

ORDINANCE

BACHELOR OF ARTS - JOURNALISM (B.A.J.)

FACULTY OF HUMANITIES AND SCIENCE

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

THREE YEAR PROGRAMME



HIMALAYAN GARHWAL UNIVERSITY UTTARAKHAND

<http://www.hgu.ac.in>



HIMALAYAN GARHWAL UNIVERSITY
UTTARAKHAND

COURSE STRUCTURE FOR

Bachelor of Arts - Journalism

(B.A.J.)

SEMESTER SYSTEM



Bachelor of Arts (B.A.J.)

Title:

The title of the course shall be **Bachelor of Arts - Journalism (B.A.J.)**

Objective:

The main aim of the Bachelor of Arts – Journalism program is due to the changing environment in mass media, in which the boundaries of each traditional medium such as newspaper, radio and television have been integrated online, this program will prepare students to enter the field of new media in the new globalized world. The program aims to produce graduates with the necessary and advanced knowledge in communication, preparing them to be the leaders in mass communication with morality, creativity, insightful attitudes and other necessary related skills, particularly, English language skills. Focusing on concepts, theories and professional practices in digital lab and studio, students are taught to think and analyze issues critically, and gain a comprehensive understanding in their field. The goal is for graduates to apply their knowledge and contribute to helping develop society in a positive way.

1. To produce scholar graduates with strong academic knowledge and professional skills so they are prepared to join a media related profession.
2. To produce graduates who will contribute positively to society.
3. To produce graduates to be leaders of the society with a sense of high morality, advanced skills and insightful attitudes.
4. To produce graduates to be leaders in mass communication and social development.

Duration:

The total duration of the course shall be of three years, spread over in six semesters.

Eligibility:

Any student passing 12th in any stream shall be eligible for admission to the course.

Admission Policy:

As per University norms.

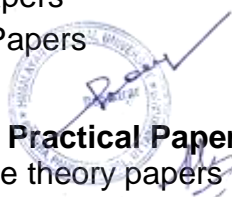
Course Content:

The curriculum will be divided in to two parts:

- (i) Theory Papers
- (ii) Practical Papers

Theory Papers & Practical Papers:

There shall be theory papers and practical papers in all semesters as the



details given below:

Semester-1

- Paper-1: Introduction to Journalism
- Paper-2: Introduction to Media & Communication
- Paper-3: English Communication – I
- Paper-4: Environmental Science
- Paper-5: Introduction to Broadcast Media
- Paper-6: Internal Assessment
- Paper-7: Practical & Viva-voce

Semester – 2

- Paper-1: Reporting & Editing for print
- Paper-2: Media & Cultural Studies
- Paper-3: English Communication – II
- Paper-4: Photography – I
- Paper-5: Photography – II
- Paper-6: Internal Assessment
- Paper-7: Suggested Resource & Documentaries

Semester-3

- Paper-1: History of the Media
- Paper-2: Advertising & Public Relation
- Paper-3: Radio Production
- Paper-4: Film Appreciation
- Paper-5: Media Industry & Management – I
- Paper-6: Presentation
- Paper-7: Project Assignment

Semester-4

- Paper-1: Introduction To New Media
- Paper-2: Development Communication
- Paper-3: Media Ethics & The Law
- Paper-4: Documentary Production – I
- Paper-5: Documentary Production – II
- Paper-6: Internal Assessment
- Paper-7: Project Assignment

Semester- 5

- Paper-1: Global Media & Politics
- Paper-2: Advanced broadcast Media
- Paper-3: Media Industry Management – II
- Paper-4: Print Journalism & Production
- Paper-5: Media gender & Human Rights
- Paper-6: Practical Exercise outdoor Documentary
- Paper-7: Practical Exercise Production Documentary

Semester- 6

- Paper-1: Advanced New Media
- Paper-2: Communication Research & Methods
- Paper-3: Multimedia Journalism
- Paper-4: Introduction to Film Studies
- Paper-5: Development Journalism
- Paper-6: Making Short Documentary
- Paper-7: Dissertation

Evaluation Pattern:

Each theory paper shall be of 100 marks divided into Internal Assessment of 30 marks and term end Assessment of 70 marks respectively.

Every student will be required to pass separately in theory papers, Practical papers and General Viva-Voce Examination. In order to successfully pass, every student will be required to obtain at least 40% marks in the aggregate of Theory Papers, Field Work and General Viva-Voce Examination.

Fee: As per university norms



Bachelor of Arts – Journalism(B.A.J)

MARKS EVALUATION

SEMESTER-I

Paper Code	Title of the Paper	Internal Marks	External Marks	Total Marks
Theory Course				
BAJ 101	Introduction to Journalism	30	70	100
BAJ 102	Introduction to Media & Communication	30	70	100
BAJ 103	English Communication – I	30	70	100
BAJ 104	Environmental Science	30	70	100
BAJ 105	Introduction to Broadcast Media	30	70	100
Practical Course				
BAJP 106	Internal Assessment	20	30	50
BAJP 107	Practical & Viva-voce	20	30	50
TOTAL		190	410	600

SEMESTER- II

Paper Code	Title of the Paper	Internal Marks	External Marks	Total Marks
Theory Course				
BAJ 201	Reporting & Editing for Print	30	70	100
BAJ 202	Media & Cultural Studies	30	70	100
BAJ 203	English Communication – II	30	70	100
BAJ 204	Photography – I	30	70	100
BAJ 205	Photography – II	30	70	100
Practical Course				
BAJP 206	Internal Assessment	20	30	50
BAJP 207	Suggested Resource & Documentaries	-	50	50
TOTAL		170	430	600

SEMESTER-III

Paper Code	Title of the Paper	Internal Marks	External Marks	Total Marks
Theory Course				
BAJ 301	History of the Media	30	70	100
BAJ 302	Advertising & public Relation	30	70	100
BAJ 303	Radio Production	30	70	100
BAJ 304	Film Appreciation	30	70	100
BAJ 305	Media Industry & Management – I	30	70	100
Practical Course				
BAJP 306	Presentation	20	30	50
BAJP 307	Project Assignment	-	50	50
TOTAL		170	430	600

