



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY
JNANASAGARA CAMPUS, BALLARI-583105

Department of Studies in
Journalism and Mass Communication

SYLLABUS

Master of Arts
(IV Semester)

With effect from
2021-22

IV-SEMESTER

Semester No.	Category	Subject code	Title of the Paper	Marks			Teaching hours/week			Credit	Duration of exams (Hrs)
				IA	Sem. Exam	Total	L	T	P		
FOURTH	DSC14	21JMC4C14L	Film Studies	30	70	100	4	-	-	4	3
	DSC15	21JMC4C15L	Public Relations in Media	30	70	100	4	-	-	4	3
	DSE3	21JMC4E3AL	A. Sports Journalism	30	70	100	4	-	-	4	3
		21JMC4E3BL	B. Political Communication	30	70	100	4	-	-	4	3
	DSE4	21JMC4E4AL	A. Environmental Journalism	30	70	100	4	-	-	4	3
		21JMC4E4BL	B. Gender and Media	30	70	100	4	-	-	4	3
	GEC2	21JMC4G2AL	A. Environmental Journalism	20	30	50	2	-	-	2	1
		21JMC4G2BL	B. Gender and Media (Outside Faculty)	20	30	50	2	-	-	2	1
	SEC3	21JMC4S3L/P	Research Methodology	20	30	50	1	-	2	2	2
Project	21JMC4C1R	Research Project	30	70	100		-	8	4	4	
Total Marks for IV Semester										24	

(I-IV semester)- Total Marks: 2400 and Total credits: 96

Note: Course = paper; L= Lecture; T= Tutorial; P=Practical; DSC= Discipline Specific Core Course; DSE= Discipline Specific Elective; SEC= Skill Enhancement Course; GEC1 = General Elective Course to be taken from within Faculty from another department, GEC2= General Elective Course to be taken outside Faculty.

A credit is a unit of study of a fixed duration. For the purpose of computation of workload as per UGC norms the following is mechanism be adopted in the university: One credit (01) = One Theory Lecture (L) period of one hour; One credit (01) = One Tutorial (T) period of one hour; One credit (01) = One practical (P) period of two hours.

A Tutorial is supplementary practice to any teaching –learning process that may consist of participatory discussion/self-study, desk work, seminar presentations by students and such other novel methods that help a student to absorb and assimilate more effectively the contents delivered in the Lecture Sessions/ Class, Seminars, Case study, Discussion Session etc.

Subject Code Description:

21 – Year of Establishment

Journalism and Mass Communication
Semester- IV
DSC14: Film Studies

Course Title: Film Studies	Course code: 21JMC4C14L
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. Demonstrate competence in cinematic work.
2. Pay attention towards textual analysis and making of cinema.

DSC14: Film Studies

Unit	Description	Hours
1	Cinema and Communication: Evolution of world cinema, Major landmarks in the history of cinema from Lumiere brothers to the present digital trends; Film industry and communication.	12
2	Indian Cinema: Different stages of Indian Cinema and its pluralistic features, Development of Indian Film Industry, regional cinema, Cinemas of South India, Film Institutions of India: FFC, IFFI and FTII, NFDC, NFAI, FFI, Children Film Society, FFAI, Censorship and CBFC.	11
3	Film Making: Budgeting, Scripting and Screenplay, Raw Stock, Film Formats Functions of producer, Director, Choreographer, Music Director, Art Director, Production Crew Casting, Location hunting. Post production, Recent Technological Innovations in Cinema Distribution and Exhibition of Films.	11
4	Film Appreciation: Film reviews, Film Criticism, Film Awards, Film Festivals, Film Magazines, Film and Society, Film and Literature, Film and Gender.	11
5	Major filmmakers: Vittorio De Sica, Jean-Luc Godard, Ingmar Bergman, Alfred Hitchcock, Orson Wells, Akira Kurosawa, The Pioneers Phalke, Satyajit Ray, Sham Benegal, Puttanna Kanagal, N. Lakshminarayana, Girish Kasaravalli.	11

References (indicative)

1. Neale, S., & Smith, M., Contemporary hollywood cinema. London: Routledge, 1988.
2. Sanjit Narwekar, Films Division and the Indian Documentary, Publications Division, Ministry of I& B, 1992.
3. Barnouw, E., Documentary: A history of the non-fiction film. Oxford: Oxford University Press, 1993.
4. Russell, C., Experimental ethnography: The work of film in the age of video. Durham: Duke University Press, 1999.
5. Harbord, J., Film cultures. New Delhi: Sage, 2002.

