BA(J&MC)
Course Structure and Detailed Syllabi for students admitted in Academic Session 2018-19

admin
Curriculum Structure

1. **Core Course (14 Papers)**
   - 84 credits

2. **Elective Course (8 Papers)**
   - 48 credits

3. **Ability Enhancement Compulsory Courses**
   - (2 Papers of 2 credit each) 4 credits
   - Environmental Science English/MIL Communication
   - **Ability Enhancement Elective** (Skill Based) (Minimum 2) 4 credits
   - (2 Papers of 2 credit each) 4 credits

Total credit 140
# COURSE STRUCTURE FOR FIRST YEAR
## BA (J&MC) PROGRAMME (SESSION 2017-2018)

### FIRST SEMESTER

<table>
<thead>
<tr>
<th>Sl No.</th>
<th>Course</th>
<th>Category</th>
<th>Code</th>
<th>Credit</th>
<th>Teaching Scheme</th>
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<td>Introduction to Mass Communication</td>
<td>CORE</td>
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<td>Media In Context (Media, Society, Culture, &amp; Economy)</td>
<td>CORE</td>
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<td>3</td>
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<td>CORE</td>
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**Total** 22 16 0 5

Total contact hours per week 26

### SECOND SEMESTER

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<th>Course</th>
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<tr>
<td>1</td>
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<td>JMC 201</td>
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<td>Photography &amp; Mobile as a tool of Journalism</td>
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<td>Computer Application for Mass Media</td>
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<td>Media and Cultural Studies</td>
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<td>Basics of Advertising&amp; PR</td>
<td>JMC 205</td>
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**Total** 22 14 0 5

Total contact hours per week 24
Semester 1

JMC 101

Introduction to Mass Communication

Unit 1

Principles of Mass Communication


Unit 2

Media system and theory and models

Authoritarian - libertarian - Socialistic - Social - responsibility - development - participatory - Play theory, Chomsky's media theory-agenda setting

Models

- Lasswel - Osgood - Dance - Schramm - Gerbner - Berlo model

Unit 3

Communication system in India

First Indian newspaper - Print media in nineteenth century - Indian press and Indian freedom movement, major English and Indian language newspapers and magazine- Emergency and Indian Print Media - Introduction to online print journalism, recent techniques of online journalism

Unit 4

Ownership patterns of Media Industry today , ethical aspects of mass media, freedom of speech and expression right to information, media and social responsibility, media accountability - Infotainment and ICE.

Unit 5

Practical
Online newspaper, magazine, printing technique, web journalism

Books/References

2. Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
4. Tony Harcup: Journalism: Principles and Practice; Sage.
5. Media and Communication-Paddy Scannell - University of Michigan, Sage Publications
7. Justice and Journalist, SB Enterprise,Kolkata,2015

JMC 102- Media In Context (Media, Society, Culture, & Economy)
Unit 1-

News Values, Relevance of these reports to India and the world community or why they are considered to be important, Basics of News, objectivity (bias) and subjectivity, News Sources, Credibility, yellow journalism,paid news

Unit 2
News analysis and Current Affairs
Analyzing daily Current News, Comparing News treatment in various newspapers and news channels, Classroom debates and group discussions on Newspaper/TV/Radio, Media Bodies –Press Commissions, PCI, BRAI, BCCC, NBA, Editor's Guild, ABC, Government News, Thumbnail sketches of chief personalities figuring in current news reports
Monitoring Cells, etc.

Unit 3
State and Politics
Basic understanding of the Indian political system, Political problems and issues facing India – corruption, criminalization, bad conduct of members during legislative sessions, political extremism like Maoism and Naxalism, Lok Sabha and Rajya Sabha- election of members, powers, legislative functions and differences State legislative assemblies and legislative councils, Main features of Constitution, secularism, socialist, democratic, republican, preamble, directive principles, fundamental rights, citizenship, Judicial Activism and Role of Judiciary in Media exposure

Unit 4
Economy
Economic organizations and institutions like World Bank; The European Union and its expansion; The Asian Development Bank; World Economic Forum, United Nations and its various bodies, Profile of the Indian economy and comparison with few other top economies of the world, Guest lectures on current and topical issues by leading practicing journalists, International Groupings- Like G8, Non Aligned movement, Commonwealth, National organizations- Central Bureau of Investigation (CBI), Election Commission (EC), Central Vigilance Commission (CVC), National Human Rights Commission (NHRC), CAG.

