

## Academic Calendar

### First year ( Honours)

### Year 2017-18

Start of Session- 27<sup>th</sup> July (For only First Year Honours and General)

**Time Period- 27<sup>th</sup> July to 27<sup>th</sup> August -08-14**

#### **Reporting – Paper 1 First Half ( Honours)**

<b>Topic to Be Covered (Reporting)</b>	<b>No. of Classes</b>	<b>Teacher</b>
Overview of Reporting and Reporting Basics	2	SM
What is News and the determinants of News	1	SM
Making a Chart on Latest News to understand the way news is presented ( Practical )	1	SM
Notes on Taught Chapters	1	SM
Sources of News	1	SM
News Beats	1	SM
Collecting News based on News Beats ( Practical)	1	SM
Investigative Reporting ( Theory)	1	SM
Investigative Reporting Writing ( Practical)	2	SM
Investigative Reporting ( Chart making and mock presentation)	1	SM
Writing a News Story (Theory)	1	SM
Writing a News Story (Practical)	1	SM
Writing a News Story ( Mock Presentation) Group1	1	SM
Writing A News Story ( Mock Presentation) Group 2	1	SM
Writing A News Story ( Mock Presentation) Group 3	1	SM
Writing a News Story ( Chart making)	1	SM
Writing A News Report ( Field Work) Group 1	1	SM
Writing A News Report ( Field Work) Group 2	1	SM
Writing A News Report ( Field Work) Group 3	1	SM
Notes on the taught Chapters	1	SM
Interpretative Reporting ( Theory)	1	SM
Interpretative Reporting (Practical )	1	SM
Interpretative Reporting ( Mock Presentation) Group 1	1	SM

Interpretative Reporting ( Mock Presentation) Group 2	1	SM
Interpretative Reporting ( Mock Presentation) Group 3	1	SM

**Total =28 classes**

**Class Schedule from 28<sup>th</sup> – 31<sup>st</sup> August 2017**

**Approx Hons Classes- 3 days ( Sunday on 30<sup>th</sup>)**

**Hons classes= 6**

<b>Topic to Be Covered (Reporting)</b>	<b>No. of Classes</b>	<b>Teacher</b>
Unit test on Report Writing ( 15 marks) and Investigative Journalism (15 marks)	2	SM
<b>Parliamentary Reporting ( Theory)</b>	1	SM
Parliamentary Reporting ( Practical )	1	SM
Parliamentary Writing ( Mock presentation)	1	SM
Parliamentary Reporting ( Notes)	1	SM

**Class Schedule from September 1-30<sup>th</sup>, 2017 ( Honours)**

**Total Number of Classes=7x4=28 approx**

<b>Topic to Be Covered (Reporting)</b>	<b>No. of Classes</b>	<b>Teacher</b>
<b>District reporting (Theory)</b>	2	SM
District Reporting ( Practical )	1	SM
District Reporting ( Mock Presentation) Group 1	1	SM
District Reporting ( Mock Presentation) Group 2	1	SM
District Reporting ( Mock Presentation) Group 3	1	SM
District Reporting ( Chart Making)	1	SM
Notes on Taught Chapter	1	SM
<b>Economic Reporting (Theory)</b>	1	SM
Economic Reporting ( Practical)	2	SM
Economic Reporting ( Mock Presentation) Group 1	1	SM
Economic Reporting ( Mock Presentation) Group 2	1	SM
Economic Reporting ( Mock Presentation) Group 3	1	SM

Economic Reporting ( Chart making )	1	SM
Notes	1	SM
<b>Education Beat ( Theory)</b>	1	SM
Education Beat ( Practical)	1	SM
Education Beat (Mock Presentation) Group 1	1	SM
Education Beat (Mock Presentation) Group 2	1	SM
Education Beat (Mock Presentation) Group 3	1	SM
Education Beat ( Chart Making )	1	SM
Notes	1	SM
<b>Environmental Journalism ( Theory)</b>	1	SM
Environmental Journalism ( Practical )	1	SM
Environmental Journalism ( Mock Presentation) Group 1	1	SM
Environmental Journalism ( Mock Presentation)Group 2	1	SM

