Shifting concerns in artists' projects: Nina Pope
- Case study: Curating new media projects: Benjamin Weil
- Case study: Contextualising creative practice: Jane Prophet

Unit 2:

Case study: The creative laboratory: Anne Nigten

Case study: project: Rafael Lozano-Hemmer 'Vectorial Elevation' – public arts

Case study: Interactive installations: David Rokeby

Case study: 'In Conversation' – public participation -Susan Collins

Case Study: Designing Sound by Justin Bennett

Units 3 & 4:

Youngblood, Gene. (1970). Expanded Cinema. P. Dutton and Co. Inc. New York.

Shirkey, C. (2009). Here Comes Everybody: The Power of Organizing Without Organizations. Penguin.

De Certeau, Michel. (2011) The Practice of Everyday Life. University of California Press.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

PAPER XIX MEDIA TRENDS: CHALLENGES AND ISSUES

Rationale: The aim of this paper is to review some of the historical and theoretical debates in media studies in detail and analyse the landscape of the fast changing field. Thus part of this module will revisit set of key issues in connection with long standing debates on media in India.

Background: Building on earlier courses in Media and Society, Development Communication, New Media Technologies and Convergence, it will also look at emerging areas.

Expectation: The course is expected to produce a sophisticated understanding of some of the continuing debates in media studies around debatable issues.

Unit I Religion and Media

12 LECTURES

Mediatization of Religion
Transformation of Religious Authority
Contemporary media and Religious genres
(Reality TV, Spiritual TV mythological, e portals of religious institutions)
Religion, Spirituality and Consumer Culture

Presentations: a) Classroom Presentations on the websites of religious events like Kumbhmela, Tirupati Darshan etc. b) Analysis of religious media like mythological, devotionals etc c) class viewing and analysis of promotional ads on religious nature

Unit II Gendered Spaces and Media

16 LECTURES

Analysing gender in media texts (advertising, news genre, TV)
Media and Modern Masculinities
Queer Identities
News, gender and Journalism
Public spaces, gender and media

Presentations: a) Field visits to different parts of the city and group discussion with social groups on city spaces and gender, bring it back to class b) Analysis of Men's magazines and construction of masculinities c) analysis of queer blogs and websites

Unit-III Issues of Media Ownership - 16 LECTURES

Concentration of Media Ownership: Debates and Issues
Mergers and acquisitions
Politicians and media control
Ownership and its impact on editorial independence/ news content and pluralism
Advertising revenue vs editorial policies

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Presentations: a). Class presentations on the profile of various advertisement agencies b) Put together a dossier of editor's on record on advertisement and editorial policies.

Unit IV National Security, Democracy and the Media

9Lectures

National Security and Role of Media
Terrorism and Challenges before Media
Parliament, Democracy and Role of Media
Political reforms and Media Coverage

Presentations: a) Kargil War, Mumbai attack of 26/11, Delhi Bomb blast, parliament attack, etc. for the issues related to national security/terrorism b) Cash for vote case, the case of Introduction and passage of Lokpal Bill, etc. for the issues related to the topic on Parliament and democracy.) Case study of Anna Hazare Movement, agitation of youth on crime against women, commissioning of Justice Verma Committee and other contemporary cases where civil societies and people's participation in democratic process has been witnessed, for the topic on political reforms and media coverage

Essential Readings

-

1. Lynch, Gordon, Jolyon P. Mitchell, and Anna Strhan. *Religion, Media and Culture: A Reader*. Routledge, 2012. 1-7, 59-71, 71-75, 159-171.
2. Gill, Ross. *Gender And The Media*. Polity.2007. 42-73, 113-150, 180-218
3. Thomas, Pradip Ninan. *Political economy of communications in India: The good, the bad and the ugly*. Sage Publications, 2010.(Pg-60-100)
4. Herrick, Dennis F. *Media management in the age of giants: Business dynamics of journalism*. UNM Press, 2012.(Pg 303-329)
5. Freedman, Des, and Daya Kishan Thussu, eds. *Media and Terrorism: Global Perspectives*. SAGE Publications Limited, 2011.

Suggested Readings

1. Athique, Adrian. *Indian media*. Polity, 2012.
2. Gauntlett, D.. *Media, Gender And Identity: An Introduction*. Routledge.2008. 145-190
3. Buikema, R., & Van Der Tuin, I. (Eds.). (2009). *Doing Gender In Media, Art And Culture*. Routledge. 70-85
4. Geetha,V (2002). *Gender*. Stree Publications: Calcutta.
5. Joseph, A., & Sharma, K. (2006). *Whose News?: The Media And Women's Issues*. Sage Publications Pvt. Limited.
6. Joseph, A., & Sharma, K. (Eds.). (2003). *Terror, Counter-Terror: Women Speak Out*. London: Zed Books.
7. Shohini Ghosh, "Looking In Horror And Fear: Sexuality Gender And Violence In India" In Gitanjali Mishra and Radhika Chandiramany, *Sexuality, Gender and Rights, exploring theory and practice in South and Southeast Asia*. sage

