Model Curriculum for Three/Four Year Degree Course (With Multiple Entry /Exit Option)

Based on NEP-2020

Journalism And Mass Communication

Odisha State Higher Education Council, Bhubaneswar

Government of Odisha

Semester	Subjects
I	Core I - Introduction to Media & Communication
	Core II- Development of Media in India
II	Core III- Reporting and Editing for Print
	Core IV - Photo Journalism
III	Core V- Media Laws and Ethics
	Core VI- Radio Journalism
	Core VII- Television Journalism
IV	Core VIII- Digital Media
	Core IX- Introduction to Advertising
	Core X- Introduction to Public Relations
V	Core XI- Development Communication
	Core XII- Summer Internship
	Core XIII- Multimedia Journalism
VI	Core XIV- Media Management & Entrepreneurship
	Core XV- Project
VII	Core XVI- Inter Cultural Communication
	Core XVII- Film Studies
	Core XVIII- Media Research
	Core XIX- Event Management
VIII	Core XX- Global Media & Politics
	Core XXI- Health Communication
	Core XXII- Media and Human Rights
	Core XXIII- Documentary Production

Programme Outcome

- To prepare the students for a career in Journalism and Mass communication
- To prepare the students for Higher Education and Research in Journalism and Mass Communication
- To develop a conceptual understanding of the subject and to develop an inquisitiveness in the subject.
- To enable the student to acquire basic skills necessary to understand the subject and to master the skills to handle equipment's utilized to learn the subject.
- To generally promote wider reading on the subject and allied inter disciplinary subject.

Semester-I

Core I   Introduction to Media & Communication

Course Description:

This course aims to give students an idea of the nature, process and functions of communication together with a basic knowledge about the theories and models of communication, the different kinds of communication and their efficacy in communicating with people in day-to-day life, with a view to enable them to become efficient communicators.

Course Objectives:

- To analyze the nature, process, functions and barriers of communication
- To recognize and apply communication theories in practice.
- To evaluate the social functions of Mass media.
- To analyze society, culture and media from the cultural studies perspective
- To design and implement communication strategies for social development.

Learning Outcomes: after completion of this course, student will able to:

- Apply communication theories practically for effective interaction.
- Assess the societal impact of mass media.
- Analyze society, culture, and media through cultural studies.
- Design and execute communication strategies for social progress.

Unit-I:

Communication: definition, meaning, concept, process, functions, levels, scope, Seven Cs of communication, Effective communication, Characteristics and types of audiences, Barriers in communication, Forms of communication, Mass Communication: definition, nature, process, functions.

Unit-II:

Psychological and Sociological theories of communication: Cognitive Dissonance, Selective Perception, Cultivation, Uses and Gratification, Agenda Setting Theory, Hypodermic needle theory, Normative theories of the press.

Unit-III:

Models of Communication**:** SMR model, SMRC model, Aristotle's Rhetoric model, Shannon and Weaver Model, Laswell Model, Newcomb Model, Osgood and Schramm Model, Dance's Helical Model, Gate keeping Model, Convergence Model.

Unit-IV:

Communication and Culture, Folk Culture, Popular Culture, Mass Culture, Media and Culture, Role of Communication in Socio – Economic and Political Change.

Suggested Readings:

- ✓ *Baran, Stanley J.; Introduction to Mass Communication: Media Literacy and Culture; Tata McGraw Hill*
- ✓ *Vilanilam, J. V.; Mass Communication in India - A Sociological Perspective; Sage Publications*
- ✓ *McQuail, Dennis; Mass Communication Theory; Sage Publications*
- ✓ *DeFleur, Dennis; Understanding Mass Communication; Houghton Mifflin Company*
- ✓ *Vivian, John; The Media of Mass Communication; Pearson Education*
- ✓ *Dominick, Joseph R.; The Dynamics of Mass Communication; Tata McGraw Hill*
- ✓ *Kumar, Keval J. Mass Communication in India. Jaico Publishing House.*
- ✓ *Aggarwal, Vir Bala. Handbook of Journalism and Mass Communication, Concept Publishing Company Pvt. Ltd.*

E-Learning Resources:

- ✓ *https://en.wikipedia.org/wiki/Models_of_communication*
- ✓ *https://egyankosh.ac.in/bitstream/123456789/7164/1/Unit-3.pdf*
- ✓ *https://www.bbau.ac.in/Docs/FoundationCourse/TM/AECC105/Communication%201.pdf*

Core II   **Development of Media in India**

Course Description:

This course intends to provide basic knowledge of historical growth and development of mass media (print, radio, television, films and new media) and news agencies in India, and the contribution of the Indian press in the freedom movement.

Course Objectives:

- To explore the historical development of print media in India, including early newspapers and the birth of the Indian language press
- To understand the growth and expansion of All India Radio (AIR) and the impact of privatization policies on FM radio channels.
- To explore the evolution of visual media in India, including photography and cinema.
- To study the growth and development of Odia newspapers and their role in the formation of separate Odisha province and the freedom movement.

Learning Outcomes: After successful completion of this course, student should be able to

- Discuss the significance of early newspapers and the Indian language press in shaping public discourse and political movements.
- Gain insights into the socio-cultural significance of radio as a medium of communication in India.
- Understand the historical development of visual media in India, from photography to digital cameras
- Gain an understanding of the historical significance of Odia newspapers in shaping Odisha's socio-political landscape.

Unit I:

James Augustus Hicky, Early Newspapers of Calcutta, Madras and Bombay, Birth of Indian Language Press, Role of newspapers in India's freedom struggle, Mahatma Gandhi and his journalism, The emergence of regional language press, Growth and development of News Agencies in India, Popular Newspapers, Magazines and Periodicals.

Unit II:

Origin and development of radio in India—from Indian Broadcasting Company to All India Radio, Growth and development of AIR, Privatization policy (2000)—Expansion of FM Radio channels.

Unit III:

Visual Media: The early years of Photography to Modern Digital Camera, Brief History of Cinema: From Silent Era to the Talkies,

Origin and development of television in India, Formation of Doordarshan (DD) & Prasar Bharati, Emergence of Private Channels, Regional Channels, Growth of News channels.

Origin and development of New Media in India, History of Social Networking Sites (SNS) in India.

Unit IV:

Growth & Development of Odia Newspapers, Role of Odia Newspapers in the formation of separate Odisha province and the freedom movement, New Journalism in Odisha, Prominent Odia newspapers: The Dainik

Asha, The Samaj, The Prajatantra, The Dharitri, The Sambad; Eminent Odia journalists: Gouri Shankar Ray, Sashi Bhusan Rath, Gopabandhu Das, Godavarish Mohapatra, Harekrushna Mahatab, Radhanath Rath.

Suggested Readings:

- ✓ *Natarajan, J (1955).; History of Indian Journalism; Jain Book Depot Publications*
- ✓ *Parthasarathi, Rangaswamy (1991); Journalism in India; Jain Book Depot Publications*
- ✓ *Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991)*
- ✓ *Murthy, Nadig Krishna (1966). Indian Journalism: from Ashoka to Nehru, Mysore University, Prasaranga*
- ✓ *John V. Vilanilam, "The Socio-Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in Television in Contemporary Asia by David French and Michael Richards (Ed) (Sage, 2000).*
- ✓ *G.N.S Raghavan, Early years of PTI, PTI story: Origin and Growth of Indian Press, (Bombay, PressTrust of India, (1987), 92-119*
- ✓ *Odia Prakashanara Itihasa (2013) by Pathani Patnaik*
- ✓ *History of the Printing Press in Orissa, 1837-1947 (2013) by Manjushri Dhall*

Core III   **Reporting and Editing for Print**

Course Descriptive:

This course intends to inculcate among students all the necessary basic qualities required for news writing, reporting and editing, and give an overview of the organizational structure of the newspaper industry.

Course Objectives:

- To delve into the concept, elements, and structure of news and other genres of newspaper writing
- To learn the principles and techniques of writing for print media.
- Develop an understanding about reporting different beats
- To learn about hierarchy and workflow in a news-room.
- To explain the concept and principles of layout and design of newspaper page.

Learning Outcomes:

- By the end of this course, the learners would demonstrate ability to:
- Make sense of what news is and what are its elements
- Write reports on different events and issues
- Write news, features, and conduct media interview for making of news
- Edit the copies and do page make-up and lay-out for different media

Unit-I

Meaning & Concept of Journalism, News- definition, values, elements, characteristics, Types of News-hard news and soft news, News Writing Structure - Inverted Pyramid, Chronological style, Types of Headlines, Leads, Types of Lead, Sources of the News, Basic qualities of a News Story, News Writing Techniques.

Unit-II

Types of Reporting: Objective, Investigative & Interpretative, Beats Reporting, challenges in reporting, Press Conference, Press Release, Press Brief, Interview- Definition, Types & Preparation, Qualities & Attribute of a Reporter.

Unit-III

Articles, Features, Editorials & Column, Reviews, Letter to Editor, Week-end pullouts, Supplements, Advertorial, Editing: meaning, concept and definition, Types of editing, Editing Marks & Symbols, Tools of Editing, Copy Editing techniques, Role & Functions of a Copy editor.

Unit-IV

Planning of a Newspaper, Dummy, Sizes of Newspapers, Basics of Newspaper Layout & Design, Printing Process, Organisational Structure of a Newspaper, Code of Ethics in Journalism. Tabloid & Yellow Journalism, Paid News, Media Trial.

