



**VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY**

**JNANASAGARA CAMPUS, BALLARI-583105**

**Department of Studies in  
Journalism and Mass Communication**

**SYLLABUS**

**Master of Arts**

**(III Semester)**

**With effect from  
2021-22**



# VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY

## Department of Journalism and Mass Communication

Jnana Sagara, Ballari - 583105



Distribution of Courses/Papers in Postgraduate Programme I to IV Semester as per Choice Based Credit System (CBCS) Proposed for PG Programs

### III – SEMESTER

Without Practical

| Semester                            | Category   | Subject code                                    | Title of the Paper             | Marks |     |            | Teaching hours/week |   |   | Credit    | Duration of exams (Hrs) |
|-------------------------------------|------------|---|--------------------------------|-------|-----|------------|---------------------|---|---|-----------|-------------------------|
|                                     |            |   |                                | IA    | SEE | Total      | L                   | T | P |           |                         |
| THIRD                               | DSC11      | 21JMC3C11L                                      | Journalism Research Methods    | 30    | 70  | 100        | 4                   | - | - | 4         | 3                       |
|                                     | DSC12      | 21JMC3C12L                                      | Media Laws and Ethics          | 30    | 70  | 100        | 4                   | - | - | 4         | 3                       |
|                                     | DSC13      | 21JMC3E13L                                      | Business Journalism            | 30    | 70  | 100        | 4                   | - | - | 4         | 3                       |
|                                     | DSE1       | 21JMC3E1AL                                      | A.E-Journalism                 | 30    | 70  | 100        | 4                   | - | - | 4         | 3                       |
|                                     |            | 21JMC3E1BL                                      | B. Kannada Journalism          |       |     |            |                     |   |   |           |                         |
|                                     | DSE2       | 21JMC3E2AL                                      | A. International Communication | 30    | 70  | 100        | 4                   | - | - | 4         | 3                       |
|                                     |            | 21JMC3E2BL                                      | B. Current Affairs in Media    |       |     |            |                     |   |   |           |                         |
|                                     | GEC1       | 21JMC3G1AL                                      | A. Photo Journalism            | 20    | 30  | 50         | 2                   | - | - | 2         | 1                       |
| 21JMC3G1BL                          |            | B. News and Media Anchoring<br>(Within Faculty) |                                |       |     |            |                     |   |   |           |                         |
| DSC13T3                             | 21JMC3C3T3 | Documentary Journalism                          | 20                             | 30    | 50  | -          | 2                   | - | 2 | 1         |                         |
| <b>Total Marks for III Semester</b> |            |   |                                |       |     | <b>600</b> |                     |   |   | <b>24</b> |                         |

# Journalism and Mass Communication

## Semester-III

### DSC 11: Journalism Research Methods

|   |                               |
|---|-------------------------------|
| Course Title: Journalism Research Methods | Course code:21JMC3C11L        |
| Total Contact Hours: 56 hours             | Course Credits: 04            |
| Formative Assessment Marks: 30            | Duration of ESA/Exam: 3 hours |
| Summative Assessment Marks: 70            |                               |

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Select and define appropriate research problem and parameters.
2. Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries.

### DSC 11: Journalism Research Methods

| Unit | Description   | Hours |
|------|---|-------|
| 1    | <b>Communication Research:</b> History of communication research, Basic building blocks in conducting communication research (Identifying research problem, variables, formulating hypothesis, review of literature, writing an abstract), Writing a research proposal.   | 12    |
| 2    | <b>Research approaches in communication:</b> Research design, Qualitative: Focus group study, Case Studies, Field Observation, Intensive interviews, Media discourse analysis. Quantitative: Survey method, longitudinal method, Experimental Research, Content Analysis.   | 11    |
| 3    | <b>Method and tools of communication research:</b> Sources, media source book, questionnaire and schedules, people's meter, filed studies, logistic group, telephone, survey, on-line polls, Random sampling methods and representativeness of the samples, evaluation, feedback, media habits, public opinion surveys, pre-election, studies and exit polls. | 11    |
| 4    | <b>Technology for research Work:</b> Computer packages for statistics, Software   | 11    |

|   |   |    |
|---|---|----|
|   | used for writing Bibliography, Quantitative and Qualitative Data Analysis, How to write reports without grammatical error with the help of software. Principles of research report writing. |    |
| 5 | <b>Writing and Presenting Research Work:</b> Synopsis, Dissertation, Research paper, Oral presentation, Poster presentation, Technology for research work.                                  | 11 |