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

8. Birgitte Meyer & Annelia Moors, 2006, Religion, Media and Public Sphere, indiana university press 1-29, 251-290.
9. Media Studies –The Essential Introduction For Aqa, Philip Rayner And Peter Wall (Pg 151-163)
10. Effects Of Mass Media Ownership On Serving Public Interest, Ekaterina Shmykova, University Of Georgia
11. Editorial, New Stories On Ownership Issues In Hindu, Hoot, News Laundry And Other Websites.
12. P.N. Kehra, Defence Reporting Calls For Crucial Choice Between Dream And Doom, Pp 21-28
13. P.R. Rao, Parliament Democracy And Role Of Media, Pp.29-36
14. Ramji Tripathi, A Pro-Active Media Enriches Parliamentary Democracy, Pp.37-42
 - a. (The Above Mentioned Articles Are Compiled And Edited In Mass Media In India, 2004 By Research, Reference And Training Division, Ministry Of Information And Broadcasting)
15. Prabhakaran Paleri, National Security: Imperatives And Challenges, Tata Mcgraw Hill, New Delhi, 2008. Pp 16-41.(The Book Is Also Available Online)
16. Daya Kishan Thussu, South Asia And The Frontline Of The 'War On Terror', In Media And Terrorism: Global Perspectives, Edited By Des Freedman And Daya Kishan Thussu, Sage Publications, 2012. Pp 167-183
17. Adrian Athique, Indian Media, Polity Press, Usa, 2012.
18. 2. Ashutosh, Anna: 13 Days That Awakened India, Harpercollins Publishers India, A Joint Venture With The India Today Group, 2012.
19. P.N. Kehra, Defence Reporting Calls For Crucial Choice Between Dream And Doom, Pg 21-282. P.R. Rao, Parliament Democracy And Role Of Media, Pp.29-363. Ramji Tripathi, A Pro-Active Media Enriches Parliamentary Democracy, Pp.37-42 (The Above Mentioned Articles Are Compiled And Edited In Mass Media In India, 2004 By Research, Reference And Training Division, Ministry Of Information And Broadcasting.

STUDENT PRESENTATIONS

- Access the e portal of any important religious centre from Hindu and Muslim religions and do a comparative analysis.
- Analyse the Amul advertisement series to understand how they reflect the gendered vision of their times.
- Comparative Case Studies related to news content of different news media organizations.
- Make a list of different TV Channels and newspapers owned by Indian Politicians.
- Create elaborate list of the media coverage of a particular issue in various media organization and analyse their visual codes, narrative strategies, content etc to delineate the patterns of bias.

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

The presentations would cover the case studies (with emphasis on the role played by media) based on:

Kargil War, Mumbai attack of 26/11, Delhi Bomb blast, parliament attack, etc. for the issues related to national security/terrorism

Cash for vote case, the case of Introduction and passage of Lokpal Bill, etc. for the issues related to the topic on Parliament and democracy.

Case study of Anna Hazare Movement, agitation of youth on crime against women, commissioning of Justice Verma Committee and other contemporary cases where civil societies and people's participation in democratic process has been witnessed, for the topic on political reforms and media coverage

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

PAPER XX - RESEARCH PROJECT

Journalism and Mass Communication

Semester III

APPLIED COURSE (PAPER II) – PRINT PRODUCTION

Rationale: In this skill based paper the students will learn to design and produce a newspaper broadsheet. The students will learn to use the design software being used for print media. The course will enable the students to compose text and design templates for print production. This paper will also teach the students skills in photojournalism and basic concepts like composition, depth of field, aperture and shutter speed. Students will be able to deploy this skill into print production, bringing a synergy between images and texts.

Background: It is a practical paper which is more focused on the production aspects of the journalism. As there are enough theory papers in the course, it is very important to introduce a paper which is more skills-based and practical. Students will learn the foundations of newspaper making and specialized reporting and trends in journalism. Paper will supplement the Reporting and Editing for Print paper of the course.

Objectives and Expected Outcome: By studying the paper students will demonstrate professional proficiency of the following:

- Basic Reporting Techniques – emphasizing on special issues/areas stories for print
- Fundamentals of newspaper production – Layout, designing, placing pictures, editing photos etc.
- Use of technology in newspaper production-types of printing (Traditional and Modern).

Suggestive projects

- a. Each group (of 5-6 students) has to go for reporting/news gathering and design the newspaper layout and publish a practical newsletter.
- b. Making students to edit the news agency copies.

Unit I – Specialised Reporting Lectures -10

Business

Parliamentary

Agriculture /Rural

International Affairs

Entertainment

Unit 2 – Trends in Print journalism Lectures -10 lectures

Citizen Journalism, Investigative journalism/ Sting operations and Celebrity/ Page3 journalism.

Technology and Magazine boom (Page making techniques: layout, use of graphics and photographs)

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

Paid news, Editorial policy and ethical debates in print journalism. (Adver(Edi)torial trend)

Unit 3 : Production of Newspaper Lectures -8 lectures lectures

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 -lectures - 10

Printing Processes: Traditional vs modern

DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop etc.)

