

## Modified Syllabus 2021

### Journalism and Mass Communication (Honours)

#### Sem-5

#### **JORA-CC11: Global Media and Politics**

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

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

*Marks: 50*

*Semester - V*

*Course Code – JORACOR11T*

#### **Course contents:**

##### **Unit 1: Media and international communication:**

- ❖ The advent of popular media- a brief overview
- ❖ Propaganda in the inter-war years: Nazi Propaganda,
- ❖ Radio and international communication

##### **Unit II: Media and super power rivalry:**

- ❖ Media during the Cold War, Vietnam War, Disintegration of USSR;
- ❖ Radio free Europe, Radio Liberty, Voice of America
- ❖ Communication debates: NWICO, McBride Commission and UNESCO
- ❖ Unequal development and Third World concerns: North-South, Rich – Poor

##### **Unit III : Global Conflict and Global Media**

- ❖ World Wars and Media Coverage post 1990: Rise of Al Jazeera
- ❖ The Gulf Wars: CNN's satellite transmission, embedded Journalism
- ❖ 9/11 and implications for the media

##### **Unit IV: Media and Cultural Globalization**

- ❖ Cultural Imperialism,
- ❖ Cultural politics: media hegemony and Global cultures, homogenization, the English language Local/Global, Local/Hybrid

##### **Unit V: Media and the Global market**

- ❖ Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide
- ❖ 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/Fear Factor

**Readings:**

- Daya Kishan Thussu. *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 Kishan Thussu. *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. Kamalipour. *The Globalization of Corporate Media Hegemony*, New York Press, 2003.
- 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.) *Globalization, Governance Reforms and Development in India*, Sage, New Delhi, 2007.
- Patnaik, B.N & Imtiaz Hasnain (ed). *Globalization: language, Culture and Media*, Indian Institute of Advanced Studies, Shimla, 2006.
- Monroe, Price. *Media Globalization' Media and Sovereignty*, MIT press, Cambridge, 2002.
- Singh, Yogendra. *Culture Change in India: Identity and Globalization*, 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.

**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

**JORA-CC12: Advanced Broadcast Media*****Credit : 6 (5 TH + 1 TU); Marks : 75******Total Class : TH :5 hrs. + TU: 1 hr. per week******Marks: 50******Semester - V******Course Code – JORACOR12T*****Course contents:****Unit I- Public Service Broadcasting**

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

**Unit II-Private Broadcasting**

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

**Unit III: Broadcast Genres-**

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

**Unit IV - Advanced Broadcast Production I - (Radio)**

- Writing and Producing for Radio
- Public Service Advertisements

- Jingles
- Radio Magazine shows

### **UNIT V - Advanced Broadcast Production II - (Television)**

- Mixing Genres in Television Production- Music Video
- Reconstruction in News based Programming

#### **Readings:**

- Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009).
- Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: Focal Press Focal Press) Pg-95-133, 179-212.
- Ambrish Saxena, Radio in New Avatar- AM to FM, (Delhi: Kanishka), Pg- 92-138, 271-307.
- Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press, 2012) 3-17, 245-257, 279-286.
- Herbert Zettl, Television Production Handbook, (Delhi: Akash Press, 2007) 190-208.
- Vinod Pavarala, Kanchan K Malik, FACILITATING COMMUNITY RADIO IN INDIA: Profiles of NGOs and their Community Radio Initiatives Other Voices (New Delhi: Sage, 2007).
- Mc Leash, Robert, Radio Production (US: Taylor & Francis).

#### **Internal Assessment:**

**Marks : 20**

[The modes / themes and/or topics are to be decided by the concerned faculty of respective colleges.] (Any-2)

Suggestive projects:

- Script writing.
- Presentation of experimental genre 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.

