

FOUR YEARS NEP 2020 UG SYLLABUS
SUBJECT: JOURNALISM AND MASS COMMUNICATION
(CBCS SYLLABUS DESIGNED AS PER NEW EDUCATION
POLICY, 2020)

Four Years NEP 2020 UG Syllabus
Subject: Journalism and Mass Communication
(Designed as per NEW EDUCATION POLICY)

YEAR			
SEM-I			
Code	Major	Paper Name	Credits
JM101	Major	Principles of Communication	4
JM102	Major	Media Literacy	4
JM103	Minor	New Media Studies	4
JM104	Vocational/ Skill Development Course	Photography	4
JM105	Co Curricular Course	Communication Skills.	4
	Industrial Training/ Survey / Research Project		x
YEAR			
SEM-II			
Code	Major	Paper Name	Credits
JM201	Major	Basics of Video Production	4
JM202	Major	Sound for Media	4
JM203	Minor	Script Writing	4
JM204	Vocational/ Skill Development Course	Sound Production	4
JM205	Co Curricular Course	Photo Exhibitions	4
	Industrial Training/ Survey / Research Project		x
YEAR			
SEM-III			
Code	Major	Paper Name	Credits
JM301	Major	Film Appreciation	4
JM302	Major	Theories of Visual Analysis	4
JM303	Minor	Advertising	4
JM304	Vocational/ Skill Development Course	Photo Narrative	4
JM305	Co Curricular Course	Organizing Media Festivals	4
	Industrial Training/		x

	Survey / Research Project		
YEAR			
SEM-IV			
Code	Major	Paper Name	Credits
JM401	Major	Writing for Radio	4
JM402	Major	Web Journalism	4
JM403	Minor	Information Communication Technology	4
JM404	Vocational/ Skill Development Course	Short Film Production	4
JM405	Co Curricular Course	Street Theatre	4
	Industrial Training/ Survey / Research Project		x
YEAR			
SEM-V			
Code	Major	Paper Name	Credits
JM501	Major	Video Editing Techniques	4
JM502	Major	Audio-Video Production Techniques	4
	Minor		
	Vocational/ Skill Development Course		
JM503	Co Curricular Course	Poster Design	4
JM504	Industrial Training/ Survey / Research Project	Project on Documentary Film Making	8
YEAR			
SEM-VI			
Code	Major	Paper Name	Credits
JM601	Major	Communication Research	4
JM602	Major	Media Research Techniques	4
JM603	Minor	Research Methodology	4
	Vocational/ Skill Development Course		
	Co Curricular Course		
	Industrial Training/ Survey / Research Project	Dissertation	8

YEAR			
SEM-VII			
Code	Major	Paper Name	Credits
JM701	Major	Theories of Communication	4
JM702	Major	Media Laws and Ethics	4
JM703	Minor	Media Management	4
JM704	Vocational/ Skill Development Course	Internship	4
	Co Curricular Course		
JM705	Industrial Training/ Survey / Research Project	Film Making	8
YEAR			
SEM-VIII			
Code	Major	Paper Name	Credits
JM801	Major	Communication for Development	4
JM802	Major	Media and North East India	4
JM803	Minor	Public Relations	4
	Vocational/ Skill Development Course		
	Co Curricular Course		
JM804	Industrial Training/ Survey / Research Project	Outreach Programme on Social Extension	8

Detailed Syllabus of UG :Journalism and Mass Communication, TU

YEAR				
SEM-I				
Code	Major	Paper Name	Credits	No of classes per week
JM101	Major	Principles of Communication Course Content: Unit 1: Nature and process of human communication, functions of communication etc. , Media systems and theories, etc. Unit 2: Communication: intra-personal, inter-personal, etc. Unit 3: Popular models of communication: SMR, SMCR, etc. Unit 4: Media systems and theories: authoritarian, libertarian, socialistic, etc. Suggested Readings: 1. Michael Ruffner and Michael Burgoon, <i>Interpersonal Communication</i> (New York, Holt, Rinehart and Winston 1981). 2. John Fiske, <i>Introduction to Communication Studies</i> , (Routledge 1982). 3. Dennis McQuail, <i>Mass Communication Theory</i> , (London, Sage, 2000)(fourth Edition) 4. Baran and Davis, <i>Mass Communication Theory</i> , Indian Edition, (South West Coengate Learning, 2006) 5. Kevin Williams, <i>Understanding Media Theory</i> , (2003). 6. Vir Bala Agarwal & V.S. Gupta: <i>Handbook of Journalism & Mass Communication</i> ; Concept Publisher Delhi. 7. Seema Hasan: <i>Mass Communication; Principles and Concepts</i> ; CBS Publishers and Distributer	4	4
JM102	Major	Media Literacy Course Content: Unit 1: Why Increase Media Literacy? Media Literacy Approach. Definition of media literacy, etc. Unit 2: Individual's Perspective on audience,	4	4

