

JADAVPUR UNIVERSITY

KOLKATA – 700 032

DEPARTMENT OF ADULT, CONTINUING EDUCATION

AND EXTENSION

SYLLABUS FOR

M.A. IN

JOURNALISM & MASS COMMUNICATION

Full marks in each paper 50, of which 10 will be internally marked.

First Semester

1. Principles of Communication & Mass Communication
2. Mass Media and its Development in India
3. Print Media: Reporting & Editing
4. Electronic Media: Radio & Television
5. New Media & its Application (Elective) – more options will be offered after introduction of CBCS)

Second Semester

6. Development Communication
7. Media Laws & Ethics
8. Advertising & Marketing: Theory & Practice
9. International Communication
10. Media Management

Third Semester

11. Print Media- Practical
12. Radio - Practical
13. Public Relations & Corporate Communication: Theory & Practice
14. Communication Research
15. Dissertation

Fourth Semester

16. Convergent Journalism
17. Film and Videography
18. Television – Practical
19. Specialisation
20. Audio-Visual Capsule Preparation

FIRST SEMESTER

Paper I **Principles of Communication & Mass Communication**

Communication – definition, elements, nature, process, functions, types, barrier.

Mass Communication -- nature, process, characteristics, functions, medium, socio-cultural impact

Media systems and theories: hypodermic- individual difference- personal influence- sociological- normative – critical – semiotic – cognitive dissonance- spiral of silence - Propaganda etc.

Communication Models: Communication Models: Aristotle- Lasswell- Shannon and Weaver- Schramm- Newcomb- Westley & MacLean - Berlo - Gerbner- Two steps & multi steps flow - Dance etc

Media audience - characteristics, typology, media-audience relationship

Traditional media– regional diversity – content – form – character – utility – evaluation – challenges

Sadharanikaran

Convergence

Media culture – social responsibility - monopoly – other ethical issues

Paper II **Mass Media and its Development in India**

Language and society- development of language as a vehicle of communication – invention of printing press and paper

Early communication initiatives in India – development of printing – early efforts to publish newspapers in India

Contributions of James Silk Buckingham; Serampore Baptist Missionaries; Raja Rammohan Roy; Young Bengal Movement

Newspapers and magazines in the nineteenth century – first war of Indian Independence and the press

Hindu Patriot and Harish Chandra Mukherje

The Indian press and freedom movement – contribution of Mahatma Gandhi and other nationalist leaders

History of gagging measures

English language press in India

Origin and growth of News Agencies in India

Indian press after Independence – Press Commissions

Press Council of India

Radio - history of radio in India - emergence of AIR – commercial broadcasting – FM radio – community radio

Television – history of television in India - emergence of satellite and cable television in India
Prasar Bharati

Paper III

Print Media: Reporting & Editing

News: definition- elements- values- sources- beat- scoop and exclusive

News literacy

Reporting: concept- principles- objectivity- reporting in newspaper and magazines- reporting in electronic media

Reporter: duties- qualities- responsibilities

Writing report: concept- techniques- lead/ intro writing- value addition- follow up

Reporting different events: crime-weather- speech- accident- disaster- court- election- riots- war/conflict/tensions- lifestyle etc.

Specialised reporting

Interpretative reporting: style- techniques- evolution

Investigative reporting: styles- techniques- evolution

Interviewing: kinds- purposes- techniques

Feature: different types- writing techniques

Review writing: concept- techniques

News Agency: importance- special features

Editing: definition- principles- purposes- importance

News desk: structure- function- news flow- copy management

Editor, News editor, chief sub editor, sub editors: duties- qualities- responsibilities

Processing copies- copy testing- using editing symbols- rewriting lead / intro- developing stories

Headlining: techniques, styles, purposes, different kinds

Page make-up – layout- recent trend

Editing Agency copies: selection and integration

Photo editing: principles - techniques

Magazine editing

Language of computer editing

Paper IV
Electronic Media: Radio & Television

Radio as mass medium: its characteristics- evolution and growth- social impact- future

Modes of broadcast techniques: SW-AM-FM

Radio programme production process and techniques, thinking audio

Aspects of sound recording – using microphones– field recording skills; radio feature production; radio documentary production; live studio broadcast with multiple sources – news production.

Production of radio newsreel and current affairs programmes - formats of radio programmes – studio interviews – studio discussions – phone-in programmes – O.B. production of sporting and mega events.

