

NEW
SYLLABUS
Choice Based Credit System

M.A. Journalism and Mass Communication



Tripura University

(A Central University)

Department of Journalism and Mass Communication

Suryamaninagar, Agartala- 799022.

2020

Core Courses offered by JMC Department, TU

Course Code	Name of the Courses	Credits	Marks		
			Internal Assessment	End-of-semester exam	Total
	<i>First semester</i>				
JMCN-701C	Introduction to Mass Media	04	30	70	100
JMCN-702C	Theories of Communication	04	30	70	100
JMCN-703C	Introduction to Communication Studies	04	30	70	100
JMCN-704C	Advertising	04	30	70	100
JMCN-705C	Public Relations	04	30	70	100
	<i>Second semester</i>				
JMCN-801C	Script Writing	04	30	70	100
JMCN-802C	Writing and Producing Radio Dramas	04	30	70	100
JMCN-803C	Sound for Media	04	30	70	100
JMCN-804C	Media Laws and Ethics	04	30	70	100
JMCN-805C	Communication for Development	04	30	70	100
	<i>Third semester</i>				
JMCN-901C	Television – Video Production	04	30	70	100
JMCN-902C	Video Editing Techniques	04	30	70	100
JMCN-903C	Radio Journalism	04	30	70	100
JMCN-904C	Video Production	04	30	70	100
JMCN-905C	Media Management	04	30	70	100
	<i>Fourth semester</i>				
JMCN-1001C	Documentary Production	08	30	70	100
JMCN-1002C	Dissertation	04	30	70	100
JMCN-1003C	Internship	04	30	70	100
		Total=76	30	70	100

Elective Courses offered by JMC Department, TU

JMCN-706E	Film Appreciation	04	30	70	100
JMCN-707E	Media and North East India	04	30	70	100
JMCN-806E	Principles of Photography	04	30	70	100
JMCN-906E	Film Studies	04	30	70	100
JMCN-1004E	Media Literacy	04	30	70	100
		Total=20	30	70	100

COMPULSORY FOUNDATION COURSE (University Level)

Course	Code:	Name of course :Basics of Computer	Credit=04
Skill-I			

Each paper offered by the Journalism and Mass Communication , Tripura University will be of 100 marks irrespective of the number of credits against each paper. Wherein, 70 marks will be external and 30 marks internal in each paper.

DETAILED SYLLABUS
Journalism and Mass Communication, Tripura University

SEMESTER-I

JMCN-701C

INTRODUCTION TO MASS MEDIA

Credits =4

***Objective:** To provide a basic understanding of mass media and its history and development of TV, Radio, Print and New Media etc., so as to equip the students with concepts and perspectives in the subject.*

UNIT 1: The rise of mass media; Print media- history- nature – scope- characteristics; Types of print media.

UNIT 2: Radio- history- nature – scope- characteristics; Types of Radio programming

UNIT 3: Television– history nature – scope- characteristics; Types of TV programming.

UNIT 4: New Media- history- nature – scope- characteristics; Types of New Media, Digital Divide.

REFERENCE TEXTS

1. Herbert Zettle (2006). *Television Production Handbook*. Thomson Wadsworth, USA.
2. Rangaswami Partha Sarathi (1995). *Press in India*. Cambridge University Press, New Delhi.
3. Keval J Kumar (2005). *Mass Communication in India*. Jaico Publications, Mumbai.
4. Manuell Castells (2010). *The Rise of the Network Society*, Volume –I, 2010, Blackwell Publication UK.
5. DeVito Joseph A (2000). *Human communication – The Basic Course*. Harper & Row, London.

SEMESTER –I

JMCN-702C

THEORIES OF COMMUNICATION

Credits=4

Objective: *To provide a basic understanding of important communication theories so as to equip the students with concepts and perspectives in the subject.*

UNIT 1: Theories: concepts and models of mass communication, theory of media and society, mass communication and culture, new media- new theory, normative theory of media and society .