6. Bordwell, D., Narration in Fiction Film, EdicionesPaidosEderica,2003.
7. Phillips, W. H., Film: An introduction. Boston, MA: Bedford/St. Martins,2005.
8. Kaur, A., & Sinha, A. J. Bollyworld: Popular indian cinema through a transnational. New Delhi: Sage, 2005.
9. Nasreen Munni Kabir, Guru Dutt life in Cinema, Oxford University Press, 2005
10. Bose, D., Brand bollywood: A new entertainment order: New Delhi: Sage, 2006.
12. Pramaggiore, M., & Wallis, T. Film: A critical introduction. Boston, MA: Allyn & Bacon, 2006.
13. Beugnet, M., Cinema & sensation: French film and the art of transgression. Edinburgh: Edinburgh University Press, 2007.
14. Villarejo, A., Film studies: The basics. London: Routledge, 2007.
15. Ray, Satyajit, Our Films, Their Films ,Orient Blackswan, 2007.
16. Dudrah, R. K., Bollywood: Sociology goes to the movies: New Delhi: Sage, 2007.
17. Andrew, Dudley J. The Major Film Theories – An Introduction, OUP, 2008.
18. Rabuger, M., Directing: Film techniques and aesthetics. Cambridge, MA: Elsevier Academic Press, 2008.
19. Sigfried Kracauer, Theory of Film, Oxford U.P. Oxford/London/New York.
20. Bordwell, D.& Thompson, K., Film art: An introduction. New York. McGraw- Hill, 2009.
21. Ed Sikov, Film Studies: An Introduction, Columbia University Press, 2010.
22. Ashish Rajadhyaksha, Indian Cinema: A Very Short Introduction, Oxford University Press, 2016.
23. <https://www.slideshare.net/sanrachna/film-marketing-present-senario>
24. <http://www.filmeducation.org/pdf/film/TouchingTheVoid.pdf>
25. https://www.researchgate.net/publication/258047916_New_Media_Marketing_of_Bollywood_Movies_Making_a_Difference
26. Owens, Jim, and Gerald Millerson. 2012. Video Production Handbook. CRC Press.

Date

Course Coordinator

Subject Committee Chairperson

Journalism and Mass Communication
Semester- IV
DSC15: Public Relations in Media

Course Title: Public Relations in Media	Course code: 21JMC4C15L
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. Use of PR and importance of PR in corporate, public and private sector.
2. Understand the ethical aspects and future of public relations in India.

DSC15: Public Relations in Media

Unit	Description	Hours
1	Public relations: Meaning and Definitions, Basic elements of PR, Nature, role and scope, PR as tool of modern management, Code of conduct for PR professionals.	12
2	Concepts of public relations: Press, Publicity, lobbying, propaganda, Tools of public relations-Press conferences, Press releases, Announcements, Social media, Webcasts etc, Professional organizations of PR PRSI, PASA, IPRA, BPRA, International PR.	11
3	Process of PR: Organizational structure of PR Department, PR policy planning, fact finding, implementation, feedback analysis, In-House journals etc.	11
4	Public relations and mass media: Employees relations, Customer relations, Community relations, Government relations, Media relations, Educational institutions relations; NGO's, Present and future of public relations in India.	11
5	Corporate Communication: Corporate public relations, Challenges of corporate public relations, Corporate Social Responsibility, Difference and similarities between PR & CC, role of technology in PR&CC.	11

References (indicative)