SEMESTER-IV

Paper Code	Title of the Paper	Internal Marks	External Marks	Total Marks
Theory Course				
BAJ 401	Introduction to New Media	30	70	100
BAJ 402	Development Communication	30	70	100
BAJ 403	Media Ethics & the Law	30	70	100
BAJ 404	Documentary Production – I	30	70	100
BAJ 405	Documentary Production – II	30	70	100
Practical Course				
BAJP 406	Internal Assessment	20	30	50
BAJP 407	Project Assignment	-	50	50
TOTAL		170	430	600

SEMESTER-V

Paper Code	Title of the Paper	Internal Marks	External Marks	Total Marks
Theory Course				
BAJ 501	Global Media & Politics	30	70	100
BAJ 502	Advanced Broadcast Media	30	70	100
BAJ 503	Media Industry Management – II	30	70	100
BAJ 504	Print Journalism & Production	30	70	100
BAJ 505	Media Gender & Human Rights	30	70	100
Practical Course				
BAJP 506	Outdoor Production	-	50	50
BAJP 507	Documentary Production	-	50	50
TOTAL		150	450	600

SEMESTER-VI

Paper Code	Title of the Paper	Internal Marks	External Marks	Total Marks
Theory Course				
BAJ 601	Advanced New Media	30	70	100
BAJ 602	Communication Research & Methods	30	70	100
BAJ 603	Multimedia Journalism	30	70	100
BAJ 604	Introduction to Film Studies	30	70	100
BAJ 605	Development Journalism	30	70	100
Practical Course				
BAJP 606	Practical Exercise	-	50	50
BAJP 607	Dissertation	-	50	50
TOTAL		150	450	600
GRAND TOTAL		1000	2600	3600



Bachelor of Arts- Journalism (B.A.J.)

Detailed Syllabus

SEMESTER – I

Paper I: BAJ 101- Introduction to Journalism

L T P

Periods/week:- 5 0 1

Objective:

- To understand and study the concept of nature of news.
- To study the detailing of ingredients of news

Unit 1

- Understanding News
- Ingredients of news
- 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

- Different forms of print-A historical Perspective Yellow journalism
- Penny press, tabloid press
- Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news

Unit 3

- Understanding the structure and construction of news
- Organizing 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 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



Reference Books:

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
3. George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

Paper II: BAJ 102- Introduction to Media & Communication

L T P
Periods/week:- 5 0 1

Objective:

- To understand the media and everyday life
- To study the communication & mass communication concept, formation, direct effect etc.

Unit I

- Media and Everyday Life
- Mobile phones, Television, Ring tones, Twitter
- The Internet- discussion around media and everyday life
- Discussions around mediated and non mediated communication

Unit II

- Communication and Mass Communication
- Forms of Communication, Levels of Communication Mass Communication and its Process
- Normative Theories of the Press Media and the Public Sphere

Unit III

- Mass Communication and Effects Paradigm Direct Effects; Mass Society Theory, Propaganda
- Limited Effects; Individual Difference Theory, Personal Influence Theory

Unit IV

- Cultural Effects and the Emergence of an Alternative Paradigm Cultural Effects: Agenda Setting,
- Spiral of Silence, Cultivation Analysis
- Critique of the effects Paradigm and emergence of alternative paradigm

Unit V

- Four Models of Communication
- Transmission models
- Ritual or Expressive models
- Publicity Model
- Reception Model



Reference Books:

1. Michael Ruffner and Michael Burgoon, *Interpersonal Communication* New York, Holt, Rinehart and Winston
2. John Fiske, *Introduction to Communication Studies*, (Routledge)
3. Dennis McQuail, *Mass Communication Theory*, (London, Sage)(fourth Edition)
4. Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengate Learning
5. Kevin Williams, *Understanding Media Theory*, (2003)
6. Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized*
7. *Business, Politics and Ordinary Life in India*. New Delhi: Hachette (2013)
8. Ravi Sundaram, *The Art of Rumour in the Age of Digital Reproduction*, *The Hindu*, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digital-reproduction/article3792723.ece> (Unit 1)
9. Shohini Ghosh, —Inner and Outer Worlds of Emergent Television Cultures,II in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

Paper III: BAJ 103- English Communication – I

L T P
Periods/week:- 5 0 1

Objective:

- To study the importance of communication language in media world
- To study the basics of the English communication language

Unit I

- Comprehension skills

Unit II

- Verbal logic and reasoning

Unit III

- Grammar
- Usage application of grammatical rules
- Emphasis on corrective usage

Unit IV

- Para Jumbles
- To check logical reasoning

Unit V

- To have good understanding of the language.



Paper IV: BAJ 104 Environmental Science – I

L T P

Periods/week:- 5 0 1

Objective:

- To study the overview of the environment, its structure, component & typology
- To be aware of the environment & economic activities, natural resources
- To have a study or case studies with reference to India Environment Management

Unit I

- Environment: An Overview
- Environment – Structure, Component & typology
- Ecosystem as part of environment- Functioning & levels of Organisation
- Biodiversity- Classification, Value, Threats to biodiversity.

Unit II

- Natural Resources – Definition, Importance & Classification of Natural Resources
- Utilisation & conservation of water, forest soil & energy resources
- Issues associated with natural resources

Unit III

- Environment & Economic Activities
- Economic activities nature & pattern – primary, secondary & tertiary
- Environmental problems associated with economic activities
- Case studies with reference to India

Unit IV

- Environment Management
- Environment Management – concept, need & relevance of environment education
- Environmental Impact- Assessment, Environmental audit

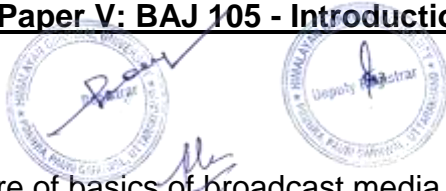
Paper V: BAJ 105 - Introduction to Broadcast Media

L T P

Periods/week:- 5 0 1

Objective:

- To be aware of basics of broadcast media



- To study the visual perspectives & elements of broadcast media.