**References (indicative)**

1. Roger Wimmer & Joseph Dominick, Mass Media Research – An introduction. New York: Crown Publishing Inc, 2004.
2. Thomas R Lindlof, Qualitative Communication Research Methods, Sage, 1995.
3. Barrie Gunter, Media Research Methods, Sage, 2000.
4. Klaus Krippendorff, Content Analysis, Sage, 1980.
5. Arthur Asa Berger, Media Research Techniques. Sage, 1998.
6. Klaus Bruhn Jensen, A Handbook of Media and Communication Research. Routledge, 2002.
7. Robert K. Yin, Applications of Case Study Research. Sage, 2012.
8. Anders Hansen, Mass Communication Research Methods. Sage, 2009.
9. Jonathan Bignell, Media Semiotics-An Introduction. Manchester University Press, 2002.
10. Bryman, A. (2008). Social research methods. Oxford: Oxford University Press.
11. Potter, S. (2006). Doing postgraduate research. Milton Keynes, U.K.: Open University in association with SAGE Publications.
12. VanderStoep, S. W., & Johnson, D. D. (2009). Research Methods for Everyday Life: Blending Qualitative and Quantitative A. John Wiley & Sons.
13. Waller, V., Farquharson, K., & Dempsey, D. (2016). Qualitative social research: Contemporary methods for the digital age. Los Angeles: SAGE.
14. Wimmer, R. D., & Dominick, J. R. (2000). Mass media research: An introduction. Belmont, CA: Wadsworth Pub.
15. Research Methodology - Concepts and Cases, Dr. Deepak Chawla & Dr. Neena Sondhi, 2nd edition, 2016.
16. Research Methodology A Handbook Revised and Enlarged Edition, R.P. Misra, 2016
17. Research Methodology: Methods and Techniques, C.R. Kothari & Gaurav Garg, 3rd edition.

Date

Course Coordinator

Subject Committee Chairperson

# Journalism and Mass Communication

## Semester-III

### DSC12: Media Laws and Ethics

|                                    |                               |
|------------------------------------|-------------------------------|
| Course Title: Media Law and Ethics | Course code: 21JMC3C12L       |
| Total Contact Hours: 56 hours      | Course Credits: 04            |
| Formative Assessment Marks: 30     | Duration of ESA/Exam: 3 hours |
| Summative Assessment Marks: 70     |                               |

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Understand laws pertaining to media industry and ethical issues related to the mass media in India.
2. Gain an understanding of media laws in India and their application on the profession of journalism.

### DSC12: Media Laws and Ethics

| Unit | Description  | Hours |
|------|--|-------|
| 1    | <b>Indian Media and Constitution:</b> Introduction to the Constitution of India: salient features, Powers and functions of the Executive, Legislature and Judiciary, fundamental rights, Freedom of the Press and their reasonable restrictions in the Indian Constitution.                | 12    |
| 2    | <b>Press Laws and Media Laws:</b> Defamation, Contempt of Court Act-1971, Official Secrets Act-1923, Copyright Act-1957, Registration of Books and Newspaper Act-1867, Cinematograph Act 1953, Working Journalists Act, 1955, Prasar Bharati Act, Right to Information Act-2005, OTT laws. | 11    |
| 3    | <b>Media law Institutions and Agencies:</b> Broadcast regulations and I & B ministry, press commissions and their recommendations, press council of India, Censor board- central board of film certification.  | 11    |
| 4    | <b>Media Ethics:</b> Media's ethical issues including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias colored reports; ethical and press ombudsmen in the world.   | 11    |
| 5    | <b>Cyber Laws:</b> Cyber laws in India, Cyber security concerns preventive measure, penalties, adjudication and offences, Network service provider's   | 11    |

