

Choice Based Credit System

M.A. Journalism and Mass Communication

2017



Tripura University

(A Central University)

Department of Journalism and Mass Communication

Suryamaninagar, Agartala- 799022.

Core Courses

Course Code	Name of the Courses	Credit
First Semester		
JMCN-701C	Communication Theory	04
JMCN-702C	Basics of Journalism	04
JMCN-703C	Advertising	04
Second Semester		
JMCN-801C	International Media	04
JMCN-802C	Media Management	04
JMCN-803C1 OR JMCN-803C2	Basics of Print Production -I OR Basics of Video Production-I	04
Third Semester		
JMCN-901C	Communication Research	04
JMCN-902C1 OR JMCN-902C2	Print Production-II OR Video Production-II	04
JMCN-903C1 OR JMCN-903C2	Project on Print Media OR Project on Video Production	04
Fourth Semester		
JMCN-1001C	Internship	04
JMCN-1002C1 OR JMCN-1002C2	Print Project OR Film Project	04
JMCN-1003C	Research Project/ Dissertation	04
		Total=48

Elective Courses

JMCN-704E	Film Studies	04
JMCN-804E	Media and North East	04
JMCN-805E	Principles of Photography	04
JMCN-904E	Sound for Media	04
JMCN-905E	Film Appreciation	04
JMCN-906E	Arts and Aesthetics	04
JMCN-1004E	Public Relations	04
JMCN-1005E	Communication for Development	04
JMCN1006E	Media Literacy	04
		Total=36

COMPULSORY FOUNDATION COURSES

Course Code	Name of Courses	Credits
	Skill-I Basics of Computer	04

Each paper 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.

Details of Core Papers offered by the JMC Department, TU:

**Semester-I
JMNC-701C
Communication Theory
4 credits**

Objective: *This course demonstrates an understanding of the principles and theories of Mass Communication*

UNIT 1: Communication: Definition and functions; Types of Communication; verbal and nonverbal Communication. Nature and process of Communication, Functions of Communication, Sociological and Psychological aspects of Communication, Elements of communication and barriers to communication.

UNIT 2: Communication process: Elements and key Concepts, One step, Two step, Multi step flow of Communication. Media: characteristics and functions.

UNIT 3: Communication models- western and eastern models of Communication, Shannon and Weaver's (mathematical) model, Lasswell's model, Osgood and Schramm's (circular) model, Media theories: Normative Theory.

UNIT 4: Functions and effects of Mass Media; Cultivation Theory, Uses and Gratifications Theory, Agenda Setting Theory, Spiral of Silence Theory. Semiology, Media impact on society and culture; market driven Media effects, cultural integration and cultural pollution. Media audiences; contemporary mass communication theories related to Media – Audience interaction, Information society; Influencing factors; Socio, Economic, cultural and political factors. Technology and Communication. Global Village Concept.

REFERENCE TEXTS

1. Mass Communication, Theory: Dennis Mcquail
2. India's Communication Revolution: Rogers and Singhal
3. Mass Media and National Development: Wilbur Schramm
4. Communication Models: Uma Narula
5. Mass Communication in India: Keval J. Kumar.

Semester-I
JMCN-702C
Basics of Journalism
4 credits

Objective: *To provide the principles journalistic practices of print media or electronic media.*

UNIT 1: Concept, nature and scope of journalism. Origin and growth of journalism in India.

UNIT 2: Introduction to News. News: Meaning & definition. Sources and elements of news, Characteristics of news, New concepts in journalism- advocacy, campaign, depth, parachute, immersive, interpretative, citizen journalism.

UNIT 3: Different styles of news writing. Writing style for newspaper and magazines.

UNIT 4: Difference between reporting for Print Media and Electronic Media. Types & techniques of news reporting, Qualities of a reporter, Functions of reporting: Interview, collection of data, research.

REFERENCE TEXTS

1. Professional Journalism: M V Kamath.
2. Basics of Journalism: R Parthasarathy.
3. News Writing and Reporting: James M Neal and Suzane.
4. Newspaper Design: Evan Harold.
5. Newspaper Reporting: Tony Harcup.

Semester-I
JMCN-703C
Advertising
4 Credits

Objective: *This course demonstrates an understanding of the principles and theories of Advertising.*

UNIT- 1: Definition of advertising, Evolution and growth of advertising. Classification of advertising – various media for advertising, socio-economic effects of advertising. Creativity in advertising.