Broadcasting codes for radio

TV as mass medium: its characteristics- evolution and growth- social impact- future

Visual communication – communicating with still pictures and video – shooting with TV camera –basic shots and camera movement

Basics of TV Production

Post production

Formats of TV programmes – studio interview – studio discussion - studio shows with audience participation — TV documentary production

Broadcasting codes for television and related laws

Paper V
New Media & its Application

Communication technology – Concept and scope – ICT and digital divide - History and generation of computers.

Software and Hardware – data and information- optical fiber

Concept of Computer networking- Internet – Definition, History, growth and application- LAN, MAN, WAN, e-mail, World wide web.

Internet security- Ownership and administration of Internet – types of internet connections- internet protocols.

Web page- website- home pages- web standards- URL- URI- Search engines- ISP- IP address- Domain name.

Web page development, inserting, linking; editing, publishing, promoting and maintaining website

New media- pod cast- internet radio

Ethical considerations- Cyber crime- Information Technology Act

SECOND SEMESTER

Paper VI Development Communication

Development: concept, issues, indicators, dynamics, developmentalism, need for communication
Characteristics of developing societies, development dichotomies, gap between developed and developing societies.

Development communication: concept – definition – philosophy – process - role of media - strategies - social cultural and economic barriers - case studies and experience – development communication policy – strategies and action plans – different theories

Development support communication

Dominant paradigm and Alternative paradigm

Indian perspective

Development agencies

Case studies on development communication programmes

Writing development messages for specific development audience

Paper VII Media Laws and Ethics

Constitution of India: fundamental rights – freedom of speech and expression and their limits – directive principles of state policy, provisions of declaring emergency and their effects on media – provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges and media; theory of basic structure; union and states; and election commission and its machinery.

Specified press laws: history of press laws in India – Contempt of Courts Act 1971 – civil and criminal law of defamation – relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, vis-à-vis right to information – Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; – Cinematograph Act, 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislations, Copyright Act, Trade Marks Act and Patent Act – information technology, convergence legislations including cyber laws and Cable Television Act; IT Act and section 66A; and media and public interest litigation.

Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media – role of press and/or media councils and press ombudsmen in the world – Press Council of India and its broad guidelines for the press –Press Commissions– codes for radio, television, advertising and public relations

Accountability and independence of media

Paper VIII
Advertising & Marketing: Theory & Practice

Advertising: definition- evolution- different types- socio-economic and cultural role- relevance in marketing communication mix

Media for advertising: national and global scenario

Advertisement tools and practices- consumer behaviour

Advertising campaign: USP –Brand Image- different phases

Advertising agency: structure- functions- importance

Advertising budget: plan- importance- method

Media planning: different phases – evolution: conventional to new media

Ethics and advertising –code of conduct – relevant laws

Consumer behaviour and its various factors in advertising

Brand management

Creativity in advertising, stages in the creative process, creative brief, advertising appeals, language, planning advertising campaign

Advertisement copy and layout: elements- types- preparation for different media-creativity

Paper IX
International Communication

Political, economic and cultural dimensions of international communication – communication and information as a tool of equality and exploitation – international news flow – imbalance – media growth – international, regional and internal disparities.

Communication as a human right – UNO's Universal Declaration of Human Rights and communication – international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

Impact of new communication technology on news flow – satellite communication – its historical background – status – progress – effects – information super highways – international telecommunication and regulatory organizations - UNESCO's efforts in resolving imbalance in news flow – debate on New International Information and Economic Order – demand for NWICO – MacBride Commission's report – non-aligned news agencies news pool – its experience.

Democratisation of information flow and media systems

Media imperialism

Globalisation and its effect

Transnational media ownership and issues of sovereignty and security; international intellectual property rights

Paper X
Media Management

Media Management: principles - significance - relevance
Media as an industry and profession
Economics of print and electronic media – role of the Government
Ownership patterns of mass-media with special reference to Indian scenario
Regulation of working condition of the journalists and media employees- changing trends
Newspaper management: scope and limitation- different departments and their function- key persons and their qualities and function- coordination- changing trends
Apex bodies: DAVP, INS and ABC
Management of electronic media: different departments and their function- key persons and their qualities and function- coordination- changing trends
Public control and private control- Prasar Bharati
Cable TV Regulation Act
Audience survey
Foreign equity in Indian media

THIRD SEMESTER

Paper XI
Print Media – Practical

Writing report, feature, review,
Question framing for interview and writing interview
Captioning
Assignments on specialised reporting, editorials, post-edit articles
Page make-up – layout- headlining
Editing Agency copies: selection and integration
Assignments on page layout for newspaper and magazine
Assignments on news selection, subbing, photo journalism, captioning and headlining

Paper XII

Radio - Practical

Writing for radio commercials – illustrating copy with sound effects; news writing – structuring radio-copy; editing agency copy, reporter's copy – compiling radio news programmes; writing intro to bytes – writing headlines, teasers and promos.