|  |                                     |  |
|--|-------------------------------------|--|
|  | protection; Criminal procedure; IPC |  |
| <p><b>References (indicative)</b></p> <ol style="list-style-type: none"> <li>1. Basu, D.D., Introduction to the Constitution of India, Prentice-Hall of India. (2004).</li> <li>2. Bhatiya, Sita, Freedom of the Press: Political, Legal Aspects of Press Legislation in India.</li> <li>3. Fackler, Mark et. al., Media Ethics- Cases and Moral Reasoning, Longman. (1995).</li> <li>4. Frankena, William K., Ethics, Prentice Hall India. (2002).</li> <li>5. kashyap, Subhas, Indian Constitution, National Book Trust, New Delhi</li> <li>6. Lillie, William, Introduction to Ethics, Allied Publishers. (2003).</li> <li>7. Prabhakar, M. et. al., A Compendium of Codes of Conduct for Media Professional, University Book House. (1999).</li> <li>8. Singh, P.P. et. al., Media, Ethics and Laws, Anmol. (1998)</li> <li>9. Law and the Media – An Everyday Guide for Professionals – Crone</li> <li>10. Media and Ethics – S K Aggarwal</li> <li>11. Mass Media Laws and Regulations in India – K S Venkataramaiah</li> <li>12. Press and the Law – An Grover</li> <li>13. Press in Chains – Zamir Naizi</li> <li>14. Freedom of the Press – Some Recent Incidents – K S Venkataramaiah</li> <li>15. Mass Media and Freedom of Press in India – K S Padhy</li> <li>16. Battle for Freedom of Press in India – K S Padhy</li> <li>17. Laws of Press in India 10. The Press Council- T N Trekha</li> </ol> |                                     |  |

Date

Course Coordinator

Subject Committee Chairperson

# Journalism and Mass Communication

## Semester-III

### DSC 13: Business Journalism

|                                   |                               |
|-----------------------------------|-------------------------------|
| Course Title: Business Journalism | Course code: 21JMC3E13L       |
| Total Contact Hours: 56 hours     | Course Credits: 04            |
| Formative Assessment Marks: 30    | Duration of ESA/Exam: 3 hours |
| Summative Assessment Marks: 70    |                               |

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Understand the national and global impact of economic cycles on the society.
2. Understand and perform methods and tactics of business journalism.

### DSC 13: Business Journalism

| Unit | Description   | Hours |
|------|---|-------|
| 1    | <b>Concepts:</b> An overview of economic theories; Indian economic policies, Understanding and analysis of budget and the Share market; Corporate and Governance; Glossary of stock market. New Economic Policy (NEP) – Liberalization, Privatization, Globalization. | 12    |
| 2    | <b>Union Budget &amp; Banking Sector:</b> Commercial banks / Non-banking financial institutions Regulatory Bodies: SEBI / Reserve Bank of India International financial institutions: IMF/WTO/ World Bank.  | 11    |
| 3    | <b>Mass media and business:</b> Major business publications, Reporting commerce; Budget stock market and trends; Reporting proceedings of the meetings of Stock Holders, Chambers of Commerce and other financial/ Business organizations.                            | 11    |
| 4    | <b>Business analysis:</b> Interpretation, Investigation in depth reporting of Commerce and Economic trends including performance of Public and Private companies.   | 11    |
| 5    | <b>Business correspondence, reporting and proposals:</b> Reports and proposals routine letters and goodwill messages, persuasive and sales messages, Report   | 11    |

|  |  |  |
|--|--|--|
|  | planning and research. Business reports proposals and formal reports.<br>Preparing production of Annual reports. |  |
|--|--|--|

**References (indicative)**

1. Harcourt J (Edi) 1991. Business Journalism, South-Western Publishing Co. Cincinnati, Ohio
2. Udaya Sahay 2006 Making News: Hand Book Of The Media In Contemporary India, New Delhi, Oxford Publication.
3. Mary Ellen Guffery 2004. Business Communication, Process And Product, Thomson South Western, Singapore,
4. Raymond Lesik(Edt) 2000. Basic Business Communication. New Delhi, Tata Macgraw Hill.
5. Hmai Pradhan(Edt)2000. Business Communication, Bombay Himalaya Publishing House.
6. Charuvedi B D(Edt) 2001. Business Communication Concept Cases and Applications, New Delhi Pearedu
7. Nirma Singh (Edt) 2002. Business Communications Principles Methods & Techniques. Bepndee New Delhi.
8. Sundar Rajan(Edt) 2001. Effective Business Communication. New Delhi, Suraj Publication
9. Business Standard, The Mint, The Financial Times.