List of Practicals:

- ✓ *Identify News values/ Hard & Soft News/ 5W and 1H/ Sources in the given story.*
- ✓ *Writing minimum 5 Stories on various beats*
- ✓ *Write interview-based story*
- ✓ *News Stories on Speech/ meeting reporting, event reporting,*
- ✓ *Writing story based on press releases, press briefing or mock press conferences*
- ✓ *Production of Lab Journals (News and Specialized)*
- ✓ *Specialized Writing*
- ✓ *Writing features, article and human-interest stories*
- ✓ *Edit story assigned by the course teacher*
- ✓ *Prepare Newspaper dummy and layout*

Suggested Readings:

- ✓ *Franklin, Bob; Key Concepts in Journalism Studies; Sage Publication*
- ✓ *Harrower, Tim; Inside Reporting: A Practical Guide to the Craft of Journalism; Tata McGraw Hill*
- ✓ *Bloom, Stephen G.; Inside the Writer's Mind–Writing Narrative Journalism; John Wiley and Sons*
- ✓ *Knight, Robert; Journalistic Writing: Building the Skill, Honing the Craft; Marion Street Press*
- ✓ *Harris, Jullian; The Complete Reporter; Macmillan*
- ✓ *Srivastava, K.M.; News Reporting and Editing; Sterling Publishers*
- ✓ *Warren, Care H.; Modern News Reporting; Harper Collins*
- ✓ *Rao, N. Meera Raghavendra; Feature Writing; PHI Learning*
- ✓ *Sterling, Christopher H.; Encyclopedia of Journalism; Sage Publication*
- ✓ *Kamath, Madhav Vittal; The Journalist's Handbook; Vikas Publications*

E-Learning Resources:

- ✓ *http://www.studylecturenotes.com/journalism-mass-communication/journalismmeaning-definition-and-scope-of-journalism*
- ✓ *http://ecoursesonline.iasri.res.in/mod/page/view.php?id=32963*
- ✓ *http://www.nraismc.com/wp-content/uploads/2017/03/105-EDITING-CONCEPTPROCESS.pdf*
- ✓ *https://vasukibelavadi.wordpress.com/2006/08/06/why-does-a-newspaper-need-astylebook/*

- ✓ *https://www.jagranjosh.com/current-affairs/discussion-analysis-1421751044-catlistshow-*

Core IV   **Photo Journalism**

Course Description: The course aims to engage student to understand the basic concepts of photography and photojournalism. This course also aims to train the students in the technique and art of photojournalism as required by media houses.

Course Objectives:

- To understand the meaning, concept, and objectives of photo journalism
- To learn about different camera their parts and functions
- To delve into the basics of news photography
- To understand visual forms and their aesthetic functions, and basic design principles
- To learn the use of basic tools, techniques, technologies, and processes of photo journalism

Learning Outcomes:

By the end of this course, students would be able to:

- Define 'photojournalism' explain how photographs can tell a story
- Explain the contributions of famous photojournalists.
- Capture news angle photographs using different camera
- Use photographs for journalistic story telling
- Edit photographs news using software.

Unit-I

Photojournalism: meaning, concept, and objective, Elements of visual news story telling, Growth & Development, Camera: Types and parts, Photography: Elements & principles, Lens: different types of lenses: Normal, wide, telephoto, Zoom, Fish eye Lens, macro lens and close up lens.

Unit-II

Focal length, Exposure triangle-aperture, shutter speed, ISO, depth of field, Focusing exposure. Lighting Arrangement: Different light sources. Electronic flash, shutter synchronization, lighting principles. Composition: Basic elements of composition, Rule of thirds.

Unit-III

News Photography, Press Conference, Political Event, Crime, Sports photography, Protest and Demonstration, Human-interest stories, Photo Stories, Photo Essays, Photo Caption Writing, Candid and Street photography.

Unit-IV

Photo Editing: Meaning, Concept & Process, Photo editing software and tools, selecting pictures, print quality, format, size, layout, Copyright Law related to Photojournalism, Ethics of photojournalism.

Suggested Practical:

Outdoor Shoot: Using Digital SLR Camera, developing an idea and practice, making a Photo feature on a specific topic by using self-clicked photographs from Digital Camera, A photo feature must have comprised 10 – 16 photographs. Use of software for editing of picture, Conduction of Photography Workshop, Exposure trip for Photography, Critical Analysis and Study on Iconic Photographer and their work in lab

Suggested Readings:

- ✓ *Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson*
- ✓ *Kobre, Kenneth; Photojournalism: The Professionals Approach; Focal Press*
- ✓ *Rai, Raghu; Raghu Rai's India: Reflections in Colour; Serial Publications*
- ✓ *Norton, David; Waiting for the light; David and Charles Publications*
- ✓ *Tarrant, Jon; Digital Camera Techniques; Taylor & Francis*
- ✓ *Hirsch, Robert; Light and Lens; Focal Press*

E-Learning Resources:

- ✓ *https://enviragallery.com/9-best-tips-to-become-a-successful-freelance-photographer/*
- ✓ *https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.poynter.org/reporting-editing/2010/10-ways-to-find-stories-other-journalists-are-missing/&ved=2ahUKEwjLhNToi6rkAhUkmI8KHbHnCUQQFjABegQIDxAI&usg=AOvVaw374zRM9ebbYylFdA_-VIou*
- ✓ *https://www.google.com/url?sa=t&source=web&rct=j&url=https://blog.hightail.com/fiveessentialpostproductiontoolsfilmmakers/&ved=2ahUKEwjtnrOziarkAhV6IbcAHZ1GCbMQFjABegQIDxAH&usg=AOvVaw1zBcJk8EYWAWG4jY3jEVQv&cshid=1567150210421*
- ✓ *https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.photoblog.com/learn/never-publish-without-captions-photos/&ved=2ahUKEwiPuYC3iqrkAhVu6XMBHX-COwQFjABegQIDRAG&usg=AOvVaw3VsM8QIJ3Ug8PfYijnQPv0&cshid=1567150519370*
- ✓ *https://www.google.com/url?sa=t&source=web&rct=j&url=https://contrastly.com/amazingphotography-techniques/amp/&ved=2ahUKEwjcz7itjKrkAhX-*

7XMBHUMiAOQQFjABegQIBBAB&usg=AOvVaw0LPW5SlZjoh9RDNGH8KXYH&ampcf=1

Semester- III

Core V   **Media Laws and Ethics**

Course Description:

This course intends to inculcate among students all the necessary basic qualities required for news writing, reporting and editing, and give an overview of the organizational structure of the newspaper industry.

Course Objectives:

- To acquaint the learners with the various constitutional and legal provisions about the press;
- To learn the various Laws applicable to functioning of the media in India
- To familiarize the learners with the professional and ethical responsibilities of the free press in a liberal democracy;
- To understand the role of the professional bodies in the professional growth of the Indian media.
- To learn the various Ethical issues media writing may encounter

Learning Outcomes:

After completion of the course the learners will be able to:
- Make sense of the legal and ethical environment in which the media operates.
- Handle the legal and ethical issues their journalistic writings may encounter.
- Understand the rights and responsibilities of journalists
- Apply the law relating to defamatory communication and the defenses available

Unit-I:

Main features of Indian Constitution, Legislature, Executive and Judiciary, Fundamental Rights, Fundamental Duties, Directive Principles of State policy, Freedom of Speech and Expression and Press Freedom, Popular Supreme Courts' verdict on Press Freedom.

Unit-II:

Censorship of press 1799, Adam's Regulations 1823, Indian Press Act 1910, Press & Book Registration Act (1867), Vernacular Press Act 1878, Press censorship during emergency period 1975, The Cinematography Act

Unit-III:

Contempt of Court (1971), Defamation: Libel and Slander with case studies, Official Secret Act (1923), Copyright Act (1957), Prasar Bharti Act, Information Technology Act (2000), RTI Act (2005), IPR

Unit-IV:

Right to Reply, Right to Privacy, Communal writing, Paid News, Sensational Journalism & Social Responsibility of Press, Laws dealing obscenity, Important Laws related Women & Children, Press Commission of India- History, Recommendations & Suggestions, Press Council of India.

Suggested Readings:

- *M. Neelamlar, "Media Law and Ethics" PHI Learning Private Limited, 2010*
- *Datta, K.B. (2010) Modern Handbook of Media Ethics. New Delhi: Ekta Books Distributors*
- *Loius Alvin (2006) Media Communication Ethics. New Delhi: Cengage*
- *Menon, P.K. (2005): Journalistic Ethics. Jaipur: Pointer Publishers*
- *Trikha, N.K.: Media Laws Ethics: MCRPVV Publication Text Books*
- *Shrivastava, K.M. (2005): Media Ethics:*
- *Basu, Durga Das (1986); Press Laws Mass Media and related laws in India, Bansi Manna*

E-Learning Resources:

- *https://old.o94.at/wp-content/uploads/Introduction-to-Media-Law_EN1.pdf*
- *http://content.inflibnet.ac.in/data-server/eacharyadocuments/548158e2e41301125fd790cf_INFIEP_72/65/ET/72-65-ET-V1-S1__jmc-28-lec.pdf*
- *http://www.nraismc.com/wp-content/uploads/2017/03/205-PRESS-LAW-MEDIA-ETHICSbackup.Pdf*
- *http://www.nraismc.com/wp-content/uploads/2017/03/106-MEDIA-LAWS.pdf*
- *http://www.legalserviceindia.com/articles/media.htm*

Core VI   **Radio Journalism**

Course Description:

The course intended to describe the characteristics of radio as a medium of mass communication and its limitations. The course also aims to describe different formats of radio programmes and radio programme production processes. It also intended to describe the qualities of different types of microphones used in radio production.

Course Objectives:

- To explain the characteristics of radio as a medium
- To introduces the learners to various formats of radio programmes
- To explain the types of microphones and their use.
- To explain issues and opportunities associated with the radio broadcast industry in India
- To understand the concept and importance of community radio
- State the ethics and laws of radio journalism.

