

Modified Syllabus
Journalism and Mass Communication (Honours)

Semester-4

JORA -CC8 : Introduction to New Media

Credit : 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week

Marks: 50

Course Contents

Unit 1 : Key Concepts and Theory

Defining new media, terminologies and their meanings – Digital media, new media, online media ; Information society and new media, Technological Determinism, Computer mediated-Communication (CMC),

Unit 2: Understanding Virtual Cultures and Digital Journalism

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

Unit 3: Digitization of Journalism

Authorship and what it means in a digital age, Piracy, Copyright, Copyleft and Open Source, Digital archives, New Media and Ethics

Unit 4: Overview of Web Writing

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia

Unit 5: Visual and Content Design

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

Readings:

(1) Vincent Miller. Understanding digital culture. Sage Publications, 2011.

(2) Lev Manovich. 2001. "What is New Media?" In The Language of New Media, Cambridge: MIT Press. pp. 19-48.

(3) Siapera, Eugenia. Understanding new media. Sage, 2011.24. Introduction

(4) Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.

(5) Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3

(6) O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatis web-20.htm>

(7) Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380

(8) Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists. The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1

Internal Assessment :

Marks : 20

(The Modes/Themes and/or Topics are to be decided by the concerned Faculty of respective Colleges.)

(Any-2)

- Viva on Current Affairs.
- PPT. Presentation on Syllabus related Topics.
- Seminar Presentation on Syllabus related Topics.
- Poster Presentation on Syllabus related Topics.
- Assignments on Syllabus related Topics.
- Tests.

Modified Syllabus

Journalism and Mass Communication (Honours)

Semester-4

JORA -CC9: Development Communication

Credit: 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week

Marks: 50

Course Contents

UNIT 1: Development: Concept, concerns, paradigms

- Concept of development,
- Models of development;
- *Basic needs model*: Nehruvian model, Gandhian model, Panchayati raj;
- Developing countries versus developed countries, UN millennium dev goal

UNIT 2: Development communication: Concept and approaches

- *Paradigms of development*: Dominant paradigm, dependency, alternative paradigm;
- *Dev comm. models* – diffusion of innovation, empathy, magic multiplier;
- *Alternative Dev comm. approaches*: Sustainable Development, Participatory Development, Inclusive Development, Gender and development;

- *Development support comm.* – definition, genesis, area woods triangle

UNIT 3: Role of media in development

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

UNIT 4: Practising development communication

- Strategies for designing messages for print
- Community radio and dev
- Television programmes for rural India (Krishi Darshan)
- Using new media technologies for development.
- Development Journalism and rural reporting in India

Unit 5 - Rural Journalism

- Information needs in rural areas;
- Use of traditional media for development in rural areas;
- Rural newspapers;
- Critical appraisal of mainstream media 's reportage on rural problems and issues;

Readings:

1. Arvind Singhal, Everett M Rogers: *India's Communication Revolution: From Bullock Carts to Cyber Marts.*
2. J V Vilanilam: *Development Communication in Practice, India and the Millennium Development Goals.* Sage. 2009.
3. K. Mahadavan, Kiran Prasad, Youichi Ito and Vijayan Pillai. *Communication, Modernisation and Social Development: Theory Policy and Strategies* (2 volumes), BR Publishing Corporation, New Delhi. 2002.
4. Kiran Prasad. *Communication for Development: Reinvesting Theory and Action* (2 volumes,) BRPC: New Delhi. 2009.
5. Melkote Srinivas R., H. Leslie Steeves. *Communication for Development in the Third World: Theory and Practice for Empowerment:* Sage. 2001
6. Schramm, Wilbur: *Mass Media and National Development,* Stanford UP, Stanford, 1964.

7. Uma Narula, W. Barnett Pearce. *Development as communication: A perspective on India*. Southern Illinois University Press, 1986
8. Uma Narula. *Development Communication: Theory and Practice*. Har Anand. 2004.
9. K. Sadanandan Nair & Shirley A. White (Ed.): *Perspectives on Development Communication*; Sage.
10. Dipankar Sinha: *Development Communication, Contexts for the 21st Century*; Orient Black Swan.
11. Rogers Everett M : *Communication and Development- Critical Perspective*, Sage, New Delhi, 2000.
12. Dr. Anil Kumar: *Mass Media and Development Issues*; Bharti Prakashan, Upadhyay Varanasi, 2007.
13. Amartya Sen : *Development as freedom*, Alfred A Knopf, New York, 1999.
14. Daya Thussu : *Media on the move: Global flow and contra flow*; Routledge, London, 2006.
15. D V R Murthy : *Development Journalism, What Next?*; Kanishka Publication, New Delhi, 2007.
16. *What Do We Mean By Development: An Article by Nora C Quebral in International Development Review*, Feb, 1973, P-25
17. *Modern Media in Social Development* : Harish Khanna.
18. Shivani Dharmarajan : *NGOs as Prime Movers*; Kanishka Publication, New Delhi, 2007.

Internal Assessment :

Marks : 20

(The Modes/Themes and/or Topics are to be decided by the concerned Faculty of respective Colleges.)

(Any-2)

- Viva on Current Affairs.
 - PPT. Presentation on Syllabus related Topics.
 - Seminar Presentation on Syllabus related Topics.
 - Poster Presentation on Syllabus related Topics.
 - Assignments on Syllabus related Topics.
 - Tests.
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Modified Syllabus

Journalism and Mass Communication (Honours)

Semester-4

JORA -CC10: Media Ethics and the Law

Credit: 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week

Marks: 50

Course Contents

Unit-1 : Ethical Framework And Media practice

- Freedom of Expression (Article 19(1)(a) and Article 19(1)2)
- Freedom of Expression and Defamation- Libel and slander
- Issues of privacy and Surveillance in Society
- Right to Information
- Idea of Fair Trial/Trial by Media

Unit- 2: Media Technology and Ethical Parameters

- Live reporting and ethics
- Legality and Ethicality of Sting Operations, Phone Tapping etc
- Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court)
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- Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines

Unit 3- Representation and ethics

- Advertisement and Women
- Pornography
- *Related Laws and case studies*- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill 2007 and Act 2013, Sec 67 of IT Act 2000 and 292 IPC

Unit 4- Media and Regulation

- Regulatory bodies, Codes and Ethical Guidelines
- Self Regulation
- Media Content- Debates on morality and Accountability: Taste, Culture and Taboo
- Censorship and media debates

Unit 5- Media and Social Responsibility

- Economic Pressures
- Media reportage of marginalized sections- children, dalits, tribals, Gender
- Media coverage of violence and related laws - inflammatory writing (IPC 353), Seditious- incitement to violence, hate Speech.

Essential Reading list:

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

- Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
- Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"
- Durgadas Basu: Press Laws in India; Prentice Hall of India.
- Bansii Manna: Press Laws in India; Academic Publisher.
- Bansii Manna: Bharater Press Aain; Academic Publisher.
- Debanjan Banerjee: Justice and Journalist; S.B. Enterprise

Internal Assessment : (Any 2)

Marks : 20

- Student Presentation: Attack on Freedom of Press/Trial by Media/[Intellectual Property Rights]
 - Student Presentation: Sting Operation/Ethical issues in Social Media
 - Student Presentation: Advertisement and Women
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