**Total Classes=28**

**Class Schedule from 1<sup>st</sup> October to 17<sup>th</sup> October 2017= 7x2=14 classes + 3 classes approx=17 classes**

<b>Topic to Be Covered (Reporting)</b>	<b>No. of Classes</b>	<b>Teacher</b>
Environmental Journalism ( Mock Presentation ) Group 3	1	SM
Environmental Journalism ( Chart making )	1	SM
Notes	1	SM
<b>Film Reporting ( Theory)</b>	1	SM
Film Reporting ( Practical )	1	SM
Film Reporting ( Mock Presentation) group 1	1	SM
Film Reporting ( Mock Presentation) group 2	1	SM
Film Reporting ( Mock Presentation) group 3	1	SM
Film Reporting ( Chart Making)	2	SM
Notes	1	SM
<b>Interview ( Theory)</b>	1	SM
Interview ( Practical )	2	SM
Interview ( Field Work) Analysis	1	SM
Interview ( field Work) Analysis	1	SM

Interview ( Mock Presentation) Group 1	1	SM
Interview ( Mock Presentation) Group 2	1	SM
Interview ( Mock Presentation) Group 3	1	SM

**Puja Vacation from 18<sup>th</sup> October to 19<sup>th</sup> November**

**College Reopening on 20<sup>th</sup> Noveber 2017**

**Class Schedule from 20<sup>th</sup> November to 20<sup>th</sup> December 2017= 28 classes**

<b>Topic to Be Covered (Reporting)</b>	<b>No. of Classes</b>	<b>Teacher</b>
Notes	2	SM
<b>Yellow Journalism ( Theory)</b>	1	SM
Yellow Journalism ( Practical )	1	SM
Yellow Journalism ( Practical )	1	SM
Yellow Journalism ( Chart Making Practical )	1	SM
Yellow Journalism ( Chart Making Practical )	1	SM
<b>Writing an Intro ( Theory)</b>	1	SM
Writing an Intro ( Practical ) 1	1	SM
Notes		
Writing an Intro ( Practical ) 2	2	SM
Lead Vs. Intro	1	SM
Lead Vs. Intro	1	SM
Notes	1	SM
Notes	1	SM
<b>Role of a Reporter ( Theory)</b>	1	SM
Role and Functions of a Reporter	1	SM
Field work ( Reporting) group 1	1	SM
Field work ( Reporting) group 2	1	SM
Field work ( Reporting) group 3	1	SM
Project Work on report Writing	1	SM
Project Work on report Writing	1	SM
Project Work on report Writing	1	SM
Notes	1	SM

Role of a Chief Reporter ( Theory)	1	SM
Role of a Chief Reporter ( Practical )	1	SM
Notes	1	SM

**Total = 28 classes**

**Class Schedule from 21<sup>st</sup> Decemebr -24<sup>th</sup> Dec 2017**

**Honours Approx=8 classes**

Topic to Be Covered (Reporting)	No. of Classes	Teacher
Bureau Chief ( Theory)	1	SM
Special Correspondent ( Theory )	1	SM
Special Correspondent ( Practical )	1	SM
Foreign Correspondent ( Theory )	1	SM
Foreign Correspondent( Practical )	1	SM
Photojournalism ( Theory)	1	SM
Photojournalist responsibilities( Theory)	1	SM
Photo Feature ( Practical)	1	SM

**Total= 8 classes**

**Class Schedule from 2<sup>nd</sup> January 2017-31<sup>st</sup> January 2017**

**Honours Classes=24 classes**

Topic to Be Covered (Reporting)	No. of Classes	Teacher
Feature Theory	2	SM
Feature( Practical )	1	SM
Editorial (Theory)	1	SM
Editorial (Practical )	1	SM
News Agency ( Theory)	1	SM
News Agency (Theory )	1	SM
News Agency( Theory)	1	SM
News Agency Project	1	SM