		Industry Perspectives on audience, etc. Unit 3: Audience perspective on media industry. Impact of various agendas, etc. Unit 4: The Economic Perspective of Media industry and its content, The Current Status of Mass Media Content and Reality, etc. Suggested Readings: 1. Traditions in India: Structure and Change: Melton: Singer. 2. Mass Communication in India: Keval J.Kumar. 3. Introduction to Mass Communication: Media Literacy and Culture: Stanley J. Baran. 4. Media literacy: W.James Potter. 5. Media Education in Asia: Chi-Kim Cheung. 6. Vir Bala Agarwal & V.S.Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi. 7. Seema Hasan: Mass Communication; Principles and Concepts; CBS Publishers and Distributer		
JM103	Minor	New Media Studies Course content: Unit 1: Internet- History, www and web casting, Internet took kits-server, ISP, networking, browsers, Video conferencing, The dotcom mania, types of websites. Unit 2: Digital media and communication, ICT, Information society, New world information order, On-line editions of newspapers-management and economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing, e-publishing; security issues on Internet.. Unit 3: News for Web: Cyber journalism formats : Home pages, news groups, bulletin boards, portals, blogs, e-zines, Storytelling formats : Print plus, clickable interaction slideshows, audio stories, live charts, quizzes and surveys, animated stories and other interactive web casts Unit 4: Cyberspace, laws and ethics: Impact of internet on traditional news gathering, storing and retrieval, processing and production, presenting and distribution and access Ethics in journalism : Credibility and authenticity, copyright, balance, accuracy, Cyber crimes : Types and dimension, Cyber laws, difficulty and enforcing them.	4	4

		Suggested Readings: 1. Chaturvedi B. K. New Media Technology And Communication (Global Vision Publishing House 2010). 2. Wilson P. Jr. Dizard. Old Media New Media: Mass Communications in the Information Age (Allyn & Bacon, 1999). 3. Collins Richard, Murroni Cristina, New Media, New Policies: Media And Communications Strategy For The Future (Polity Press 12-1996). 4. Covell Andy. Digital Convergence (Firewall, 2002). 5. Vince John A., Digital Convergence: The Information Revolution (University Of Bournemouth UK: Springer-Verlag)		
JM104	Vocational/ Skill Development Course	Photography Course Content: Unit 1: History of photography, Definition, Characteristics of light, etc. Unit 2: Camera types, structure, features. Unit 3: Camera Lenses: Types of lenses, focal length, aperture, angle of view. Unit 4: Technicality of photography, exposure, depth of field, action etc. Suggested Readings: 1. O.P. Sharma Practical Photography, Hind Pocket Books 2001 2. Michael Langford Basic Photography, Focal Press, 2003 3. James A. Folts, Ronald P. Lovell: Handbook of Photography, Fred C. Zwahlen, Jr. Delmal Thomsan learning, 2002 4. Lee Frost .Photography, Hodder Headline, 1993.	4	4
JM105	Co Curricular Course	Communication Skills Course Content: Unit 1: Fundamentals of Communication- Role and purpose of communication: 7 C's of communication Barriers to effective communication Forms of Communication: one-to-one, informal and formal, Models of communication. Unit 2: The process, importance and types of	4	4

		listening Effective Listening: Principles and Barriers, Guidelines to increase listening, Activities to enhance listening. Unit 3: Introduction to Writing- Skills Effective Writing Skills, Avoiding Common Errors, Fundamental Principles of Report Writing. Communication through Electronic Channels Introduction, Technology based Communication Tools, Video Conferencing, Web Conferencing, Selection of the Effective Tool E-mails, etc. Unit 4: Principles of effective cross cultural communication- Developing Communication Competence, Cross cultural communication Characteristics of culture Social differences Contextual differences Nonverbal differences Ethnocentrism. Suggested Readings: 1. Business Communication – K.K. Sinha (Galgotia Publishing Company) 2. A Practical Grammar of English – Thomson & Martinet 3. Improve your Word power – R. Birley 4. Student Companion – (Rupa)		
	Industrial Training/ Survey / Research Project		x	
YEAR				
SEM-II				
Code	Major	Paper Name	Credits	
JM201	Major	Basics of Video Production Course Content: Unit-1: Visual communication – communicating with still pictures and video – shooting with TV camera – camera mounting. Colour balance, basic shots and camera movement. Unit-2: Basic of TV Production: TV lighting in field, using reflectors. Lighting grid – luminaries, Studio lighting – three-point lighting – high key and low key lighting; properties, studio sets and make-up. Unit-3: Video editing techniques – cut , mix and	4	4

		dissolve use of cutaway – AB roll editing; digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules. Unit-4: Studio production – role of functionaries - planning studio programmes – cue’s and commands – formats of TV programmes – studio interview – studio discussion - studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production. Suggested Readings: Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135) Page 17 of 77 2. Robert c Allen and Annette Hill (Ed- 2004), 3. The Television Reader, Routledge (Pgenos: 10-40) 4. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78) 5. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002)		
JM202	Major	Sound for Media Course Content: Unit 1: Principles: “Ears”: the healthy ear, hearing loss, the educated ear, Physics and Psychophysics of sound: Sound Wave, Frequency and Pitch, Amplitude and loudness, velocity, wavelength, acoustical phase, timbre, sound envelope. Acoustics and psychoacoustics: spatial hearing, direct, early and reverberant sound, studio design. Unit 2: Equipment: Microphone, operating principles, general transducer, performance, characteristics, directional characteristics, sound response, special purpose microphones, microphone accessories, and microphone care. Mixers and consoles: analogue consoles, digital consoles. Unit 3: Sound recording, synchronization, signal processing, loudspeakers and monitoring. Unit 4: Sound design: Elements of sound structure and their effects on perception, functions of sound	4	4