Unit 1

- Basics of Sound
- Concepts of sound-scape, sound culture
- Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound
- Sound Design-Its Meaning with examples from different forms Sound recording techniques
- Introduction to microphones Characteristics of Radio as a medium

Unit 2

- Basics of Visual
- What is an image, electronic image, television image Digital image, Edited Image(politics of an image) What is a visual?(still to moving)
- Visual Culture
- Changing ecology of images today Characteristics of Television as a medium

Unit 3

- Writing and Editing Radio News
- Elements of a Radio News Story: Gathering, Writing/Reporting. Elements of a Radio News Bulletins
- Working in a Radio News Room
- Introduction to Recording and editing sound. (Editing news based capsule only).

Unit 4

- Writing and Editing Television News
- 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 Bulletins
- Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

Unit 5

- 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 Event, Performance and Construction.

References:

1. Zettl Herbert, Television Production Handbook.
2. Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge



3. P.C Chatterjee, Broadcasting in India, New Delhi, Sage
4. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002)



SEMESTER – II

Paper I: BAJ 201- Reporting & Editing for Print

L T P

Periods/week:- 5 0 1

Objective:

- To study the covering news, role, functions and qualities of the reporting and editing
- To understand and study the trends in sectional news

Unit 1

- Covering news
- Reporter- 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;

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, difference between articles and features.

Unit 3

- The Newspaper newsroom
- Newsroom, Organizational setup of a newspaper, Editorial department
- Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures
- Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents
- Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader
- Opinion pieces, op. Ed page

Unit 4

- Trends in sectional news Week-end pullouts, Supplements, Backgrounders columns/columnists

Unit 5

- 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

Reference books:

1. The Art of Editing, Baskette and Scissors, Allyn and Bacon Publications
2. Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
3. News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
4. Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
5. Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
6. The Newspaper's Handbook, Richard Keeble, Routledge Publication
7. Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
8. News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
9. Mass Communication Theory, Denis McQuail, Sage Publications
10. Reporting for the Print media_. (2nd ed) . ;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY

Paper II: BAJ 202- Media & Cultural Studies

L T P
Periods/week:- 5 0 1

Objective:

- To understand the basics of the culture, mass culture, folk culture and media and culture
- To study the concept of the gratification approach, reception studies and the sub cultures

Unit I

- Understanding Culture
- Mass Culture, Popular Culture, Folk 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. *AS Media Studies: An Essential Introduction* Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
2. John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)
3. Dennis McQuail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies)
4. Baran and Davis, *Mass Communication Theory* (covers Unit II, III and IV)
5. John Storey. *Cultural Theory and Popular Culture: An Introduction*. London: Pearson Longman. 2009
6. Kevin Williams, *Understanding Media Theory* (Covers Unit II, III and IV) Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE
7. James Clifford, Tony Benett, Raymond Williams, Stuart Hall, John Storey
8. Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan
9. Parmar S. *Traditional Folk Media in India*, 1975, New Delhi, Geka Books

Paper 3: BAJ 203- English Communication – II

L T P

Periods/weeks:- 5 0 1

Objective:

- To study the importance of the English language in the communication field.
- To understand the role of the English language in the field of mass Communication and Journalism

Unit I

- Communication for business and media
- Basic communication- concept, nature and features of communication
- Distinction between general and technical communication

Unit II

- Business communication
- Report writing
- Project Report Writing

- Fundamental of documentation

Unit III

- Language sensitivity
- Cross-cultural communication
- Politically correct communication

Unit IV

- Media and communication
- Writing for print media

Unit V

- Writing for electronic media
- Radio and Television

Paper IV: BAJ 204- Photography – I

L T P
Periods/week: 5 0 1

Objective:

- To study the introduction, history and importance of photography.
- To understand the mechanisms of photography

Unit 1

- Introduction to Photography
- A brief History of Photography- Camera Obscure to the daguerreotype process
- Technical history of photography: Persistence of Vision, Camera Obscure, 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 2

- 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 3

- 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's, Skimmers, reflectors, etc)
- Three Point Lighting Technique and Metering for Light
- Filters and Use of a Flash Unit

Unit 4

- 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 5

- 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

Reference:

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

Paper V: BAJ 205- Photography – II

L T P

Periods/weeks:- 5 0 1

Objective:

- To study the objectives of the photography in the field of the journalism
- To understand the basic of the types of photography, editing and lightning in the field of journalism

Unit I

- History of Photography, Definition and origin of Photography

- The birth of Camera and its evolution
- Modernization of Photography and its use in Mass Media
- Invention of Digital Photography

Unit II

- Equipments of Photography
- Cameras Lenses
- Tripods
- Monopods
- Camera bags
- Digital storage

Unit III

- 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 IV

- Types of Photography and Photo journalism News
- Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography
- The basics of photojournalism and importance of context in photojournalism

Unit V

- Editing
- Photo editing software : Microsoft Office Picture anager, CorelDraw,
- Adobe Photoshop Elements, Photoshop CC (Creative Cloud)
- Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

Reference:

1. The Photography Book by Editors of Phaidon Press, 30 April 2000.
2. All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.
3. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
4. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.
5. Lonely Planet's Best Ever Photography Tips by Richard l'Anson published by Lonely Planet

SEMESTER – III

Paper I: BAJ 301- History of the Media

L T P

Periods /week:- 5 0 1

Objective:

- To study the history of the print media
- To understand the brief concept of the media in the post and the pre independence era

Unit I

- History of Print Media 10 Lectures
- Media and Modernity: Print Revolution , Telegraph, Morse Code
- Yellow Journalism, Evolution of Press in United States, Great Britain and France
- History of the Press in India:
- Colonial Period, National Freedom Movement
- Gandhi and Ambedkar as Journalists and Communicators

Unit II

- Media in the Post Independence Era 10 Lectures Emergency and Post Emergency Era
- Changing Readership, Print Cultures, Language Press

Unit III

- Sound Media 14 Lectures
- Emergence of radio Technology, The coming of Gramophone Early 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
- Music: Cassettes to the Internet

Unit IV

- Visual Media 16 Lectures
- The early years of Photography, Lithography and Cinema From Silent Era to the talkies
- Cinema in later decades
- The coming of Television and the State's Development Agenda
- Commercialization of Programming (1980s)



- Invasion from the Skies: The Coming of Transnational Television (1990s)
- Formation of Prasar Bharati