Picture Editing and Caption Writing,

Suggestive resources and Documentaries

Editing room with advanced page make-up and photo editing software's.

(Quark Xpress, In-design, Photoshop etc.)

Suggested Readings

- Editing: A Handbook for Journalists – by T. J. S. George, IIMC , New Delhi, 1989
- Professional Journalism, by M.V. Kamath, Vikas Publications
- Groping for ethics in Journalism, by Eugene H. Goodwin, Iowa State Press
- Journalism: Critical Issues, by Stuart Allan, Open University Press
- Modern Newspapers practice, by Hodgson F. W. Heinemann London, 1984.
- Principles of Art and Production, by N.N. Sarkar, Oxford University Press

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Semester IV

APPLIED COURSE (PAPER III) STILL PHOTOGRAPHY

Rationale

The course aims at introducing young students irrespective of their parent disciplines to photography and how they can understand their cameras better and get more from them. It also acts as a foundation course for students to understand concepts of composition and framing and how the image engages with text and sound. The course is designed as a hands on program to enable the student to take better pictures and also to be able to use the still image as a important tool of communication to underline and make a comment, espouse a cause or pitch an idea. It is truly an era of images and as Sontag would say a photograph is many things and is also consumed as such. The course however is designed to introduce the student to the contemporary trends and practices

Pedagogy

This being an application course it is recommended that teachers engage with students through lecture demonstrations along with practicals hands on trainings and workshops.

Unit 1: Introduction to Photography: 6L +4P

How did we get here and knowing your equipment and tools

- Photography- Concept & its history
- Role, importance & key movements
- Photographic equipment their design & tools
- Camera: point & shoot, SLRs, DSLRs, SLDs, SLT,
- Cameras, Mirrorless Digital
- Camera Settings, Menus, Exposure
- Shooting modes and their significance
- Photographic Optics: Lenses their use, types & specifications
- Tips for making good photos

- **Assignment for the Units:**
- 1. Submitting images on themes of light, shade, texture. One image per rule of composition and one breaking the rule aesthetically
- 2. Learning to select and upload images for review
- 3. Class discussion on any one iconic image by a professional photographer

Unit 2 : Camera Controls And their Use in Photography 5L +2P

- Controlling the light: Aperture it's role & significance in image making
- Shutter: Kinds of Shutters & their significance & application
- ISO settings and their significance

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

White balance creative use of using colour temperature settings
Depth of field: Factors affecting depth of field, and depth of field an image making tool

Unit 3 Understanding Light & its role and application in Image Making

5L+4P

- Light: Visible spectrum, Colour temperature, units & significance in photography
- Quality of light: hard light soft light
- Lighting equipment: On camera flash, its use and limitation, studio flash, and accessories
- Lighting ratio
- Renaissance lighting, three point lighting
- Lighting for portraits & textures
- Types of lights: indoor, outdoor & mixed; Use and Aesthetic significance
- Genres of photography

Unit 4: Digital Darkroom : Postproduction

4L + 6P

- Pixel & Megapixels
- Sensor sizes and their effect on the quality of photos
- Controls for changing contrast, sharpness, resizing, cropping a picture
- Different file formats for photographs & their use in photography
- Processing capturing and compressing images as Lossless lossy, RAW for different output devices
- Basics of post production photoshop/ picasa/faststone 1P
- Processing and compressing digital files for different output devices & units PPI & DPI
- Working with image & text including caption writing & Photo essays/features
- Introduction to AV :Working with image, text& sound

Suggested List of Readings:

Langford's Basic Photography: The Guide for Serious Photographers, Michael Langford, Anna Fox, Richard Sawdon Smith. July 23, 2010, Revised 9th Edition

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Photography, Barbara, John Upton; London; August 1997

The Advanced Digital Photographer's Handbook Yvonne V Butler Focal Press

Susan Sontag. *On Photography*. London: Penguin, 2008

Roland Barthes. *Camera Lucida*. Trans. Richard Howard. New York: Hill and Wang, 1982

John Berger. *Ways Of Seeing*. London: Penguin, 2008

Photography: A Very Short Introduction Steve Edwards Oxford

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Semester V

APPLIED COURSE :RADIO AND TELEVISION PRODUCTION

Background: In the contemporary broadcast media Industry a journalist is not only the content provider, he is bound to work as Content Manager. If he will not be able to understand functional aspects of Idea, Screen & technology, it will be tough for him to execute in given peripheries.

Objectives and Expected Outcome:

On completion of the course students should be able to:

- Understand working of a broadcast media organization
- Capable to produce programme for broadcast media
- Utilize equipment and conversion of Idea to screen.

Unit 1 - Broadcast Formats

Lectures 2+P

Feature
Interview
Talk Show
Discussion
Documentary

Unit 2: Broadcast Production Techniques

Lectures 6 +P

Working of a Production Control Room & Studio (Radio & Television)
Lighting for Television/Video – Techniques and Types
Personnel in Production process – Role and Responsibilities
Production equipment

Unit 3- Stages of Broadcast Production-Radio

lectures 10 +P

Pre-Production – (Idea, research, RADIO script, storyboarding, proposal writing, budget, floor plans, pilot)
Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges)
Editing, Creative use of Sound Editing.