		in relation to picture, strategies in designing sound. Suggested Readings: 1. Alten Stanley (2013). Audio in Media. Language Learning New Jersey, Belmont. 2. Nisbett Alec (1979). The Technology of Sound Audio. Focal Press, London. 3. Clifford Martin (1997). Microphones. Bluridge Summit, Tab Books. 4. Woram John (1989). The New Recording Studio Handbook. ELAR Publishing New York. 5. Tremaine Howard (2007). Audio Encyclopedia, 2nd Ed., H.W. SAMS Indianapolis.		
JM203	Minor	Script Writing Course Content: Unit 1: The Fact Film: The proposal outline, the film treatment, the sequence outline, the shooting script, writing narration. Unit 2: The Feature Film: the film story, the film character, the story treatment, the art of confrontation, the step outline, dialogue devices, the master scene script. Unit 3: The tricks of the trade: adaptation and its problems, surviving story conferences, the scriptwriter as businessperson, what you should know about, lessons from the pros, the other side, you and film. Unit 4: The Storyboards and judging screen time. Suggested Readings: 1. Dwight V Swain and Joye R Swain (1988). Film Scriptwriting: A Practical manual, 2nd Edition, Butterworth- Heinemann, USA. 2. Syd Field (2005). Screenplay: The Foundations of Screenwriting Revised edition 3. Steven Ascher and Edward Pincus (2013). The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age 4. Ken Dancyger (2006). Alternative Scriptwriting: Rewriting the Hollywood Formula, Focal Press, UK. 5. Robert Mckee (2010). Story: Substance,	4	4

		Structure, Style, and the Principles of Screenwriting, Harper Collins, U.S. 6. Dwight, Swein (1976). Film Script Writing, Hastings House, New York.		
JM204	Vocational/ Skill Development Course	Sound Production Course Contents: Unit 1: Principles - Definition and nature of Sound -Psychophysics of sound - Principles of sound-properties of sound-velocity-surface. Unit 2: Equipment - Microphones, Mixers and Consoles, and Loudspeakers - Analog and Digital Recording – Signal Processing - Monitoring. Unit 3: Sound Design - production: synchronization, field, staged, music and studio production - Postproduction: dialogue, sound effects, and music–editing-mixing and recording. Unit 4: Production of Multichannel Sound: DTS, Dolby digital, Mono, Stereo. Radio genres and formats - types of radio programming - Radio talks, features, discussions, and interview - special audience programme. Suggested Readings: 1. The Technology of Sound Audio: Nisbett Alec. 2. Audio encyclopaedia: Tremaine Howard. 3. Recording Studio Handbook: Woram John. 4. Microphones: Clifford Martin.	4	4
JM205	Co Curricular Course	Photo Exhibitions (Project) Objectives: This course is aimed at improving the skills of students with respect to photography exhibitions. It will be an individual / group activity in photo exhibitions. The students are expected to learn by doing activities with respect to doing exhibitions personal albums of different genres in photography.	4	
	Industrial		x	

	Training/ Survey / Research Project			
YEAR				
SEM-III				
Code	Major	Paper Name	Credits	
JM301	Major	Film Appreciation Course Content: Unit 1 Introduction to Film Studies, Schools of world cinema. German Expressionism, Russian Formalism, Realist, Neo-realist, Classical, New Wave, Film Theories - Post-Modernism, Auteur, Apparatus, Feminist, Marxist, Psycho analyst. Unit 2 Film Genres - Western film genres, Indian film genres, South Indian film genres, Film Form, Film Sense, Narrative, Style, Meaning, Cinematography, Editing, Lighting, Mise en Scene. Unit 3 Film Language. Film making, Classical Hollywood, The Rise of Stars, Studio system, American Cinema and the Rise of the Blockbuster, Indie Movements. Unit 4 Indian & World Film Festivals, Filmmakers - Past and present, Western, Eastern (Indian, Asian, African, Hollywood, European, etc.) future of film. Suggested Readings: 1. Film as Social Practice: Graeme Turner. 2. How to Read a Film: James Monaco. 3. An Introduction to Film Studies: Jill Nelmes. 4. The New Indian Cinema: Aruna Vasudev. 5. Oxford Guide to World Cinema: Oxford, London.	4	4
JM302	Major	Theories of Visual Analysis Course Contents : Unit 1: The sign and the meaning making processes. The semiotic and structuristic approach to visuals. Unit 2: Psychoanalysis and visuality: Subjectivity and the unconscious. Voyeuristic gaze to the	4	4

		Laconian gaze. Unit 3: Feminist approach to visual media. Unit 4: Postmodern and Postcolonial approach to visuals. Marxist approach to visual texts. Suggested Readings: 1. Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition. 2. John Fiske: Introduction to Communication Studies; Routledge. 3. Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers. 4. Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage. 5. Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan. London, 1988. 6. Dan Laughey: Key Themes in Media Theory; Rawat Publication. 7. Gupta, Nilanjana ed.(2006)Cultural Studies, World View Publishers. 8. Hartley, J. (2002) Communication, Cultural and Media Studies: The Key Concepts (3rd Edition). London: Routledge		
JM303	Minor	Advertising Course Content: Unit 1: Advertising – definition; social and economic benefits of advertising; mass media and advertising; Criticisms; types of advertising; consumer advertising; Product advertising – target audience. Unit 2: Brand image – brand positioning; advertising strategies; advertising appeals. Unit 3: Advertising Agencies – structure and functions. Strategy, planning, media budget; campaign planning; market research; ethical aspects of advertising. Unit 4: Creativity – media selection – newspapers, magazines, radio, television, outdoor, new media advertising platforms and Models of Advertising	4	4