References:

1. Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press, 2010)(Chapter 2 and Chapter 5)
2. ParthasarthyRangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).
3. Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*,(New Delhi, Oxford 2003)
4. Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1- 32 Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) -39-57
5. Neurath P. —Radio Farm Forum as a Tool of Change in Indian Villages, ”
6. *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283)
7. David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2, chapter 8 and Chapter 9.
8. Das, Biswajit, “Mediating Modernity: Colonial Discourse and Radio Broadcasting in India, ”
9. *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)
10. Parthasarthi, Vibhodh, —Constructing a New Media Market: Merchandising the Talking Machine in *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)
11. Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started,
12. John V. Vilanilam, —The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation, ” in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage, 2000).
13. Elen McDonald —The modernizing of communication: Vernacular Publishing in Nineteenth Century Maharashtra *Asian Survey*, 8-7, (1968) pp 589-606
14. Francis Robinson (1993) Technology and Religious change: Islam and the impact of Print; *Modern Asian Studies*, Vol 27, No. 1 (Feb) pp. 229-251. *Seminar* Issue October 1997, Indian Language Press
15. G.N.S Raghavan, *Early years of PTI, PTI story: Origin and Growth of Indian Press*, (Bombay, Press Trust of India, (1987), 92-119
16. Melissa Butcher *Transnational Television, Cultural Identity and Change*, (New Delhi, Sage, 2003) 49-77
17. *Hindi Dalit Literature and the Politics of Representation* by Sarah Beth Hunt (New Delhi: Routledge), 2014; pp 264.

Paper II: BAJ 302- Advertising & Public Relations

L T P

Periods/week: 5 0 1

Objective:

- To study the meaning, history, role and importance of the advertising
- To briefly understand the concept of the social media marketing and social media management

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 relation
- Organisation of Public relations: In house department vs consultancy.
- PR in govt. and Private Sector
- 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, PSPF and their 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

References:

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. Wilcoxe & 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

Paper III: BAJ 303- Radio Production

L T P
Periods/week:- 5 0 1

Objective:

- To study the basic of the radio product and broadcast formats
- To understand the broadcast production techniques and radio production

Unit I

- Broadcast Formats Public service advertisements* Jingles*
- Radio magazine* Interview
- Talk Show
- Discussion
- Feature
- Documentary

Unit 2

- Broadcast Production Techniques
- Working of a Production Control Room & Studio
- Types and functions, acoustics, input and output chain, studio console: recording and mixing.
- Personnel in Production process – Role and Responsibilities

Unit 3

- Stages of Radio Production
- Pre-Production – (Idea, research, RADIO script)
- Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges)
- Editing, Creative use of Sound Editing.

Reference:

1. Aspinall, R. (1971) *Radio Production*, Paris: UNESCO.
2. Flemming, C. (2002) *The Radio Handbook*, London: Routledge.
3. Keith, M. (1990) *Radio Production, Art & Science*, London: Focal Press.
4. McLeish, R. (1988) *Techniques of Radio Production*, London: Focal Press.
5. Nisbett, A. (1994) *Using Microphones*, London: Focal Press.

6. Reese, D.E. & Gross, L.S. (1977) *Radio Production Work*, London: Focal Press.
7. Siegel, E.H. (1992) *Creative Radio Production*, London: Focal Press.

Paper IV: BAJ 304- Film Appreciation

L T P
Periods/week:- 5 0 1

Objective:

- To study the basic of the language of cinema
- To understand the film form and style, alternative visions and Hindi cinema

Unit I

- Language of Cinema
- Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage
- Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element
- Difference between story, plot, screenplay

Unit II

- Film Form and Style
- German Expressionism and Film Noir Italian Neorealism
- French New-Wave
- Genre and the development of Classical Hollywood Cinema

Unit III

- Alternative Visions
- Third Cinema and Non Fiction Cinema
- Introduction to Feminist Film Theory
- Auteur- Film Authorship with a special focus on Ray or Kurusawa

Unit IV

- Hindi Cinema 1950s
- Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)
- The Indian New-Wave
- Globalisation and Indian Cinema
- The multiplex Era Film Culture

Recommended Screenings or clips

Unit I

- *Rear Window* by Alfred Hitchcock (Language of Cinema)
- *Battleship Potemkin* by Sergei Eisenstein (Language of Cinema) o *Man with a Movie Camera* by Dziga Vertov
- *Germany Year Zero* directed by Roberto Rossellini (Italian Neo Realism)
- *Metropolis* by Fritz Lang/*Double Indemnity* by Billy Wilder (German Expressionism and Film Noir)
- *Pather Panchali* by Satyajit Ray
- *The hour of the Furnaces* by Fernando Solanas

Unit IV

- *Nishant* by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave) o *Pyaas* by Guru Dutt

Reference:

1. Andre Bazin, —The Ontology of the Photographic Image from his book *What is Cinema Vol. I*

2. Berkeley, Los Angeles and London: University of California Press
3. Sergei Eisenstein, —A Dialectic Approach to Film Formll from his book *Film Form: Essays in Film*
4. *Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers
5. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films,"
6. Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute
7. David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip
8. Rosen, ed. *Narrative, Apparatus, Ideology*. New York: Columbia University Press
9. Paul Schraeder —Notes on Film Noirll in John Belton ed. *Movies and Mass Culture* New Brunswick,
10. New Kersey: Rutgers University Press
11. Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating
12. Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts & Oxford: Blackwell Publishers
13. Richard Dyer —Heavenly Bodies: Film Stars and Societyll in *Film and Theory: An Anthology* Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers
14. Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press.
15. Global Bollywood by Anandam P. Kavoori and AswinPunanthambekar Eds. New York: New York University Press.

Paper V: BAJ 305- Media Industry & Management – I

L T P
Periods/week:- 5 0 1

Objective:

- To study the media management concept and its perspectives
- To understand the media industry, its issues and challenges

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

Reference:

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

SEMESTER – IV

Paper I: BAJ 401- Introduction to New Media

L T P
Periods/week:- 5 0 1

Objectives:

- To study the basic of the new media, its concept and the theory
- To understand the concept of the virtual culture and digital journalism

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)
- Networked Society.