Learning Outcomes:

By the end of this course the learners will have the ability to:
- Make sense of different formats of radio programmes and their production.
- To write Script for Radio programmes, Prepare and compile radio news bulletin
- To handle the production of various genres of radio programmes
- Record and edit sound using different audio software

Unit-I

Introduction of radio as a mass medium, Nature and characteristics of Radio medium, AM-FM-SW, Online Radio, Satellite Radio, Local Radio; Mobile Radio, Campus Radio.

Unit-II

Scripting for radio, Radio Program Formats: Announcements, Radio talk Show, Radio interviews, Radio discussions, Radio Features & Documentaries, Radio Drama/ Radio Play, Running Commentaries, Phone in Programme, Radio News Bulletin, Radio jingles, Radio Interviews, Radio Vox pops, Music formats

Unit-III

Basics of Sound, Types of Microphones and their usage, Audio-mixing console, Voice Modulation Techniques, Sound Recording & Editing Techniques, Radio Jockeying.

Unit-IV

Radio Program Production: pre-production, production and post-production, Structure of a Radio Channel, Community Radio: Concept & Importance, Radio Industry: Issues & Opportunities, Structure and functions of AIR, AIR code

List of Practical's:

1. **Writing for Radio**: Students are tasked with writing news scripts tailored specifically for radio broadcast. This includes learning the format and style of radio news writing, emphasizing clarity, brevity, and engaging storytelling.

2. **Recording and Editing**: Students learn the basics of audio recording and editing using software such as Audacity (open source). They practice recording voiceovers, interviews, and ambient sound, as well as editing these elements together to create polished radio packages.

3. **Interviewing Skills**: Students conduct mock interviews with classmates or invited guests on topics of current interest. They focus on asking open-ended questions, active listening, and maintaining conversational flow. Feedback is provided on interview technique and style.

4. **News Gathering and Reporting**: Students are assigned to cover local news events or stories of interest. They practice gathering information, and writing news reports suitable for radio broadcast.

5. **Voice Training and Delivery**: Students engage in voice training exercises to develop clarity, modulation, and vocal expression suitable for radio broadcasting. They practice reading news scripts and delivering reports with appropriate pacing, tone, and emphasis.

Suggested Readings:

- ✓ *Stewart, Peter; Chantler, Paul; Basics of Radio Journalism;*
  Focal Press
- ✓ *Francis, Rumsey; McCormick, Tim; Sound and Recording: An Introduction; Focal press*
- ✓ *How to do community radio - Louie Tabing and UNESCO 2002*
- ✓ *The Radio Handbook - Carole Fleming 2nd edition, Routledge,*
  2002
- ✓ *Marcus D. Rosenbaum & John Dinges, eds., Sound Reporting: The National Public Radio*
- ✓ *Guide to Radio Journalism and Production (Kendall/Hunt Publishing Company, 1992).*
- ✓ *Ministry of Information and Broadcasting, Govt. of India, Annual Report 2002-03.*
- ✓ *All India Radio, Audience Research Unit, Prasar Bharat, 2002.*

E- Learning Resources:

- ✓ *https://www.slideshare.net/meganhughes7906/types-of-radio-news*
- ✓ *http://www.tpub.com/journalist/56.htm*
- ✓ *https://radio.co/blog/7-tips-present-great-radio*
- ✓ *https://www.slideshare.net/mannjott/ethics-of-broadcasting*
- ✓ *https://www.kullabs.com/classes/subjects/units/lessons/notes/note-detail/7257*

Core VII   **Television Journalism**

Course Description:

This course will help students understand TV as a medium of News production and broadcast. It will help them in learning and understanding basic structure and set up of News rooms in television, roles and responsibilities of people working in different departments and sections. Concept and skill for writing, producing and presenting news and current affair-based programs & shows for TV.

Course Objectives:

- To explore the characteristics of television as a medium of mass communication.
- To understand the television network, structure and functions of a channel in India
- To understand video camera its parts and different kinds of shots
- To learn the basics of lighting in television production
- To understand the techniques of writing for visuals
- To learn the desired qualities for tv anchoring

Learning Outcomes:

After completion of this course, learners would demonstrate the ability to:

- Use camera and lighting equipment to make video stories
- Write scripts, and plan video shoots
- Compile news programmes, writing leads, headlines
- Edit video using different video editing software

Unit-I

TV as A Medium of Mass Communication, Functions & Characteristics of Television, Strengths and Weakness of TV as a medium, Mode of transmission: Terrestrial, Satellite Television & Cable TV, DTH

Unit-II

Basics of Video Camera, Parts of Camera, Classification of Shots, camera framing techniques, Stages of Video Production: Pre-Production, Production & Post-Production, Basics of Lighting: Lighting Techniques: Three Point lighting, Basics of editing, Types of editing -online and off-line editing.

Unit-III

Writing for the visuals techniques, Using Sound bites & Vox-pop, TV News Package, Piece to Camera (PTC), TV Interviewing, TV News Anchoring Techniques, Role and qualities of a TV Reporter.

Unit-IV

Organizational structure of a TV News Channel, Role of Input & Output Desk, Technical Team, Editorial Planning Process, Television Debates & Panel Discussion, Ethics involved in TV Journalism.

List of Practical's:

1. **Script Writing for Television**: Students learn to write scripts specifically tailored for television news broadcasts. They focus on concise writing, engaging storytelling, and adapting content for visual presentation.

2. **News Package Writing**: Students work in teams to produce television news packages. This involves planning, gathering footage, conducting interviews, writing scripts, and editing the material into cohesive news stories.

3. **On-Camera Reporting (PTC)**: Students practice on-camera reporting (PTC) in a studio or field setting. They learn techniques for delivering news updates, conducting live reports, and presenting feature stories.

4. **Interview Techniques for Television**: Students conduct mock interviews with classmates or invited guests, focusing on techniques for television. They practice framing shots, conducting interviews with multiple cameras, and engaging with subjects on camera.

5. **Video Editing and Post-Production**: Students learn video editing techniques using software such as Adobe Premiere Pro. They edit raw footage into polished news packages, incorporating visuals, audio, and graphics to enhance storytelling.

Suggested Readings:

✓ *Belavadi Vasuki, Video Production Handbook, Oxford University Press, 2008*

✓ *Zettl, Herbert, Television Production Handbook, Thomson Wadsworth, 2006*

✓ *Musburger, Robert B. An introduction to writing for Electronic Media: Script writing Essentials Across the Genres, Focal Press, Oxford, 2007*

✓ *Narayan, Sunetra Sen; Globalization And television: A study of the Indian Experience, 1990-2010 Oxford University Press, 2013*

✓ *Sengupta, Aditya.; Electronic Journalism: Principles and Practices, Authors Press, New Delhi, 2006*

✓ *Joseph, K.V.; Economics of Culture Industry: Television in India, Shipra Publications, New Delhi, 2010*

✓ *Desai, Mira K, ; Television in India: Many Faces, Authors Press, Delhi, 2010*

- *Mehta, Nalin, India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Harper-Collins, New Delhi, 2008*

- *Hilliard, Robert; Writing for TV, Radio, and New Media, Wadsworth, 2007.*

E-Learning Resources:

- *https://innovation.media/newswheel/the-shift-from-analogue-to-digital-broadcastnews*

- *https://www.techopedia.com/definition/476/chroma-key*

- *https://www.scriptreaderpro.com/how-to-write-for-tv/*

- *http://www.nraismc.com/wp-content/uploads/2017/03/204-TV-JOURNALISMbackup.Pdf*

- *https://www.revolvy.com/page/Electronic-field-production*

Core VIII   **Digital Media**

Course Description:

This course intends to inculcate among students all the necessary basic qualities required for news writing, reporting and editing, and give an overview of the organizational structure of the newspaper industry.

Course Objectives:

- The course intends to acquaint the learners with the concepts, nature and scope of digital media,
- The concept and features of online journalism;
- The various Internet based platforms of alternative communication and journalism
- The social media tools and their social-cultural impacts.
- The legal and ethical challenges in digital journalism

Learning Outcomes:

After successful completion of the course, students would be able:
- To compare and contrast the characteristics of old media and digital media
- Make sense of the technologies of digital media
- Networking with special interest groups.
- Creating social media accounts and producing content.
- Production of data-intensive stories.

Unit-I

History of New Media, Characteristics of New Media, Types of New Media, New Media vs. Old Media

Unit-II

Online Communication: overview, meaning, features, Computer Mediated Communication, Webcasting, Blogging & Microblogging, ICT in journalism, Virtual community, Instant Messaging, Wiki, SEO.

Unit-III

Digital Culture & Digital Identity, User Generated Content, social media, Social Media Sites (SMS), Social Publishing: Flickr, Instagram, YouTube, Participatory Culture and social media, Citizen Journalism, Cyber activism: Concept and Case Studies

Unit-IV

Emerging trends in New Media, New media & Public sphere, New Media & e-democracy, Mobile phone: a convergent technology, Smartphone Culture and Society, Cyber Crimes & Security: Types and case studies, Fake News & Deep Fake, Cyber Laws & Ethics, Internet censorship in India, Digital Media Guidelines and Ethics (2021)

Practical -

Creating and designing Blogs, Mobile Reporting, Preparing and Publishing Multimedia content, Designing Web Version/ Digital of Lab journals.