1. Pill Quirke (Edt), Communication & Public Relations Columbus Ohio Merrill, 1986.
2. Otis Baskin & Craig Aronoff (Eds), Public Relation, The Profession & The Practice, U.S.A. Times Mirror Co, 2000.
3. Delhi, JBS Publishers Rene A Henry (Edt), Marketing Public Relations New Delhi, Suraj Publications, 2000.
4. Scott M Cutlip (Edt), Person and Education, Pvt Ltd. New Delhi Indian Branch, 2000.
5. Philip Lesly (Rdt), Handbook of Public Relations and Communication. New, 2000.
6. Cutlip & Centre, Effective public relations. New Delhi: Pearson, 2000
7. Rene A Henry (Edt), Marketing Public Relations New Delhi, Oxford University Press, 2001.

8. Allen H Centre (Edt),Public Relations Practices, NewDelhi Prentice Hall Inc of India, 2003.
9. Venkataratnam (Edt), Industrial Relations, New Delhi Oxford University Press, 2003.
10. Joann Keyton, Communicating in groups – Building Relationships for Group Effectiveness, Oxford University Press, 2004.
11. Pylee MV, Industrial Relations and Personnel Management, New Delhi, Vikas Publishers, 2004
12. Singh JK ,Media and Public Relations New Delhi, APH Publishers, 2004.
13. Donald Treadwel, Public Relations Writing, New Delhi, Sage Publications, 2004
14. Stephen P Banks,Multi Cultural Public Relations, New Delhi, Suraj Publications, 2004.
15. The Power of Corporate Communication: Crafting the Voice and Image of Your Business – Paul A.Argenti
16. Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications – Shel Holtz
17. Corporate Communications: Theory and Practice – Joep P.Cornelissen
18. Essentials of Corporate Communications and Public Relations – Harvard Business School Press (Author) and Society for Human Resource Management (Author)
19. Bertrand R.Canfield: Public relations.
20. Stephenson: Handbook of public Relations.
21. Sam Black: Practical public relations. S.J.H.Kaul: Public relations in India.
22. Leslie: Public relations Handbook.
23. Finn: Public relations and the management.
24. J.E.Marsen: Modern public relations.

Date

Course Coordinator

Subject Committee Chairperson

Journalism and Mass Communication
Semester- IV
DSE3: Sports Journalism

Course Title: Sports Journalism	Course code: 21JMC4E3AL
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 fundamentals and high ethical standards, essential values for sports journalism.
2. Demonstrate analytic skills in relation to reporting sporting events.

DSE3: Sports Journalism

Unit	Description	Hours
1	Basic: Definition of sports news, characteristics of sports journalists, Sports Journalism Trends.	12
2	Current Affairs: Affairs related to various sports and events. National and international games. Olympics and Asian games etc, Law related to sports and important decisions.	11
3	Sports related journalistic writings: Qualification and responsibilities of sports journalist, sports columns and pages in the newspapers and magazines, sports reporting techniques, prominent sports columnist, sports advertisements.	11
4	Legacy of sports reporters and commentators: Sports magazines in India, Sports marketing and PR, Commercial relationship between media coverage and sports, Career opportunities in Sports Journalism, Future of sports journalism and Translation of sports stories.	11
5	Sports and media: Types of sports media and Apps, role of media in sports promotion, planning and coverage of major games, tournaments, analysis of media strategies for sports promotion.	11
References (indicative)		
<ol style="list-style-type: none"> 1. Barnes, S. (2007). The Meaning of Sport. Short Books 2. Wooldridge, I. (2008). Searching for Heroes: Fifty Years of Sporting Encounters. Hodder 3. Steve Wilstein, Associated Press Sports Writing Handbook; Abraham Aamidor (ed.), Real Sports Reporting; Gary Smith, Beyond The Game; AP Stylebook and Libel Manual 4. Payne, M. (2012). Olympic turnaround: How the Olympic Games stepped back from the brink of extinction to become the world's best known brand - and a multi-billion dollar global franchise. Infinite Ideas 5. Real sports reporting – Abraham Aamidor 		