Date

Course Coordinator

Subject Committee Chairperson



# Journalism and Mass Communication

## Semester-III

### DSE1: E-Journalism

|                                |                               |
|--------------------------------|-------------------------------|
| Course Title: E-Journalism     | Course code: 21JMC3E1AL       |
| Total Contact Hours: 56 hours  | Course Credits: 04            |
| Formative Assessment Marks: 30 | Duration of ESA/Exam: 3 hours |
| Summative Assessment Marks: 70 |                               |

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Make use of the digital storytelling tools.
2. Understand innovative technologies to convey digital stories effectively.

#### DSE 1: E-Journalism

| Unit   | Description   | Hours |
|--|---|-------|
| 1  | <b>New media:</b> Definition of new media, old media vs. new media, history of new media. The Internet and the worldwide web, new media theories - Technological determinism, Interactivity, Networking & Simulation.         | 12    |
| 2  | <b>Internet content:</b> Information superhighway, browsing, blogging and social networking, Virtual reality, Websites, Podcast, e-paper, Youtube and its culture of video sharing,   | 11    |
| 3  | <b>New Media and Society:</b> New media route to development– e-governance, e-commerce, Impact of new media on communication, new media and popular culture, Political uses of new media, Ethical dimensions of new media.    | 11    |
| 4  | <b>Digital tools:</b> Web Content Management, Crowd Sourcing, Mobile Apps, Hashtags, Mobile Journalism, Livestreaming, E-publication.   | 11    |
| 5  | <b>Cyber journalism:</b> Online edition of newspapers-management and Economics; cyber newspaper, online editing, e-publishing; security issues on internet; social, political, legal and ethical issues related to IT and CT. | 11    |
| <b>References (indicative)</b>                           |   |       |
| 1. Aitchison, Jean, New Media Language, Routledge, 2003. |   |       |

2. Christopher, Callahan, A Journalist's Guide to the Internet: The Net as a Reporting Tool. 2nd edition, Allyn Bacon, 2003.
3. Dovey, Jon, New Media: A Critical Introduction, (2nd edition), Routledge, 2009.
4. Dewdney, Andrew & Ride, Peter, The New Media Handbook
5. Fenton, Natalie, New Media, Old News: Journalism and Democracy in the Digital Age, Sage Publications. 2009.
6. Hansen, Mark B. N., New Philosophy for New Media, MIT Press.
7. Harries, Dan, The New Media Book (edited)
8. Huckerby, Martin, The Net for Journalists, UNESCO and The Thompson Foundation, 2005.
9. Lievrouw, Leah A. & Livingstone, Sonia, Handbook of New Media, Sage Publications, 2006.
10. Straubhaar, Joseph and LaRose, Robert, Media Now - Communications Media in the Information Age, Wadsworth, 2000.
11. Castells, Manuel, Networks of Outrage and Hope: Social Movements in the Internet Age, Polity Press, 2012.
12. Cortada, James W, The Digital Flood: The Diffusion of Information Technology Across the U.S., Europe and Asia, Oxford University Press, 2013.
13. Briggs, A (2008). Social history of the Media: From Gutenberg to Internet, Third Edition (3rd Edition). Polity Press
14. Castells, Manuel (2012). Networks of Outrage and Hope: Social Movements in the Internet Age, Polity Press
15. Cortada, James W (2013). The Digital Flood: The Diffusion of Information Technology Across the U.S., Europe and Asia, Oxford University Press
16. Heinrich, Ansgard (2011). Network Journalism: Journalistic Practice in Interactive Sphere. Routledge
17. Huckerby, Martin (2005). The Net for Journalists. UNESCO and Thomson Foundation
18. Naughton, John. (2001). A Brief History of the Future: The Origins of the Internet. Phoenix
19. Lievrouw, A. Leah and Livingstone, Sonia. (2006). Handbook of New Media. Sage Publication
20. Journalism in the Age of Social Media:  
<https://reutersinstitute.politics.ox.ac.uk/sites/default/files/Journalism%20in%20the%20Age%20of%20Social%20Media.pdf>
21. Mobile Journalism Techniques (MoJo):  
[https://www.youtube.com/watch?time\\_continue=3&v=fEeqHQ\\_xLN8](https://www.youtube.com/watch?time_continue=3&v=fEeqHQ_xLN8)
22. New Media and Society (Journal): <http://nms.sagepub.com/> What is New Media:  
<http://www.newmedia.org/what-is-new-media.html>

Date

Course Coordinator

Subject Committee Chairperson

# Journalism and Mass Communication

## Semester-III

### DSE1: Kannada Journalism

|                                  |                               |
|----------------------------------|-------------------------------|
| Course Title: Kannada Journalism | Course code:21JMC3E1BL        |
| Total Contact Hours: 56 hours    | Course Credits: 04            |
| Formative Assessment Marks: 30   | Duration of ESA/Exam: 3 hours |
| Summative Assessment Marks: 70   |                               |

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Understand the national and global impact of economic cycles on the society.
2. Understand and perform methods and tactics of business journalism.