Suggested Readings:
- ✓ *LA Lievrouw, S Livingstone, Handbook of new media: Social shaping and consequences of ICTs, Sage 2002*
- ✓ *Flew. Terry, New Media: An Introduction, Oxford Higher Education, 3rd, 2007Levinson. Paul, New Media, Allyn & Bacon, 2nd, 2012*
- ✓ *Lev Manovich, The language of New Media, MIT Press, 2001*
- ✓ *Jenkins, Henry (2006) Convergence Culture: Where Old and New Media Collide. New York London: New York University Press.*
- ✓ *Hassan Robert, Thomas Julian (2006). The New Media Theory Reader, Open University Press.*

E-Learning Resources:
- ✓ *https://en.m.wikipedia.org/wiki/Digital_journalism*
- ✓ *http://channel-to.blogspot.com/2015/05/six-main-characteristics-of-new-media.html?m=1*
- ✓ *https://en.m.wikipedia.org/wiki/Citizen_journalism*
- ✓ *https://en.m.wikipedia.org/wiki/Web_analytics*
- ✓ *https://firstsiteguide.com/what-is-blog/*

Core IX   **Introduction to Advertising**

Course Description:

This course will introduce various classifications and functions of Advertising, effects of Advertising and to familiarize the students with the basic concept and models of advertising and understanding the importance of social and ethical aspect in Advertising.

Course Objectives:

- To explore the concept, nature and role of advertising in the society
- To understand the role, structure and function of advertising agencies in India
- To understand the advertising creative process, including advertising copy writing and use of appeals
- To understand the essentials of creative designing and media planning
- To understand ethical issues in advertising

Learning Outcomes:

By the end of this course students will be able to:

- Identify advertising appeals, draw advertisement layout, write advertisement copy,
- Use graphics and colour for ad designing
- Undertake advertising research, conduct pre-test, post-test,
- Design strategies for brand management

Unit-I

Advertising: concept, nature & definitions, Evolution and History of Advertisement. Role, Objectives, Functions, and Significance of Advertisement. Types and Classification of Advertising.

Unit-II

Advertising Agency: Functions, Types, Structure, Roles, Responsibilities and functions of various departments, Advertising Agencies in India.

Unit-III

Advertising Campaign: Concept, Role and Importance of an Ad Campaign, Components of an Ad Campaign, Process of Ad Campaign, Copywriting: Need & Importance, elements of a copy, Types of Appeals, Concept and process of Media Planning, Ad scheduling, Media Mix.

Unit-IV

Ethical Issues in Advertising, Puffery in advertising, Social Advertising, Laws in Advertising, Advertising Statutory Bodies in India, Media laws Apex bodies concerning Advertising, AAAI, ASCI, & Its Code of Conduct.

List of Practical's:

1. **Advertising Analysis**: Students analyze advertisements from various media channels (print, digital, TV, radio) to identify key elements such as target audience, messaging strategy, visual elements, and call-to-action. They discuss the effectiveness of each advertisement in reaching its intended audience and achieving its objectives.

2. **Copywriting Exercises**: Students engage in hands-on copywriting exercises to develop persuasive ad copy for different formats (print ads, social media posts, radio scripts,). They practice crafting attention-grabbing headlines, compelling body copy, and effective calls-to-action, while adhering to brand guidelines.

3. **Creating Ad Campaigns**: Students work in teams to develop comprehensive advertising campaigns for hypothetical products or services. This includes conducting market research, defining target demographics, creating ad concepts, designing visuals, and planning media placement. Each team presents their campaign to the class, explaining their strategic approach and creative execution.

4. **Media Planning and Buying**: Students explore the principles of media planning and buying by developing media plans for advertising campaigns. They analyze target audience demographics, media consumption habits, and market trends to determine the most effective media channels (TV, radio, print, digital) and placements for reaching their target audience within budget constraints.

5. **Ad Campaign Pitch Competition:** Students participate in a pitch competition where they present their advertising campaigns to a panel of judges (faculty members, or peers). They compete based on the creativity, strategic thinking, and execution of their campaigns, with feedback provided by the judges to help students refine their skills.

Suggested Readings:

✓ Young, M, Ogilvy on Advertising in the Digital Age, Carlton Books, 2018
✓ Jethwaney, J & Jain S, Advertising Management, Oxford University Press, New Delhi, 2012
✓ Kumar Keval J., Mass Communication in India, Jaico Publishing House, New Delhi, fourth Edition, 2012
✓ Chunawala S A, Foundations of Advertising: Theory and Practice, Himalaya Publishing House, New Delhi, 2011
✓ Burnett, W and Moriarty, Advertising principles, and practice, Pearson Prentice Hall, Seventh Edition, 2008
✓ Aaker& John G. Myers - Advertising Management Prentice Hall; fourth edition, 1992
✓ Bovee &Arens- Contemporary Advertising, McGraw-Hill Inc., US; fifth edition, 1993
✓ Burton, Philip Ward - Advertising Copywriting, NTC business books, seventh edition
✓ Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour- The free Press-1989.

- ✓ *Ogilvy, D - Ogilvy on Advertising, Random house .inc, Newyork, First edition, 1985*

E-Learning Resources:

- ✓ *https://yourbusiness.azcentral.com/role-advertisement-business-4948.html*
- ✓ *https://www.wordstream.com/online-ads*
- ✓ *https://ebn.bmj.com/content/21/1/7*
- ✓ *http://www.yourarticlelibrary.com/advertising/selection-of-advertising-media-for-acompany-14-factors/48659*
- ✓ *https://www.mdgadvertising.com/marketing-insights/eight-principles-of-advertisingethics/*

Core X   **Introduction to Public Relations**

Course Description: This course aims to introduce the theories and concepts of public relations, and their expression through contemporary professional practice. The course also aims to traces the modern PR discipline back to its earliest occupational beginnings and focuses on its worldwide development through to today. The course will introduce the skills required of contemporary PR practitioners and along the way it introduced to theories of PR, communication and persuasion and will study their effective application to PR practice.

Course Objectives:

- To understand the concepts, nature and scope of Public Relations and its historical development
- Learn the structure and functions of a public relations department and its tools
- To understand concept and functions of corporate communication
- Understand the role of corporate communication in a crisis
- To learn how to plan a public relations campaign

Learning Outcomes:

This course will enable students to

- Develop strategies for effective communication with various publics using different tools of public relations
- Plan and produce house journal, corporate Video Magazines, Corporate films; Designing corporate/institutional advertisements, posters;
- Write press release, press notes, rejoinders, backgrounders, mission and vision statements.
- Design corporate identity and strategies for building corporate image;
- Handle communication during a crisis

Unit-I

The Origins, definition, meaning, importance of PR. Concepts of PR: Propaganda, Publicity, Persuasion and Relationship. Nature, and Scope Public Relation, Publics in public Relation.

Unit-II

Advertising Vs Public Relations, Functions of PR, PR as a Marketing Tool, Public Relations Department and its Functions, Role & Responsibility, quality and qualification of PR executives. PR Tools, Press Conference, Press Release, Press Briefing, House Journal.

Unit-III

Definition, meaning and significance of Corporate Communications, PR and Community Relations: Importance of community relations to do business. Harmony and social development, CSR as a tool for effective public relations, Role of PR in Brand Building, Managing Reputation, Crisis Communication, Role of PR in digital era/new media eco system.

Unit-IV

Public Relation Campaign: Planning Process, selection of media, budget, evaluation and linking to goal, PR Campaign, Role of PR in Crisis management, Ethics in PR, PRCI & PRSI.

List of Practical's:

1. **Press Release Writing Exercise:** Students learn the fundamentals of writing effective press releases by crafting press releases for hypothetical events or initiatives. They practice writing clear, concise, and newsworthy press releases following standard industry formats and guidelines.

2. **Media Relations Simulation**: Students role-play media relations scenarios, such as conducting press conferences, preparing spokespersons for media interviews, or responding to media inquiries and requests. They practice effective communication, message delivery, and crisis management techniques in a simulated media environment.

3. **PR Campaign Planning Exercise**: Students develop comprehensive PR campaign plans, including setting campaign objectives, defining target audiences, selecting communication tactics, allocating resources, and establishing metrics for evaluation. They present their campaign proposals to the class for feedback and refinement.

4. **Crisis Management Simulation**: Students participate in a crisis management simulation where they respond to simulated crises or reputation-threatening situations. They develop crisis communication plans, draft key messages, and engage with stakeholders to mitigate reputational damage and restore trust.

5. **Ethics in PR Debate:** Students engage in a debate on ethical dilemmas and controversies in public relations practice. They discuss ethical principles, industry codes of conduct, and case studies to explore the ethical responsibilities of PR professionals and organizations.

Suggested Readings:

- ✓ *Sachdeva, Iqbal, Public Relations: Principles and Practices, Oxford Higher Education, Oxford University Press, New Delhi-2017*
- ✓ *Rayudu, C.S. and K.R. Balan, Principles of Public Relations, Himalaya Publishing House-2013 (Chapter-10, 11 & 12)*
- ✓ *Vilanilam, J.V. Public Relations in India: New Tasks and Responsibilities, Sage Publications-New Delhi- 2011*
- ✓ *The Handbook of Strategic Public Relations and Integrated Marketing Communications, Third Edition, by Clarke Caywood, Pearson-India*
- ✓ *Austin Erica Weintraub and Pinkleton Bruce E, Strategic Public Relations*

Management: Planning and Managing Effective Communication Programs, Publisher: Routledge -2015
- ✓ *Corporate Communication: A Guide to Theory and Practice 4th Edition, by Joep Cornelissen, Sage Publication*

E-Learning Resources:

- ✓ *http://persmin.gov.in/otraining/UNDPProject/undp_modules/PublicRelationsNDLM.pdf*

- ✓ *https://www.praccreditation.org/resources/documents/APRSG-PR-Mgmt-Function.pdf*

- ✓ *https://shodhganga.inflibnet.ac.in/bitstream/10603/20156/10/10_chapter%204.pdf*

- ✓ *https://newhorizonindia.edu/nhc_kasturinagar/wp-content/uploads/2018/05/PUBLICRELATIONS-CHAPTER-4.pdf*

- ✓ *http://lib.oup.com.au/he/PR/Chia2e/chia2e_pr_onlinechapter.pdf*

Semester V

Core XI   **Development Communication**

Course Description:

The course Development Communication provides a comprehensive applied and theoretical framework of intricacies, perspectives, management of the role of communication in development. The course further aims to provide students with a challenging, coherent understanding of the critical construct theories and practices in the areas of development experience and behavioural change.