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,
- Activism and New Media

Unit 3

- Digitization of Journalism
- Authorship and what it means in a digital age,
- Piracy, Copyright, Copy left 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, Storytelling structures

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.

Reference:

1. Vincent Miller. Understanding digital culture. Sage Publications, 2011.
2. Lev Manovich. 2001. —What is New Media? II In The Language of New Media. Cambridge: MIT Press.
3. Siapera, Eugenia. Understanding new media. Sage, 2011.
4. Introduction. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.
5. Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
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.html
7. Grossman, —Iran Protests: Twitter, the Medium of the Movement II
8. Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.

Paper II: BAJ 402- Development Communication

L T P
Periods/week:- 5 0 1

Objective:

- To study the basics of the human development, concept and its growth
- To understand the role of media in development and mass media as a tool of



development

Unit 1

- Development: Concept, concerns, paradigms Concept of development
- Measurement of development
- Development versus growth
- Human development
- Development as freedom
- Models of development
- Basic needs model
- Nehruvian model
- Gandhian model
- Panchayati raj
- Developing countries versus developed countries
- UN millennium dev goals

Unit 2

- Development communication: Concept and approaches
- Paradigms of development: Dominant paradigm, dependency, alternative paradigm Dev comm.
- Approaches – diffusion of innovation, empathy, magic multiplier Alternative Dev comm.
- Approaches: Sustainable Development
- Participatory Development
- Inclusive Development Gender and development
- Development support communication – 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, KrishiDarshan, 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, Right to Information (RTI).

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;
- Specific features of tribal society;
- Information needs in tribal setting;
- Critical appraisal of mainstream media's reportage on tribal problems and issues;

Reference:

1. Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000
2. SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.
3. Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
4. Dr. Anil Kumar: Mass Media and Development Issues, Bharti Prakashan, Upadhyay Varanasi, 2007.
5. UNDP: Human Development Report (published every year), Oxford University Press, New Delhi.
6. World Bank: World Development Report (published every year) Oxford University Press, New Delhi.
7. Wilbur Schramm: Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press
8. Amartya Sen: Development as freedom, Alfred A Knopf, New York
9. DayaThussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.
10. D V R Murthy : Development Journalism, What Next? Kanishka Publication, New Delhi, 2007.
11. Ghosh & Pramanik: Panchayat System in India, Kanishka Publication, New Delhi, 2007.
12. ShivaniDharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.
13. What Do We Mean By Development: An Article by Nora C Quebral in International Development Review.
14. Modern Media in Social Development : Harish Khanna.

Paper III: BAJ 403- Media Ethics & the Law

L T P
Periods/week:- 5 0 1

Objective:

- To study the ethical framework and media practice
- To study the basic concept of the media technology and ethical parameters and the importance of the law in media development

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
- Intellectual Property Rights
- Media ethics and cultural dependence
- Student Presentations- Photocopied material for Study Packs in India; Aaron Swartz.
- Attack on Freedom of artists and authors

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)
- Discussion of Important cases-eg- Operation Westend
- Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines
- Student Presentations-Tehelka's Westend .
- School Teacher Uma Khurana case

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, Sec 67 of IT Act 2000 and 292 IPC etc
- Student Presentations- Students will submit on above mentioned topics.

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),
- Sedition- Incitement to violence, hate Speech.
- Relevant Case Studies – Muzaffarpur Riots,

- Attack on civil liberties of individuals and social activists

Reference:

1. Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009
2. Barrie mc Donald and Michel petheran Media Ethics,mansell,1998
3. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
4. VikramRaghvan, Communication Law in India, Lexis Nexis Publication,2007
5. IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
6. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
7. RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
8. Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

Paper IV: BAJ 404- Documentary Documentation – I

L T P
Periods/week:- 5 0 1

Objective:

- To understand the concept and development of the production in the development
- To study and research the documentary and writing the proposal and budgeting

Unit 1

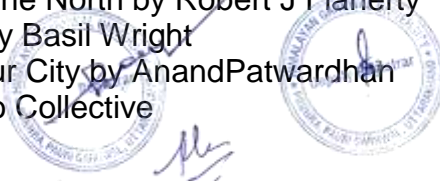
- Understanding the Documentary
- Introduction to Realism Debate
- Observational and Verity documentary
- Introduction to Shooting styles
- Introduction to Editing styles
- Structure and scripting the documentary

Unit 2

- Documentary Production
- Pre-Production
- Researching the Documentary
- Research: Library, Archives, location, life stories, ethnography
- Writing a concept: telling a story
- Treatment
- Writing a proposal and budgeting

Suggested Screenings

1. Michael Moore: Roger and Me
2. Nanook of the North by Robert J Flaherty
3. Nightmail by Basil Wright
4. Bombay Our City by AnandPatwardhan
5. Black Audio Collective



6. City of Photos by Nishtha Jain
7. Films by PSBT

Paper V: BAJ 405- Documentary Production – II

L T P
Periods/week:- 5 0 1

Objective:

- To study the basic of the six modes of the documentary representation
- To study the documentary production

Unit 1

- Understanding the Documentary
- Introduction to the debate on realism
- Six Modes of Documentary representation
- Participatory, Expository, Observational, Performative, Reflexive, and Poetic Ethical Debates in the documentary encounter
- Defining the Subject/Social Actor/Participant
- Voice in the Documentary: Problematic of Voice of God
- Narrator & Different Posturing of the Narration, Participant, Filmmaker, & Audience
- Camcorder Cults documentary

Unit 2

- Documentary Production: Pre-Production Researching the Documentary
- Research: Library, Archives, location, life stories, ethnography Writing a concept: telling a story
- Writing a Treatment, Proposal and Budgeting
- Structure and scripting the documentary
- Issues of Funding and Pitching
- Issues of Primary and Secondary Audience

Unit 3

- Documentary Production: Production Documentary Sound
- Documentary Cinematography – a responsive filmic encounter Location Research
- Technologies and Techniques
- Shooting Schedule, Shot Breakdown, & Call list
- Production Team, Meetings, Checklist
- Crowd Funding

Unit 4

- Documentary Production: Post-Production Grammar of editing
- Transitions: Scenic Realism & Sound Effects and Visual Effects
- Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy
- Distribution and Exhibition Spaces (Traditional and Online)
- Festivals and International Market Box office documentaries