### DSE1: Kannada Journalism

| Unit | Description  | Hours |
|------|--|-------|
| 1    | <b>Growth:</b> Historical development of Kannada Journalism; Early efforts-old Mysore, Bombay Karnataka, Hyderabad Karnataka, Language, Literacy, and various other Dalit movements. Professional organizations in Karnataka | 12    |
| 2    | <b>Freedom movement and Kannada Press:</b> Pre and post Independent Press in Karnataka contributions of Kannada Press for freedom struggle.  | 11    |
| 3    | <b>Personalities:</b> Important Personalities of Kannada Journalism; T.T. Sharma, P.R. Ramaiah D.V. Gundappa, B.N. Gupta, S.K. Sharma .T.S. Ramachandra Rao.   | 11    |
| 4    | <b>Dailies:</b> Emergence of major Kannada dailies; Samyukta Karnataka, Prajavani, Kannada Prabha and Vijaya Karnataka; Emergence of small and medium newspapers and their problems, Recommendations of various Committees.  | 11    |
| 5    | <b>Magazines:</b> Emergence of Kannada magazines and Tabloids their characteristics; Contents Literacy and specialized Publication; Analysis of major Kannada weeklies and tabloids.   | 11    |

#### References (indicative):

1. ನಾಡಿಗ ಕೃಷ್ಣಮೂರ್ತಿ ನ. (2006) ಭಾರತೀಯ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

2. ವಿವಿಧ ಲೇಖಕರು (1991) ಕರ್ನಾಟಕ ಪತ್ರಿಕೆ ಇತಿಹಾಸ (ಎಲ್ಲಾ ಸಂಪುಟಗಳು) ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ. ಬೆಂಗಳೂರು.
3. ಡಾ. ನ. ಪೂರ್ಣಿಮ (2003) ಆಧುನಿಕ ಸಂವಹನ ಮಾಧ್ಯಮಗಳು ಮತ್ತು ಕನ್ನಡ ಅಭಿವೃದ್ಧಿ ಪ್ರಸಾರಾಂಗ, ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಹಂಪಿ.
4. ಡಾ. ಶ್ರೀನಿವಾಸ ಹಾವನೂರು (1974) ಹೊಸಗನ್ನಡದ ಅರುಣೋದಯ ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ, ಮೈಸೂರು.
5. ಗೋಪಾಲರಾವ್ ಎಚ್. ಎಸ್. (1996) ಕರ್ನಾಟಕ ಏಕೀಕರಣ ಇತಿಹಾಸ ನವಕರ್ನಾಟಕ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು
6. ಬಿ. ಎಸ್. ಚಂದ್ರಶೇಖರ (2003) ಸಂವಹನ ಮಾಧ್ಯಮಗಳು ಪ್ರಸಾರಾಂಗ, ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಹಂಪಿ.

Date

Course Coordinator

Subject Committee Chairperson

# Journalism and Mass Communication

## Semester-III

### DSE 2: International Communication

|   |                               |
|---|-------------------------------|
| Course Title: International communication | Course code: 21JMC3E2AL       |
| Total Contact Hours: 56 hours             | Course Credits: 04            |
| Formative Assessment Marks: 30            | Duration of ESA/Exam: 3 hours |
| Summative Assessment Marks: 70            |                               |

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Orient to relate to the issues of cultural autonomy and social justice.
2. Demonstrate an ability to apply communication to the solution of global problems.