UNIT- 2: Structure of Ad agency, various specialist departments in an ad agency: account planning, account servicing, creative, media planning, personnel, etc.

UNIT- 3: Consumer behavior. Brand management. Concept of brand equity, image and personality. Unique selling proposition. Media laws concerning advertising. Apex bodies in advertising: AAI, ASCI etc.

UNIT-4: Concepts of marketing. Integrated marketing communications. Relevance of Advertising in the Marketing mix. Concept of product. Different kinds of products. Advertising Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, Consumer behavior, Market research, Brand Positioning and Brand Management.

REFERENCE TEXTS

1. Advertising: Frank Jefkins.
2. Advertising Management: Jaishri Jethwaney & Shruti Jain.
3. Advertising Basics: J.V. Vilanilam & A.K. Verghese.
4. Advertising Management: David A. Aaker, John G. Myers and Rajeev Batra.
5. Ogilvy of advertising: David Ogilvy.

Second Semester
JMCN 801C
International Media
4 Credits

Objective: *To train the students in the various aspects of international flow of news and news gathering. It will also teach them the disparities in international communication.*

UNIT 1: Political, economic and cultural dimensions of international communication –communication and information as a tool of equality and exploitation – International news flow –imbalance.

UNIT 2: International Media and news organizations, News agencies and their impact on news flow. Non-aligned news agencies pool – its working, success, failure.

UNIT 3: Issues in international communication – democratization of information flow and media systems – professional standards; information - prompted cultural imperialism.

UNIT 4: Human Rights and communication. UNESCO's efforts in removal imbalance in news flow – debate on new international Information and Economic Order –MacBride Commission's report. Violence against media persons; – effects of globalization on media systems and their functions; transnational media ownership, Intellectual Property Rights and its relevance in Media.

REFERENCE TEXTS

1. World Communication: Threat or Promise: Colin Cherry.
2. International Communication: Daya Kisan Thussu.
3. Whose Freedom: Whose Order? : D.R. Mankekar.
4. Many voices, One world: UNESCO Publications.
5. International and Development communication: Bella Mody.

Second Semester
JMCN 802C
Media Management
4 credits

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 II
JMCN 803C1
Basics of Print Production- I
4 Credits

Objective: *To provide the skills for print journalism.*

UNIT 1: Introduction to Print Journalism-Newspaper as recorder of news and events; Newspaper as an organ of public opinion; Categories of reporters, special correspondent the reporter and his beat, reporter's qualities and responsibilities.

UNIT 2: Reporting from releases and handouts, press conferences, public meetings.

UNIT 3: Developing a news story; covering crime, court, civic issues, politics, business and commerce, Sports – spot coverage. Follow-ups and developing stories. Students required to write required to cover a news item of local significance (any beat) as assigned by the teacher.

UNIT 4: Editing: Heading: various types and art of writing, Design: Principles and functions of newspaper design, Factors that influence design; mechanics of page make-up.; types of copy (reports and feature); grammar and punctuations; usage and meaning; tasting and slotting; news selection; gate keeping. Students are required to edit one raw news copy (any beat). Elements of news-writing and feature-writing – hard and soft news; variety of features; rich options in choosing ‘leads’, tools of good features.

REFERENCE TEXTS

1. Professional Journalism: M V Kammath.
2. Basic Journalism: R Parthasarathy.
3. News Writing and Reporting: James M Neal and Suzane.
4. News Paper Design: Evan Harold.
5. Newspaper Reporting: Tony Harcup.

Semester-II
JMCN-803C2
Basics of Video Production I
4 Credits

Objective: *To develop overall creative skills in the production of television programmes.*

UNIT 1: Topic/theme based programme, Current affairs type programme.

UNIT 2: Mime type programme and Studio Live (a live studio exercise). Drama Practical (simple drama exercise) and Quiz programme.

UNIT 3: Historical Perspective - evolution of editing. The language of editing, Editing procedure - assembling shots, symbolic editing and editing errors.

UNIT 4: Sound in editing, categories of sound, post-synchronization, effects, voice-over or narration, music and dubbing. Technology and editing - non-linear, digital storage, random access through computer technology.

REFERENCES TEXTS

1. Video Production: Vasuki Belavadi.
2. Film and Video Editing: Roger Crittenden.
3. Grammar of the Edit: Roy Thompson.
4. Video Editing: A Production Premier: Brownie SE.
5. Video Editing and Post Production: James R. Caruso & Maris E Arthur.