Books/References
1. The Internet Galaxy, Castells, M. Oxford University Press.
**JMC 103   Basics of Journalism**

Unit 1 - Understanding News Ingredients of news  meaning, definition, nature The news process: from the event to the reader (how news is carried from event to reader) Hard news vs. Soft news, basic components of a news story Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 2 - Tabloid press Language of news- Robert Gunning: Principles of clear writing, Rudolf Flesch formula-skill to write news

Unit 3 - Understanding the structure and construction of news Organizing a news story, 5 W's and 1H, Inverted pyramid Criteria for news worthiness, principles of news selection, importance of research in news, sources of news, use of internet

Unit 4 – Different mediums-a comparison Language and principles of writing: Basic differences between the print, electronic and online journalism Citizen journalism

Unit 5 - Role of Media in a Democracy Responsibility to Society press and Democracy Contemporary debates and issues relating to media Ethics in journalism, debates discussion and practical writing /Viva

Books/References


**JMC 104   Writing for Mass Media**

Unit 1

Historical background of writing- elements of language-writing as coding of content-language for mediated communication.

Unit 2

Principles and methods of effective writing-rules of grammar-sentence construction-paragraphing-narration-adjectives and adverbs, tense, sequence, logic

Unit 3

Creativity in writing-features-articles-profiles-interview stories-business writing-technical writing-letter

Unit 4
Writing for target groups-special interest audiences-

Unit 5

Translation techniques-media reviews of arts, performing arts and cinema-practical exercises applicable to all units

Books/references-

- Geeta Sen, Image and imagination, Mopin Publishing
- Gopal Sexena, Television in India, Vikas Publishing House

**JMC 105  Indian government –Politics and International relations**

Unit 1

Government making-working for federalism-issues in governance at state and central level of state autonomy in India-politics at the district level panchayati raj, elections and governance

Unit 2

Nature of the party system-study of the major national parties and some of the more imp regional parties and their social bases-effect of fragmentation of parties on the formation and working of government at the centre and state.

Unit 3

The electoral system-process-stresses an strength-secularism an communalism in India-problems and trends-centre state relation-reports on centre-state relation

Unit 4

A course on Indian government and politics must address itself to the most fundamental problems of our society in an attempt to understand the reasons behind their existence and the seeming difference, general study of governance in state and their performance since independence

Unit 5

Brief study of international relations-foreign policies of India, UK,USA, RUSSIA-UN and its agencies and their functions-regional organizations such as ASEAN, SAARC, OIC, OSC, India's relation with China, Pakistan, SOUTH ASIA Countries, West Asian countries, Africa, Europe and America

Books/references-

- Noorani A.G., Constitutional Questions in india The President, Parliament and the States
Semester 2

201 Reporting and editing for Print and Online Journalism

Unit 1
Covering news
Reporters' role, functions and qualities
General assignment reporting/working on a beat, news agency reporting.
Covering Speeches, Meetings and Press Conferences
Covering of beats-crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports, page 3, entertainment

Unit 2
Interviewing/Types of news leads
Interviewing: doing the research, setting up the interview, conducting the interview
News Leads/intros, Structure of the News Story-Inverted Pyramid style; Lead: importance,
Types of lead; body of the story; attribution, verification
Articles, features, types of features and human interest stories, leads for features

Unit 3
Trends in sectional news, Week-end pullouts, Supplements, Backgrounders, columns/columnists, newsletter, magazines, online journalism

Unit 4
Understanding media and news
Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in
the newsroom, trial by media, gatekeepers. Objectivity and politics of news Neutrality and bias in news

Unit 5
Experiencing media
Blogs, theatre Arts, print documentaries, culture, music, TV programmes
Books/References

2. K.M. Srivastava News Reporting and Editing;
3. News Reporting & Editing M. V. CharnleyHolt, Rinehart & Winston of Canada Ltd Lynette
4. Dan Laughey: Key Themes in Media Theory; RawatPublicat) John Fiske: Introduction to CMark
5. W. Hall: Broadcast Journalism: An Introduction to News Writing;
6. Modern newspaper practice: A primer on the press, F.W. Hodgson,
7. Focal Press Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press

202 Media and Cultural Studies

Unit 1
Understanding Culture Mass Culture, Popular Culture, Folk Culture Media and Culture

Unit 2-
Critical Theories Frankfurt School, Media as Cultural Industries Political Economy, Ideology and Hegemony

Unit 3
Representation Media as Texts Signs and Codes in Media Discourse Analysis Genres Representation of nation, class, caste and gender issues in Media

Unit 4
Audiences Uses and Gratification Approach Reception Studies Active Audiences Women as Audiences Sub Cultures; Music and the popular, Fandom

Unit 5
Media and Technologies Folk Media as a form of Mass Culture, live performance; Audience in live Performance Media technologies; Medium is the Message; Technological Determinism; New Media and Cultural forms

Books/References

1. Arvind Singhal: India's Communication Revolution, Sage.
4. AS Media studies: An essential introduction edited by Philip Raynar, Peter wall and Stephen Kruger, Routledge
8. James Stafford, Tony Brennet, Raymond William , Stuart hall, john storey-short extracts from writings
9. Parmar S, traditional folk media, 1975, New Delhi, Geeta Bose