Unit 4- Stages of Broadcast Production-Video

Lectures 10 +P

Pre-Production – (Idea, research, TV /RADIO script, storyboarding, proposal writing, budget, floor plans, pilot)
Production-Single Camera Production, Multi-Camera Production
(execution, requisite, challenges)

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

Post-Production-Online editing, Offline Editing

Suggestive projects

Presentation on any division of Radio / TV
Presentation on any dept. Of TV Channel
Presentation on 1 dept of entertainment channel.
Lighting demonstration in the lab. / floor plan
Presentation about role & responsibility of production personnel)
Script research/write /preparation of story board.
Radio Production
Video Production

Reading list

- Zettl Herbert, Television Production Handbook (Pg- 4- 25, 42- 258)
- White, TED & Barnas Frank, Broadcast News, Writing Reporting & Producing, Focal Press (Pg-225-240 & 245-257)

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Semester VI

APPLIED COURSE -DOCUMENTARY PRODUCTION

Background: This Applied paper will be offered in the VIth semester to students who have already received training in Broadcast Media Production. This paper is meant to orient them specifically in the production of Radio and Video documentary.

Rationale and Expectation: The course will provide a specialized practical knowledge about non-fiction- documentary programming in both Radio and Video. It will delve into the evolution of the documentary format around the world, the various schools and styles that have emerged and the contemporary debates relevant for documentary film making. The students will simultaneously learn how to: a) write a proposal for documentary production, b)shoot/record and edit a documentary on digital formats c) discuss and critique the work produced by them. The course will also delve into the various connections between fiction and nonfiction genres and how they borrow from each other. The final product- of the course is a collaborative 12-minute documentary in which every student would take part. Apart from that they will be expected to go out into the field to do research, learn scripting, directing and editing a television and radio documentary.

Unit 1: Documentary Theory (Three Weeks)

Lectures 6+P

Understanding the Documentary
Non Fiction Programming on Radio and Television
Realism debate and documentary
The controlled and uncontrolled docu
Observational and Verite documentary
The performative/fictive in Documentary: Using re enactment/reconstruction
Ethics and Representation

Unit 2: Pre-Production

Lectures 8+P

Researching the Documentary
Modes of Research: Library, Archives, location, life stories, ethnography
Writing a concept: telling a story
Script Writing, Treatment
Writing a proposal and budgeting

Unit 3: Radio Documentary Production Lab

Lectures 6+P

Understanding sound
Creative use of Sound for Documentary
Writing and Scripting for Radio Documentary
Field recordings
Studio Recording
Editing, Audio Sweetening

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Unit 4: Video Documentary Production Lab

Lectures 8+P

- The Documentary Camera:
- Shooting styles
- Scripting
- Production details and logistics
- Editing styles

Suggested Readings:

- Erik Barnow and Krishnaswamy Documentary
- 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*
- *The Open Frame Reader: Unreeling the documentary Film Ed. Rajiv Mehrotra* by PSBT

Suggested Screenings

- *Roger and Me* by Michael Moore
- *Nanook of the North* by Robert J Flaherty
- *Nightmail* by Basil Wright
- *Bombay Our City* by Anand Patwardhan
- *City of Photos* by Nishtha Jain
- *When Four Friends Meet* by Rahul Roy
- *Tales of the Night Fairies* by Sohini Ghosh
- *Nach* by Saba Dewan
- Films by Black Audio Collective
- Documentary Films produced and distributed by PSBT

Journalism and Mass Communication

DISCIPLINE COURSES II

SEMESTER III

DC-II Paper #1: Introduction to Media Studies

Background: This is the first course being offered in the Discipline II package. Also the focus of the paper is to give conceptual tools to the students that they can apply to their own media practice.

Rationale and Expectation: This paper will enable the students to engage with the media with a critical eye. It will introduce the students to concepts like the cultural Industries, mass culture, public sphere and medium theory. The students will be equipped to interrogate media content through the deconstruction of textual codes and signifying practices. They will get familiarized with key debates on representation of women, caste and religion in media and cultural texts. They will be encouraged to apply these debates through analysis. We will bring into discussion key ideas on reception of media, and the emergence of new audience practices with the arrival of new media.