Political Reporting ( Theory )	2	SM
Political Reporting ( Practical )	1	SM
Political Reporting ( Field Work )	1	SM
Political Reporting ( Class Presentation) Group 1	1	SM
Political Reporting ( Class Presentation) Group 2	1	SM
Political Reporting ( Class Presentation) Group 3	1	SM
Political Reporting Notes	1	SM
Sports Reporting ( Theory )	1	SM
Sports Reporting ( Practical )	1	SM
Sports Reporting ( Mock Presentation)	1	SM
Sports Reporting Notes	1	SM
Online Journalism ( Theory )	1	SM
Online Journalism ( Practical )	1	SM
Online Journalism ( Practical )	1	SM

**Total=24 classes**

**Class Schedule from 1<sup>st</sup> February 2017-28<sup>th</sup> Feb**

**Total Classes= 28**

Topic to Be Covered (Reporting)	No. of Classes	Teacher
Reporting Communal Violence ( Theory )	1	SM
Reporting Communal Violence ( Practical )	2	SM
Fashion Reporting ( Practical )	1	SM
Fashion Reporting ( Chart making)	1	SM
Fashion Reporting ( Notes)	1	SM
Objectivity in Journalism ( Theory )	1	SM
Objectivity in Journalism ( DiDMussion)	1	SM
Objectivity in Journalism ( Practical )	1	SM
Objectivity in Journalism ( Debate)	2	SM
Development Reporting ( Theory )	1	SM

Development Reporting ( Practical )	1	SM
Development Reporting ( Theory )	1	SM
Development Reporting( Practical )	1	SM
Editorial Writing ( Theory )	1	SM
Editorial Writing ( Types of Editorial )	1	SM
Editorial Writing ( Practical )	1	SM
Editorial Writing ( Project)	1	SM
Human Interest Story (Practical )	1	SM
Human Interest Story ( Chart Making )	1	SM
Human Interest Story ( Chart Making )	1	SM
Human Interest Story Notes	1	SM
Power point Presentation	1	SM
DiDMussion of Questions	1	SM
DiDMussion of Questions	1	SM
DiDMussion of Questions	1	SM

**Total 24 classes**

### **EDITING – Paper 1 ( Honours)**

<b>Topic to Be Covered (Reporting)</b>	<b>No. of Classes</b>	<b>WHEN TO BE TAUGHT</b>	<b>Teacher</b>
CONCEPT OF JOURNALISM, SYLLABUS DISTRIBUTION AND DIDMUSSION & CONCEPT OF EDITING	3	JULY,2017	TR
FORMAT OF NEWSPAPER- BROADSHET NEWSPAPER, STRUCTURE OF A NEWSPAPER ORGANIZATION	2	JULY & FIRST WEEK OF AUGUST	TR
PRINCIPLES OR TECHNIQUES OF EDITING	3	SECOND WEK OF AUGUST	TR
EDITOR	3	END OF SECOND WEEK AND THIRD WEK OF AUGUST	TR
NEWS EDITIOR	3	THIRD WEEKEND & BEGINING PF LAST WEEK	TR

NEWS CO-ORDINATOR	2	FIRST WEEK OF September	TR
SUB EDITOR	5	SECOND & THIRD WEEK OF SEPTEMBER	TR
EDITING AGENCY COPIES	2	LAST WEEK OF September	TR
COPY TESTING	2	FIRST WEK OF OCTOBER	TR
COMPUTER EDITING	2	FIRST &SECOND WEEK OF October	TR
NEWS COMPILATION & RE-WRITING	1	SECOND WEEK OF October	TR
CARTOONS	4	MID WEK OF NOVEMBER & LAST WEEK OF NOVEMBER	TR
HEADLINES	2	FIRST WEEK OF DECEMBER	TR
LEAD & INTRO	2	SECOND WEEK OF December	TR
MAGAZINE EDITING	5	SECOND & THIRD WEEK OF December	TR
WRITING EDITORIAL	3	FIRST WEEK OF JANUARY	TR
PAGE MAKE UP	2	SECOND WEEK OF JANUARY	TR
PROOF READING	1	THIRD WEEK OF JANUARY	TR
PICTURE EDITING	2	LAST WEEK OF JANUARY	TR
USES OF GRAPHICS & ILLUSTRATION	1	LAST WEEK OF JANUARY	TR
TYPOGRAPHY	1	FIRST WEEK OF FEBRUARY	TR
INTERACTIVE SESSION, QUESTION DIDMUSSION CLASS TESTS PROJECT		FROM THE SECOND WEEK OF FEBRUARY TILL APRIL APRIL END	TR