VCOM 201: Photography & Mobile as a tool of Journalism

Unit 1: History of still and video AND DIGITAL photography and its use of A/V photography in Mass Media.
Unit 2: Lighting, The different types of lighting-Natural lighting–and Artificial Lighting The reflection of light recommended equipment for outdoor lighting Introduction to indoor lighting and Photographing

Unit 3; Types of Photography and Photojournalism, News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography The basics of photojournalism and importance of context in photojournalism


Books/References

2. An Introduction to Photography, Michael Freeman, Abe Books
3. On Photography- Susan Sontag The Man,
4. The Image & The World: A Retrospective- Henri Cartier-Bresson
5. Basic Photography- Michael Langford.

JMC 203  Computer Applications for Mass Media

Unit1

Introduction to computers –History an generation of computers-types of computer hardware and software-digital technology keyboard functions

MS, MS Application-MS WORD with features-MS windows-excel-MS Excess-presentation manager-important commands-PageMaker-interfacing-working with text-page setup-printing-formation techniques-gfx and drawings

Unit 2

Corel Draw Environment –working with objects-outlining-clipart and symbols-controls of object outline-text creation and alignment-BIT MAP GFX-conversion-graph-COREL SHOW-cartoons-use of colors and publishing concepts


Unit 3

Images-BIT MAPS-Drawings, principles of animations-use of video broadcast-video standards- NTCC-PAL-SECAM-HDTV-Integration of computers and television-video editing-finer aspects

Internet –sourcing-web technology and its application-new generation internet potentiality and limitations-priorities and utilization

Unit 4
Web Vs Print

A comparison-advertising-copy creation and feedback on the net- profiling the reader-content generation and research-design of content

Unit 5

Website element-visual design –background-color-self promotion-service-promotion in the website

Interactivity –diversity-legal challenges-copyright issues-technology issues-political issues-social issues-economic issues-ethical issues

Books/References

- BPB Publication Adobe Page Maker 7.0 Classroom in a book
- Shalini and Adity Gupta, Photoshop CS2 In simple steps.
- Sarkar, N.N; Art and production
- David Karlins & Bruce K. Hopkins-Techmedia
- BPB Publications - How Tos 100 essential techniques

JMC 204 Basics of Advertising and PR

Unit 1

Concept of advertising: Definitions and Meaning Evolution and development of advertising, Advertising process and its participants- AIDA model, scope of advertising industry in India AD Terminology

Unit 2

Advertising as a component of marketing

Concept of Integrated Marketing Communication (IMC) Marketing Plan Advertising and its relationship with other tools of marketing Introduction to STP

Unit 3

Classification of advertising- Classification on the basis of: Audience, Media, Advertiser and Area Special purpose advertising: Green advertising, Advocacy advertising, Comparative advertising, Generic advertising, Public Service advertising, Corporate Image Advertising, Covert Advertising, Surrogate Advertising

Unit 4 Social, Legal and ethical aspects of Advertising

Advertising and Social Responsibility Self Regulatory system for control on advertising in India (ASCI), ASCI Code Laws that affect advertising Cable Television Network Act Patents Act, 1970 Trademarks Act, 1999 Copyright Act, 1957

Unit 5

PR concepts and role (Definitions and concepts, Role and Objectives of PR) Internal & External PR
Unit 6: Techniques of Public Relations

Writing for press (Pitch notes, placed articles, Media briefing documents)
- Press release
- Press Interviews

Contents for the newsletter

Books/references-
- Seitel, Fraser P : The Practice of Public Relations; 2006 by Prentice Hall
Semester 3

301  Introduction to Broadcast Media

302  History of the Media

303  Advertising and Public Relations

Special Papers

304  Practical Radio production

305  Film appreciation
    Film reviews

306  Local, National and International news in different media and its production

Semester 4

401  Introduction to television

402  Media industry and management

403  Communication Research and methods

Special Papers

403  Practical
    Documentary production

403  Practical
    Television News coverage and presentation

404  Brand Management

Internship

Semester 5

501  Introduction to new media

502  Development of Communication

503  Media ethics and laws
Semester 6

601  Global media and politics

602  Advanced broadcast media
603  Advanced New Media

Special Papers

604  Videography & Cinematography
    Handling of different cameras

605  Multimedia Journalism with Java software
606  Brand Communication

Compulsory

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Internal assessment

Internal assessment may be based on covering the beats and writing reports/interviewing personalities, celebrities etc. Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc. Discussion on current affairs, tests, debates and tests may be held regularly.

Things to do

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1. Working in groups of two or three 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 and understanding of new strategies of exhibition and distribution.

3. An observational field project on use of new media in different areas.

4. They should also attempt creating a mobile capsule for social media