Readings:

1. Erik Barnow and Krishnaswamy Documentary
2. Charles Musser —Documentary II in
3. Geoffrey Nowell Smith ed. *The Oxford History of World Cinema* Oxford



- University Press
4. Michael Renov —The Truth about Non Fictionll and —Towards a Poetics of Documentaryll in
 5. Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge
 6. Trisha Das *How to Write a Documentary Double Take* by PSBT

SEMESTER – V

Paper I: BAJ 501- Global Media & Politics

L T P
Periods/week:- 5 0 1

Objective:

- To study the basic concept of the media and international communication
- To understand the global conflict and global media

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 2

- 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 3

- 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 4

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

Unit 5

- 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

Reference:

1. DayaKishanThussu. *International Communication: Continuity and Change*, Oxford University Press ,2003.
2. Yahya R. Kamalipour and Nancy Snow. *War, Media and Propaganda-A Global Perspective*, Rowman and Littlefield Publishing Group, 2004.
3. Communication and Society, Today and Tomorrow “*Many Voices One World*”Unesco Publication, Rowman and Littlefield publishers, 2004.
4. Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and FrancisPublication, 2012.
5. DayaKishanThussu .*War and the media : Reporting conflict 24x7*, Sage Publications,2003.
6. Stuart Allan and Barbie Zelizer. *Reporting war : Journalism in war time*, Routledge Publication, 2004.
7. Lee Artz and Yahya R. Kamalipor. *The Globalization of Corporate Media Hegemony*, New York Press,2003.
8. Yadava, J.S, *Politics of news*, Concept Publishing and Co.1984.
9. ZahidaHussain and Vanita Ray. *Media and communications in the third world countries*,Gyan Publications,2007.

Additional Readings:

1. Choudhary, Kameswar (ed) *Globalisation, Governance Reforms and Development in India*, Sage, New Delhi, 2007.
2. Patnaik, B.N &ImtiazHasnain(ed). *Globalisation: language, Culture and Media*, Indian Institute of Advanced Studies, Shimla,2006.
3. Monroe, Price. *Media Globalisation’ Media and Sovereignty*, MIT press, Cambridge,2002.
4. Singh, Yogendra. *Culture Change in India: Identity and Globalisation*, Rawat Publication, New Delhi, 2000.
5. Lyn Gorman and David McLean. *Media and Society into the 21st Century: A Historical Inroduction*. (2nd Edition) Wiley-Blackwell, 2009. pp.82-135, 208-283.

Paper II: BAJ 502- Advanced Broadcast Media

L T P

Periods/week:- 5 0 1

Objective:

- To study the public service broadcasting
- To understand the private broadcasting model in india

Unit I

- 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 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 (India and Britain case studies)

Unit III

- 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 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 for social comment/as documentary Mixing ENG and EFP
- Reconstruction in News based Programming

Reference:

1. Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
2. Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: Focal Press Focal Press)
3. Ambrish Saxena, Radio in New Avatar- AM to FM,(Delhi: Kanishka)
4. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing
5. Herbert Zettl, Television Production Handbook, (Delhi : Akash Press, 2007)
6. F. Vinod Pavarala, Kanchan K Malik, Facilitating Community Radio in India: Profiles of NGOs and their Community Radio Initiatives Other Voices (New Delhi: Sage, 2007)
7. G. Mc Leash, Robert, Radio Production (US: Taylor & Francis)

Paper III: BAJ 503- Media Industry Management – II

L T P

Periods/week:- 5 0 1

Objective:

- To study the media management practices followed by the Indian and global media
- To understand the case study, cross media platform, its issues and impudent

Unit 1

- Government-Media Interface
- Policies and regulations, Process
- Media Management practices followed by Indian and Global Media Organisations

Unit 2

- Entrepreneurial freedom and challenges
- Arranging equipment and personnel for a new media enterprise, problems of finance,
- FDI (policies & Practices)

Unit 3

- Distribution / Circulation Management Process,
- promotion and Evaluation
- Media audiences and credibility

Unit 4

- Media management: Insights, Practices and challenges
- Ethico – legal perspectives in Media management
- Issues related to Paid news, lobbying, pressure group influence,
- Corporatisation and Politicisation of Media

Unit 5

- Case Studies
- Cross media platforms: issues & impediments.
- Corporate Ties & Audience Centric approaches

Reference:

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



Paper IV: BAJ 504 Print Journalism & Production

L T P
Periods/week: 5 0 1

Objective:

- To study the concept of specialised reporting business/economic

- To understand the conceptualisation of the production of newspaper, technology and modern printing press

Unit 1

- Specialized Reporting Business/economic
- 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 etc.)
- 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

Reference:

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

Paper V: BAJ 505- Media Gender & Human Rights

L T P

Periods/week:-5 0 1

Objective:

- To study the media and the social world media impact on the individual and society
- To understand the human rights and media development

Unit 1

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

Unit 2

- Gender
- 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 Public Sphere and its critique
- Public sphere of the disempowered?
- Media and Social Difference: class, gender, race etc. Genres – Romance

Unit 3

- Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of Family.
- b) Project on use of internet by the marginalized groups.

Unit 4

- Media and Human Rights
- Human Rights- Theoretical perspectives, Critique Universal Declaration of Human Rights
- Human Rights and Media (Case Studies)
- Presentation: Representation of Human Rights issues and violations in International and media



Essential Readings

1. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan
2. Balnaves, Mark, Stephanie Donald, and Brian Shoosmith. *Media theories and approaches: A global perspective*. Palgrave-Macmillan.
3. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited
4. Asen, Robert & Brouwer, Daniel, 2001. *Counter Publics and the State*, SUNY Press.