### DSE 2:International Communication

| Unit | Description  | Hours |
|------|--|-------|
| 1    | <b>Background study:</b> Basic concepts, Historical background, global communication, political, economic and cultural dimensions of international communication.  | 12    |
| 2    | <b>International Commissions:</b> British Royal Commission, Hutchins's Commission, Mac Bride Commission Recommendations, International information flow.   | 11    |
| 3    | <b>Approaches to theorizing:</b> Modernization theory. Dependency theory, propaganda, global village, globalization, cultural imperialism, theories of information theory. Communication as a human right- UNO's Universal Declaration of Human Rights | 11    |
| 4    | <b>International media organizations:</b> News agencies, evolution, functions, typology, broadcast networks, cable news network (CNN), British broadcasting service(BBC) etc.  | 11    |
| 5    | <b>International communication and culture:</b> Powers, Foreign Direct Investment, Acquisitions of Media Houses, Merger of Media Houses, Private Monopoly  | 11    |

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|--|--|--|
|  | of Media, International Film Network, International Advertising. |  |
|--|--|--|

**References (indicative)**

1. Kretch and Crechfield. Individual and society. McGraw-Hill. (1962).
2. John Calhoun Merrill (Ed). Global Journalism: Survey of International Communication. Longman. (1991).
3. Bettinghaus. Persuasive Communication. Wadsworth Publishing. (1994).
4. Edgar and Rahim. Communication Policies in Developing countries. Law Book Co of Australasia. (1983).
5. Schramm. Mass media and National Development. Stanford University. (1964) .
6. Cheng. Media policies and National Development- Characteristics of sixteen countries. AMIC. (1978).
7. Srinivas M. Communication for Development in Third world countries. Sage. (2001). 8. Mankekar. Media and the Third World. Indian Institute of Mass Communication. (1979). 9. Boyd-Barratt, O. The Globalization of News. London: Sage, (1998).
8. Ali Mohammadi, (1997) International Communication and Globalization: A Critical Introduction.
9. Bella Mody (2003) International and Development Communication : A 21st-Century Perspective, University of Colorado, USA.
10. Daya Kishan Thussu (2009) International Communication: A Reader Paperback, Routledge, London.
11. Daya Thussu (2006) International Communication: Continuity and Change, Academic Bloomsbury, USA.
12. Ullamajja Kivikuru, Tapio Varis (1986) Approaches to International Communication: Textbook for Journalism Education, Finnish National Commission for Unesco.
13. Raymond Cohen (1997) Negotiating Across Cultures: International Communication in an Interdependent World, US Institute of Peace Press, USA.
14. Sean Mac Bride Commission (1982) Many Voices, One World, UNESCO, Paris.

Date

Course Coordinator

Subject Committee Chairperson

# Journalism and Mass Communication

## Semester-III

### DSE2: Current Affairs in Media

|  |                               |
|--|-------------------------------|
| Course Title: Current Affairs in Media | Course code: 21JMC3E2BL       |
| Total Contact Hours: 56 hours          | Course Credits: 04            |
| Formative Assessment Marks: 30         | Duration of ESA/Exam: 3 hours |
| Summative Assessment Marks: 70         |                               |

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. To empower learners by communication, professional and life skills.
2. Shall become socially responsible citizen with global vision.

### DSE2: Current Affairs in Media

| Unit  | Description   | Hours |
|---|---|-------|
| 1   | <b>Indian political system:</b> parliamentary democracy, Centre-state relations, electoral process and reforms, regular media tracking habits.                    | 12    |
| 2   | <b>Role of knowledge:</b> Current Affairs in entertainment, business, politics, sports, science& technology, methods of Current Affairs Analysis.                 | 11    |
| 3   | <b>International affairs:</b> United Nations, UNESCO, European Union, West Asia, NATO, WTO, India and its neighbors. SAARC, Nonaligned movement. Olympic movement | 11    |
| 4   | <b>Social issues:</b> Illiteracy, poverty, health, education, gender, caste, corruption, terrorism, environmental movement,engage with issues of the day.         | 11    |
| 5   | <b>Cultural issues:</b> Mass culture, latest topics, topical news stories. Indian cultural heritage, folk culture, impact of western culture on Indian culture.   | 11    |
| <b>References (indicative)</b>  |   |       |
| 1. Grossman, E. (2010). Why Translation Matters. Yale: Yale University Press              |   |       |
| 2. Sadiq, S. (2010). A Comparative Study of four English Translations of Surat Ad- Dukhan |   |       |