Course Objectives:

- To introduce the concept of development.
- To understand the concept and indicators of development
- To introduce and explain the concept and paradigms of development communication.
- Explain the Indian perspective on development and development communication
- Understand content and message design in development communication.

Learning Outcomes:

After successful completion of the course, one would be able to:
- Slect appropriate strategies for development
- Plan and execute communication strategies to promote socio-economic development.
- Create awareness and mobilize communities in favour of the developmental projects through behaviour change communication strategies
- Assess development needs and communication strategies for development

Unit-I

Development: meaning, definition, classification, Indicators of development, Millennium Development Goals. Sustainable Development Goals, Characteristics and Gap between developing and developed societies.

Unit-II

Development Communication: meaning, concept, definition, Role of Communication in Development, Models of Development, Dominant Paradigm and New Paradigm of Development, Gandhian model, Socio-Ecological Model.

Unit-III

Research for development communication, Communication for social change, Participatory development, Participatory Rural Appraisal (PRA) techniques.

Unit-IV

Advocacy, Mobilization and Behaviour Change Communication strategies in development programmes, Success stories in Development Communication, Innovations and trends in Development Communication, Digital Media & Development Communication.

Suggested Readings:

- ✓ *Narula, Uma, Development Communication Theory and Practice. Har-Anand Publication, Ltd. New Dehli. 1990.*
- ✓ *Sharma, Suresh Chandra. Media Communication and Development, Rawat Publication, Jaipur. 1987.*
- ✓ *Murthy, D.V.R., Development Journalism, Dominant Publishers. 2001.*
- ✓ *Melkote Srinivas R. & H. Leslie Steeves Communication for Development in the Third World, Sage, 2008.*
- ✓ *Murthy, D.V.R. Kanishka. Development Journalism– What Next? –An Agenda for the Press, 2007.*
- ✓ *Desai Vandana & Robert B. Potter Doing Development Research:, Sage, 2006.*
- ✓ *N. Usha Rani, Folk Media for Development– A Study of Karnataka's Traditional Media, Karnataka Book, 2009.*
- ✓ *Narayanasamy, N. Participatory Rural Appraisal– Principles, Methods and Application: Sage, 2009.*

E- Learning Resources:

- ✓ *https://courses.lumenlearning.com/introductiontocommunication/chapter/definingcommunication/*

- ✓ *https://www.slideshare.net/TatendaChityori/9-development-communication*

- ✓ *https://www.gktoday.in/gk/community-radio-in-india/*

- ✓ *http://www.economicsdiscussion.net/developing-economy/characteristics-developingeconomy/common-characteristics-of-developing-countries-economics/29990*

- ✓ *http://en.modernization.ac.cn/document.action?docid=25170*

Core XII   **Summer Internship**

Course Description:

As part of the curriculum each student of is expected to undergo an internship as a project for minimum 30 days after the end of their fourth Semester. The student has to submit a report after the completion of their internship when they return to the college/university. A committee comprising of faculty members would review their performance based on the report and certificate/evaluation by the concerned agency where they have done the internship project. The project may include: interning in radio or TV stations, newspaper organizations, e-newspaper, production houses, Public Relations and advertising agencies, multimedia production houses, digital content creation units and the like.

Course Objectives:

- Exposure to work environment of the media organisations
- To earn hand- on -training on the work practices of the media
- To introduce to the duties and the responsibilities of media professionals
- To understand the challenges of the work environment
- To develop skills through on-the-job training

Learning Outcomes:

By the end of this internship students would demonstrate ability

- To handle the jobs of the media
- To face challenges of the swiftly changing media industry
- To learn emerging skills of the media industry.

Internship Report Format

The following are some indicative guidelines to help the student in preparing your report from her/his internship. Total length should be approximately 3000 words.

Indicative Structure

1. Title Page

2. Abstract / Executive summary: Objective of the mission, method / line of action, principal results and recommendations made, key learning acquired and indication of activities undertaken

3. Acknowledgements: Appropriate acknowledgements towards the

company/organization, and other players involved in the process of the internship.

4. Copy of Certificate obtained from Organization/ Media House

5. Table of Contents

6. Main Body

Introduction - Presentation of the company/organization - Description of the main activities and processes of the company/organization, the relationship it has to your career and professional goals

Details on the projects/tasks - Reflections on- the role and importance of the function(s) that you have worked in - Works/ production / training acquired (copies and pictures to be added)

- Your learning and observations- Support them with some data (qualitative and/or quantitative)

- Conclusion - Brief overview of results and recommendations

7. Appendices

Include pamphlets, forms, charts, brochures, technical and descriptive literature and other

8. References: Include references to books, articles, reports referred to in the report

Core XIII   **Multimedia Journalism**

Course Description:

The purpose of this course is to provide intermediate and advanced training on multimedia journalism, especially regarding the creation of new storytelling techniques developed on digital platforms. Besides this hands-on training, the course will also examine the Digital Revolution and the creation of a global Information Society, with a special focus on the effects these phenomena are having on the media in general, and on journalism in particular.

Course Objectives:

- To explore structure and functions of converged multimedia news platforms;
- To understand he nature of the Web Platforms, skills needed for their content development;
- To introduce software used in the development of various forms of media content, i.e., text, audio, video, graphics;
- To learn the authoring tools used in multimedia content development;
- To understand the fundamentals of website design and content management.

Learning Outcomes:

On successful completion of this course, one should be able to:
- Make sense of multimedia story telling combing different content forms
- Produce and package multimedia content using various authoring tools.
- Handle the tasks of converged multimedia news platforms
- Use essential software used in the development of various forms of media content, i.e., text, audio, video, graphics;
- Design website and manage website content.

Unit-I

Media Convergence, Introduction to multimedia, Characteristics of Multimedia, Key elements of Multimedia: text, audio, video, graphics, animation, Hardware and software requirements for multimedia, Multimedia equipments, Applications of multimedia.

Unit-II

Desktop publishing, Basic design concepts, Hypermedia authoring concepts, social sharing to social activism, Dynamics of multimedia networks, novelty, strength and weakness, New media & Public sphere, New Media & e-democracy, Smartphone Culture and society

Unit-III

Process of multimedia production, various file formats of text, audio, video, graphics and animation, File compression techniques.

Unit-IV

Multimedia Journalism, Multimedia storytelling on individual and group, Creating web-based multimedia story, Podcast, Webcast, Mojo

List of Practical's:

1. **Desktop Publishing and Basic Design:** Students learn desktop publishing software (e.g., Adobe InDesign) and practice designing layouts for print and digital media, incorporating text, images, and graphics to create visually appealing publications.

2. **Multimedia Storytelling Assignments**: Students work individually or in groups to produce multimedia journalism projects, incorporating text, audio, video and graphics to tell compelling stories. Projects may include news features, podcasts, or webcasts.

3. **Podcasting and Webcasting**: Students explore podcasting and webcasting as multimedia journalism formats, learning about recording techniques, audio editing, scripting, and hosting platforms. They produce podcasts or webcasts on topics of interest, experimenting with different storytelling formats and styles.

4. **Mobile Journalism (Mojo)**: Students learn about mobile journalism (Mojo) techniques for capturing, editing, and publishing multimedia content using smartphones and mobile apps. They practice mobile reporting skills, including shooting videos, conducting interviews, and live streaming events.

Suggested Readings:

✓ *The Strategic Digital Media Entrepreneur (2018), JoAnn Sciarrino and Penny Abernathy Bladen.*

✓ *Gaur, S. S. and Saggere, S. V. (2003). Event Marketing and Management. New Delhi: Vikas Publishing House.*

✓ *Getz, D. and Fairley, S. (2004). Media Management at Sports Events for Destination Promotion: Case Studies and Concepts. Events Management, Vol.8, pp.127-139.*

✓ *Herrick, Dennis F. (2012). Media Management in the Age of Giants: Business*

✓ *Dynamics of Journalism. 2nd Edn. Albuquerque: University of New Mexico Press.*

✓ *Cyber Media Journalism Emerging Technologies; Chakravarthy, Jagadish*

✓ *Nath, Shyam. Assessing the State of Web Journalism Authors Press, New Delhi, 2002*

Semester VI

Core XIV   **Media Management & Entrepreneurship**

Course Description:

This course aims to describe the principles and functions of media management and describe the leadership styles and behavioral patterns. This course also aims to describe the structure and functions of media organizations, explain the importance of revenue generation for media organization in print, radio, TV & online. This course will focus on Media Entrepreneurship, its challenges and emerging trends in media entrepreneurship.

Course Objectives:

- To understand the nature of media organizations, their structure and functions
- To understand the concept of media management and its functions
- Introduce ownership of the media organisations in India
- Understand the economics of print and broadcast media
- To understand the concept and scope of media entrepreneurship and the risk associated

Learning Outcomes:

By the end of this course one would be able to:

- Explain structure of media organizations, their functions and management
- Plan and organize media ventures
- Understand environment in which media venture operates and its economics

Unit-I

Media Organisations: Meaning, Nature, process and importance, Ownership patterns of media organizations, Organisational structure of media organizations: Print/Electronic and their functions, Cross media ownership, Conglomerates.