		Suggested Readings: 1. Ogilvy, David. Ogilvy on Advertising (Prion, 2001). 2. Jethwaney, J.N. & Sarkar, Narendra Nath. Public Relations (Sterling Publishers, 2002). 3. Wells, William. Advertising Principles and Practice (Prentice Hall India, 2002). 4. Chunawalla, S A. Advertising Theory and Practice (Himalaya, 2001). 5. Valladares, June A. The Craft of Copywriting (Sage Publications, 2000). 6. William F. Arens (2012). Contemporary Advertising. McGraw Hill Higher Education. 7. Subir Ghosh (2012). Advertising Concept Book. Concept Publications, New Delhi. 8. Roger Baron (2010). Advertising Media Planning, McGraw-Hill. 9. Mario Pricken (2008). Creative Advertising, Thames & Hudson.		
JM304	Vocational/ Skill Development Course	Photo Narrative Objectives: This course is aimed at improving the skills of students with respect to photography skills and writing narratives for photography. It will be an individual / group activity in photo story/photo feature/photo journalism etc. The students are expected to learn by doing activities with respect to creating albums of different genres in photography. Suggested Readings: 1. Brian Horton: Associated Press Guide to Photo Journalism; McGraw Hill Education. 2. Martin Keene: Practical Photojournalism: A Professional Guide; AE Publications, UK.	4	4
JM305	Co Curricular Course	Organizing Media Festivals (project) Objectives: This course is aimed to improve the skills of students with respect to organizing media festivals. It will be a group activity in event management. The students are expected to learn by doing activities with respect to organizing media festivals.	4	

	Industrial Training/ Survey / Research Project		x	
YEAR				
SEM-IV				
Code	Major	Paper Name	Credits	
JM401	Major	Writing for Radio Course Content: Unit 1: The structure of Radio in India: overview, national radio, local radio, commercial radio, All India Radio, Cable and Satellite, Digital radio, Community radio, internet radio, FM Radio, Ham radio. Unit 2: News Gathering: The newsroom structure, head of the news, bulletin editor, senior broadcast journalist, broadcast journalist, national news, radio news agencies: sources of local news, news releases, planning and developing stories: the newsroom dairy, news desk resource management, developing stories: newsroom contacts, resisting pressures, embargoes, story treatment: copy, interviews, voice pieces, cuts, clips and sound bites, wraps and packages, newsroom style guide. Unit 3: News Writing: telling the story, for the ear not the eye, keep it short, keep it simple, keep it happening now, keep adjectives to a minimum, talk to yourself, language and grammar, writing devices, contradictions, punctuation, jargon, journalese, clichés, cues, the top line, going into detail, into the audio, the audio cut, cue layout, avoiding offence, putting stories in context, attribution: exaggeration, cause and effect, casualty figures, organization, titles, description, the truth. Unit 4: News Presentation: reading the news. Sound interested: understand the story, check and rehearse. Technically speaking: breathe in and relax, keep level, tone. Microphone technique: speed, stress, quotations, corrections, pronunciation, listen, self –op bulletins, getting ready: in the studio, here is the news, clock end	4	4

		bulletins, when things go wrong. Breaking news, specialized presentation. Suggested Readings: 1. Boyd, Andrew Broadcast Journalism (Oxford: Focal Press, 1997). 2. Dominick, Josef R. The Dynamics of mass communication. Media in the digital age (University of Georgia, Athens, Mc Graw Hill. New York, 2002). 3. Fraser, Colin & Estrada Rastrepo Sonia. Community Radio Handbook (UNESCO, 2001). 4. Tabing Louie. How to do community radio (UNESCO Publication, New Delhi, 2002). 5. Kessler, Lauren & McDonald, Duncan. When Words Collide: A Media Writer's Guide to Grammar and Style (Belmont, California: Wadsworth, 1996).		
JM402	Major	Web Journalism Course Contents: Unit 1: News for Web - Traditional vs. Cyber Journalism, Difference in news consumption, presentation, and uses. Cyber journalism formats: Home pages, news groups, bulletin boards, portals, blogs, e-zines. Storytelling formats: Print plus, clickable interaction slideshows, audio stories, live charts, quizzes, surveys, animated stories, and other interactive webcasts. Unit 2: Writing News for the Web- What and how to write for the web, Story structure and writing style, Do's and don'ts of web news writing. Unit 3: Editing for the Web, Meaning and strategy of web editing, The role of the editor in web journalism. Unit 4: Cyberspace, Laws, and Ethics-Impact of the internet on traditional news gathering, storing, retrieval, processing, production, presentation, and distribution, and access, Ethics in journalism: Credibility and authenticity, copyright, balance, accuracy, Cybercrimes: Types and dimensions, Cyber laws and difficulties in enforcing them.	4	4

		Suggested Readings: 1.Vincent Miller. Understanding digital culture.Sage Publications, 2011. 2. Lev Manovich. 2001. “What is New Media?” In The Language of New Media, Cambridge: MIT Press. 3. Siapera, Eugenia. Understanding new media.Sage, 2011. 4. Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US. 5. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010		
JM403	Minor	Information Communication Technology Course Contents : Unit-1: ICT and media - definition, characteristics and role, Effect of computer mediated communication. Unit-2: Impact of ICT on mass media, Digitisation, Economics and commerce of web enabled media. Unit-3: Mobile adaption and new generation telephony by media, Social networking, ethics and new media. Unit-4: ICT in education and development in India, online media and e-governance. Suggested Readings: 1. Introduction to Information Technology – R. Sarvana Kumar, R.Parameswaran, T.Jayalakshmi (S.Chand) 2. 'O' Level –V.K. Jain 3. Computer Fundamental – P.K. Sinha 4. Computer Today. 5.Korolenko, Michael. Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson. 2005. 6. Savage, Terry Michael, and Karla E. Vogel. An Introduction to Digital Multimedia.Jones & Bartlett Publishers, 2013.	4	4