6. Associated press sports writing handbook – Steve Wilstein
7. Sports journalism: An introduction of reporting and writing – Kathryn T. Stofer
8. The essentials of sports reporting and writing – Scott Reinardy
9. Sports writing: A Beginner’s Guide – Steve Craig.
10. Scott Reinardy; Wayne Wanta (2015) The Essentials of Sports Reporting and Writing
11. Bradley Schultz; Edward T. Arke (2015) Sports Media
12. Andrews P (2015) Sports Journalism: A Practical Introduction (second edition). London Sage
13. Farrington, N, Kilvington, D, Price, J and Saeed A (2012) Race, racism and sports journalism. London: Routledge
14. Pate J and Hardin R (2013) Best practices for media coverage of athletes with disabilities: A person-first language approach. In: Pederson P (ed) Routledge Handbook of Sport Communication. New York: Routledge
15. Steen R (2015) Sports journalism: a multimedia primer (Second edition). London: Taylor Francis
16. Toney J (2013) Sports journalism: The inside track. London: Bloomsbury
17. Wenner L (2013) Reflections on communication and sport: On reading sport and narrative ethics. Communication & Sport

Date

Course Coordinator

Subject Committee Chairperson

Journalism and Mass Communication Semester- IV

DSE3: Political Communication

Course Title: Political Communication	Course code: 21JMC4E3BL
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. Critically analyse the relationship between political and media practices
2. Analyze, evaluate and compare the persuasiveness of political actions

DSE3: Political Communication

Unit	Description	Hours
1	Background: The democratic process, the media in modern times, how media shape public perceptions?	12
2	Theories: Agenda Setting: Priming, Framing; The effect of media in the formation and change of political attitudes.	11
3	Political News Coverage: Government relations; election campaigns and media coverage. Communication and civic engagement: Role of media in political participation. Political ownership of media: Social media- its impact on politics-case studies	11
4	Foreign Policy and Mass Media: Mass Media as an instrument of foreign policy; Global Media influences; Political communication in the 21st century: Main challenges.	11
5	Online Media and Political Communication: The diverse uses of internet and mobile phones in politics, online political campaigns; Political communication by civic actors, social movements and NGOs.	11

References (indicative)

1. Trent, J. S & Friedenbergr R. V. (2008) Political Campaign Communication: Principles and Practices (6th edition). New York: Rowman& Littlefield.
2. Forgette, R. (2019). News grazers: Media, politics, and trust in an information age. Thousand Oaks, CA: SAGE.
3. Bennett, .W. L; Entman, R M (Ed.s) (2004). Mediated Politics: Communication and Future of Democracy, Cambridge: Cambridge University Press.
4. Graig,G (2004). The Media, Politics and Public Life, Auckland: Allen and Unwin.
5. Darren G. Lilleker (2006). Key Concepts in Political Communication, New Delhi: Sage Publications Ltd.
6. Esser, F; P fersch B (Ed.s) (2004). Comparing Political Communication: Theories, Cases and Challenges, Cambridge University Press, Cambridge.
7. Foster, S (2010). Political Communication- Politics Study Guides, Edinburgh: Edinburgh University Press.
8. Iyengar S (2011). Media Politics: A Citizen's Guide, NY, USA: WW Norton & Co.
9. Bimber, B. (2003, 2011). How information shapes political institutions. In D. A. Graber (ed.), Media power in politics (pp. 7-17). Washington, DC: CQ Press.
10. Fraser, N. (2010). Rethinking the public sphere: A contribution to the critique of actually existing democracy (1992). In J. Gripsrud, H. Moe, A. Molander, & G. Murdock (eds.), The idea of the public sphere: A Reader (pp. 127-149). Lanham, MD: Lexington Books.
11. Iyengar, S. (2019). Media politics: A citizen's guide (4th edition). New York: Norton.

Date

Course Coordinator

Subject Committee Chairperson

Journalism and Mass Communication
Semester- IV
DSE4: Environmental Journalism

Course Title: Environmental Journalism	Course code: 21JMC4E4AL
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. Get a comprehensive understanding of the communication of environmental themes and issues.
2. Distill and translate essential messages from scientific and documents to public audiences.