UNIT 2: Media structure and performance: Principles and accountability, Media economics and governance, global mass communication, the media organization- pressure and demands, the production of media culture.

UNIT 3: Media content: issues, concepts and analysis, media genres and texts, audience theories and research traditions, audience formation and experience

UNIT 4: Effects: processes and models of media effects, social- cultural effects, news, public opinion and political communication, the understanding and future of mass communication, the medium is the message.

REFERENCE TEXTS

1. McQuail Dennis (2002). *McQuail's Reader in Mass Communication Theory*. SAGE Publications, New Delhi.
2. West, R., & Turner, L. H. (2004). *Introducing Communication Theory: Analysis and Application*. (2nd ed.), McGraw-Hill. Boston, USA:
3. Berger, Arthur Asa (1995). *Essentials of Mass Communication Theory*. SAGE Publications, London.
4. McQuail Dennis (1984). *Communication Theories*. Routledge, New York.
5. John Fiske (2000). *Introduction to Communication Theory*. Routledge, New York

SEMESTER –I

JMCN-703C

INTRODUCTION TO COMMUNICATION STUDIES

Credits=4

Objective: *The main objective of this paper is to provide an overall view of introduction to communication studies and so as to equip the students with concepts and perspectives in the subject.*

UNIT 1: Communication, meaning and signs: semiotics, signs and meanings, categories of signs, convention, the organization of signs. Codes: basic concepts, analogue and digital codes, presentational codes, non-verbal communication, elaborated and restricted codes, broadcast and narrowcast codes. Signification: denotation, connotation, myth, symbols, metaphor, metonymy.

UNIT 2: Semiotics methods and applications: ‘A grief Ago’: Poetic Metaphor. Pasta: Visual Metaphor. Notting Hill: Realistic metonym.

UNIT 3: Structuralist theory and applications: Categorization and binary oppositions, anomalous categories, structure repetition, boundary rituals, nature and culture, the structure of myth, the structure of mass culture, myth and social values.

UNIT 4: Ideology and meanings: Signification and culture, ideology. Signs: ideology: meanings. Understanding ideology and ideological analysis, resistances.

REFERENCE TEXT

1. John Fiske (2000). *Introduction to Communication Theory*. Routledge, New York
2. McQuail Dennis (2002). *McQuail’s Reader in Mass Communication Theory*. SAGE Publications, New Delhi.
3. West, R., & Turner, L. H. (2004). *Introducing Communication Theory: Analysis and Application*. (2nd ed.), McGraw-Hill. Boston, USA:
4. Berger, Arthur Asa (1995). *Essentials of Mass Communication Theory*. SAGE Publications, London.
5. McQuail Dennis (1984). *Communication Theories*. Routledge, New York.

SEMESTER –I
JMCN-704C
ADVERTISING
Credits=4

Objective: *The main objective of this paper is to provide an overall view of advertising and so as to equip the students with concepts and perspectives in the subject.*

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

REFERENCE TEXTS

1. William F. Arens (2012). *Contemporary Advertising*. McGraw Hill Higher Education.
2. Subir Ghosh (2012). *Advertising Concept Book*. Concept Publications, New Delhi.
3. Roger Baron (2010). *Advertising Media Planning*, McGraw-Hill.
4. Mario Pricken (2008). *Creative Advertising*, Thames & Hudson
5. David Ogilvy (1985). *Ogilvy on Advertising*, Vintage Books, New Delhi.

SEMESTER –I
JMCN-705C
PUBLIC RELATIONS
Credits=4

Objective: *The main objective of this paper is to provide an understanding of the various concepts and principles of Public Relations.*

UNIT 1: Evolution and history of public relations – definitions of PR, PR and allied disciplines, stake holders of PR, Difference between Publicity, propaganda, public affairs, lobbying.