		7. Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press, 2006		
JM404	Vocational/ Skill Development Course	Short Film Production (Project) Objective: The students will be expected to apply the inputs in terms of concepts of film production, along with thorough research to undertake a serious concept on short film production on the topics and themes of their choice in consultation with the teacher. A short film has to be produced for submission within a stipulated time. Suggested Readings: 1. K P Jayasankar & Anjali Monterio: A Fly in the Curry: Independent Documentary Film in India Hardcover, Sage, 2015. 2. Aparna Sharma: Documentary Films in India; Critical Aesthetics at Work; Palgrave, Macmillan	4	4
JM405	Co Curricular Course	Street Theatre (Project) Objectives: This course is aimed to improve the understanding of the medium of Street Theatre and its relevance in present times and train the basic level of competence and performance of the students through an advanced training in the field of Street Theatre. Suggested Readings: 1. Howley, K. (2010). Understanding Community Media. New Delhi: Sage 2. Pavarala, V. & Malik, K. (2007). Other Voices: The struggle for community radio in India. New Delhi: Sage 3. Esta De Fossard (2005). Writing and Producing Radio Dramas, SAGE Publications, New Delhi. 5. Ken Dancyger (2006). Alternative Scriptwriting: Rewriting the Hollywood Formula, Focal Press, UK. 6. Robert Mckee (2010). Story: Substance, Structure, Style, and the Principles of Screenwriting, Harper Collins, U.S. 6. Dwight, Swein (1976). Film Script Writing, Hastings House, New York. 7. The Art of Adaptation: Turning Fact and Fiction into Film: Linda Seger	4	4

	Industrial Training/ Survey / Research Project		x	
YEAR				
SEM-V				
Code	Major	Paper Name	Credits	
JM501	Major	Video Editing Techniques Course Contents: Unit 1: Introduction to Editing -Video Tape Post-Production Process: Post Production- Editing-Tape vs. Film Beginning of Electronic Editing Principles of editing / Basic Editing Hardware –Types of Editing. Preparing for Editing - Post Production Budgets – production Notes-Recording Logs-Slates-Editing Requirements-Time code-EDL-Tape Preparations-Insert Editing-Assemble Editing-EDL Management Unit 2: Grammar of the Editing : Purpose of Editing- Basic Editing Principles-Scene Transitions-Basic editing Techniques [Jump Cut-Cut Away-Inserts)-Different Editing Styles-Parallel Action Editing-Montage Editing. Video & Audio Editing Methods: History of Editing- Early Offline Editing –Latest Technology-Online Editing-Use of Online Mixers-Audio Corrections – Dubbing / Voiceovers / Audio Mixers-Video and Audio Editing Software. Unit 3: Final cut pro post production work flow – Video formats – Audio formats - Timecode – Building blocks of project – Working with project – Connection between clips and media files – File naming considerations – Keyboard shortcuts - Buttons –Shortcut menus – Customizing interface – Doing, Undoing changes – Time-code for navigation –Browser basics – Customizing browser display – Viewer basics – Canvas basics – Timeline basics.- Unit 4: WORKING WITH PROJECTS: Scratch disk – External video monitoring– AV settings – Device control presets – Sequence settings -Log and capture - Import, Using Deng media files into project – Organizing footage	4	4

		- Creating sub clips – Working with projects, clips & sequences – Adding clips to sequence – Using markers – Edit points – Working with tracks in timeline – Three point editing – Arranging clips. Transitions – Transition editor – Sequence to sequence editing – Matching frames – Video filters – Motion parameters - Clip speed – Freeze & still frames – Compositing & layering - Titles – Rendering & video processing – working with audio, Three Stages in Television Programme Production - Preview, publicity and marketing Television Programme Format : Concept Preparation-Segments-Break Ups- Run order- Producing a TV Show. . Idea Development & Research for Production. Budget for a video production & script and storyboard various longer format productions. Suggested Readings: 1. Zettl, H.(2006). Handbook of Television Production. Wadsworth. 2. Shelley, S.L. (1999). A Practical Guide to Stage Lighting. Focal Press . 3. Ronald J Compesi et.al. Video Field Production and Editing (Allyn & Bacon, 1997). 5. Stuart Hyde. Television and Radio Announcing (Houghton Mifflin, 2001). 6. Sister Mary Peter Claver and Sister Mary Jyosita (1992). First Step to TV –Video Production, Bharati Bhawan, Patna. 7. Post Production: James R. Caruso& Maris E Arthur.		
JM502	Major	Audio-Video Production Techniques Course Contents: Unit 1: Basic Operation of camera, - single and 3 CCD camera signal- frame and field, scanning process, interlaced and progressive scanning, composite video signal, component video signal and SDI video. Luminance, chrominance, hue, saturation, color video system-NTSC, PAL, SECAM Component of Video Camera, Working principles of a video camera, Types of camera- analog and digital camera, studio cameras, ENG/EFP cameras and consumer camcorder, video tape recording format. Different types of Movie Camera.	4	4