- on the Semantic Level. NewCastle: Cambridge Scholars Publishing.
3. Bynne, J. (2006). Technical Translation Usability Strategies from Translating Technical Documentation. The Netherlands: Springer
  4. Newmark, P. (). About Translation. Clevedon: MultiLingual Matters Ltd
  5. Rajagopal, Arvind. (2001). Politics after television: Religious nationalism and the reshaping of the Indian public. Cambridge: Cambridge University Press.
  6. Rangarajan, Mahesh. (2007). Environmental issues in India. New Delhi: Dorling Kindersley.
  7. Chandhoke, Neera & Priyadarshi, Praveen. (2009). Contemporary India: Economy, Society, Politics. New Delhi: Dorling Kindersley (India).
  8. Chakrabarty, Bidyut & Pandey, Rajendra Kumar. (2009). Modern Indian political thought: Text and context. New Delhi: Sage.
  9. Baradat, Leon P. (2016). Political Ideologies: Their Origins and Impact (12th Ed), New Jersey: Routledge
  10. Magazines: Frontline, Seminar, Mainstream, Outlook, India Today, Economic and Political Weekly.

Date

Course Coordinator

Subject Committee Chairperson



# Journalism and Mass Communication

## Semester-III

### GEC 1: Photo Journalism

|                                |                              |
|--------------------------------|------------------------------|
| Course Title: Photo Journalism | Course code:21JMC3G1AL       |
| Total Contact Hours: 28 hours  | Course Credits: 02           |
| Formative Assessment Marks: 20 | Duration of ESA/Exam: 1 hour |
| Summative Assessment Marks: 30 |                              |

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Gain advanced knowledge of photo journalism.
2. Learn the qualities and skills to prepare as a photojournalist.

### GEC 1: Photo Journalism

| Unit  | Description   | Hours |
|---|---|-------|
| 1   | <b>Photo Journalism:</b> Background of Photography and Photo Journalism. News Photographers and News Value, Ethics in the era of digital photography. | 10    |
| 2   | <b>Camera:</b> Parts of camera-Types of camera; Analog, Digital, Still, Video and Movie Cameras. Types of lenses.                                     | 10    |
| 3   | <b>Branches of photography:</b> Nature, Portraiture, wild life, sports, environment, aerial, travel, fashion and glamour, advertising.                | 08    |
| <b>References (indicative)</b> <ol style="list-style-type: none"><li>1. Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust.</li><li>2. Kobre, Kenneth. (2000). Photojournalism: The professional approach (4th Ed). London: Focal Press</li><li>3. Horton, Brian. (2000). Guide to photojournalism. New York: McGrw-Hill</li><li>4. Chapnick, Howard. (1994). Truth needs no ally: Inside photojournalism. New York: University of Missouri Press</li><li>5. British Press Photographers Association. (2007). 5000 Days: Press photography in a changing world. London: David &amp; Charles.</li></ol> |   |       |

6. Nair, Archana. (2004). All about photography. New Delhi: Goodwill Publishing House.
7. Mason, R.H. (1984). Teach yourself photography. London: Holder & Stoughton.
8. Bhatia, K. (2004). Goodwill's photography for all. New Delhi: Goodwill Publishing House.
9. Sharma, O.P. (1982). Practical photography. New Delhi: Hind Pocket Book.
10. Barnbaum, Bruce. (1999). The art of photography: An approach to personal expression (2nd Ed). London: Kendal Hunt Pub Co.
11. National Press Photographer Association: <http://www.nppa.org>
12. College Photographer of the Year: <http://www.cpoy.org>
13. World Press Photo: <http://www.worldpressphoto.org>
14. Picture of the Year International: <http://www.poy.org>
15. Time Photography: <http://www.lightbox.time.com>
16. Photo Division, GOI: <http://www.photodivision.gov.in>
17. Magnum Photos: <https://www.magnumphotos.com/>
18. UB Photos: <http://www.ubphotos.com/>
19. Contrasto: <http://www.contrasto.it/>

Date

Course Coordinator

Subject Committee Chairperson

# Journalism and Mass Communication

## Semester-III

### GEC 1: News and Media Anchoring

|  |                              |
|--|------------------------------|
| Course Title: News and Media Anchoring | Course code:21JMC3G1BL       |
| Total Contact Hours: 28 hours          | Course Credits: 02           |
| Formative Assessment Marks: 20         | Duration of ESA/Exam: 1 hour |
| Summative Assessment Marks: 30         |                              |

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Interview Techniques and Group discussion skill on Camera.
2. Organize live shows, group discussion and exclusive interviews with experts of any field.