Readings:

1. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited
2. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold
3. McQuail, Denis. *Mass communication theory: An introduction*. Barcelona
4. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield
5. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thomas Nelson
6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." *International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives*
7. Rajagopal, Arvind, ed. *The Indian Public Sphere: Readings in Media History*. New Delhi: Oxford University Press
8. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. *AS media studies: the essential introduction*. Psychology Press
9. Bannerjee, Menon & Priyameds. *Human Rights, gender and Environment*, Pearson & Co

SEMESTER – VI

Paper I: BAJ 601- Advanced New Media

L T P
Periods/week:- 5 0 1

Objective:

- To study the basic of the new media frameworks, genres and environment
- To understand the sociology of the internet and new media

Unit 1

- Basics of New Media Frameworks – Genres and Environments
- Understanding New Media Ecologies, Trans-medial Storytelling, Genres – Digital art, Digital Cinema –
- New Media Fiction and Documentary, Gaming and Player Culture, Virality and

Memes, et al.; guerrilla media; curating media, festival, media spaces

Unit 2

- Sociology of the Internet and New Media
- Social Construction of Technology, Utopian-Dystopian Interface, Digital inequalities –
- Digital Divide and Access, Economy of New Media - Intellectual value; digital media ethics, new media and popular culture.

Unit 3

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

Unit 4

- 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 5

- Project and Production
- Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and microblogs etc. related to one of the above three units or all
- research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity, exhibition/screening

Readings:

1. New Media and New Technologiesll by Lister Dovey, Giddings, Grant & Kelly. (2003).
2. Rosen, J. —The People Formerly Known as the Audiencell What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.
3. Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007.
4. Bosker, —Randi Zuckerberg: Anonymity online has to go awayll Negroponce, N. (1996). Being Digital, Part 3 [pp. 163-233]
5. Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. NewYork, NY: NYU Press.
6. May, Keenan & Peter Newcomb. (2008, July) How the Web was won. Vanity Fair, retrieved from <http://www.vanityfair.com/culture/features/2008/07/internet200807>
7. Privacy vs. the Internet: Americans Should Not Be Forced to Choosell (ACLU

report, 2008)

8. Nakamura, —Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet

Paper II: BAJ 602- Communication Research and Methods

L T P

Periods/week:- 5 0 1

Objective:

- To study the research, definition, role, function, and applied research.
- To be aware of the concept of the observation method experimental studies and case studies

Unit I

- Introduction to Research
- Definition, Role, Function, Basic and Applied Research, Scientific Approach
- Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature)

Unit II

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

Unit III

- 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 IV

- Methods of analysis and report writing Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) Working with Archives; Library Research;
- Working with Internet as a source; Writing Citations, Bibliography Writing the research report

Unit V

- Ethnographies and other Methods Readership and Audience Surveys
- Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research

Readings:

1. Wimmer, Roger, D and Dominick, Joseph,R. *Mass Media Research*, Thomson Wadsworth
2. Arthur Asa Berger. *Media Research Techniques*, Sage Publication.
3. John Fiske. *Introduction to Communication Studies*, Routledge Publications.
4. David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon.
5. Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age

- International Ltd. Publishers.
6. Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods; Audiences, institutions, Texts*. New York; Palgrave

Paper III: BAJ 603- Multimedia Journalism

L T P
Periods/week:- 5 0 1

Objective:

- To study the conceptualisation of the multimedia journalism
- To understand the basics of the production process

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,
- legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.

Unit 2

- Print
- Process of Production: 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, Strategies for effective interviewing and notetaking, Interviewing Techniques.

Unit 3

- Photograph
- Photo on Screen: Rule of thirds, focal point, Composition., 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

- Audio & Video Content
- Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.

Unit 5

- Mobile journalism
- Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer.



- Final project incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

Reference:

1. Savage, Terry Michael, and Karla E. Vogel. *An Introduction to Digital Multimedia*. Jones & Bartlett Publishers, 2013.
2. Christin, Anne-Marie, ed. *A History of Writing: From Hieroglyph to Multimedia*. Flammarion-Pere Castor, 2002.
3. Korolenko, Michael. *Writing for Multimedia: A Guide and Source Book for the Digital Writer*. Pearson. 2005.
4. Garrand, Timothy. *Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media*. CRC Press, 2006

Paper IV: BAJ 604- Introduction to Film Studios

L T P
Periods/week:- 5 0 1

Objective:

- To study the conceptualisation of the language of the cinema
- To understand the development of the classical Hollywood cinema

Unit I

- Language of Cinema
- Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage
- Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element
- Genre and the development of Classical Hollywood Cinema

Unit II

- Film Form and Style
- German Expressionism and Film Noir Italian Neorealism
- French New-Wave

Unit III

- Alternative Visions
- Third Cinema and Non Fiction Cinema Introduction to Feminist Film Theory
- Auteur- Film Authorship with a special focus on Ray or Kurusawa

Unit IV

- Hindi Cinema
- Early Cinema and the Studio Era 1950s Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)
- The Indian New-Wave Globalisation and Indian Cinema Film Culture

Recommended Screenings or clips

1. *Rear Window* by Alfred Hitchcock (Language of Cinema)
2. *Battleship Potemkin* by Sergei Eisenstein (Language of Cinema) o *Man with a Movie Camera* by Dziga Vertov
3. *Germany Year Zero* directed by Roberto Rossellini (Italian Neo Realism)
4. *Metropolis* by Fritz Lang/*Double Indemnity* by Billy Wilder (German Expressionism and Film Noir)
5. *Pather Panchali* by Satyajit Ray
6. *The hour of the Furnaces* by Fernando Solanas



7. *Nishant* by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave) or *Pyasaby* Guru Dutt

Suggested Readings:

1. Andre Bazin, —The Ontology of the Photographic Image from his book *What is Cinema Vol. I*
2. Berkeley, Los Angeles and London: University of California Press
3. Sergei Eisenstein, —A Dialectic Approach to Film Form from his book *Film Form: Essays in Film Theory* (Edited and Translated by Jay Leyda) San Diego, New York,
4. London: A Harvest/Harcourt Brace Jovanovich, Publishers
5. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute
6. David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philips
7. Rosen, ed. *Narrative, Apparatus, Ideology*. New York: Columbia University Press, 1986, 17-34.
8. Paul Schraeder —Notes on Film Noir in John Belton ed. *Movies and Mass Culture* New Brunswick,
9. New Jersey: Rutgers University Press: 1996 pg.153-170
10. Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating
11. Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts & Oxford: Blackwell Publishers
12. Richard Dyer —Heavenly Bodies: Film Stars and Society in *Film and Theory: An Anthology* Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers
13. Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press.
14. Global Bollywood by Anandam P. Kavoori and Aswin Punanthebekar Eds. New York: New York University Press.