Field reporting, reporting specialized areas, investigative reporting; voice dispatches; interview techniques; presentation; structuring a radio report – news capsule and radio commentary.

On-line interview techniques; moderating skills for radio discussion programmes; handling interactive live transmission.

Paper XIII

Public Relations & Corporate Communication: Theory & Practice

Public Relations: definition- evolution- objective- scopes- principle

Public Relations and publicity, propaganda, marketing, advertising, lobbying etc.

Publics – public opinion – use of mass media

Duties and responsibilities of PR professionals

Structure and functions of PR departments – Government, Private, Corporate

Community Relations

Financial Public Relations

Corporate Public Relations

Media relations: press conference- press release

Crisis management

Use of new media

Ethics & Public Relations

Consumer behaviour and its various factors in advertising

Brand management

Creativity in advertising, stages in the creative process, creative brief, advertising appeals, language, planning advertising campaign

Advertisement copy and layout: elements- types- preparation for different media-creativity

Market Research: scope- objective- relevance

Building a distinct corporate identity: concepts, variables and process – making of house styles (logo, lettering and process)

Employee relations – house journal – corporate films

Event management

Campaign planning

Corporate Social Responsibility

Paper XIV

Communication Research

Definition – elements– scientific approach –function – scope and importance – basic and applied research - types and design

Methods of communication research – census method, survey method, observation method, clinical studies – case studies – content analysis.

Tools of data collection: sources, questionnaire and schedules, field studies, logistic groups, focus groups, telephone surveys, online polls.

Sampling – methods, errors, analysis

Media research – evaluation, feedback – feed forward – media habits – public opinion surveys– pre-election studies and exit polls.

Report writing – data analysis techniques – coding and tabulation – non-statistical methods– descriptive – historical – statistical analysis – parametric and non-parametric – uni-variate –bi-variate – multi-variate – tests of significance – levels of measurement – central tendency – tests of reliability and validity –statistical packages.

Readership and / audience surveys, preparation of research reports.

Paper XV

Dissertation

Every student will have to do a dissertation/project report in any area of mass communication detailed in the curriculum under the guidance of individual faculty. The report should not cross 10000 words. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavour to create new knowledge in any area of mass communication. Students have to face an interview after completion of the project within scheduled time and will have to prepare a power point presentation on the highlights of the project.

FOURTH SEMESTER

Paper XVI Convergent Journalism

Online journalism- prospects of online journalism in India – features of online journalism- advantages and disadvantages
Convergence of media and its effect on journalism
Financing online journalism- subscription models-modes of online advertising- online advertising and marketing techniques
On-line editions of newspapers- management and economics
Cyber newspapers-creation, feed, marketing, revenue and expenditure
Online editing, e-publishing
Security issues on Internet; social, political, legal and ethical issues related IT and CT
Social networking- open source journalism- citizen journalism
Live streaming
Online presence of different media

Paper XVII Film & Videography

Perception of vision- moving images- frames - camera- mixing-transmission
Light- sound- graphics- make up- property- wardrobe- scenic design
Shots and its usage- variety of shots according to image size, change of lenses, camera angle, camera movement
Production
Post production
Film as mass medium: its characteristics- evolution and growth- social impact- future
Types of films- film theories- realism and representation
New wave in Indian film
Art film- documentary and short film
Indian popular cinema
Censorship
Film review
Animation and its use

Paper XVIII

Television – Practical

Writing for television: Writing to still, writing for video, reference visuals to words.

TV news script

Television reporting: visualising news/ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages;

Television news editing: planning, production and compilation of news programmes – writing lead-in/intro to news packages – headlines writing, teasers and promos.

Television anchoring: live studio and field interviews - moderating TV studio discussions; anchoring chat shows and live programmes.

Paper XIX

Specialisation

Any one of the following:

- (a) Environmental communication
- (b) Science and technology communication
- (c) Media, Society & Culture
- (d) Gender Communication

Paper XX

Audio-Visual capsule preparation

Students will have to prepare an audio-visual capsule group wise. The group will be formed with 5-6 students. The entire activities will be done under supervision of one faculty member. The duration of the capsule should not cross 10 minutes. Students will be judged individually on the basis of their participation.

Students will also have to prepare an one-minute mobile film. Entire making of the film has to be done with mobile phone. It has to be done by a group consisting of 2-3 students.