Unit I - Understanding Media 12 Lectures

Communication and Mass Communication

Four Models: Transmission models, Publicity Model, Ritual Model and Reception Model

Medium is the Message

Media and the Public Sphere

Unit II - Media as Text

12 lectures

News Genres- Objectivity, Bias, News Values

Reality TV –Interrogating Reality

Advertising and Popular Culture

Unit III - Representation

The politics of Stereotyping

Imaging the 'other' - Caste and Religion in the Media 12 Lectures

Gender and Representation

Unit IV - Audiences 12 Lectures

Effects Models

Reception Studies

Fandom and Subcultures

Citizen Journalism in the age of digital media

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Suggested Readings:

1. Stuart Allen, *News Culture* 2004, McGraw Hill International
2. Richard Dyer, "The Role of Stereotypes" in *Media Studies Reader*, Sue Thornham, Caroline, Third Edition Edinburgh University Press, 2003
3. Sevanti Ninan, *Headlines from the Heart Land: Reinventing the Hindi Public Sphere*, 2007
4. Nick Stevenson, *Understanding Media Cultures* London, Sage, 1995, 47-74
5. Denis McQuail, *Mass Communication Theory*, London, Sage, Third Edition, 2000, pp1-22; 49-65
6. Kevin Williams, *Understanding Media Theory*, 2003

Additional Readings:

1. Janice Radway, "Reading the Romance," *Media Studies Reader*, Sue Thornham, Caroline Bassett and Paul Marris Ed. pp 206-212 Third Edition Edinburgh University Press, 2003
2. John Berger, "Way of Seeing," 1972, BBC, pp 7-34; 129- 154
3. Chritiane Brosius, "Is this the Real thing: Packaging Cultural Nationalism" in *Image Journeys: Audio Visual media and Cultural Change in India*, 1999, SAGE, pp 99-138
4. Raymond Williams, Advertising: The Magic System, *Media Studies, A Reader*, Paul Marris and Sue Thornham, 1996, Edinburgh Univ Press, 461-465
5. Kristyn Gorton, *Media Audiences: Television Meaning and Emotion*, 2009, 11-54
7. Peter Golding and Philip Elliott "News Values and News Production," *Media Studies Reader*, Sue Thornham, Caroline Bassett and Paul Marris. (Ed.) 2003, pp 206-212 Third Edition Edinburgh University Press

SEMESTER IV

DC-II Paper #2: WRITING AND REPORTING FOR PRINT

Background: For aspiring journalists and writers, the first step is to understand the basic principles and techniques of news writing and reporting. This is an introductory level journalism class paper designed primarily for the print media. Material covered applies to print. Students will learn fundamental principles and techniques of journalistic reporting and writing, including story components, structure, origination, and forms.

Objectives and Expected Outcome: Students will learn basic story format and style. They will master fundamental principles and techniques of journalistic reporting and writing, including story components, layout, structure, origination, and forms. Skills acquired would include accurately detecting problems in style, attribution, grammar, spelling, news judgment, fairness, storytelling, law/ethics, and writing effectively under time constraints.

UNIT-I: Understanding News Lectures 15

What is News? Types of news: Soft news/Hard news,
Basic elements of a news story,
News gathering techniques: Press briefing/Press conference;
Press release/ note
Scoops/ Exclusive
Interview: Types and techniques of interviewing;
News writing styles: Investigative, interpretative and in-depth reporting.

UNIT-II: News reporting and Writing 20 lectures

Ingredients of reporting, Structure of news reporting:
Inverted pyramid style:
Headline writing: technique, style, purposes and kinds of headlines:
Intros/leads and their types, Features, Human Interests;
Editorials, Articles and columns;

UNIT-III: Specialized reporting 15 lectures

Beats-crime/accidents/riots, Sports, Art:
Economic/ Business, Development:
Parliament, Legislature, Legal, Elections:
Civil and Human rights and Political reporting:

UNIT-IV: Writing for different forms of print journalism 12 lectures

Review writing: Film, Play/Drama, Book
Writing for special supplements: Weekly pullouts, Sunday magazines.
Reporting for the magazines: Page 3, Yellow journalism/ Tabloid press

Teaching Style

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

As paper is related to print journalism, the classroom lectures will be more focused on essential aspects of newspaper writing and reporting. To address the undergraduate student community, lectures would also include the classroom discussions to provide them an atmosphere to learn and inculcate the questioning skills they need. Teachers will be using modern teaching aids such as power point presentations and will be organizing guest lecturers etc.

Tools and techniques

Apart from conducting special guest lectures on Reporting, writing and interviewing by the experts class teacher can take the students to media houses to get familiar with the organizational set up. As the course will serve as the gateway into the journalism, a professional degree program that prepares students for jobs in public relations, print journalism and television. The paper includes extensive writing assignments that presume a working knowledge of writing fundamentals, such as clarity of expression, organization, logical reasoning, and correct grammar etc.

Suggestive projects:

Along with regular assignments based on the topics of the unit students have to attend and report the Speeches, Press Conferences and meetings. With the gathered content they can publish a practical newsletter. Group of 5-6 students will design, prepare the layout and publish the newsletter.

Suggested Readings

- Bruce D. Itule and Douglas A. Anderson, 1994, *News Writing and reporting for today's media*, McGraw Hill Publication
- *The Journalist's Handbook* (2008), M.V. Kamath, Vikas Publishing House, New Delhi.
- B.N Ahuja and S.S Chhabra 2005, *A concise course in Reporting* (2005) Surjeet Publications New Delhi.
- Gerald Lanson and Mitchell Stephens, 1986, *Writing & Reporting the News* Second Edition, Oxford University Press.