DSE4: Environmental Journalism

Unit	Description	Hours
1	Basic perspective: Definition, nature and importance of environment parameters of Environment; Environmental hazards, Pollution- natural and Man-made	12
2	Contemporary issues: Local, National, International Environmental issues- Deforestation, climate change, global warming, acid rain, war, ozone depletion, big dams, atomic radiation, land, air and water pollution. Impact of plastic and chemicals.	11
3	Reporting on environment: Print, radio, television, social media. Major environmental publications, Documentaries and movies. Sources for environmental reporting, Problems faced by environmental journalists, Risks of reporting, Environmental bodies.	11
4	Environmental journalist organizations: Society of Environmental Journalists (SEJ), International Federation of Environmental Journalists (IFEJ) and Forum of Environmental Journalists in India (FEJI).	11
5	Writing and reporting environmental issues: Environmental protection programmes and strategies, Campaigns and awareness building programmes, Case studies of major environmental movements.	11
References (indicative) <ol style="list-style-type: none">1. Acharya, Keya & Frederick Noronha (2010). The Green Pen: Environmental journalism in India and South Asia. New Delhi: Sage2. Bernadette M. West (2003). The reporter's environmental handbook. New Jersey: Rutgers University Press.3. Bodker, Henrik., Irene Neverla (2014). Environmental journalism. London: Routledge4. Brown, Lester, et al. (2013) State of the world: (Annual reports from World Watch Institute report on progress toward a sustainable Society). New York: W.W. Norton.5. Chapman, Graham, Kumar, Keval, J., Fraser, Coroline., & Gaber, Ivor (1997). Environmentalism and the mass media: The North-South divide. London: Routledge.6. Cox, Robert (2015). Environmental communication. New Delhi: Sage Publications.7. Pezzullo, Phaedra C & Robert Cox (2018). Environmental communication and the public Sphere, 5th Ed. Thousand Oaks: Sage Publications.8. Hackett, Robert A., Susan Forde, Shane Gunster, Kerrie Foxwell-Norton (2017). Journalism and climate crisis. London: Routledge Neuzil,9. Mark Train, Russell E. (2005). The environment and the press: From adventure writing to advocacy. New York: Oxford University Press.10. Rangarajan, Mahesh (2007). Environmental issues in India. New Delhi: Dorling Kindersley.11. Udaya Shahay, (Edt), 2006. The Indian Media, Illusion, Dellusion & Reality, New Delhi Roop & Co		

12. Katar Singh And Vishwa Ballabh, (Eds) 2001. Cooperative Management Of Natural Resources, New Dehli Safe Publication

13. Kiran B Chhokar, Mamata Pandya and Meena Ragunathan (Eds).1999. Understanding Environment, New Delhi Safe Publication

14. Edward Gold Smith, Nicholas Hildyard(Edt). 1988. The Earth Report, London Oxford University Press

15. Susan D. Lanier- Graham, the Ecology of War, (Eds) 1993. New York Walker Publishing Company.

16. Environmentalism and the mass media: The north south divide – Graham Chapman, Keval J. Kumar, Caroline Fraser.

17. H.O. Aggarwal (2000), International Law and Human Rights, Central Law Publications, Allahabad.

18. DW Burkett (1973): Writing Science News for the Mass Media, Gulf Publishing Company, Redas, Texas, USA

Date

Course Coordinator

Subject Committee Chairperson

Journalism and Mass Communication
Semester- IV
DSE4: Gender and Media

Course Title: Gender and Media	Course code: 21JMC4E4BL
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. Examine the role of media in constructing gender and its intersections with race, ethnicity, class and sexuality.
2. To produce a series of critical reflections regarding gender and communication