UNIT 2: Symmetrical and asymmetrical theories of PR - law and ethics of PR (defamation, copyright, invasion of privacy; PRSI code of ethics).

UNIT 3: Interface of PR with various management disciplines (human resource development, finance, marketing, law, etc.) - publics in PR, PR tools (interpersonal, mass media and selective Media).

UNIT 4: PR in industry (public sector, private sector and multinational) – PR in central and State governments and the functioning of various media units of the state and Union Governments. Writing for PR.

REFERENCE TEXTS

1. *Effective Public Relations:* Scott M. Cutlip & A.H. Genter.
2. *The Practice of Public Relations:* Fraser P. Seital.
3. *Corporate Image of India:* S.K. Roy.
4. *Handbook of Public Relations in India:* D.S. Mehta.
5. *Practical Public Relations:* Sam Black.

SEMESTER-II
JMCN-801C
SCRIPT WRITING
Credits=4

Objectives: *To understand the art and craft of scriptwriting for Film and Television media, and to creatively write and evolve scripts for different media.*

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.

REFERENCE TEXTS

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, Structure, Style, and the Principles of Screenwriting*, Harper Collins, U.S.
6. Dwight, Swein (1976). *Film Script Writing*, Hastings House, New York.

SEMESTER –II
JMCN-802C
WRITING AND PRODUCING RADIO DRAMAS
Credits=4

Objectives: *To understand the art and craft of writing and producing radio programmes efficiently.*

UNIT 1: The design approach: the design workshop. Preparing for the design workshop, running the design workshop, reviewing the design document, design document finalization after the workshop.

UNIT 2: The programme manager and the writing process: script preparation, selecting and contracting with the writer, writing the script, script review.

UNIT 3: Guidelines for radio actors, pilot testing the scripts, writing entertainment – education drama, blending story and message in the drama plot, character development, scene development.

UNIT 4: The golden rule of writing for radio, guidelines for the use of dialogue, creating word pictures, guidelines for the use of sound effect, guidelines for using music in sound radio serial drama, scene development, the finished script and the writer’s checklist.

REFERENCE TEXT

1. Esta De Fossard (2005). *Writing and Producing Radio Dramas*, SAGE Publications, New Delhi.
2. Ken Dancyger (2006). *Alternative Scriptwriting: Rewriting the Hollywood Formula*, Focal Press, UK.
3. Robert Mckee (2010). *Story: Substance, Structure, Style, and the Principles of Screenwriting*, Harper Collins, U.S.
4. Dwight, Swein (1976). *Film Script Writing*, Hastings House, New York.

SEMESTER –II
JMCN-803C
SOUND FOR MEDIA
Credits=4

Objectives: *To understand the importance of sound for media and how to creatively apply sound in different projects in media productions.*

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 in relation to picture, strategies in designing sound.

REFERENCE TEXTS:

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.

SEMESTER –II

JMCN-804C

MEDIA LAWS AND ETHICS

Credits=4

Objectives: *To enable students understand with various Media Laws and Ethics governing the media in the Indian context.*

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 . 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.

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.

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. Laws related to information Technology and Cyber Laws.

REFERENCE TEXTS

- 1.Pavan Duggal (2013). *Mobile Law & Social Media In India*. Saakshar Law Publications.
2. Durga Doss Basu (2000). *Press Laws*. Central Law Book Agency, New Delhi.
3. Barua, Vidisha (2002). *Press and Media Law Manual*. Universal Law Publishing Co, New Delhi.
4. Neelamalar M (2010). *Media Law and Ethics*. PHI Learning, New Delhi.

SEMESTER –II

JMCN-805C

COMMUNICATION FOR DEVELOPMENT

Credits=4

Objectives: *To understand how communication can aid in the development process of a country, and how to use it for social change.*

UNIT 1: Development Communication-a brief outline. Shifting Horizons. Mainstream Development Discourse. Information Capitalism. Participatory Communication. Holistic social development; Empowerment of the people.