Semester-II
JMCN-901C
Communication Research
4 Credits

Objective: *The objective of this course is to teach basics of research and its application on media and develop skills of different kinds of research methodologies and to make the students conversant with the tools and techniques of research.*

UNIT 1: Media Research: Approaches to knowledge. Scientific method. Research process- concepts- definitions- variables- hypotheses. Types of research- basic- applied- descriptive- analytical- clinical- case study- historical. Ethical aspects of media research.

UNIT 2: Research Design: Research design- types and need -structure- components. Experimental design and classic research design. Solomon Four Group- post-test only control group .Quasi Experimental Designs- one-shot case study- correlation design- longitudinal research- panel-trend study. Census method Image based research. (Content Analysis, Textual Analysis, Visual Analysis, Semiotics).

UNIT 3: Data Collection: Measurement- levels of measurement. Tests of validity- reliability. Data collection- observational methods- laboratory experimentation- field experimentation- focus group-simulation. Survey research- personal interview. Questionnaire construction. Impersonal methods.

UNIT 4: Data Processing: Processing of data: coding, editing, analysis and interpretation, Information drawn from the analysis, Coding and Tabulation, Hypothesis testing, Scaling techniques: Arbitrary- Thurstone-Likert-Rating-Ranking. Writing research reports. Sampling-types of Sampling- Probability- Non-probability-Frequency distribution- Standard deviation- Normal curve- Univariate, Bivariate, Multivariate. Poll survey; Vox-pops. Readership/viewership research. Monitoring research.

REFERENCES TEXTS

1. Communication Research: James A. Anderson.
2. Mass Media Research- An Introduction: Roger D Wimmer & Joseph R. Dominick
3. Image Based Research: Jon Prosser.
4. Content Analysis: Klaus Krippendorff.
5. Doing Media Research: Susanna Hornig Priest.

Semester-III
JMCN-902C1
Print Production II
4 credits

Objective: *To teach the students in the various aspects of specialised reporting.*

UNIT 1: Preparation of a complete agency news package.

UNIT 2: To find out the house style of any one of the national English-language national newspapers and edit a copy following the same.

UNIT 3: Understanding Business Journalism and the market of print media by picking up a topic of current national or international business significance and writing a feature on the same.

UNIT 4: Investigative reporting by selecting one investigative news story from any of the national English-language newspapers and come out with a detailed and comprehensive written report. Photo Analysis by writing captions for photographs. Photo features.

REFERENCES TEXTS

1. Watchdog Journalism: The Art of Investigative Reporting : Stephen J. Berry
2. Photojournalism: The Professionals' Approach: Kenneth Kobre
3. News Agencies From Pigeon To Internet : K.M. Shrivastava
4. Feature Writing for Newspapers and Magazines: The Pursuit of Excellence (6th Edition): Edward Jay Friedlander and John Lee.
5. Understanding Financial Statements: A Journalist's Guide: Jay Taparia.

Semester-III
JMCN-902C2
Video Production II
4 Credits

Objective: *On completion of the course students should be able to understand how to go about handling video production is done in the actual filed and what stages are involved.*

UNIT-1: Documentary filming and Directing Telefilm.

UNIT-2: Popular Music practical (Music and art type program).

UNIT-3: Magazine type programme on travel/holidays.

UNIT 4: Single Camera Production. Caption Exercise on fashion and city round-up practical.

REFERENCE TEXTS

1. Shooting on Location: P. Jarvis.
2. The Art of Adaptation: Turning Fact and Fiction into Film: Linda Seger.
3. Directing the Documentary: Michael Rabiger.
4. Aright Royal Do: The Making of an Outside Broadcast: P. Lewis
5. Camera Mounting for Film and Video on Location: P. Champness.

Semester III
JMCN-903C1
Project on Print Media
4 credits

Objective: *On completion of the course students should be able to understand how to go about handling print production. This paper has practical components for hands-on training of the students. The course structure will be based on consultation with the teacher concern.*

Semester III

JMCN-903C2

Project on Video Production

4 credits

Objective: *On completion of the course students should be able to understand how to go about handling Video production. This paper has practical components for hands-on training of the students. The course structure will be based on consultation with the teacher concern.*

Semester-IV
JMCN-1001C
Internship
3 credits

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 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.