**N.B-** i) After every topic one class is allotted for interactive class

ii)class test will be held as per college notificatin



## History of Journalism – Paper II First Half (Honours)

Topics to Be Covered	No. of Classes	Teacher
Origin of print media in India and abroad	2 (September 2017)	DM
International development of Press	1(September)	DM
James Augustus Hickey	1(September)	DM
James Silk Buckingham	1(September)	DM
NOTES ON TAUGHT CHAPTERS	2(September)	DM
DIDMUSSION ON THE DEALT TOPICS	1(September)	DM
Baptist Church Missionaries of Serampore	1(September)	DM
Raja Rammohan Roy	2(October)	DM
Derozio and Young Bengal	1(October)	DM
Charles Metcalfe	1(October)	DM
NOTES ON TAUGHT CHAPTERS	2(October)	DM
DIDMUSSION ON THE DEALT TOPICS	1(November)	DM
Sambad Prabhakar and Iswar Chandra Gupta	1(November)	DM
Keshub Chandra Sen	1(November)	DM
Hindu Patriot and Harish Chandra Mukherjee	1(December)	DM
Tatwabodhini Patrika with notes	1(December)	DM
Notes on taught chapters	1(December)	DM
DiDMussion on dealt topics	1(December)	DM
Bengal Spectator, Samprakash	1(December)	DM
The Statesman, The Times of India( with notes )	1(December)	DM
Amrita Bazar Patrika, Jugantar (with notes)	1(December)	DM
Sandhya, Swadhinata(with notes)	1(January-2017)	DM
The Hindu, The Ananda Bazar Patrika (with notes)	1(January)	DM
Other newspapers, Vernacular Press Act(with notes)	1(January)	DM
Test on 20 marks	1(January)	DM
Mahatma Gandhi as a journalist	1(January)	DM
Tilak as journalist	1(January)	DM
Gokhale	1(January)	DM
Jawaharlal Nehru	1(February)	DM

Subhash Chandra Bose as journalist	1(February)	DM
NOTES ON THE TAUGHT CHAPTERS	1(February)	DM
Development of Indian News Agencies (with notes)	1 (February)	DM
History of Radio in India (with notes)	1(February)	DM
History of Television in India (with notes)	1(February)	DM
Discussion on the dealt topic	1(February)	DM
Test of 20 marks	1(February)	DM

Approximately 40 classes in 5months (excluding one month vacation on Durga Puja)

## **2<sup>nd</sup> Year ( Honours)**

**Session from Last Week of September to End March**

**Classes per week= 7**

**Class Schedule from September 21<sup>st</sup> to 17<sup>th</sup> October= 27 ( 3 weeks + 3 classes)**

**Paper III ( First half) – Mass Communication= 30 marks**

<b>Topic to Be Covered (Reporting)</b>	<b>No. of Classes</b>	<b>Teacher</b>
What is Mass Communication: Definition Nature and Scope	2	SM
Functions of Mass Communication	1	SM
History of Mass Communication	1	SM
Importance of Mass Communication	1	SM
Process of Mass Communication	1	SM
Types of Mass Communication: Interpersonal, intrapersonal, group and Mass Communication	2	SM
Significance of paralanguage and Non-verbal Communication	1	SM
Chart making on the different types of Mass Communication	1	SM
Notes on the said chapters	2	SM