Suggestive resources and Documentaries:

Archive of newspapers, Editing room (for page designing) and page make-up software's (Quark Xpress, In-design, Photoshop etc.)

SEMESTER V

DC-II Paper #3: Broadcast Media

Background: The paper has been made keeping in mind that students of various disciplines will be opting for it. It has thus taken a collage approach to broadcast media teaching and learning.

Rationale: This paper is the only electronic media paper. Thus, its first obvious goal is to introduce the mediums of audio and video: i.e the characteristics of radio (sound) and Television (video). Apart from that it will teach the basics of camera (framing, composition, visual language etc.), microphones, sound effects and sound recording for Radio. It also covers relevant topics like public service broadcasting in India.

Expectation: The students should be well versed with the aesthetic of sound and visual production. Should be able to shoot and write, edit broadcast formats.

Unit I: Understanding the Broadcast Medium

15 lectures

RADIO

Sound Design & Creative use of sound in various mediums/forms.

Types of Sound- Sync, Non- Sync sound, Natural sound, Ambient sound.

Introduction to Microphones: (Types and Usage).

Basic Characteristics of Radio

Television

- Basic Characteristics of Television as a Medium.
- What is an image? Electronic image, Television image, Digital Image, Edited Image (Politics of an Image).
- Basics of a Camera- (Lens & accessories)
- ENG & EFP
- Visual Grammar, Camera Movement, Focusing, Visual Perspective, Type of Shots.

UNIT 2: Broadcast Formats- Concept & Writing Techniques Lectures 12

News

Feature

Interview

Talk Show

Discussion

Documentary

UNIT 3: Editing Techniques for Broadcast Media lectures 13

Why do we edit?

Creative Use of Editing

Online-Editing (Basic equipment and Technique)

Offline Editing: Basics of Editing for TV (Soft-wares and techniques.

Basics of Editing for Radio: Software and techniques.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

UNIT 4: Broadcasting in India Total: 8 Lectures 13

Public Service Broadcasting- Concept, policy.
Working of Doordarshan & All India Radio
Community Radio
Private Broadcasting- (Issues, Concept, Policy).
Organization and Working of a Private Broadcaster.

Suggested Readings:

Zettl Herbert, Television Production Handbook (pp 20-80, 85-135)
Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (pp.10- 40)
P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(pp. 25- 78)
The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (pp. 47- 105)

Suggested Resources & Documentaries-

- News Bulletins in English and Hindi on National and Private channels (as teaching material)
 - Documentary- 'The future of Television News.'
- Documentary screenings- Fahrenheit- 9/11, Glass, Zoo, Ram keNaam.

SEMESTER VI

DC-II Paper #4: Advertising and Public Relations

Background- Advertising is an important component of Information, communication and entertainment age. Advertising and Public Relations have a great influence on our society. Advertising and industry are supportive to each other, as a result of which advertising profession has received much importance and recognition in the contemporary society. Students do need a grounding in Advertising and PR and how they work for the overall benefit of an organization.

Rationale- The course not only prepares the students for their graduation, but paves the way for further advanced study of advertising, Public Relations and IMC. This course will give the students a theoretical grounding in Ad and PR and they will learn various practical aspects of the same.

Expectation- The student is expected to learn concepts and practices of Advertising and Public Relations. He/ She should be able to do media planning and scheduling and plan and design a campaign.

Unit 1-Introduction to Advertising Lectures 14

Meaning, genesis, development of Advertising

Importance and Functions

- a) Advertising as a tool of communication,
- b) Role of Advertising in Marketing mix, PR

Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising

Types of advertising and New trends

Economic, cultural, Psychological and Social aspects of advertising

Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI,ASCI and their codes.

Unit 2. Advertising through Print, electronic and online media Lectures 12

Types of Media for advertising

Advertising Objectives, Segmentation, Positioning and Targeting

Media selection, Planning, Scheduling

Marketing Strategy and Research and Branding

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

Organisation: Advertising department vs. Agency-Structure, and Functions.

Advertising Budget

Campaign Planning, Creation and Production

Unit-3. Public Relations-Concepts and practices

Lectures 14

Introduction to Public Relations

Growth and development of PR

Importance, Role and Functions of PR

Principles and Tools of Public relations

Organisation of Public relations: In house department vs consultancy.

PR in govt. and Private Sectors

Govt's Print, Electronic, Publicity, Film and Related Media Organizations

Unit 4.-PR-Publics and campaigns Lectures 12

Publics of PR

Research for PR

Managing promotions and functions

PR Campaign-planning, execution, evaluation

Role of PR in Crisis management

Ethical issues in PR-Apex bodies in PR- IPRA code - professionalism, PRSI, PSPF and their codes.

List of Projects

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

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Suggested Readings

1. David Ogilvy, Ogilvy on Advertising, Pan/ Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa& Co.
3. Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd..
6. Heath Robert L, Handbook of Public Relations, Sage Publications,
- 7 .Dennis L. Wilcose& Glen T, Public Relations, Pearson
8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
9. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

SEMESTER VII

DC-II Paper #5: ONLINE JOURNALISM

Background: Technological Innovations of revolutionary scope and scale have led to a digital transformation of the communication landscape, technological convergence, worldwide media coverage and the globalisation of media content. Convergence is the new paradigm and central symbol of communication today. Online Journalism is revolutionizing the way news is reported and read. The rise of the internet has forever changed the way audiences interact with the news.

