Department of Journalism and Mass Communication

Syllabus

for

B A in Journalism & Mass Communication

(Semester: I – VI)

Applicable to Admissions in 2016

DAV UNIVERSITY, JALANDHAR
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Brief information about Department
Department of Journalism & Mass Communication strives for excellence in media education, training & research by upholding media work/study, values and the nobility of the profession along with the multidisciplinary approach. Department envisages itself to be a leader in media education producing media scholars, researchers and professionals with global competencies, foresight, dynamism and value-laden personalities. Its vibrating culture and creative ambience provides unique blend of contemporary media knowledge, skills, innovativeness and sensitivity to social issues.

The department is fully dedicated to create a generation of media experts, professionals and scholars who are distinct in their vision and bringing a new wave in media. It is about blossoming the talent, nurturing the wisdom, sharpening the skills and developing a passion for effectiveness. The Dept is hub of activities focussing at academic and professional excellence and practical skills development and character building to produce professionals who are epitome of fineness crowning jewels of media industry.

**Salient features of the Programme**

- Strong academic-industry interface
- Media lab and studio for providing exposure to apply knowledge
- Summer internships in industry
- Placement support
- Project work
- Proficiency in language skills

**Courses of study**
- Bachelor of Journalism & Mass Communication (BJMC) - 3 years (6 semesters)
- Masters in Journalism & Mass Communication (MJMC) - 2 years (4 Semesters)
- Short term Vocational courses - 6 months to 1 year

  o Basics of Non Linear Editing
  o Basic Videography
  o Photo Journalism
  o Basics of Acting
  o Basic Sound designing for Media Productions
  o Multi camera TV Studio operation and Production
  o News anchoring & reporting
  o Script Writing
  o Packaging & Promo for TV Programs
  o Language of Media translation
  o Basic Course on Make-Up for TV

Bachelor of Journalism & Mass Communication
Preamble
The syllabus of this course is designed to equip the students with an intellectual and interdisciplinary approach that prepares them for the field. The learning process aims to strike a balance between the theoretical and practical approach to the field and enable the students to create, a foyer in the market of contention.

The programme aims to prepare students who will enter the world of media with a critical perspective and analytical mind and with an introduction to various media technologies and narratives. This course would enable student to pursue further studies or careers in media related domains and production of films, documentaries, radio and TV programmes. Depending on their individual interests, the students will find wide-ranging openings in the media industry and associated domains.

The course strives to carve a niche for itself and envisions to be one of the most sought after courses of the DAV University. The overall goal is to realize not only the professional but the intellectual and creative growth of the students and develop a vibrant chord with the media industry.

Objectives:

- To develop a clear grasp of the key concepts of Journalism, Media and Communication studies.
- To help understand the media dynamics with the help of contemporary theory and to equip with students the analytical tools to study diverse media and communication practices.
- To provide an exposure to various forms of mass communication and a hands on experience of media production.
- To develop critical and analytical abilities through case studies focused on contemporary journalistic practices.
- To train students in latest media technologies and methods.
- To train students in conceptual and/or practical aspects of Television, Radio, Photography and Documentary from script writing to post-production.

Duration
6 semesters (3 Academic Years)
Eligibility
Pass with 50% aggregate marks in 10+2 or equivalent (with English).

Semester I

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L-Lecture, T- Tutorial, P- Practical, Cr.- Credit

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DSE

Semester I

JMC 101 - Introduction to Journalism

Unit 1

News: meaning, definition, nature; The news process: from the event to the reader; Hard news vs. Soft news; basic components of a news story; Journalistic jargon including dateline, credit line, byline, print line, Flag, Masthead

Unit 2

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

Unit 3

Features- meaning and definition; Articles- meaning and definition; Difference between news stories, features and articles

Unit 4
Robert Gunning: Principles of clear writing, Rudolf Flesch formula
Language and principles of writing: Basic differences between the print, electronic and online journalism
Role of Media in Democracy