Medium of Mass Communication ( Theory)	1	SM
Radio, TV, Film, Internet as a medium of mass Communication ( Practical )	1	SM
Cyber communication and Information Society	1	SM
Chart making on Cyber Communication ( Face book, Twitter , blogs etc)	1	SM
Notes on the chapters	1	SM
Media Society Theories ( Overview)	1	SM
Mass Society and Audience	1	SM
Determinants of Audience, types of Audience	1	SM
Folk Communication as a means of Communication	1	SM
Types of Folk Media	1	SM
Notes on the said chapters	1	SM
Normative Theory of the Press ( Theory)	1	SM
Normative Theory ( Chart Making)	1	SM
Notes	1	SM
Unit Test on the Above Chapters	1	SM
Discussion of Questions	1	SM

**Total=27 classes**

**Class Schedule from 21<sup>st</sup> November to 24<sup>th</sup> December 2017=28 classes+5=33 classes**

Topic to Be Covered (Reporting)	No. of Classes	Teacher
Barriers to Mass Communication: Concept of Physical and Semantic Noise	2	SM
Chart Making on Barriers	1	SM
Notes on the said chapters	1	SM
Feedback and types of Feedback	1	SM
Notes	1	SM
Chart Making	1	SM
Normative Theory of the Press ( Theory)	1	SM
Soviet and Libertarian Theory	1	SM
Liberal and Authoritarianism Theory	2	SM
Notes and Chart Making	1	SM
Effects of Mass Communication	1	SM

Catharsis and Cultivation Theory	1	SM
Socialization Theory	1	SM
Macluhans Medium is the Message Theory	1	SM
Notes	1	SM
<b>Models of Mass Communication</b>	1	SM
<b>Aristotle's Theory</b>	1	SM
Chart work on Models	1	SM
<b>Shannon Weaver Theory</b>	1	SM
Practical and Notes	1	SM
<b>Schramm's Theory of Mass Communication</b>	1	SM
Practical and Notes	1	SM
Unit Test on chapters taught	1	SM
<b>Gerbner's Model of Communication</b>	1	SM
Practical And Notes	1	SM
<b>Berlo's Model of Communication</b>	1	SM
Practical and Notes	1	SM
Chart Making on Models	1	SM
<b>Westley Macleans Model of Communication</b>	1	SM
Practical and Notes	1	SM
Discussion of Questions	1	SM

**Classes Schedule from 2<sup>nd</sup> January-31<sup>st</sup> January=28 classes**

<b>Topic to Be Covered (Reporting)</b>	<b>No. of Classes</b>	<b>Teacher</b>
<b>2 Step Flow Theory of Communication ( Theory )</b>	2	SM
2 step flow approach ( Practical )	1	SM
Notes	1	SM
Chart making on 2 step flow	1	SM
Discussion of questions	1	SM
<b>Newcomb's Model of Communication</b>	1	SM
Newcomb's Model ( practical )	1	SM
Notes and Chart making	1	SM
<b>Dance's Helical Model of Communication</b>	1	SM

Practical	1	SM
Notes and Discussion of Questions	1	SM
<b>Dominant Paradigm ( Theory)</b>	1	SM
Dominant Paradigm ( Practical )	1	SM
Notes	1	SM
Powerpoint Presentation of the different Models	1	SM
Powerpoint Presentation of the different Models	1	SM
Powerpoint Presentation of the different Models	1	SM
Powerpoint Presentation of the different Models	1	SM
<b>Development Communication ( Theory)</b>	1	SM
Development Communication ( Practical )	1	SM
Chart Making	1	SM
Notes on the said chapters	1	SM
Discussion of Questions	1	SM
<b>Debate on Communication Patterns</b>	1	SM

**Classes Schedule from 1<sup>st</sup> February to 28<sup>th</sup> February=20 classes**

<b>Topic to Be Covered (Reporting)</b>	<b>No. of Classes</b>	<b>Teacher</b>
<b>Frankfurt School of Thought ( Theory)</b>	1	SM
Frankfurt School ( Discussion of subject and various angles)	1	SM
Frankfurt school ( Practical )	1	SM
Notes	1	SM
Chicago School of Thought ( Theory)	1	SM
Chicago School of Thought ( Practical )	1	SM
Chicago School of Thought ( Practical )	1	SM
Chicago School of Thought ( Notes)	1	SM
<b>Chart making</b>	1	SM
<b>The Process of Communication and SMCR Model ( Theory)</b>	1	SM
The Process of Communication and SMCR Model ( Practical )	1	SM
The Process of Communication and SMCR Model( Discussion)	1	SM