Unit-II

Media Management-Definition, Nature, Principles and need for Media Management, Media Management Functions, Responsibility, Media Planning – Definition, process and importance, Factors affecting Media Selection, Establishing Relationship with Media.

Unit-III

Economics of Newspapers, Broadcast and Digital Media – cost and revenue relationship, FDI in media, Global Trends in ownership and control.

Unit-IV

Meaning, definition and concept of Entrepreneurship, Nature and scope of media entrepreneurship, Duties and responsibilities of the entrepreneurs, Attitudes, Behaviors, Knowledge, and skills required for Entrepreneurship, Challenges and Risks in Media

Entrepreneurship, Famous Media Entrepreneur in India & World, establishing a media organization – steps involved, Importance of entrepreneurship and fund-raising.

List of Practical's:

1. **Case Study Analysis: Media Ownership Patterns:** Students analyze case studies of media organizations to understand different ownership patterns, such as independent, corporate-owned, government-owned, and conglomerates. They discuss the implications of ownership structures on editorial independence, business models, and audience trust.

2. **Organizational Structure Analysis**: Students examine the organizational structures of print and electronic media organizations through case studies or site visits. They analyze the hierarchy model, and coordination mechanisms within media organizations, discussing how organizational structures impact decision-making and workflow.

3. **Entrepreneurial Case Studies**: Students analyze case studies of successful media entrepreneurs in India and around the world. They examine the entrepreneurial journey, strategies, challenges, and key success factors of media startups or ventures, drawing lessons and insights for their own entrepreneurial aspirations.

4. **Media Business Plan Development**: Students develop comprehensive business plans for launching media startups or ventures. They define the mission, vision, target market, product/service offerings, revenue streams, marketing strategies, and financial projections, presenting their business plans to peers or faculty for feedback.

5. **Fundraising Simulation**: Students participate in a fundraising simulation where they pitch their media business ideas to potential investors, lenders, or funding agencies. They practice crafting persuasive pitches, addressing investor concerns, and negotiating terms to secure funding for their ventures.

Suggested Readings:

✓ *The Strategic Digital Media Entrepreneur (2018), JoAnn Sciarrino and Penny Abernathy Bladen.*

✓ *Gaur, S. S. and Saggere, S. V. (2003). Event Marketing and Management. New Delhi: Vikas Publishing House.*

✓ *Getz, D. and Fairley, S. (2004). Media Management at Sports Events for Destination Promotion: Case Studies and Concepts. Events Management, Vol.8, pp.127-139.*

✓ *Herrick, Dennis F. (2012). Media Management in the Age of Giants: Business*

- ✓ *Dynamics of Journalism. 2nd Edn. Albuquerque: University of New Mexico Press.*

Core XV   **Project**

Course Description:

The course aims to provide students with an opportunity to apply theoretical knowledge and practical skills gained throughout their academic program to a real-world project. Through independent research, problem-solving, and collaboration, students will develop critical thinking abilities, project management skills, and the ability to communicate their findings effectively. By working on a project in a specific topic area assigned by the faculty or chosen under the guidance of a faculty member, students will deepen their understanding of the subject matter and demonstrate their ability to analyze, synthesize, and present information in a coherent and professional manner.

Course Objectives:

- To impart specialized technical skills for radio & television production.
- To develop critical thinking & research skills about electronic media issues.
- To develop writing skills for different programme for radio & television production.
- To make students familiar with challenges of indoor & outdoor shooting.
- To inculcate team spirit & work ethically.

Learning Outcomes:

- Student will be able to write script for radio programme formats.
- Student will be able to write script for television programme formats.
- Student will use the software effectively for audio & video Production.
- Will effectively use production Equipment needed for audio / Video Production.
- Students can generate new ideas for production for radio & television

Evaluation Process:

Project Proposal Submission: Students submit a project proposal outlining the topic, objectives, timeline, and resources required for their project. The proposal is reviewed and approved by the faculty member overseeing the course.

Project Development: Students work independently to execute his/her projects, conducting research, collecting data, analyzing findings, and developing project deliverables according to the timeline.

Interim Progress Reports: Students submit interim progress reports at designated intervals to update the faculty member on their project's status, achievements, challenges, and any adjustments to the project plan.

Final Project Submission: Upon completion of the project, students submit a final project report or presentation summarizing their findings, methodology, conclusions, and recommendations. The project deliverables may vary depending on the nature of the project

but typically include written reports, presentations and creative works.

Project Evaluation: The project is evaluated by both internal and/or external faculty members, depending on the course requirements. Evaluation criteria may include the clarity and depth of research, originality and creativity, analytical rigor, adherence to project objectives, organization and presentation of findings, and overall quality of work.

Project Viva-voce (Optional): Students may be required to defend their projects orally before a panel of faculty members. During the defense, students present their project findings, respond to questions, and engage in discussions about their work.

Grading and Evaluation Criteria: Projects are graded based on pre-defined evaluation criteria, which may include aspects such as clarity, depth of analysis, critical thinking, creativity, communication skills, and adherence to project guidelines. Grading rubrics may be provided to ensure consistency and transparency in evaluation.

Semester VII

Core XVI   **Inter Cultural Communication**

Course Description:

This course examines various intercultural communication theories and principles. It tries to develop a range of intercultural communication competencies needed to understand real life situations well and develop approaches towards conflict resolutions. The course discusses the factors underlying cultural variations and codes. Last but not least, the course provides overall experience about various intercultural communication perspectives.

Course Objectives:

- Explain the concept of culture
- To explain the concept, process and dimensions of intercultural communication
- Explain intercultural communication across different contexts
- Explain how to develop intercultural communication competence.
- Explain identity and biases in intercultural communication and barriers
- Cross cultural communication and barriers

Learning Outcomes:

- On completion of this courser students will be able to:
- Assess various intercultural communication theories and principles
- Understand the factors underlying cultural variations and codes
- Appreciate the causes and significance of intercultural differences in verbal and non-verbal communication
- Apply intercultural communication knowledge to real-world contexts

Unit I

Culture: meaning, concept & definition, Intercultural communication: meaning, definition, process, philosophical and functional dimension, Cultural symbols, Verbal Vs Non-verbal intercultural communication, listening within and across cultures

Unit II
Cultural identity, Plurality of Identity, Understanding cultural diversity, Intercultural communication across different contexts, Intercultural communication and the mass media, Intercultural communication in interpersonal relationships.

Unit III
Code of ethics for intercultural communication, developing intercultural communication competence, the synergy principle

Unit IV
Identity and bias in intercultural communication, Cultural Influences, Cross Cultural Communication: process and barriers, Issues and challenges of intercultural communication

Suggested Readings:

- *Ting-Toomey, S. and; L. Chung (2004) Understanding intercultural communication. USA: Roxbury 46 Publishing Co.*
- *USA: Praeger. Gudykunst, W. (ed). (2003) Cross-cultural and intercultural communication. USA: Sage.*
- *Novinger, T. (2001) Intercultural communication: a practical guide. Austin: University of Texas Press.*
- *Klyukanov, I. E. (2005). Principles of intercultural communication. Boston: Pearson. Sergei*
- *M.R Dua and T. Manonmani, 'Communications and culture', Galgotia Publishing House, New Delhi, 1997*
- *N.L. Gupta, Cross Cultural Communication: Global Perspectives, Published by Concept Publishing House, 1998*
- *Denis Mcquail, Mass communication theory, sage pub. London, 1994*
- *William B. Gudykunst,Cross-Cultural and Intercultural Communication, Sage Publication, 2003*
- *Louw E. The Media and Cultural Production, New Delhi: Sage Publications, 2001*
- *Dr. Felipe Korzenny, 'Mass Media Effects Across Cultures (International and Intercultural Communication Annual)', Sage Pub. 1992*
- *UNESCO. (2005). UNESCO World Report: Investing in Cultural Diversity and Intercultural Dialogue. PARIS: UNESCO.*

E-Learning Resources:

- *https://www.researchgate.net/publication/310459788_intercultural_communication*
- *https://www.press.umich.edu/pdf/9780472033577-ch1.pdf*
- *https://pdfs.semanticscholar.org/a170/0667bc41622d051aa5d6538423e04bd517cf.pdf*
- *http://164.100.133.129:81/econtent/Uploads/Intercultural_Communication.pdf*
- *https://moniviestin.jyu.fi/ohjelmat/hum/viesti/en/ics/2*

Core XVII   **Film Studies**

Course Description:

The course aims to introduce student with fundamentals of cinema & theatre, and to develop the basic understandings of students about Indian and world cinema, eastern and western theatre. The course also aims to orient students to plan and develop scripts for various forms and study films.

Course Objectives:

- Identify and define the formal and stylistic elements of film.
- Develop an understanding of film language and terminology, and analyze the ways in which that this language constructs meaning and ideology.
- To introduce the students to the techniques of film analysis;
- To introduce students to various nuances of film making;
- Explain the essential theoretical underpinnings relating to film language and genres.

Learning Outcomes:

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

- Identify the historical and theoretical relations of film content to the socio-cultural reality
- Demonstrate media literacies through the development of critical, analytical and argumentation skills and dependent research.
- Identify and describe key terms and concepts and major trends and periods related to various modes of production (narrative, documentary, experimental, and/or animation), film history, and theory.

Unit I

Cinema Forms: Silent to Talkies, Black & White to Colour, Reel to Satellite, 2D to 3D, Cinema to OTT, Film genres, Story archetypes, structure of a narrative, Language of Cinema: Shot, Scene, Mis-en-scene, Montage, The use of Colour as a stylistic element, Difference between Story, Plot and Screenplay.

