

Modified CBCS Syllabus 2022

Journalism and Mass Communication (Honours)

Sem-3

JORA-CC5: Introduction to Broadcast Media

Credit : 6 (4Th + 2Practicals); Marks : 75

Course Code – JORACOR05T

4 hours per week

4 credits , 50 Marks, 60 classes

[Marks Division (50)= End Sem (40) + Internal Assessment (8)+ Attendance (2)]

Course contents:

Unit 1 - Basics of Radio :

- Types of sound - Sync, Non-Sync, Natural sound, Ambience Sound;
- Introduction to microphones;
- Characteristics of Radio as a medium
- Elements of a Radio News Story: Gathering, Writing/Reporting.
- Elements of a Radio News Bulletins;
- Working in a Radio News Room;

Unit 2 - Basics of Television:

- What is an image? Electronic image, television image, Digital image, Edited Image;
- What is a visual? (Still to moving), Visual Culture;
- Characteristics of Television as a medium.
- 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 Bulletin;

Unit 3 - Broadcast News: Critical Issues and Debates:

- Public Service Broadcasters – AIR and DD News - Voice of India? (Analysis of News on National Broadcasters);
- Changing Character of Television News; 24 hrs news format;
- News Production cycle, News 'Lingo', News 'Formulae'?;
- News as an Event, Performance and Construction.

Internal Assessment:

Marks : 8

[The modes / themes and/or topics are to be decided by the concerned faculty of respective colleges.] (Any-1)

- Viva on Current Affairs
- PPT Presentation on Current Topics/Syllabus related topics

- Seminar Presentation on Current Topics/Syllabus related topics
- Report Presentation on Current Topics
- Assignments on Current issues/ Syllabus related topics
- Tests

Course Code – JORACOR05P

4 hours per week

2 credits, 25 Marks, 60 classes

[Marks Division (25):External Assessment (10)+Internal Assessment (12)+Attendance (3)]

Unit 4 - Writing and Editing Radio News:

- Radio Script
- News Production
- Introduction to Recording and Editing sound. (Editing news capsule).
- Sound recording techniques
- Sound Design - Its Meaning with examples from different forms;

Unit 5 - Writing and Editing Television News:

- Camera and Shooting techniques,
- TV Script Writing.
- Basics of Editing for TV - Basic Soft-wares and Techniques (Editing news capsule).

Practical Exercise:

1. External Assessment : 10 marks

- Prepare a Television News Script (Duration: 5min) with Viva Voce
- Candidates failing to appear with the script (duly signed by the college authority) on the day of examination will be treated as absent.

2. Internal Assessment (Any 1): 12 marks

- Radio News Script (5min)
- Radio Talk (5min)
- Sound Designing of any audio production

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, Routledge (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.

JORA-CC6: Media and Cultural Studies

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

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

Marks: 50

Semester - III

Course Code – JORACOR06T

Course contents:

Unit I Understanding Culture

- Mass Culture, Popular Culture, Folk Culture, Elite Culture, Commercial Culture
- Media and Culture

Unit II- Critical Theories

- Frankfurt School, Media as Cultural Industries
- Political Economy,
- Ideology and Hegemony

Unit III Representation

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

Unit IV Audiences

- Uses and Gratification Approach
- Reception Studies
- Active Audiences
- Women as Audiences
- Sub Cultures; Music and the popular fandom

Unit V 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

Readings:

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan. London, 1988.
- (8) Dan Laughey: Key Themes in Media Theory; Rawat Publication.
- (9) Gupta, Nilanjana ed.(2006)Cultural Studies, World View Publishers
- (10) John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009.
- (11) AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
- (12)Hartley, J. (2002) Communication, Cultural and Media Studies: The Key Concepts (3rd Edition). London: Routledge.
- (13) Ang, I. (1990) `Culture and Communication' in European Journal of Communication, Vol.5, Nos. 2 and 3, pp.239-260.
- (14) Siebert, F., Schramm, W. and Peterson T. (1956) Four Theories of the Press. Urbana, Illinois: University of Illinois Press.