Objectives and Expected Outcome: The objective of this course is to communicate the changing trends in professional journalism as a result of online communication technology and the ethical perspective of Online Media. The idea of this course is to introduce students to these larger changes in journalism and acquaint them with the new developments in the field owing to the proliferation of participatory journalism.

The Student is expected to:

- Optimise their Understanding of online communication technology in, writing, packaging and disseminating their stories in a multimedia platform.

UNIT-1 Introduction to Online Journalism Lectures 13

Terminology: Internet, Intranet, www, online, e-mail, blog, social media, Web 2.0 and 3.0, news group, Web servers, Web Browsers, Search engine, Internet Hardware
Cyberspace: Meaning, Information Super Highway, Internet and Information Revolution
ICT- Role and Scope
Internet and the changing landscape of Media
Online Journalism: Definition and Concept
Online Media: Social and Cultural Implications in Global Scenario

UNIT-2 Online Journalism: Methods and Diversity Lectures 13

- Distinctive Features of Online Media
- Online Journalism V/s Other News Mediums
- New roles of Journalists in the Internet age
- Trends in online Journalism
- Online Journalism: Issues and Challenges
- Web Blogs, Citizen Journalism and Social Media
- E- Governance

UNIT- 3 Writing for Online Media- Steps and Strategies lectures 12

Overview of Web writing

- Digital Divide- Writing for the screen vs. writing for print
- Linear vs. nonlinear form
- Styles of web writing: The art of lateral thinking and layering
- Features and Articles on the Web, Interviewing on the Web, Do's and Don'ts

FOUR YEAR UNDERGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

- Web page development, inserting, linking; editing and publishing
- On-line editions of newspapers- Content management and economics
- Conducting online searches and research
 - Online searching techniques
 - Citing Internet sources
 - Archiving
- Photo Essays- How to start an online magazine (basics).

UNIT-4 Cyber laws and Ethical Perspective in Online Media Lectures 12

Cyber Crime in India

Cyber laws in India

IT Act of 2000 and Amendments (2008 & 2010) (66A) Media,
Convergence Bill (to be enacted), Regulatory commissions
of New Media

Copyright & issue of plagiarism

Public Sphere and Independent Journalism: Ethical Issues

- Accuracy
- Privacy
- Fairness
- Linking
- Journalistic integrity

Journalism ethics and restraint in new media

Suggestive projects

- Comparative Analysis of E editions v/s print editions of national dailies
- Analysis of websites- Aljazeera and BBC
- Create a weblog and update regularly
- Online News Package- Create News Packages for a news website
- Plan and Design a News Website Using HTML or Dreamweaver

Suggested Readings

- Stuart Allan, *Online News: Journalism and the Internet*, McGraw Hill Education, 2006, p 53-71
- Stephen Quinn, 2005, *Convergent Journalism*, Peter Lang Publication p 85-105
- 2006, *Citizen Journalism: Global perspective*, EinarThorsen p 75-84
- Sunil Saxena, 2004, *Breaking News: The craft & Technology of Online Journalism*, Tata McGraw Hill Education p. 19-80

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

- Keval J Kumar, 1999, *Mass Communication In India*
- Mio Consalvo & Charles Ess, 2012, *The handbook of internet studies*, Wiley- Blackwell, (pg-24-40, 43-56, 137-165)
- Chiropher Scanlan, 2000, *Reporting & Writing:Basics for the 21st Century*, HCP (Pg-291-324)

Additional Readings:

-
- Andrew Bonim Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web.
- Old Media New Media by Wilson Dizard, Jr
- On Line Journalism, Tapas Ray Foundation Books
- Journalism to Online Journalism: Publishing News and Information by Roland De Wolk (Allyn&Bacon,2001)
- Introduction Digital Journalism: Emerging Media and the Changing Horizons of Journalism, Edited by Kevin Kawamoto(Rowman and Lilltlefield Publishers,2003)
- kiran Prasad,E- Journalism new media and news media, edited p 19-35
- Rey G. Rosales, *The elements of Online Journalism*, p 4-16

SEMESTER VIII

DC-II Paper #6: INTRODUCTION TO FILM

BACKGROUND The field of Film Studies has emerged as a critical Endeavour to theorise one of the most powerful forms of contemporary culture. As a Discipline it has emerged out of disciplinary engagements from Literary Theory, Semiotics, Psycho Analysis, Feminist Theory, Philosophy and History with the object of cinema. Film Appreciation focuses on filmic property, language, movements and auteur, forms and style rather than concepts like spectatorship, stardom and audience.

RATIONALE This film appreciation course, the last course in the Discipline II offered to other departments intends to enable students to understand film language provide the students with conceptual tools to analyse them. The course will explore film language, film style, film movements auteurs and the important aspects and auteurs of Indian cinema as well.