Unit II

Film Techniques, Film Form and Style: German Expressionism and Film Noir, Italian Neorealism, French New- Wave, Genre and the development of Classical Hollywood Cinema.

Unit III

Third Cinema, Non-Fiction Cinema, Introduction to Feminist Film, ~~Theory~~ Auteur Theory-Film Authorship with a special focus on Satyajit Ray or Hitchcock. Italian neorealism,

Japanese style, British cinema, Cinema as popular culture -Influence of cinema on social, cultural, economic, political milieu in India.

Unit IV

Rise of the Indian Film industry, Hindi films versus other regional language films, The Indian New- Wave Cinema, Globalization and Indian Cinema, The multiplex Era & Film Culture, film festivals and other institutions in the field of cinema - Trends in the film industry.

Suggested Readings:

- ✓ *Monaco, James: How to Read a Film, Oxford University Press (2000)*
- ✓ *Nowell-Smith, Geoffrey: The Oxford History of World Cinema (1999)*
- ✓ *Film and Theory: An Anthology Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000*
- ✓ *Madhava Prasad. Ideology of Hindi Film New Delhi: Oxford University Press. 1998*
- ✓ *David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. Narrative, Apparatus, Ideology. New York: Columbia University Press*
- ✓ *Dissanayake, W 2003, 'Rethinking Indian Popular Cinema - Towards newer frames of Understanding', Routledge, London.*
- ✓ *Sergei Eisenstein, Film Form– Harvest Book Harcourt brace & company, U.S.A 1969*
- ✓ *Andrew Dix, Beginning Film Studies, Atlantic Publishers, U.S.A, 2010*

E-Learning Resources:
- ✓ *https://www.sothetheorygoes.com/the-evolution-of-cinema/*
- ✓ *https://www.masterclass.com/articles/learn-about-the-postproduction-process-in film*
- ✓ *http://www.elementsofcinema.com/directing/mise-en-scene-in-films/*
- ✓ *https://whatis.techtarget.com/definition/cinematography?amp=1*
- ✓ *http://www.elementsofcinema.com/film_form/FILM-FORM.html*

Core XVIII   **Media Research**

Course Description:

The course aims to introduce student with fundamentals of cinema & theatre, and to develop the basic understandings of students about Indian and world cinema, eastern and western theatre. The course also aims to orient students to plan and develop scripts for various forms and study films.

Course Objectives:

- To develop an overview of the concepts, methods, and tools of communication research
- To explain the steps of research to help students prepare research design
- To understand the elements of research design and master the skills for conducting communication and media research
- To understand techniques and tools of data analysis
- Develop the ability to clearly communicate, both orally and in writing, the findings of original communication research to a lay audience.

Learning Outcomes:

This course will enable the students to:

- Explain the concept, and process of research
- Select appropriate methods and techniques for a research
- To design and execute communication research assignments relying on different methods and tools of communication research;
- Plan and develop a research project;
- To understand and document the impacts of media and communication

Unit I

Concept of Research, Media & Communication Research, Research Approaches & Methods, Types of Research

Unit II

Steps of Research, Literature Review, Formulation of Research Problem, Research Objectives, Hypothesis & Research Question, Research Design, Variables, Validity & Reliability, Sample and Sampling methods

Unit III

Data Collection Methods, Quantitative Research Methods: Survey method, Questionnaire, field studies, Quantitative Content Analysis, Qualitative Research: Observation, interview, ~~schedules~~ Ethnography, Action Research, Textual Analysis, Case studies, Focus Group Studies. Audience Research in Print and Electronic Media, Triangulation.

Unit IV

Data Analysis & Interpterion, Research Report Writing, Citation & Referencing, Submission & Presentation, Research & Publication Ethics, Writing Research Proposal.

Suggested Readings:

- *Menon Krishna (2010) Research methods for media and cultural studies, New Delhi Manglam Publications.*
- *CR Kothari (2004) Research Methodology Methods and Technique, New Age International (P) Ltd., Publishers*
- *Srivastava, Vinay Kumar (ed) (2004) Methodology and Fieldwork, Oxford University Press: New Delhi. (Introduction)*
- *Wimmer, D. Roger & Dominick, R. Joseph. (2011) Mass Media Research: An Introduction, Cengage Learning.*
- *Berger, Asa 3rd Edition. (2011). Media and Communication Research Method. Sage Publication*
- *Somekh B, and Lewin C (Eds) (2005), Research Methods in the Social Science, Vistaar Publications (A division of Sage publications India Pvt Ltd), New Delhi*
- *Allen M, Titsworth S, and Hunt K.S (2009), Quantitative Research in Communication, Sage Publications Inc. 21*
- *Jensen Klaus B and Nicholas W Jankowski. 1991, A Handbook of Qualitative Methodologies for Mass Communication Research, Routledge: London and New York, Ch 2, 10.*
- *Blaikie, N (2000). Designing Social Research, Oxford: Blackwell.*

E-Learning Resources:
- *https://www.kullabs.com/classes/subjects/units/lessons/notes/note-detail/7257*
- *https://www.snapsurveys.com/blog/qualitative-vs-quantitative-research/*
- *https://www.mailman.columbia.edu/research/population-health-methods/contentanalysis*
- *https://www.slideshare.net/PranavKumarOjha/advertising-research-13466787*
- *https://examples.yourdictionary.com/bibliography-examples.html*

Core XIX   **Event Management**

Course Description:

The course aims to introduce student with fundamentals of cinema & theatre, and to develop the basic understandings of students about Indian and world cinema, eastern and western theatre. The course also aims to orient students to plan and develop scripts for various forms and study films.

Course Objectives:

- Define event management and identify its key components.
- Explain the importance of event planning and execution.
- Understand the different stages of event management.
- Identify the key skills required for successful event management.
- Explain the ethical issues in event management

Learning Outcomes:

After completion of this course, the students will able to:

- Understand an event and the process of its management
- Prepare proposal for an event
- Plan and execute an event following the principles
- Understand the different stages of event management
- Develop the essential skills required for successful event management

Unit I

Introduction to event Management, Categories of Event and its characteristics, Objectives of Event Management. Principles of event Management, Concept & Designing of Event, Elements of Event Management, Understanding the key components of EM.

Unit II

Conceptualization and Planning, Functions of Event Management: Planning, Organizing, Staffing, Leading and Coordination, Controlling, Preparing event proposal, Positioning of Events, Branding in Events.

Unit III

Human Resource Management, Generating Revenue, Financial and Risk Management, Market Research, Consumer Research on Events, Visitor Surveys and Market Area Surveys.

Unit IV

Developing and Communicating a Positive Image, Feasibility, Keys to success, SWOT Analysis, Evaluation and Impact Assessment, Scope and opportunities in the field of EM, Ethics in event management.

Practicals:

1. Provide a scenario of a specific event (e.g., a corporate conference, a charity gala) and ask students to identify and list the key considerations and steps that should be taken in planning that particular event.

2. Conduct a team building exercise where students work together to solve a problem or complete a task. Encourage communication, collaboration, and leadership skills.

3. For creating a Marketing plan, divide students into groups and provide them with a scenario of organizing an event. Instruct each group to create a marketing plan for the given event scenario, and allow time for collaboration and discussion.

4. To create a video report of an event, apply the learned concepts and skills by dividing students into small groups and assigning each group a simulated event scenario. Provide guidelines and resources for the groups to plan, shoot, and edit their video reports.

Suggested Readings:

- ✓ *Bruce E Skinner Event Sponsorship, Publisher Vladimir Rukavina Wiley 2002, ISBN 0471126012*
- ✓ *Anton Shene, Bryn Parry Successful Event Management Thomson Learning ISBN 1844800768, 2004*
- ✓ *Judy Alley Event Planning, John Wiley and Sons ISBN 0471644129, 2000*
- ✓ *Singh, R., Meeting Conference Association, Event and Destination Management, Kanishka Publishers and Distributors, 2006*
- ✓ *Hoyle, L. H., Dorf, D.C., & Jones, T. J. A., Convention Management and Service. Educational institute of AH & MA., 1995*
- ✓ *Montgomery, R. & Strick S .K., Meetings, Conventions, and Expositions: An Introduction to the Industry, John Wiley & Sons Inc., 1995*

Semester-VIII

Core XX   **Global Media & Politics**

Course Description:

This course offers a comprehensive understanding of relationship between global media and politics in contemporary society. It explores how media, in its various forms, influences and shapes political discourse, public opinion, and policymaking on a global scale. Through theoretical frameworks and case studies from around the world, students will analyze the power dynamics between media institutions, political actors, and the public.

Course Objective:

- To understand about the popular media & propaganda.
- To know about the international communication system in the period of war and cold war.
- To understand the implication of global media on our culture & communications.
- To develop concept of globalization and media conglomerates.
- To identify the technological development and global acceptance

Learning Outcomes: after completion of this course, student will able to

- Understand the interrelationship between global media and politics.
- Analyze media's role in shaping political discourse and policymaking.
- Evaluate media ownership and its impact on political diversity.
- Examine agenda setting and framing in the media.
- Assess political actors' use of media for campaigns and communication.
- Explore globalization's effect on media and politics.
- Reflect on the ethical responsibilities within global media and politics.

Unit I

The advent of popular media – An overview, Propaganda in inter-war years: Nazi propaganda, Allied Propaganda – BBC foreign language broadcasts, Voice of America,

Unit II

Media during the Cold War, Vietnam War, Third World Concerns – NIEO; North-South dialogue, Communication debates during 70s – NWICO, McBride Commission and UNESCO

Unit III

Media coverage post 1990; CNN"s satellite transmission of Gulf War; Al Jazeera, 9/11 and its implications on media, embedded Journalism, Cultural politics: media hegemony and Global Cultures, Cultural Imperialism and Global media.