Suggested Readings:


JMC102- Introduction to Journalism Practical

1. Writing news stories
2. Writing features
3. Writing letters to the editor
4. Making a presentation and file on recent news coverage in light of concepts (news values, structure of news, sources of news etc.) studied in theory

JMC103 -Introduction to Media and Communication

Unit I
Communication: meaning, definition, functions and barriers; Mass Communication, Mass Media; Types of communication (Verbal- non-verbal, Audio, audio-visual); 7Cs of Communication

Unit II
SMCR Model, Lasswell formula and Braddock’s extension, Osgood and Schramm’s model, Newcomb’s model, Schramm’s Field of Experience Model, Mathematical model of communication

Unit III
Concept of mass, mass society, bullet theory; Perception and its role in communication; Concept of Attitude, Groups and Communication

Unit IV
Normative Theories of the Press- Authoritarian theory, Libertarian theory, Social Responsibility theory, Soviet Totalitarian theory, Developmental Media theory, Democratic – Participant theory

Suggested Readings:


Semester II

JMC104-Reporting and Editing for Print

Unit I
The Newspaper newsroom- Organizational setup of a newspaper, different departments in newspaper organization with emphasis on Editorial department – editor, news editor , assistant editor, reporters, columnists, freelancers, photojournalists, bureau chief, sub-editors, proof readers, news analysts etc.

Unit II
Covering news- working on beats; Covering Speeches, Covering of beats- crime, courts, health, education, sports, weather, culture etc.; news agency reporting.

Interviewing/Types of news Interviewing: preparing for interview, setting up the interview, conducting the interview

**Unit III**

Editing- Principles of editing; Do’s and Don’ts of editing; Leads- Importance of leads, functions and types of leads; Headlines- importance, functions and types; Importance of pictures, selection of news pictures

**Unit IV**

Editorial page: structure, purpose, editorials, middles, letters to the editor, special articles, Opinion pieces, OP.Ed page; Week-end pullouts, Supplements, Backgrounders columns/columnists;

Style sheet

**Suggested Readings:**


JMC105-Reporting and Editing for Print Practical
1. Coverage news stories from allotted beats /putting them on a board in a form of telenews board.
2. Editing of stories
3. Exercises on writing different components of editorial page

JMC106-Media and Cultural Studies

Unit I
Understanding Culture- Mass Culture, Popular Culture, Folk Culture; Media and Culture; Critical Theories Frankfurt School, Media as Cultural Industries Political Economy, Ideology and Hegemony

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

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

Unit IV
Media and Technologies- Folk Media as a form of Mass Culture, live performance; Audience in live Performance; Media technologies; New Media and Cultural forms; Demassification

Suggested Readings:


JMC107-Media and Cultural Studies Practical

1. Making posters/presentations on topics covered with special reference to present-day culture and media
2. Making a file on any type of culture and media

Semester III

JMC201-Introduction to Broadcast Media

Unit 1
Characteristics of Radio as a medium ---Basics of Sound- Concepts of sound-scape, sound culture Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design-meaning with examples from different forms; Introduction to microphones.

Unit 2

Unit 3
Unit 4

Suggested Readings:

JMC202-Introduction to Broadcast Media Practical
1. Use of camera, microphones and editing softwares- recording events happening in the campus and editing them to make news stories
2. Writing TV and radio news scripts
3. Production of edited capsules for Radio or a brief news bulletin.

JMC203-History of the Media
Unit I
Origin and Evolution of print media - Important events from history of Press in United States and Britain including Penny Press and Yellow Journalism

Unit II
History of Press in India: Colonial Period, National Freedom Movement; Media in the Post Independence Era; Emergency and Post Emergency Era; Latest trends in Print Media

Unit III
History of Radio in India - History of AIR: Evolution of AIR Programming Penetration of radio in rural India-Case studies; Patterns of State Control; the Demand for Autonomy; FM: Radio Privatization; Formation of PrasarBharati

Unit IV
Indian Cinema - From Silent Era to the talkies ;Cinema in later decades;The coming of Television and the State’s Development Agenda; Recent trends in TV

Suggested Readings:

JMC204-Advertising and Public Relations

Unit 1
Introduction to Advertising- Meaning importance and functions
a) Advertising as a tool of communication  b) Place of Advertising in Marketing mix, -AIDA formula, DAGMAR Model,Ethic in Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.