UNIT 2: Evolution of the Theory and practice of Development Communication- International and Indian models. Millennium Development Goals and Sustainable Development Goals.

UNIT 3: Media and Mediation, Participatory Engagement, Critical perspectives on Communication and Development: Dominant paradigm of development, modernization approach. Information and communication technologies for rural development.

UNIT 4: Communication for Social change- role of a communicator in the process of social change. Inclusive Society: Community-centric intervention. Folk forms and Third theatre. Alternative media for social change, Using social networks for change, Strategy for social campaigns, Development Organizations–National and International; Resources for development-funding agencies; Development as a career.

REFERENCE TEXTS:

1. Dipankar Sinha (2013). *Development Communication*. Orient Blackswan Pvt. Ltd., New Delhi.
2. Jan Servaes (2008). *Communication for Development and Social Change*. Sage Publications New York.
3. Mohan J. Dutta (2011). *Communicating Social Change: Structure, Culture, and Agency*, Communication Series, Routledge, New York.
4. Srinivas R Melkote (2000). *Communication for Development in the Third World*, SAGE Publications, New Delhi.

5. Sadanand Menon and Shirly (2000). *Perspectives in Development Communication*. SAGE Publications, New Delhi.

SEMESTER -III

JMCN-901C

TELEVISION - VIDEO PRODUCTION

Credits=4

Objectives: *To understand how and what goes in Television -video production process, and to use it for acquiring skills in the subject.*

UNIT 1: The basic and expanded Television systems: the studio, the control room, the television production team, camera person, the vision mixer, the audio engineers, lighting engineers.

UNIT 2: The camera: parts of a camera, how the camera works, types of cameras, camera mounts, camera movements, the lenses, choice of camera movement, purpose or function of the shoot.

UNIT 3: Composition: principles of composition based on rule of thirds, purpose of good composition, basic shoots, depth of composition, perspective, cross shooting, matching shoots. Lighting: kinds of illumination, mounting devices, controlling lighting, controlling intensity, special lighting techniques, typical light sources, studio lighting instruments, lighting plot.

UNIT 4: The Director: what the director must be, cues given at the opening of a shoot, cues related to the shoot or camera movement, audio cues, switching cues, floor manager's hand and arm's signal, planning sheet, the directors workshop.

REFERENCE TEXTS:

1. Sister Mary Peter Claver and Sister Mary Jyosita (1992). *First Step to TV –Video Production*, Bharati Bhawan, Patna.
2. Herbert Zettle (2006). *Television Production Handbook*. Thomson Wadsworth, USA.
3. *Video Production*: Vasuki Belavadi. Oxford University Press, India.
4. *Film and Video Editing*: Roger Crittenden.
5. *Grammar of the Edit*: Roy Thompson.
6. *Video Editing: A Production Premier*: Brownie SE.
7. *Video Editing and Post Production*: James R. Caruso & Maris E Arthur.

SEMESTER –III

JMCN-902C
VIDEO EDITING TECHNIQUES:

Credits=4

Objectives: To understand the techniques of video production and to use it for acquiring skills in the subject.

UNIT 1: Introduction to Editing.

UNIT 2: Knowing the Editing software.

UNIT 3: Exercise-I.

UNIT 4: Exercise-II.

REFERENCE TEXT

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.

SEMESTER –III

JMCN-903C
RADIO JOURNALISM
Credits=4

Objectives: *To acquire skills in radio journalism, and to use it for social change.*

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 topline, 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 bulletins, when things go wrong. Breaking news, specialized presentation.

REFERENCE TEXT

1. Paul Chantler and Peter Stewart (2007). *Basic Radio Journalism*, Focal Press India.
Audio in Media: Alten Stanley.

2. The Technology of Sound Audio: Nisbett Alec.

3. Audio encyclopaedia: Tremaine Howard.
4. Recording Studio Handbook: Woram John.
5. Microphones: Clifford Martin.

SEMESTER-III
JMCN-904C
VIDEO PRODUCTION
Credits=4

Objectives: *To acquire skills in video production and to use it for social change. This is a practical paper. The students will have to do the following.*

UNIT 1: Project-I: Practice programme-I on director's command.