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 Current Topics/Syllabus related topics
- Seminar Presentation on Current Topics/Syllabus related topics
- Group Discussion on Current Topics/ Syllabus related topics
- Assignments on Current issues/ Syllabus related topics
- Tests

JORA-CC7: Advertising and Public Relations

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

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

Marks: 50

Semester - III

Course Code – JORACOR07T

Course contents:

Unit 1 - Introduction to Advertising:

- Meaning and history;
- Advertising: Importance and Functions;
- Advertising as a tool of communication, 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:

- Types of Media for advertising;
- Advertising Objectives, Segmentation, Positioning and Targeting;
- Media selection, Planning, Scheduling;
- Marketing Strategy and Research and Branding;
- Advertising department vs. Agency - Structure and Functions;
- Advertising Budget;
- Campaign Planning, Creation and Production.

Unit 3 - Public Relations - Concepts and practices:

- Introduction to Public Relations
- Growth and development of PR;
- Importance, Role and Functions of PR;
- Principles and Tools of Public relations;
- Organization 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;

- 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 – PRSI and its codes.

Unit 5 – Social Media Marketing;

- Social Media Technologies and Management;

- Integrated Marketing Communication; Developing Social Networks;
- Social Media Strategies, Tactics and Ethics;
- Social Media Tools;
- Measurement Strategies and ROI.

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

Internal Assessment:

Marks : 20

➤ **Compulsory Project: (10 Marks)**

- Design a Display ad copy for a product by using Photoshop or similar software (10 Marks)

And

➤ **Any 1 from the following list of Projects (10 Marks)**

- Script writing for electronic media (Radio jingle, TV Commercial)
 - 3 Planning & Designing advertising campaigns
 - Critical evaluation of advertisements
 - Writing a press release.
 - Planning and designing PR campaign
 - Assignment on crisis management
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Modified CBCS Syllabus 2022

Journalism and Mass Communication (Honours)

Sem-3

GE3/DSC 1C : Film Appreciation

Credit : 6 (5Th + 1 Tutorial);

Marks : 75

Sem-III

Course Code – JORHGEC03T/JORGCOR03T

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

Marks: 50

Course Contents

Unit-1

Film as a Medium of Mass Communication, The First Movies, 1908- 1927 : Origins of the Classical Hollywood Style -The Silent Period, History of Indian Motion Pictures.

Unit-2

Film Form, Style and Movement - 1919–1931 : German Expressionism, 1924–1930 : The Soviet Montage Movement, 1927–1947 : Classical Hollywood Style in Hollywood’s Golden Age, 1942–1951 : Italian Neorealism, 1959–1964 : French New Wave, Film Noir, Third Cinema and Non Fiction Cinema, Cahier du Cinema Group, [Auteur Theory-Ray]

Unit-3

Hindi Film-Early Cinema and the Studio Era, 1950s – Bimal Roy, Guru Dutt, Raj Kapoor, Mehboob Khan, V. Shantaram, A Short Overview of Indian New Wave-Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Shyam Benegal, Aparna Sen, Mira Nair, Adoor Gopalkrishnan, [Contemporary Hindi Film Narratives-Satire, Action, Family Melodrama, Masala Films, Gangster Films, Nationalist, Underworld Drama, N.R.I. Narratives, Animation Cinema,] N.F.D.C., Films Division, C.B.F.C.

Unit-4

Language of Cinema-Visual Language-Basic Camera Shots-Angles-Sequence-Scene-Mise-en-Scene-Editing- Montage, Dubbing, Light, Sound Effect, Music, Colour, Direction, Film Production-Pre-Production-Production-Post-Production.

Suggested Readings:

- Film Art: An Introduction by David Bordwell & Kristin Thomson
- How to read a film by James Monaco
- Understanding Movies by Louis Giannetti
- Filmmaker’s Handbook by Steven Ascher & Edward Pincus

- Grammar of the Shot by Roy Thompson & Christopher J. Bowen
- Grammar of the Edit by Roy Thompson & Christopher J. Bowen
- History of Narrative film by David A. Cook
- Our Films & Their Films by Satyajit Ra
- The Classical Hollywood Cinema: Film Style & Mode of Production to 1960 by David Bordwell, Kristin Thomson Janet Staiger
- Film Genre: Theory & Criticism by Barry Keith Grant
- Selected essays from Movies & Methods by Bill Nichols
- A History of the Cinema: From its Origin to 1970 by Eric Rhode
- Ritwik Ghatak: A Return to the Epic by Ashish Rajadhyaksha

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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