Unit 2
Advertising through Print, electronic and online media;Non-carrier media and advertising; Advertising Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling, Marketing Strategy and Research and Branding, Advertising Agency-Structure and Functions

Unit-3
Introduction to Public Relations – Concept and Practice; Importance, Role and Functions of PR; Principles and Tools of Public relations; PR in govt. and Private Sectors; Government’s Print, Electronic, Film and Related Media Organizations

Unit-4
PR Publics, 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,PSPF and their codes.

Suggested Readings:

JMC205- Advertising and Public Relations Practical

1. Making a presentation/file on ethical violations in advertisements
2. Making a presentation/file on advertising either through carrier media/non-carrier media
3. Making a presentation/file on Public Relations by anyone organization.
4. Making a presentation/file on Public Relations done by any one organization during crisis management.

JMC206-Radio Production

Unit 1
Broadcast Formats—Public service advertisements, Jingles, Radio magazine, Interview, Talk Show, Discussion, Feature, Documentary; Broadcast Production Techniques

Unit 2
Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing.

Unit 3
Stages of Radio Production --- Pre-Production – (Idea, research, Radio script); Production—Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisites, challenges);

Unit 4
Post-Production---Editing, Creative use of Sound Editing; Personnel in Production process – Role and Responsibilities

Suggested Readings:

JMC207-Radio Production Practical
1. Coming up with ideas for various Radio formats and writing scripts for the same.
2. Producing any one format (4-6 minutes) in groups.

Semester IV
JMC208-Introduction to New Media

Unit 1
Defining new media, terminologies and their meanings – Digital media, new media, online media et al.; Information society and new media, Computer-mediated-Communication (CMC), Networked Society

Unit 2
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, Activism and New Media

Unit 3
Digitization of Journalism ---Authorship and what it means in a digital age, Piracy, Copyright, Open Source, Digital archives, New Media and Ethics

Unit 4
Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures ; Visual and Content Design Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog

Suggested Readings:


JMC209-Introduction to New Media Practical
1. Analysis of any one form of computer mediated communication/new media/ new media and ethics
2. Making a presentation on (content) analysis of social media (in light of it being used as a mass medium or interpersonal medium)
3. Writing content on online media/blogs.

JMC210-Development Communication

Unit 1
Development communication: Concept and Approaches---- Paradigms of development: Dominant paradigm, dependency, alternative paradigm; Development communication approaches – diffusion of innovation, empathy, magic multiplier

Unit 2
Alternative Development communication approaches: Sustainable Development, Participatory Development, Inclusive Development; Gender and development Role of media in development----Mass Media as a tool for development; Role of development agencies and NGOs in development communication

Unit 3
Role and performance of each media-comparative study of pre and post liberalization eras; Role of each medium- print, radio, TV, video, traditional media; Strategies for designing messages for print Community radio and development Television programmes for rural India (KrishiDarshan);

Unit 4
Using new media technologies for development; Cyber media and development – e-governance, e chaupal, national knowledge network, ICT for development narrowcasting; Critical appraisal of mainstream media’s reportage on rural problems and issues;Critical appraisal of mainstream media’s reportage on tribal problems and issues;

Suggested Readings:


JMC211-Development Communication Practical

1. Making presentation/file on role of any one medium in development communication.


JMC212-Media Ethics and Laws

Unit-1
Freedom of speech and expression (Article 19(1)(a) and Article 19(1)2); Defamation- Libel and slander; Issues of privacy; Right to Information; Intellectual Property Rights Media ethics and cultural dependence.