DSE4: Gender and Media

Unit	Description	Hours
1	Media and the social world: Media impact on individual and society, Democratic Polity and mass media, Media and Cultural Change, Rural• Urban Divide in India: grass• roots media	12
2	Gender: History of Media and Gender debates in India, Media and Social Difference; class, gender, race etc,	11
3	Gender and Media: News production and Gender. Entertainment and Gender, Culture and Gender Stereotyping in Advertisings, Gender Stereotypes in Movies and TV series. Movies/TV series that break the gender stereotype.	11
4	Gender Communication and Social Change: Gender Activism, Internet, Social Movements and Feminism, Inter culturality Communication and Gender.	11
5	Media and Human Rights: Human Rights- Theoretical perspectives, Critique, Universal Declaration of Human Rights, Human Rights and Media	11

References (indicative)

1. Berger, Arthur Asa. Media and society: A critical perspective. Rowman& Littlefield, 2012.
2. Curran, James. "Rethinking mass communication." Cultural studies and communications.London: Arnold (1996).
3. McQuail, Denis. Mass communication theory: An introduction. Barcelona, 1991.
4. Rajagopal, Arvind, ed. The Indian Public Sphere: Readings in Media History. New Delhi: Oxford University Press, 2009.
5. Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE Publications Pvt. Limited, 2007.
6. Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011.
7. Balnaves, Mark, Stephanie Donald, and Brian Shoesmith. Media theories and approaches:A global perspective. Palgrave• Macmillan. 2009
8. Mackay, Hugh, and Tim O'Sullivan, eds. The media reader: continuity and transformation. SAGE Publications Limited, 1999.
9. Asen, Robert &Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press
10. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. AS media studies: the essentialintroduction. Psychology Press, 2004.
11. Bannerjee, Menon&Priyameds.Human Rights, gender and Environment, Pearson & Co. 2010.

Date

Course Coordinator

Subject Committee Chairperson

Journalism and Mass Communication
Semester- IV
GEC2:Environmental Journalism

Course Title: Environmental Journalism	Course code: 21JMC4G2AL
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. Evaluate pressing environmental issues with objectivity and fairness.
2. Understand the new aspects of ecological crises.

GEC2:Environmental Journalism

Unit	Description	Hours
1	Basic perspective: Definition, nature and importance of environment parameters of Environment; Environmental hazards, Pollution- natural and Man-made.	10
2	Climate Change: Global Warming, Greenhouse Effect, Ozone Layer, Stockholm, Rio, Kyoto Protocol and major environmental movements in India, Role of NGOs in environments protection.	10
3	Environment news and feature: Writing environment news reports, writing an Environment Feature, Environment Writing - Sources and Structure.	08

References (indicative)

1. Rootes, Christopher Environmental Movements: Local, National and Global, Routledge, 1999.
2. Pringle, Lawrence.D, The Environmental Movement, Harper Collins, 2000.
3. Pawar S.N and Patil R.S, Environmental Movements in India: Strategies and Practices, Rawat, 2005.
4. Wyss, Robert, Covering the Environment: How Journalists Work the Green Beat? Routledge, 2007.
5. Acharya, Kaya and Noronha, Frederick, The Green Pen: Environmental Journalism in India and South Asia, Sage, 2010.
6. Hansen A, Communication, Media and Environment, Routledge, 2011
7. Epstein, Paul and Dan Ferber, Changing planet, changing health. University of California Publications, 2011.
8. H Bodker and I Neverla (Eds) Environment Journalism, Routledge, 2013.
9. Brown, Lester, et al, State of the world: (Annual reports from World Watch Institute report on Progress toward a sustainable Society). New York: W.W. Norton, 2013.
10. Depoe Stephen, Voice and Environment Communication, Palgrave, 2014.
11. The Routledge Handbook of Environment and Communication, Routledge, 2015.
12. Milstein, Pileggi, Morgan; Environment Communication Pedagogy and Practice, Routledge, 2017.
13. Hackett, Robert A., Susan Forde, Shane Gunster, Kerrie Foxwell-Norton 2017.