		Difference between Film Camera and Digital Camera, DSLR and HDSLR Cameras. Unit 2: Lens, types, fish eye, wide, normal, telephoto, prime and zoom lens, focal length, angle of view, aperture, fstops, shutter speed, relation between shutter speed and aperture, depth of field, selective focus, follow focus, rack focus, auto and manual focus, lens shades, Auto-focus – advantage, disadvantage, Iris, zoom lens- advantage and disadvantage. Study about Filters – Contrast Filters, Colour conversion filters, polarized filters, Enhance Filters, Colour Filters, Graduated Colour and ND filters, Effect filters, etc Unit 3: Compositional Techniques- Construction a Shot, Color, Contrast –Different types of shots – angles-Movement of Camera, Crane Shot, Handheld Camera, Steady Shot, Pan, Tilt, Tracking shot, Whip Pan. Slow and Fast motions, Changing of Shutter angles and Ramping. Special effects using In-Camera techniques . Unit 4: Lighting – 3 point and 4 point lighting, directional and diffused light, color temperature of light, light sources natural and artificial lights. Conventional, Soft and Diffused, Bounce, Source, Hard and Creative lightings. Lighting - Outdoor Lighting Wide and Huge Sets- Day effect, Night Effect and Creative lighting. Matching Indoor with Outdoor. Exposure Metering – Incident light, Reflected light, Spot light etc. Study about Different kinds of lights – Incandescent lamps, Tungsten Halogen, HMI, PAR lights, Kinoflo etc. Suggested Readings: 1. Herbert Zettle (2006). Television Production Handbook. Thomson Wadsworth, USA. 2. Video Production: Vasuki Belavadi.Oxford University Press, India. 3. Film and Video Editing: Roger Crittenden. 4. Grammar of the Edit: Roy Thompson. 5. Video Editing: A Production Premier: Brownie SE. 6.Video Editing and Post Production: James R. Caruso& Maris E Arthur.		
	Minor			

	Vocational/ Skill Development Course			
JM503	Co Curricular Course	Poster Design (Project) Objectives: This course is aimed to improve the skills of the students in the area of poster designing. The students will be taught through hands on training in poster designing and having its relevance in present times for any social theme.	4	4
JM504	Industrial Training/ Survey / Research Project	Project on Documentary Film Making (Project) Objectives: This course is aimed to improve the skills of the students in the area of Documentary film making The students will be taught through hands on practice in documentary film making of different genres and a mini documentary of social relevance is to be produced in consultation with the teacher. Suggested Readings: 1. John Riber: Writing and Production for Television and Film; Sage, India. 2. Ivor Yorke: Television Journalism; Focal Press. 3. Carl Bode: The Age of Television; 4 Robert C. Allen & Annette Hill: The Television Reader, Routledge. 5. Andrew Boid: Broadcast Journalism; Oxford. 6. E. Herbert Zettl, Television Production Handbook, Delhi: Akash Press, 2007. 7. Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc. 1981. 8. Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge	8	8
YEAR				
SEM-VI				
Code	Major	Paper Name	Credits	
JM601	Major	Communication Research	4	4

		Course Contents: Unit 1: The scientific study of communication-science and scientists communication as a field of research- presuppositions of research in communication Unit 2: Image based research Unit 3: Quantitative research- terms techniques of quantitative methods - hypothesis - protocols in quantitative research - testing the hypothesis. Unit 4: Measurement strategies, research design, sampling design and techniques. Descriptive statistics, multivariate analysis and report writing. Suggested Readings: 1. Wimmer, Roger, D and Dominick, Joseph,R. Mass Media Research, Thomson Wadsworth, 2006. 2. Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004. 3. Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998. 4. John Fiske. Introduction to Communication Studies, Routledge Publications,1982. 5. David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences,Forge Press (For Case Studies) Amazon,2002		
JM602	Major	Media Research Techniques Course Contents: Unit 1: Communication as a field of Research; Communication as social science research. Phases of media research. Research Design. Research Procedure. Protocols. Pilot Study. Research Problem. Research questions. Unit 2: Research applications in Print & Electronic Media; Types of Print Media Research-Readership Research; Methodology of Readership Research-- Drawing readers profiles; Item-selection studies, Reader-Nonreader studies; Circulation Research; Research applications in Electronic Media; Rating and Non-rating research; Interpreting ratings; Advertising and PR research. Unit 3: Quantitative Research. Content Analysis,	4	4

		Surveys; Experiments. Descriptive Statistics. Sampling. Hypothesis Testing. Public Opinion. Unit 4: Qualitative Research. Interviews. Critical Discourse Analysis. Participant observation. Image based research. Historical analysis. Ethno-methodological research. Writing and presenting research reports. Research Software. Writing styles and MLA style sheet. Outlines, First Drafts and Revision. Private and Academic Research. A checklist for planning Research and writing. Suggested Readings: 1.Wimmer, Roger, D and Dominick, Joseph,R. Mass Media Research, Thomson Wadsworth, 20 2. Patnaik, Asit Kr. Research Methodology in Social Sciences (Commonwealth, 2001). 3. Sharma, S.R. Research in Mass Media (Radha Publishers, 1996)		
JM603	Minor	Research Methodology Course Contents: Unit 1: Introduction to quantitative approaches to media research with emphasis on studies undertaken for motivational research, public opinion etc Unit 2: Quantitative research- terms techniques of quantitative methods - hypothesis - protocols in quantitative research - testing the hypothesis. Unit 3: Measurement strategies, research design, sampling design and techniques Unit 4: Descriptive statistics, multivariate analysis , SPSS applications, Presentation of data and interpretations and conclusions in specific formats Suggested Readings: 1. Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies. Routledge. 2. Hansen Anders, Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods. New York University Press. Reference books 3. Kaul, Lokesh. Methodology of Educational Research (Bikash, 2001).	4	4
	Vocational/ Skill Development Course			