Semester-IV
JMCN-1002C1
Print Project
4 credits

Objective: *To demonstrate the student's competence in a chosen area of specialization with a view of gaining a placement in the Media Industry.*

Methodology:

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

Semester-IV
JMCN-1002C2
Film Project
4 credits

Objective: *To demonstrate the student's competence in a chosen area of specialization with a view of gaining a placement in the Media Industry.*

Methodology:

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

Semester-IV
JMCN-1003C
Research Project/ Dissertation
4 credits

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 mini dissertation has to be submitted.*

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.

Details Elective Courses

JMCN-704E

Film Studies

4 credits

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-804E
Media and Northeast India
4 credits

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-805E
Principles of Photography
4 credits

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-904E
Sound for Media
4 credits

Objective: *To train students to recognize the importance of sound and utilize sound effectively to communicate across the media spectrum with particular reference to Radio, TV and New Media programming and production.*

UNIT 1: Definition and nature of sound; sound and its relevance use and importance in communication

UNIT 2: Aesthetics of sound, reader interaction with media sound, response and reaction involvement and engagement theories of sound perception and retention recall value

UNIT 3: Sources of sound, microphones and their types and uses, assessment of quality of sound etc.

UNIT 4: Sound engineering techniques, dead air, sound and silence, integration of sound and visual, sound messaging. Sound in the era of multimedia – application in the media platforms, and formats – sound bites and AV clips on Internet, SMS and MMS.

REFERENCE TEXTS

1. 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.

JMCN-905E
Film appreciation

4 credits

Objective: *To orient the students 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-906E
Arts and Aesthetics
4 credits

Objective: *To give an insight to how images are used imaginatively and also how images are created there by developing their sense of art and its aesthetics.*

UNIT 1: Introduction to image and imagination, form and content, context, code, colour; images in sequence and sound.

UNIT 2: Types and stereotypes. Linear and lateral thinking – holistic visual thinking. Creativity and creative process. Techniques of imagination. Awareness of environment, observation, experience, analysis, and man-made environment, tools, shelter and communication.

UNIT 3: The elements of design – line, form, surface, mass pattern, texture, tone, colour, point, image, space and three-dimensional design concepts.

UNIT 4: The principles of design – unity contrast, balance, rhythm, harmony and direction. The process of design – the needs, information, planning, exploration, creation, satisfaction. Functions of Design – orderly presentation, attraction, stimulation, reflection, support, and retention.

REFERENCE TEXTS

1. Ways of Seeing: John Berger.
2. Power of the Images: Kulin Annette.
3. Design and Aesthetics: Jerry Palmer & Mac Dodson.
4. Images and Representation: Nick Lacy.
5. Media Studies: Stuart Price.

JMCN-1004E
Public Relations
4 credits

Objective: *This course demonstrates 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: internal publics (house journals, bulletin boards, open houses, suggestion boxes, video magazines, etc.). Writing for media (press release / backgrounder, press brief, rejoinders).

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.

JMCN-1005E**Communication for Development****4 Credits**

Objective: *To sensitize students with the need and issues of development, to understand paradigms of development, and their adoption and have an understanding of approaches to development communication particularly in Indian perspective.*

UNIT 1: Introduction to Development, Definition, changing concepts, Measuring development, Social and economic indicators.

UNIT 2: Theories of Development, Dominant Paradigms, Modernization approaches, Alternative Approaches to communication for development

UNIT 3: Communication for development, concept, need and role of mass communication in development, Empathy, Diffusion of innovation, Magic multiplier, Development Support Communication - Definition, Concept, Extension, Application of DSC in Agriculture, Health, Literacy, Localized Approach, Participatory Rural Appraisal, Role of NGOs and Panchayati Raj institution in development

UNIT 4: Indian perspective and Development Issues, Analysis communication for development programmes implemented in India. Sustainable Development and Role of Media. Insights into development journalism-Case studies.

REFERENCES TEXTS

1. India's Information Revolution: Singhal, Arvind & Rogers, Everett M.
2. Communication for Development in the Third World -Theory and Practice: Srinivas R.Melkote.
3. Ostman, Ronals E., Communication and Indian Agriculture, Sage, New Delhi, 1989.
4. Indian Development: Selected Regional Perspective: Jean Dreze and Amartya Sen.
5. Designing Message for Development Communication: Bella Mody.

JMCN-1006E**Media Literacy****4 credits**

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.

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	Theoris 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.