Unit 2
Live reporting and ethics, Legality and Ethicality of Sting Operations, Phone Tapping etc, Ethical issues in Social media; Discussion of important cases- eg- Operation Westend---some related laws- Relevant sections of Broadcast Bill, NBA guidelines.

Unit 3

Unit 4
Codes and Ethical Guidelines by regulatory bodies; Self Regulation by media; Debates on morality and accountability of media, Media, Social Responsibility and Economic Pressures; Media reportage of marginalized sections- children, dalits, tribals, Gender

Suggested Readings:

Thakurta, ParanjoyGuha, Media Ethics, Oxford University Press, 2009
JMC213-Media Laws and Ethics Practical

1. Making presentation/file on violation of ethics by present-day media
2. Making file/presentation on any media organization/media person tried under any law

JMC214-Documentary Production

Unit 1
Understanding the Documentary- Introduction to Realism debate, Observational and Verite documentary; Introduction to Shooting styles;

Unit 2
Introduction to Editing styles; Structure and scripting the documentary

Unit 3
Documentary Production-Pre-Production, Researching for documentary : Library, Archives, location, life stories, ethnography;

Unit 4
Writing a concept: telling a story; Treatment; Writing a proposal and budgeting

Suggested Readings:


JMC215-Documentary Production Practical

1. Coming up with ideas for documentary making
2. Shooting a documentary (5-6 minutes) and editing it – Group activity

Semester V
JMC301-Global Media and Politics

Unit 1
Media and super power rivalry; Communication debates: Unequal development and Third World concerns: North-South, Rich – Poor ;NWICO, McBride Commission and UNESCO

Unit 2
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 3
Media and Cultural Globalization----Cultural Imperialism, Cultural politics: Media hegemony and Global cultures, homogenization, English language, Local/Global, Local/Hybrid

Unit 4
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/Others

Suggested Readings:


JMC302-Global Media and Politics Practical
1. Making presentation/file depicting coverage of national issues in international media
2. Making a poster on global media and politics

JMC303-Communication Research and Methods

Unit 1

Unit 2
Methods of Media Research----Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

Unit 3
Sampling - Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

Unit 4
Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) ; Writing Citations, Bibliography; Writing the research report

Suggested Readings:


JMC304-Media Industry and Management

**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 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- issue and concerns of media economics, Capital inflow, Budgeting, Financial management, and personnel Management, Indian and International Media Giants- Case Studies

**Suggested Readings:**


JMC305-Media Management and Industry Practical

1. Making a chart of management of any one media organization.
2. Making a presentation/file on Economics of any one media organization/ on any national or international media giant

JMC306-Photojournalism

**Unit 1**

**Unit 2**
The Basics of Photojournalism; Importance of Timeliness, Context, Objectivity and Narrative in Photojournalism; Golden Age of Photojournalism; Ethical and Legal Considerations; Unethical Practices; Impact of New Technologies on Photojournalism.

**Unit 3**

**Unit 4**
Photo Editing: Altering Brightness, Contrast, Colour Correction, Red Eye Reduction and Cropping; Photo Editing Software: Adobe Photoshop; Corel Photo Paint; Software Developed by Camera Manufacturers: Nikon View NX2.
Suggested Readings:

Basic Photography by Michael Langford and Anna Fox (Focal Press).
The Man, The Image & The World: A Retrospective by Henri Cartier-Bresson (Thames & Hudson Ltd)
The Photograph by Graham Clerke (Oxford University Press)
Digital Photojournalism by Zavoina, Susan C., and John H. Davidson (Allyn & Bacon).