	Co Curricular Course			
JM604	Industrial Training/ Survey / Research Project	Dissertation Objective : <i>To demonstrate the student's competence in a chosen area of research with a view of gaining a placement in the Media Industry.</i> Methodology : Students are expected to do a dissertation of professional nature within the stipulated time. Criteria for selecting the topic for the dissertation will be based on the area of specialization by the student. Emphasis will be given to producing research works that are of professional and broadcasting quality that will help students enter the media industry with a basic idea for research.	8	
YEAR				
SEM-VII				
Code	Major	Paper Name	Credits	
JM701	Major	Theories of Communication Course Contents: Unit 1: Communication and mass communication definition, Types and Characteristics, Concepts and Models of Mass Communication. Brief History of Theories and Models. Unit 2: Magic bullet, Hypodermic Needle and Stimulus Response Theories - One-step Flow Two step flow, and Multi-step Flow Theories, Albert Bandura's Social Learning Theory. Unit 3: Uses and Gratifications Theory - Spiral of Silence Theory - Consistency Theories - Agenda Setting – Gate Keeping and Framing, Normative Theories of Media. Unit 4: Media dependency Theory - Stephenson's Play Theory-Modeling Behaviour Theory - Stalagmite Theories - Cognitive Dissonance Theory, Media & Violence. Social learning theory-Uncertainty reduction theory-Social cognitive theory- Protection motivation theory-Health belief model. Suggested Readings: 1. Keval J Kumar (2005). Mass Communication in	4	4

		India. Jaico Publications, Mumbai. 2. Manuell Castells (2010). The Rise of the Network Society, Volume –I, 2010, Blackwell Publication UK. 3. DeVito Joseph A (2000). Human communication – The Basic Course. Harper & Row, London. 4. West, R., & Turner, L. H. (2004). Introducing Communication Theory: Analysis and Application. (2nd ed.), McGraw-Hill. Boston, USA: 5. Berger, Arthur Asa (1995). Essentials of Mass Communication Theory. SAGE Publications, London. 6. McQuail Dennis (1984). Communication Theories. Routledge, New York. 6. John Fiske (2000). Introduction to Communication Theory. Routledge, New York. 7. Vir Bala Agarwal & V.S. Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi. 8. Seema Hasan: Mass Communication; Principles and Concepts; CBS Publishers and Distributors.		
JM702	Major	Media Laws and Ethics Course Contents: Unit 1: Introduction to media laws. History of media laws in India. Indian Constitution: Fundamental rights, Reasonable restrictions, Emergency provisions, Amendments, Parliamentary privileges. Unit 2: Freedom of media in India. Defamation: Libel and Slander. IPC and Criminal Procedure Code relevant to media, Official Secrets Act. Contempt of Court Act. Cases & Case Studies related to these Acts. Unit 3: The Prasar Bharati (Broadcasting Corporation of India) Act. The cable Television networks Act. Broadcasting Services Regulation Bill. Cinematograph Act and board of Censors. Satellite Rights Television and Movies. Cases Related to these Acts. Unit 4: New Media Laws, Intellectual Property Rights. The Copyright Act. Information Technology Act Indecent Representation of Women (Prohibition) Act. The Children Act. The Young Persons(Harmful Publications) Act , other Regulations and guidelines. Cases related to these Acts RTI Act Laws relate to information	4	4

		Technology, cyber Laws. Media ethics: Ethics Vs. Law. Code of ethics in print media. Code for commercial Advertising in AIR and Doordarshan. Principles of Self-Regulation. Advertisement Standard Council of India's code of ethics. Broadcasting ethics. Suggested Readings: 1. Frankena, William K. Ethics (Prentice Hall India, 2002). 2. Singh, P.P. et. al. Media, Ethics and Laws (Anmol, 1998). 3. Lillie, William. Introduction to Ethics (Allied Publishers, 2003). 4. Prabhakar, M. et. al. A Compendium of Codes of Conduct for Media Professional (University Book House, 1999). 5. Durga Dass Basu (2000). Press Laws. Central Law Book Agency, New Delhi. 6. Barua, Vidisha (2002). Press and Media Law Manual. Universal Law Publishing Co, New Delhi. 7. Neelamalar M (2010). Media Law and Ethics. PHI Learning, New Delhi.		
JM703	Minor	Media Management Course Contents Unit 1: Principles of management - management theories, personal management, role and function of personal manager. Unit 2: Managing media organization - planning, coordination, motivation, control, decision-making and departmentalization. Unit 3: Production management - preproduction, scheduling, budgeting, financing, controlling, production, post-production and delivery. Unit 4: Advertising management - profit, sales and market share objectives, setting the budget, media selection and media scheduling. Sales promotion etc Suggested Readings: 1. Chiranjeev, Avinash. (2000). Electronic Media Management, Authors Press. 2. Gunarathne, Shelton A.. (2000). Handbook of Media in Asia, Sage. 3. Kothari, Gulab. (1985). Newspaper Management	4	4

		in India (Intercultural Open University, 1995). 4. Batra, Rajiv. Advertising Management (Prentice Hall, 2000). 5. Gillian Doyle. Understanding Media Economics (Sage, 2002) 6. Harold L. Vogel. Entertainment Industry Economics (Cambridge University Press, Cambridge, 2001). 7. Newspaper Management: Gulab Kothari.		
JM704	Vocational/ Skill Development Course	Internship Objectives: <i>To help the student gets exposed to actual situations and functioning of the media industry and experience reality functioning of media industry through hands on training.</i> Methodology : The student will be attached to the media industry for a period of one month on an internship basis. The intern will be exposed to a particular area of specialization. The department in coordination With the industry will closely monitor the progress of the intern. A Report and a Viva-voce will complete the process of evaluation.	4	One month
	Co Curricular Course			
JM705	Industrial Training/ Survey / Research Project	Film Making (Project) Objectives: This course is aimed to improve the skills of the students in the area of film making The students will be taught through hands on practice in film making art and craft of different genres and a short film of social relevance is to be produced within a stipulated time in consultation with the teacher. Suggested Readings: 1. Hill, John & Gibson, Pamela Church. Film Studies (Oxford Univ. Press, 2000). 2. Roberts, Graham & Wallis, Heather. Introducing Film (Arnold Publishers, 2003). 3. Stam, Robert. Film Theory: An Introduction (Blackwell Publishers, 2000). 4. Hood, John W. The Essential Mystery- the major film makers of Indian art cinema (Orient Longman,	8	8