Unit IV

Discourses of Globalisation – barrier-free economy; MNCs and TNCs, Rise of media conglomerates – Rupert Murdoch (News Corp), Ted Turner (CNN), Technological developments and Digital Divide, Global-regional integrations, Indian adaptations of global programmes.

Suggested Readings:

- ✓ *Daya Kishan Thussu. International Communication: Continuity and Change, Oxford University Press ,2003.*
- ✓ *Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.*
- ✓ *Communication and Society, Today and Tomorrow "Many Voices One World" UNESCO Publication, Rowman and Littlefield publishers, 2004.*
- ✓ *Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and Francis Publication, 2012.*
- ✓ *Daya Kishan Thussu. War and the media: Reporting conflict 24x7, Sage Publications, 2003.*
- ✓ *Stuart Allan and Barbie Zelizer. Reporting war: Journalism in war time, Routledge Publication, 2004.*
- ✓ *Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press, 2003.*
- ✓ *Yadava, J.S, Politics of news, Concept Publishing and Co.1984.*
- ✓ *Zahida Hussain and Vanita Ray. Media and communications in the third world countries, Gyan Publications, 2007.*

Core XXI   **Health Communication**

Course Description:

Health communication gives a clear outline on health journalism and reporting, laws to abide for effective health communication, the data handling in terms of both physical and mental health.

Course Objective:

- Describe health communication as used by several local, governmental, and international organizations.
- Understand the role and component of health psychology as it relates to health communication and our personal lives and health outcomes.
- Understand the role of communication and its affecting promoting and maintaining health and wellness for all individuals
- Understand the correlation of theory and practice in health communication settings and campaigns.
- Understand the challenges in communicating and assessing the social determinants of health within various populations
- Describe and assess the factors that affect health literacy
- Identify the strategies to target various audiences and health communities for health communication campaigns

Learning Outcomes:

After completion of this course, student will able to:

- Understand the multifaceted nature of health communication utilized by diverse organizations and its impact on public health outcomes.
- Analyze the intersection of health psychology and communication in shaping individual health behaviors and outcomes.
- Evaluate the role of communication in promoting and sustaining health and wellness across diverse populations.
- Apply theoretical frameworks to practical contexts in health communication campaigns, recognizing their significance in addressing public health challenges.
- Identify and address challenges in communicating and addressing social determinants of health
- Develop strategies to enhance health literacy and engage target audiences effectively.

Unit I

Introduction to Health Communication: meaning, concept and definition. Healthcare system in the country & states, public health challenges, Importance of effective communication in addressing health disparities and promoting health equity, understanding cultural beliefs, traditions, and practices influencing health behaviors.

Unit II

Health communication process, Strategies for culturally sensitive health communication campaigns and interventions, Approaches for effective health communication, Edutainment model for health communication, Role of Traditional and Digital Media for health promotion and education, Use of social media, Methods for evaluating the effectiveness of health communication interventions.

Unit III

Overview of national health campaigns and government communication strategies, Case studies of successful health communication programs and their impact on public health outcomes, Challenges and opportunities in reporting on health issues in India.

Unit IV

Importance of community involvement in health communication efforts, Understanding the concept of health literacy and its significance, Ethics and standards in health journalism.

Suggested Readings:

- ✓ *Jethwaney, J. N. (2016). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.*
- ✓ *Health Communication in the 21st Century (2nd ed.), by Wright, Sparks & O'Hair.*
- ✓ *Mass Communication and Public Health: Complexities and Conflicts, Charles Atkin & Larry Wallack (Eds.)*
- ✓ *Communicating about health: Current issues and perspectives, 4th ed. New York: Oxford University Press. du Pré, A. (2014).*
- ✓ *Mass Media and Health Communication in India Paperback – 1 January 2017 by Mekam Maheshwar*
- ✓ *The Power of the Media in Health Communication by Valentina Marinescu 2016*
- ✓ *Encyclopedia of Health Communication Three Volume Set Edited by: Teresa L.Thompson - University of Dayton, USA*
- ✓ *Communicating Health Strategies for Health Promotion Edited by: Nova Corcoran - University of South Wales, UK*
- ✓ *Media and Health Clive Seale - University of London, UK, Brunel University, UK*
- ✓ *Working on Health Communication Nova Corcoran - University of South Wales, UK*
- ✓ *Health Communication Edited by: Gary L Kreps - George Mason University, USA*
- ✓ *Health Communication Message Design Theory and Practice Edited by: Hyunyi Cho the Ohio State University, USA, Purdue University, USA*

Model Questions:

Q1) Name the health minister of the state / country (01 mark)

Q2) Define Public Health (02 marks)

Q3) Describe need and importance of Health Communication (05 marks)

Q4) Define Public Health Care System in India. Discuss the issues & problems in Rural and Urban India / Explain the Role of Media in Public Health Campaigns: Polio/ HIV/AIDS/ Reproductive Child Health. (08 marks)

Core XXII   **Media and Human Rights**

Course Description:

This course focuses on media and human rights, examining how media shapes discourse around human rights issues. Through theoretical exploration and practical applications, students will gain insights into the role of media and technology in human rights activism, while also understanding the ethical responsibilities of journalists in reporting on human rights violations. By analyzing case studies and engaging with real-world examples, this course aims to equip students with the knowledge and skills necessary to critically assess the intersection of media, and human rights in contemporary society.

Course Objective:

- Provide an understanding of the relation between media and human rights issues.
- Explore theoretical frameworks and practical applications of media in human rights activism.
- Analyze the roles and responsibilities of journalists in reporting on human rights violations.
- Examine real-world case studies to illustrate the impact of human rights discourse.

Learning Outcomes:

After completion of this course, student will able to

- Understand how media influences human rights.
- Evaluate the ethical responsibilities of media professionals in reporting on these topics.
- Assess the effectiveness of media in advancing human rights activism.
- Challenge media narratives perpetuating stereotypes and inequalities.

Unit I

Meaning, Nature and development of Human Rights, right to life, equality, civil rights, political rights, cultural rights and economic rights, UN charter and UNDHR, specific articles of the UNDHR, Organizations working on Human Rights issues, National and global, red cross, Amnesty, Human Rights watch.

Unit II

Issues and challenges of Human Rights, Rights of women and children, Media and Human rights in international perspectives, Freedom of speech and expression under Indian constitution, freedom of press, rights to Privacy

Unit III

Writing on Human Rights issues, Types of reports, sources of news, issues and problems of Indian press while covering Human Rights issues, Ethics and Responsibility in Human Rights Reporting.

Unit IV

The role of Media in protecting human rights violations, Investigative journalism covering human rights violation issues, persuasive journalism and media activism, Media lobbying, politics of Human rights, Case studies of successful media-driven advocacy campaigns for human rights.

Suggested Readings:

- ✓ *Agnes, Flavia, Law and Gender Inequality: The Politics of Women's Right in India, London: Oxford University Press, 1999.*
- ✓ *Baxi, Upendra, the Future of Human Rights, New Delhi: OUP, 2002.*
- ✓ *Department of public affairs, United Nations, UNDHR.*
- ✓ *Guruswamy, S. Human rights and gender Justice.*
- ✓ *Kar, P.K. & P.P. Panda. Awareness of women rights: projection in Mass Media.*
- ✓ *Papademas, Diana (Ed), Human Rights and Media.*

Core XXIII   **Documentary Production**

Course Description:

Explore the art and craft of documentary filmmaking in this hands-on course. Learn the principles of storytelling, cinematography, and editing to create compelling documentaries that capture real-life narratives and provoke thought. Gain practical skills and insights into the documentary production process from concept development to post-production.

Course Objective:

- To understand the fundamentals of documentary filmmaking, including storytelling techniques and narrative structures.
- To develop proficiency in camera operation, lighting, and sound recording for documentary production.
- To gain hands-on experience in planning, shooting, and editing documentary projects using industry-standard equipment and software.
- To explore ethical considerations and legal aspects related to documentary filmmaking, including rights clearance and fair use.
- To cultivate critical thinking skills to analyze and evaluate documentary films within cultural, social, and political contexts.

Learning Outcomes:

After completion of this course, student will:

- Develop skills in documentary storytelling and narrative structures.
- Develop proficiency in camera operation, lighting, and sound recording techniques.
- Acquire hands-on experience in planning, shooting, and editing documentaries.
- Develop critical analysis skills to evaluate documentary films within broader cultural social, and political frameworks and politics.

Unit I

Introduction to Documentary Film: Meaning, concept and definition, Types of documentary films, Nature of Documentary, Stages of documentary film production.

Unit II

Writing for documentary: Idea, Treatment & Narrative, Formats for documentary script writing, writing for interviews, locating the sources, planning for Shooting, Scheduling, Budgeting.

Unit III

Filming Documentary: Composition, Blocking, Camera Movements, Lighting for Documentary, Audio Recording Techniques, Microphones- Types and Use, Voice Over Techniques.

Unit IV

Documentary editing techniques, Ethical considerations and legal aspects related to documentary filmmaking, Documentary proposal writing, ~~Finding funding~~ fund mobilization for documentary, Documentary Distribution Platforms, Independent documentary filmmakers - Case studies of award-winning documentaries.

Suggested Readings:

- ✓ *Aufderheide. P. (2007). Documentary Film: A Very Short Introduction.*
- ✓ *Nichols, B. (2000). Introduction to Documentary.*
- ✓ *Rosenthal, P. A. (2002). Writing, Directing and Producing Documentary Films and Video.*
- ✓ *Rabiger, M. (2004). Directing the Documentary.*
- ✓ *Documentary Filmmaking by Andrew Zinnes.*
- ✓ *Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries by Barry Hampe.*