EXPECTATION At the conclusion of this course the student should be able to distinguish between several aspects of film language and develop an overall knowledge of world cinema.

COURSE CONTENT WITH WEEKLY LECTURE PLAN 13 WEEKS

Unit I FILM LANGUAGE 12 Lectures

Film Language (I) -
Film Language (II)
Film Language (III)
Screenings (4 hours)

UNIT II AUTEURS 14 Lectures

Alfred Hitchcock
Satyajit Ray
Kurosowa
Agnes Varda
Screenings (4 hours)

UNIT III

FILM FORM S AND GLOBAL CINEMA 14 LECTURES

German Expressionism & Italian Neo Realism
French New Wave
Iranian cinema
Documentary
Screenings (4 Hours)

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

UNIT IV INDIAN CINEMA

12 LECTURES

Indian cinema – 1950s
Indian New Wave
Contemporary Hindi Cinema
Screenings (6 Hours)

Unit Wise Film Screenings

Unit I – *Citizen Kane* (Orson Welles, 1941), *Battleship Potemkin* (Sergei Eisenstein, 1925)
Unit II- *Psycho* (Alfred Hitchcock, 1960), *Rashomon* (Akira Kurosowa 1950), *Through a Glass Darkly*(
1961 Ingmar Bergman)
Unit III- *Rome, Open City* (Roberto Rossellini 1945) ,*Under the Olive Trees*(Abbas Kiaorastami, 1994)
Unit IV – *Aranyer Din Ratri*(Satyajit Ray 1971), *SubarnaRekha* (RitwikGhatak 1965)

Suggested Readings

1. Andre Bazin, "The Ontology of the Photographic Image" from his book *What is Cinema Vol. I*/Berekeley, Los Angeles and London: University of California Press: 1967, 9-16
2. David Bordwell: 'Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen ed *Narrative , Apparatus , Ideology*, Newyork: Columbia University Press, 1986, 17-34.
3. Robin wood , "Vertigo" in his *Hitchcock's film revisited* , Newyork: Columbia University Press, 1989 108-130
4. Tanya Modleski, "Femininity by Design: Vertigo" in *Women who knew too much: Hitchcock and Feminist Theory*, Newyork, Routledge, 1988 87-100
5. R.L.Rutsky, "Metropolis(1927) : Between Modernity and Magic, in Jeffrey Geiger &R.L.Rutskyed*Film Analysis: A Norton Reader*, Norton & Co, London 2005, 178-195.
6. Simona Monticelli: "Italian Post-war cinema and Neo Realism", in John Hill and Panel Church Gibson eds *Oxford Guide to Film Studies*, OUP, Oxford, 1998 455-460
7. Barnouw & Krishnaswami, *Indian Film*, OUP, 1980-
8. Stephen. P. Hughes, "The Pre-Phalke era in South India: Reflections on formation of Film audiences in Madras", *South Indian Studies*, 1996 161-204
9. Madhava Prasad, "The Moment of Disaggregation," and "The Developmental Aesthetic" in his *Ideology of the Hindi Film: A Historical Construction*. Delhi: Oxford University Press: 1998, 117-131, 188-216.
10. Ravi Vasudevan, "Dislocations: The Cinematic Imagining of a New Society in 1950s India" in Ania Loomba and Suvir Kaul, eds. *The Oxford Literary Review - On India : Writing History Culture Post-Coloniality*. Vol 16, Nos 1-2, 1994, 93-124
11. Hamid Naficy: *A social history of Iranian Cinema:: Globalising years 1984-2010*, Duke uty press, 2012.
12. Ackbar Abbas, *Hongkong: Culture & Politics of disappearance*",
13. Charles Musser, 1996. "Documentary" in Geoffrey Nowell Smith ed *The Oxford History of World Cinema*.OUP 322-333

**FOUR YEAR UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

14. Mazumdar, Ranjani. "Friction, Collision and the Grotesque: The Dystopic Fragments of Bombay Cinema," InGyanPrakash, ed. *Noir Urbanisms: Dystopic Images of the Modern City*. Princeton: Princeton University Press, 2010.
15. Gopal, Sangita, "Conjugal Assembly: Multiplex, Multiplot and the Reconfigured Social Film" in *Conjugations: Marriage and Form in New Bollywood Cinema*, 2011 pp 124-154.

STUDENT PRESENTATIONS

1. Choose one of the following auteurs and research on them using books, journals, magazines and internet resources.
 2. Fritz Lang b) Victorio D'sicca c) Francois Truffaut d) Mrinal Sen
 3. Choose any one of these films and analyse it in its socio political context.
 4. Pather Panchali b) Bicycle Thieves c) Chung King Express d) Last Year in Marienbad
 5. Prepare a well researched dossier on Italian Neo Realism listing Auteur, influence, film style and analysis of key films.
 6. Project on Satyajit Ray as an auteur, using books, journals, his films, photo archives etc.
 7. Project on any one auteur from the Indian New Wave making use of books, journals, periodicals and other archival material.
-