		2000). 5. Turner, Graeme. The Film Cultures Reader (Routledge, 2002). 6. Ray, Satyajit. Our Films Their Films (Orient Publishers, 1993). 7. Hill, John & Gibson, Pamela Church. (2000). Film Studies. Oxford Univ. Press 8. Stam, Robert. (2000) Film Theory: An Introduction. BlackWell Publishers. 9. Nelms, J (2003). An Introduction to Film Studies, 3rd edition, London: Routledge. 10. Thoraval, Yves, Cinemas of India.		
YEAR				
SEM-VIII				
Code	Major	Paper Name	Credits	
JM801	Major	Communication for Development Course Contents: Unit 1: Key concepts in Development, complexities of development efforts, alternate paths to development. Unit 2: Towards an understanding of holistic social development, empowerment of the people. Unit 3: Evolution of the Theory and practice of Development Communication- International and Indian models. Unit 4: Critical perspectives on Communication and Development: Dominant paradigm of development, modernization approach, and Information and communication technologies for rural development. Communication for Social change- role of a communicator in the process of social change. Folk forms, Third theatre and other Alternative media for social change. Suggested Readings: 1. Srinivas Melkote, & Steeves. (2001). Communication for Development in the Third World. New Delhi: Sage. 2. Servaes, J., Jacobson, T. & White, S.A. (Eds.), Participatory communication for social change. Thousand Oaks: Sage. 3. Gupta, V.S. Communication for Development and Civil Society (Concept, 2004).	4	4

		4. Narula, Uma . Development Communication (Har Anand Publications, 2002). 5. Ravindran,R.K. Media in Development Arena (Indian Publishers Distributors, 2000).		
JM802	Major	Media and North East India Course Content: Unit 1: Portrayal of north east India in mainstream national media. Journalists and the issues of identity and crisis in the Northeast. Unit 2: Northeast, Intercultural conflict and national media. The centrality of India's press and media hegemony. Unit 3: Development or Insurgency, the news value of North East in India. Unit 4: The presence and absence of heterogeneity and homogeneity of various ethnic tribes of north east in media. The limitations of regional media. Tyranny of Access and imbalance, New Media with reference to North East India. Suggested Readings: 1. Media, Conflict and Peace in Northeast India: Dr. KH Kabi & Dr. S N Pattnaik. 2. Mass Communication Theory: Dennis Mc Quail. 3. Traditions in India: Structure and Change: Melton: Singer. 4. Mass Communication in India: Keval J. Kumar. 5. Ways of Seeing: John Berger. 6. Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York. 7. Seator, Jean. (1998). Politics and the Media, Blackwell. 8. Gunther, Richard. (2000). Democracy and the Media, Cambridge 9. Harold Laswell; The Theory of Political Propaganda 10. Craig Calhoun: The Modern discourse of identity. 11. Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers. 12. ShyamParmar: Traditional Folk Media in India, Routledge, 1994.	4	4

JM803	Minor	Public Relations Course Contents: Unit 1: Public Relations: definition, PR as a communication function, Public relations, propaganda and public opinion, PR as a management. Unit 2: Stages of PR: Planning, implementation research, evaluation, PR practitioners and media relations, press conference, press release, exhibition and other PR tools. Communication with the public - Internal and External, employer employee relations, community relations; PR in India – public and private sectors, PR counseling, PR agencies, PR research techniques. Unit 3: PR and advertising , PR for media institutions-PR for NGO, Political Parties ,PR and law, PR and new technology, code of ethics, International PR, Professional Organizations, emerging trends. Unit 4 : Designing and Project Management : Process: planning - Event team – putting together a team – budgeting the event - executing - evaluating - Managing the media: drafting the press release - press conference - media Coverage - in-house publications – promotional materials - advertising campaign. Process of event marketing - Marketing mix - Sponsorship - Image/ Branding - Advertising & publicity – Public Relations - Types of events: business events - corporate events - cause -related events – fund raising events - exhibitions - trade fairs-Event Budgeting. Suggested Readings: 1.Mehta, D.S. Handbook of Public Relations in India (Allied Publishers,1980) 2. Scott M. Cutlip & A.H. Genter : Effective Public Relations. 3rd ed. 3. Jethwarey, Jaishri N. et. Al. : Public Relations. Sterling Publishers, New Delhi, 1994. 4. Lasly, Philip (ed.) : Public Relations Handbook. Prentice Hall, New Jersey. 1979.	4	4
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		5.Pavlik, John V. : Public Relations, SAGE Beverly Hills, 1987. 6. Sahai, Baldeo : Public Relations. Standing conference of Public Enterprises, New Delhi, 1985.		
	Vocational/ Skill Development Course			
	Co Curricular Course			
JM805	Industrial Training/ Survey / Research Project	Outreach Programme on Social Extension (Project) Objective: The aim of this paper is to help the student <i>acquire knowledge and experience based on social outreach programme. Each student will have to undergo a social outreach programme or attachment in any of the NGOs of repute identified by the students and faculty jointly/individually wherein facilities for extension activities are easily available locally or regionally.</i> A Report of Social Outreach Programme will have to be submitted confidentially to the faculty in charge/HOD from the organization. The said Report will be short of a diary which shall comprise of the filled in assessment card signed and stamped by the organization where the candidate has visited. This would be followed a seminar presentation and submission of a report of the said done during the outreach extension period.	8	8