### GEC 1: News and Media Anchoring

| Unit   | Description  | Hours |
|--|--|-------|
| 1  | <b>Introduction:</b> Anchoring Basics, tips, techniques, challenges and qualities, 7Ps in News Presentation: Posture, Projection, Pace, Pitch, Pause, Pronunciation and Personality. | 10    |
| 2  | <b>Building a foundation:</b> Functioning of a TV news channel, Types and formats of news stories, Voice Over: Rhythm of speech, Breathing.  | 10    |
| 3  | <b>Anchoring Techniques:</b> Understanding your voice, tips and techniques for voice grooming, Program anchoring, News anchoring, dress code and makeup.                             | 08    |
| <b>References (indicative)</b> <ol style="list-style-type: none"><li>1. The Associated Press Guide to News Writing, 4th Edition, Peterson, 2019</li><li>2. Karla Jain, Richa. (2012). The ABC of News Anchoring. Pearson Education India.</li><li>3. Pebley O'neal Katherine and O'shaughnessy, Stephanie. (2005). Public Speaking.</li><li>4. Prufrock Lynn, Dorothy. (2006). Mastering Public Speaking. New Delhi: Jaico Publishing House</li><li>5. The Complete Reporter, Fundamentals of News Gathering, Writing, and Editing</li></ol> |  |       |

Kelly Leiter, Julian Harriss, Stanley Johnson\_1999

6. Working For Media : Handbook For Building A Career In Journalism: Learn The Art Of Anchoring, Reporting And News-Making, Bharti Nagpal, 2019
7. The ABC Of News Anchoring: A Guide For Aspiring Anchors
8. Digital Futures for Cultural and Media Studies, Hartley  
Handbook of Media Audiences, Nightingale

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester-III**

**DSC 13T3: Documentary Journalism**

|                                      |                              |
|--------------------------------------|------------------------------|
| Course Title: Documentary Journalism | Course code:21JMC3C3T3       |
| Total Contact Hours: 28 hours        | Course Credits: 02           |
| Formative Assessment Marks: 20       | Duration of ESA/Exam: 1 hour |
| Summative Assessment Marks: 30       |                              |

**Course Outcomes (COs):**

**At the end of the course, students will be able to:**

1. Aware the opportunity to engage directly and reflect on social documentaries.
2. Acquire the skills to effectively critique peer-produced writing and productively participate in workshops.

**DSC 13T3: Documentary Journalism**

| <b>Unit</b>                    | <b>Description</b>   | <b>Hours</b> |
|--------------------------------|--|--------------|
| 1                              | <b>Documentary steps:</b> Video stability, Tri-pod usage, Hand-held shots, Jump cuts, Content Following directions of assignment, Audio quality, Framing, Screen Direction, Use of proper settings on camera, Pacing, Sequencing, Use of audio, Storytelling | 10           |
| 2                              | <b>News and Documentary:</b> Spot News, general news, Street Photography, off-beat photography and documentary videography, war, and crime. Logical thinking and solid research.   | 10           |
| 3                              | <b>Documentary reporting:</b> Developing specializations like sports, portrait, art and culture, environment, and industry, aerial, candid, fashion, food, environmental, forensic, medical, paparazzi, writing for documentary journalism                   | 08           |
| <b>References (indicative)</b> |  |              |

1. Kobre Kenneth, The Professionals' Approach, sixth edition, Focal Press
2. Eisman, Dugan, and Grey, Read World Digital Photography, Pearson/Prentice Hall
3. Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson
4. Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better. Oxford University Press.
5. Seely John. The Oxford Guide to Writing & Speaking.
6. University of Missouri , School of Journalism, Curriculum William Mayer's, The Image Makers, Macmillan, 1984.
7. Hicks, Wynther, English for Journalists. Routledge Publication, 1993.
8. Lewis James. The Active Reporter. Vikas Publication
9. Warren Carl. Modern News Reporting. Harper and Row.
10. Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.
11. Mudgal, Rahul. Emerging Trends in Journalism, Sarup and Sons.
12. Kamath, M.V. Reporter at Large.
13. Chandra R.K. Handbook of Modern Newspaper Editing & Production. Mangalam Publication
14. Documentary storytelling for video and filmmakers by Sheila Curran Bernard,Focal press, 2004.

Date

Course Coordinator

Subject Committee Chairperson