UNIT 2: Project –II: Practice programme-II on director's command.

UNIT 3: Caption Story.

UNIT 4: Project-IV: Interview and news production.

REFERENCE TEXTS

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.

SEMESTER-III
JMCN-905C
MEDIA MANAGEMENT
Credit=4

Objective: *To understand, appreciate and critically analyse the nuances of media as an enterprise and a business concern.*

UNIT 1: Principles of management - management theories, personal management, role and function of personal manager.

UNIT 2: Managing media organization and overview media laws in India

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 promotions, purpose, tools and techniques, program, publicity, messages and vehicles, sponsored events and campaigns.

REFERENCES TEXTS

1. *Electronic Media Management:* Peter K Pringle, Michael F. Starr & William E McCavitt.
2. *Advertising and Promotion Management:* John R Rossiter & Larry Percy.
3. *Telecommunications and Management - the Broadcast and Cable Industries:* Barry G. Sherman.
4. *Production Management for Film and Video:* Richard Gates.
5. *Newspaper Management:* Gulab Kothari.

SEMESTER-IV
JMCN-1001C
DOCUMENTARY PRODUCTION
Credits=8

Objective: *To demonstrate the student's competence in a chosen area of documentary with a view of gaining a placement in the Media Industry. This is a practical paper and the students are to produce quality productions.*

Methodology:

Students are expected to produce a documentary of professional nature within the stipulated time. Criteria for selecting the topic will be based on the area of specialization by the student and in consultation with the teacher. Emphasis will be given to producing documentary that are of professional quality that will help students enter the media industry with an evaluated portfolio.

SEMESTER-IV
JMCN-1002C
DISSERTATION
Credits=4

Objective: *The students will be expected to apply the inputs in terms of concepts and media research methods to undertake a serious study on media and communication related topics and themes. A dissertation has to be submitted. This is a practical paper and the students are expected to produce quality dissertation.*

Methodology:

Individual students will have to opt for Research Project on a particular area of their interest at the beginning of the semester (first week) as per the deadline set by the department. This has to be declared by the students in writing. The Department will, in a formal meeting of faculty members, allocate guides to respective students. The respective guides will mentor the students in their research project. The submission and evaluation norms for the paper will be as per the University norms.

SEMESTER-IV

JMCN-1003

INTERNSHIP

Credits=4

Objective: *To acquire industry based practical training. Each student will have to undergo a four-week long internship programme or attachment in any of the media organizations such as newspapers, magazines, radio, television, agencies of advertising and public relations/corporate communication, or any other media organization of repute identified by the students and faculty jointly/individually wherein facilities for internship are easily available locally or regionally.*

A Report of Internship will have to be submitted confidentially to the HOD from the organization. The Internship Report diary shall comprise of the filled in assessment card signed and stamped by the organization where the candidate has undergone internship. This would be followed a seminar presentation and submission of a report of the work done during the internship period.

**ELECTIVE COURSES OFFERED BY THE DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION**

JMCN-706E

Film Appreciation

Credits=4

Objective: *To orient the students to understand and appreciate the nuances of film as an art form and introduction to the world of cinema.*

UNIT 1: Cinema as an institution, the origin of cinema.

UNIT 2: Approaches to film appreciation, narrative and non- narrative films, structure of a narrative film, cinematic codes, mise-en-scene, setting, props, costumes, performance and movements, lighting, camera and camera movements, editing, sound, narrative.

UNIT 3:Genre, star, auteur, France new wave, Neo realism, German expressionism, Third world cinema, Cinemas of India, Cinemas in North East India , representation of gender and sexuality, soviet montage cinema.