Date

Course Coordinator

Subject Committee Chairperson

Journalism and Mass Communication

Semester- IV

GEC2:Gender and Media

Course Title: Gender and Media	Course code: 21JMC4G2BL
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. Examine the role of media in constructing gender and its intersections with race, ethnicity, class and sexuality.
2. To produce a series of critical reflections regarding gender and communication

GEC2:Gender and Media

Unit	Description	Hours
1	Media and the social world: Media impact on individual and society, Democratic Polity and mass media, Media and Cultural Change, Rural• Urban Divide in India: grass• roots media	10
2	Gender: History of Media and Gender debates in India, Media and Social Difference; class, gender, race etc,	10
3	Gender and Media: News production and Gender. Entertainment and Gender, Culture and Gender Stereotyping in Advertisings, Gender Stereotypes in Movies and TV series.	08

References (indicative)

1. Berger, Arthur Asa. Media and society: A critical perspective. Rowman& Littlefield, 2012.
2. Curran, James. "Rethinking mass communication." Cultural studies and communications.London: Arnold (1996).
3. McQuail, Denis. Mass communication theory: An introduction. Barcelona, 1991.
4. Rajagopal, Arvind, ed. The Indian Public Sphere: Readings in Media History. New Delhi: Oxford University Press, 2009.
5. Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE Publications Pvt. Limited, 2007.
6. Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011.
7. Balnaves, Mark, Stephanie Donald, and Brian Shoosmith. Media theories and approaches:A global perspective. Palgrave• Macmillan. 2009
8. Mackay, Hugh, and Tim O'Sullivan, eds. The media reader: continuity and transformation. SAGE Publications Limited, 1999.

Date

Course Coordinator

Subject Committee Chairperson

Journalism and Mass Communication

Semester- IV

SEC3: Research Methodology

Course Title: Research Methodology	Course code:21JMC4S3L/P
Total Contact Hours: 28 hours	Course Credits: 2
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. Demonstrate knowledge of research process.
2. Student able to identify, explain, compare, and prepare the key elements of a research proposal/report.

SEC3: Research Methodology

Unit	Description	Hours
1	Introduction to Research: Nature and importance of research- Aims, Objectives and Principles: Fundamental research vs. applied research with examples: Qualitative vs Quantitative research: Theoretical research vs. experimental research with examples: Selection of a research problem and Sources of literature – Journals, Conferences, Books. Types of sources: Literature Survey engines- Scopus, web of Science, Google Scholar, PubMed, NCBI, Scihub, etc. Science citation index: Citations, h-index, i10 index, impact factor.	10
2	Methods of Data Collection Data Collection Methods- Framing a hypothesis, designing controlled experiments, choosing the sample-size, sampling bias, importance of independent replicates, conducting an experiment, maintaining a lab-notebook to record observations: Identifying experimental errors. Case-studies on well-designed experiments vs. poorly designed experiments. Correlations vs. Causation .Good laboratory Practices. Safety practices in laboratories; Introduction to Chemdraw, Chems sketch and other basic softwares.	10
3	Data analysis (Practical) Data Presentation and Writing: Technical presentation, technical writing, Formatting citations; MS Excel for plotting the data (pie chart, plots, bar charts) Analysis using software tools: Descriptive Statistics: Mean, standard deviation, variance, plotting data and understanding error-bars. Curve Fitting: Correlation and Regression. Distributions: Normal Distribution, Gaussian distribution, skewed distributions. Inferential Statistics: Hypothesis testing and understanding p-value. Parametric tests: Student's t-test, ANOVA. Tests to analyse categorical data: Chi-square test.	08
References (indicative): <ol style="list-style-type: none">1. C.R. Kothari, Research Methodology: Methods and Techniques, II Ed. New Age International Publishers, (2009).2. Shanthibhushan Mishra, Shashi Alok, Handbook of Research Methodology, I Ed, 2017, Educreation Publishers.3. Basic Statistical Tools in Research and Data Analysis		

(<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5037948/>).

4. Introduction to Statistical methods with MATLAB (MATLAB and Simulink Training (mathworks.com))

Date

Course Coordinator

Subject Committee Chairperson