**DISCIPLINE SPECIFIC ELECTIVE (DSE)**

**Sem -V**

**DSE 1 and DSE 2**

**(Any Two from Papers I, II & III)**

**JORA-DSE01: Media Industry and Management**

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

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

***Marks: 50***

***Semester - V***

***Course Code – JORADSE01T***

**Course contents:**

**UNIT - 1 Media Management: Concept and Perspective**

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

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

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

**UNIT - 3 Structure of news media organizations in India.**

- Role responsibilities & Hierarchy
- Workflow & Need of Management
- Shift Patterns, Circulation & Guidelines

**UNIT - 4 Media Economics, Strategic Management and Marketing**

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

- Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces

**UNIT - 5 Case Studies**

- Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers.
- Indian and International Media Giants- Case Studies

## **Suggested Readings**

- Vinita KohliKhandeka, Indian Media Business, Sage
- PradipNinan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Jennifer Holt and Alisa Perren, (Edited ) Media Industries-History, Theory and Method , Wiley- Blackwel
- John M. lavine and Daniel B. Wackman, Managing Media Organisations

## **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

## **JORA-DSE02: Print Journalism and Production**

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

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

***Marks: 50***

***Semester - V***

***Course Code – JORADSE02T***

### **Course contents:**

#### **Unit 1: Specialized Reporting**

- Business/economic/ Financial
- Parliamentary
- Political

#### **Unit 2: Trends in Print journalism**

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

#### **Unit 3: Production of Newspaper**

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

#### **Unit 4 Technology and print**

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

#### **Unit 5: Advanced Newspaper and Magazine Editing**

- Classification of Newspapers and Magazines
- Current trends in Newspapers and Magazines with respect to content
- Photographs and Cartoons in Newspapers and Magazines\

#### **Suggested Readings**

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

#### **Internal Assessment:**

**Marks : 20**

- Newspaper Front Page Make up by using any editing software.

### **JORA-DSE03: Photographical Appreciation**

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

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

***Marks: 50***

***Semester - V***

***Course Code – JORADSE03T***

**Course contents:**

## **UNIT I : Introduction to Photography**

- A brief History of Photography- Camera Obscura to the daguerreotype process
- Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse).
- The photographic process (The Silver Halide Photography Process)
- A brief glimpse into the Dark Room Development of a Photograph
- Modernization of Photography and its use in Mass Media

## **UNIT II: Understanding the mechanisms of Photography**

- Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)
- Lenses (types and their perspective/angle of view)
- Aperture (f-stop & T-stop)
- Shutters (Focal plane & Lens shutter)
- Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and Focus and Depth of Field

## **UNIT III :Understanding Light and Shadow**

- Natural light and Artificial Light
- The Nature of Light- Direct Light, Soft light, Hard light, Directional Light.
- Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes
- Lighting equipment (Soft boxes, umbrellas, Fresnel, Skimmers, reflectors, etc.)
- Three Point Lighting Technique and Metering for Light
- Filters and Use of a Flash Unit

## **UNIT IV: Digital Photography and Editing**

- Sensor Sizes , Formats and Storage
- Introduction to Editing and Digital Manipulation
- Brightness, Contrast, Mid tones, Highlights, Colour tones
- Basics of Photoshop
- Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)

## **UNIT V : Photojournalism**

- Brief History – Global & Indian
- Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.)
- Approaches to documenting reality- (Discussion on Capa’s “The Falling Soldier” Objective Truth or Staged Representation)
- War Photojournalism
- Personalities: Mathew Brady, Robert Capa ,Nicolai Surovtsev, Raghu Rai, Goutam Rajadhyaksha



**Readings:**

- Camera Lucida: Reflections on Photography - Roland Barthes On Photography
- Susan Sontag The Man, The Image & The World: A Retrospective - Henri Cartier – Bresson.
- Basic Photography - Michael Langford.
- All about Photography by Ashok Dilwali, National Book Trust, Year of Publication: 2010, New Delhi.
- Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
- The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

**Internal Assessment:****Marks : 20**

- Photograph taking and editing the same by using any of the photo-editing software