JMC307 - Photojournalism Practical


JMC308 - Specialized Reporting and Print Production

Unit 1
Specialized Reporting---Business/economic, Parliamentary, Political; Investigative journalism/ Sting operations and related case studies Impact of Technology on newspapers and Magazines

Unit 2
Layout and format of newspaper, 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 3
Technology and print Modern Printing Processes; DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe InDesign etc.) ; Picture Editing and Caption Writing,

Unit 4
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:

**JMC309- Specialized Reporting and Print Production Practical**

1. Making a file/presentation on specialized reporting or investigative reporting.
2. Designing a front page of a newspaper on softwares taught (Quark Express, Adobe Photoshop, Adobe InDesign)
3. Designing any inside page of a newspaper on any software.

**JMC310-Media, Gender and Human rights**

**Unit 1**
Media and the social world; Media impact on individual and society; Democratic Polity and mass media; Media and Cultural Change, Rural-Urban Divide in India: grass-roots media

**Unit 2**
Conceptual Frameworks in Gender studies; Feminist Theory ; History of Media and Gender debates in India (Case studies ) ; Media and Gender - Theoretical concerns; Media and Masculinity ; Media: Power and Contestation

**Unit 3**
Public Sphere and its critique- “Public sphere” of the disempowered ; Media and Social Difference: class, gender, race etc.; Genres – Romance, Television, Soap Opera, Sports

**Unit 4**
Human Rights- Theoretical perspectives, Critique Universal Declaration of Human Rights; Human Rights and Media (Case Studies)
Suggested Readings:


JMC311-Media, Gender and Human Rights Practical

1. Making a file/presentation on urban-rural divide or use of grassroots media.
2. Making a file/presentation on Human Rights issues and violations in media

JMC 312- Dissertation

1. Identifying the research problem
2. Doing Review of Literature and making objectives
3. Devising methodology
4. Submission of synopsis

Semester VI

JMC313-Advanced New Media

Unit 1
Basics of New Media Frameworks – Genres and Environments; Understanding New Media Ecologies, Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, Sociology of the Internet and New Media Social Construction of Technology, Utopian-Dystopian Interface

Unit 2
Who controls New Media, Questions surrounding net neutrality and related issues, Surveillance and the state, Cybersecurity and issues of privacy, the Internet and public sphere - politics and public sphere in the digital age.

Unit 3
Participatory culture, Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender and new media- digital media and identities, new media campaigns.

Unit 4
Project and Production Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and microblogs etc., Research and developmental techniques, ideas for final project, scripting/production

Suggested Readings:
Bosker, Randi. *Zuckerberg: Anonymity online has to go away.*

JMC314-Advanced Broadcast Media

Unit 1
Public Service Broadcasting- Public Service Model in India (Policy and laws), Global Overview of Public Service Broadcasting, Community Radio, Community Video Participatory Communication, Campus Radio

Unit 2
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 (India and Britain case studies)

Unit 3
Broadcast Genres- 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 4
Radio Writing and Producing for Radio Public Service Advertisements Jingles Radio Magazine shows; Television Mixing Genres in Television Production- Music Video for social comment/as documentary Mixing ENG and EFP Reconstruction in News based Programming

Suggested Readings:


JMC315-Advanced Broadcast Media Practical

1. Making a file/presentation on any public broadcasting/private broadcasting model
2. Writing script for radio news
3. Writing script for television news

JMC316-Multimedia Journalism

**Unit 1**
Introduction to Multimedia—Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online

**Unit 2**
Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization

**Unit 3**
Photography as a powerful tool to tell a story, Dynamic content and visual medium, increasing importance of photojournalism in today’s journalism, Photography and cutlines as an important part of storytelling, Placements & Visual Design

**Unit 4**
Telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/webcasting: Collecting content, Structuring story, Writing, video editing, Mobile journalism; Marketing websites, web feature stories, key points for web interactive narrative

**Suggested readings:**


JMC317-Multimedia Journalism Practical
1. Taking a story and adding audio, photo and video to make it for online publication.
2. Making a photo feature for online media.

JMC313 (2)–ProjectWork
1. Collection of data
2. Analyzing data
3. Writing the report