UNIT 4: Film audience, hero worship, fan clubs, comparison between third world cinema styles and Hollywood films. Appreciating the great movie makers and their films of India and world. Screening and discussion.

REFERENCE TEXTS

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.

JMCN-707E

Media and Northeast India

Credits=4

Objective: *To give the students an insight of the media and its manufacturing of consent in the North east with its relation to mainstream India.*

UNIT 1: Portrayal of north east 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.

REFERENCE TEXTS

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.

JMCN-806E
Principles of Photography
Credits=4

Objective: *To acquire knowledge and skills in photography and make the best use of it in visual communication.*

UNIT 1: History of photography, Definition, Characteristics of light.

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. Portrait, product, landscape, photo feature.

REFERENCE TEXTS

1. *Learning Photography:* George Haines.
2. *Basic Photography:* Michael Langford.
3. *Complete Photography Course:* John Hedgeco.
4. *Shooting on Location:* P. Jarvis.
5. *The Art of Adaptation: Turning Fact and Fiction into Film:* Linda Seger.

JMCN-906E

Film Studies

Credits=4

Objective: *To give the students a comprehensive view of film studies as a distinct and emerging discipline of study.*

UNIT I: Movies and Meaning: Cinema as mass media, Cinema and Communication. History of film - National and International perspectives with emphasis on Indian Cinema, Movements and various Film Schools with emphasis on French New Wave, Indian New Wave, Indian New Wave Directors.

UNIT II: Cinematic Storytelling : Narrative – Fictional and Non-Fictional, Significance and Structural elements of Narrative, Story and Plot, Principles of Plot Construction – Selection and Omission of details, Sub-Plots, Deviant Plot Structure.

UNIT III: Film Genres and National Film Cultures - Crossover Films, Documentary Filmmaking, Film Noir, Social Melodrama, Romantic, Horror, Comedy, Fiction, Animation, Study of Western and Indian Classics, Film and Ideology, Stars, Studio systems., Film and gender, class, caste and Religion and Indian society.

UNIT IV: Semiotics and Cinema - Signs, Symbols, Physiology of perception, Denotative and Connotative meaning, Film Language, Mise-en-scene, Montage and Soviet Filmmakers – Eisenstein, Pudovkin, Dovzhenko, Vertov, Materialistic and Realistic Narratives, Film Analysis: Textual and Contextual analysis of films of different Genres, Film Theories, Subaltern cinema. Cinemas of Northeast.

REFERENCE TEXTS

1. Hill, John & Gibson, Pamela Church. (2000). *Film Studies*. Oxford Univ. Press
2. Stam, Robert. (2000) *Film Theory: An Introduction*. BlackWell Publishers.
3. Nelms, J (2003). *An Introduction to Film Studies*, 3rd edition, London: Routledge.
4. Thoraval, Yves, *Cinemas of India*.
5. Monaco, James. (1981). *How to Read a Film* (3rd Ed.) Oxford Univ. Press

JMCN-1004E
Media Literacy
Credits=4

Objective: *To train the students in understanding the working of media and its manufacturing of consent.*

UNIT 1: Why Increase Media Literacy? Media Literacy Approach. Definition of media literacy. Elements of media literacy and skills. Developing media literacy. Understanding audience.

UNIT 2: Individual's Perspective on audience, Industry Perspectives on audience. Reality and media messages. Concept of News, Advertising and Public Relations. Ownership of mass media.

UNIT 3: Audience perspective on media industry. Impact of various agendas (audience agenda, media agenda, policy agenda). Media violence. Privacy and piracy with media. Media literacy organisations.

UNIT 4: The Economic Perspective of Media industry and its content, The Current Status of Mass Media Content and Reality, Entertainment Content. Advertising, Proactive Perspectives on Media Effects, Broadening Our Perspectives on Media Effects, Who Owns and Controls the Mass Media

REFERENCE TEXTS

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.