Paper V: BAJ 605- Development Journalism

L T P
Periods/week:- 5 0 1

Objective:

- To study the basic concept of the development
- To understand the meaning of the communication for the social change

Unit 1

- Concept of Development
- The meaning of development; first world, second world and third world; models of development, major development paradigms -dominant paradigm – its rise and fall – alternative paradigm – participatory approach.

Unit 2

- Development Journalism
- Definitions, nature and scope, evolution of development journalism, agriculture extension, development support communication, information dissemination and education, behavior change, social marketing, social mobilization.

- Communication for social change, media advocacy, new age media and development journalism.
- participatory development journalism development journalism pre and post liberalization

Unit 3

- Development stories: Development with a human face, content, development message, development news story and features, writing headlines and captions, innovative leads.
- Research and planning, Developing a strong news sense, recognizing a good story, packaging of the development story, development feature writings
- Conflict of interests, mobilizing support for development.

Unit 4

- Media specific development coverage:
- The differences in approach between print and broad cast development journalism, packaging attractive ideas, visuals and documentation. Folk media, community radio for local development, niche newspapers and magazines.
- Development communication agencies and websites.

Unit 5

- Issues in development:
- Economic development, liberalization, privatization and globalization.
- Environment and climate change, impact on agriculture and food security, energy security, environmental sustainability, mass displacements and migration.
- Urban and rural development, water and waste management, health, education, employment, housing, transport.

Reference:

1. Manual of Development Journalism – Alan Chalkley.
2. Participatory Communication, Working for change and development – Shirley A . White, K Sadanandan Nair and Joseph Ascroft.
3. Development Communication and Media Debate – MridulaMeneon. India, the Emerging Giant – ArvindPanagariya.
4. Participatory Video, Images that Transform and Empower – Shirley A. White (Editor).
5. The Art of Facilitating Participation – Shirley A . White (Editor).
6. Television and Social Change in Rural India – Kirk Johnson. Communication, Modernization and Social Development– K. Mahadevan, Kiran Prasad, Ito Youichi and Vijayan K. Pillai.
7. Everybody Loves a Good Drought – P. Sainath.
8. Designing messages for development communication: An audience participation-based approach (communication and human values)– by Bella M Mody.



PRACTICAL WORK

<u>Semester</u>	<u>Practical/ Projects</u>
I	1. Internal Assessment 2. Practical & Viva-voce
II	1. Internal Assessment 2. Resource & Documentaries
III	1. Presentation 2. Project Assignment
IV	1. Internal Assessment 2. Project Assignment
V	1. Practical Exercise Outdoor Documentary 2. Production Documentary
VI	1. Short Documentary 2. Dissertation

❖ Things to Do:

1. Working in groups of two/three the 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 & understanding of new strategies of exhibition and distribution.
3. An observational field project on use of new media in Panchayats/rural areas like the Bharat Broadband Project leading to a monograph/short is also recommended.
4. They should also attempt creating a mobile capsule for social activism and marketing it through social networks & actively participate in a Cyber Media campaign.

❖ Internal Assessment:

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

❖ Suggested Resources & Documentaries-

1. News Bulletins in English and Hindi on National and Private channels (as teaching material) -Documentary- 'The future of Television News.'

❖ Topics for Student Presentations

1. A comparative study of a Community Radio project and any of AIR's Local Radio stations.
2. A case study of radio programmes like *Fauji bhaiyon ke liye* and *behno ka karyakram* and *kutch mahila radio*
3. Trace the transformation of certain traditional musical genres like devotional music, ghazals and folk songs with the advent of cassette technology.
4. Compare the history of Cinema with the history of other visual media.
5. Do a visual presentation on cartoons that appeared in Indian Newspapers during the period of Emergency and the debate around censorship of media by the Indian state.
6. Presentations on the importance of archiving. The state of archives of Indian cinema, News papers, music and photographs.
7. A discussion on digital archives.

❖ List of Projects

1. Design an ad copy for a product
2. Script writing for electronic media (Radio jingle, TV Commercial)
3. Planning & Designing advertising campaigns
4. Critical evaluation of advertisements
5. Writing a press release.
6. Planning and designing PR campaign
7. Assignment on crisis management

❖ Internal Assessment:

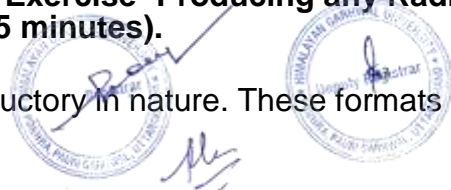
1. The internal assessment will be based on assignments, group discussions and tests conducted in class.

❖ Suggestive projects

1. Script writing
2. Presentation of experimental genre in Radio/ TV
3. Presentation about PSBT and such organizations.
4. Script on Music Presentation
5. Presentation of Commercial Channel functions.
6. Presentation on global broadcasting models & Indian Broadcasting Models

❖ Suggested Exercise- Producing any Radio format mentioned in the Unit1 (Duration- 5 minutes).

1. *Only introductory in nature. These formats will be deal with in detail in



Advanced Broadcast paper.

❖ **Suggested Practical Exercise- Shooting a short film (5-6 minutes) and editing the same.**

1. Readings: Erik Barnow and Krishnaswamy Documentary
2. Charles Musser —Documentary II in
3. Geoffrey Nowell Smith ed. *The Oxford History of World Cinema* Oxford University Press
4. Michael Renov —The Truth about Non FictionII and —Towards a Poetics of DocumentaryII in
5. Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge
6. Trisha Das *How to Write a Documentary Double Take* by PSBT

❖ **Suggested Practical Exercise- Shooting a short documentary (5-10 minutes).**

❖ **Suggested Screenings**

1. Michael Moore: Roger and Me
2. Nanook of the North by Robert J Flaherty
3. Nightmail by Basil Wright
4. Bombay Our City by AnandPatwardhan
5. Black Audio Collective
6. City of Photos by Nishtha Jain
7. Films by PSBT

❖ **Dissertation**