The Process of Communication and SMCR Model( Notes)	1	SM
Diffusion of Innovations ( Theory)	1	SM
Diffusion of Innovations ( Practical )	1	SM
Diffusion of Innovations ( Discussion)	1	SM
Diffusion of Innovations ( Notes and Chart making)	1	SM
Agenda Setting Theory ( Theory)	1	SM
Agenda Setting Theory ( Practical)	1	SM
Agenda Setting Theory ( Discussion)	1	SM
Agenda Setting Theory ( Unit test on Taught chapters)	1	SM

**Classes Schedule from 1<sup>st</sup> march to 31<sup>st</sup> March=28**

Topic to Be Covered (Reporting)	No. of Classes	Teacher
Gatekeeping Model ( Theory)	1	SM
Gatekeeping Theory ( Practical )	1	SM
Gatekeeping Theory ( Debate on its uses)	1	SM
Gatekeeping Theory ( Notes)	1	SM
Gatekeeping Theory ( Chartmaking)	1	SM
Pluralism ( Theory)	1	SM
Pluralism ( practical )	1	SM
Pluralism ( Discussion of Criticism)	1	SM
Pluralism ( Notes)	1	SM
Pluralism ( Unit test on chapters taught)	1	SM
Power point Presentation on the power of the Mass Media	1	SM
Information Society ( Theory )	1	SM
Information Society ( Practical )	1	SM
Information Society	1	SM
Information Society	1	SM
Information Society	1	SM
Mass Communication System in India ( Theory )	1	SM
Mass Communication in India ( practical )	1	SM
Notes on the said chapter	1	SM

The Hub Model ( Theory )	1	SM
The Hub Model ( practical )	1	SM
Chart making on the Hub Model	1	SM
Powerpoint presentation	1	SM
Discussion of Question papers	1	SM
Discussion of question papers	1	SM
Unit Test	1	SM
Unit Test	1	SM
Unit Test	1	SM
Unit Test	1	SM

**Press Law – Paper 3 Second Half ( Honours)**

Topic to Be Covered (Reporting)	No. of Classes	PERIOD	TEACHER
Freedom of information	2	Mid week of september	TR
Right to information	2	Mid week of september	TR
Freedom of the Press with spcl reference to India	1	Last week of September	TR
First Press Commission	4	First and mid week of October	TR
Press Council	4	Mid week of October and Last week of November	TR
Second Press Commission	4	First and Second Week of December	TR
Defamation	3	Last week of Decembeer	TR
Unit Test	1	Mid week of December	TR
Contempt of Court	3	First week of january	TR
Working Journalists Act	2	Second Week of january	TR
Official Secrets Act	1	Third Week of january	TR
Copyright Act	1	Third week of January	TR
Press and registration of Books Act	1	Third week of January	TR
Sedition	1	Last week of January	TR
Obscenity Act	2	First week of February	TR

Yellow Journalism	2	First week of February	TR
Code of Ethics	3	Mid week of February	TR

After mid week of February, there will be classes on Project work, question discussion, interactive classes till March

**Time Period- 21<sup>ST</sup> August-14<sup>TH</sup> September 2017**

**MEDIA MANAGEMENT – Paper iii 2ND Half ( Honours)**

Topic to Be Covered (Media Management)	No. of Classes	Teacher
Overview of media management	1	DM
Definition of media management	1	DM
Different types of media management	4	DM
Ownership patterns of newspapers in India	4	DM
Mock test	2	DM
Problem discuss	4	DM
Important questions discuss (on taught paper)	2	DM

**TOTAL HONS CLASS=18**

**Time Period- 15<sup>th</sup> September to 17<sup>th</sup> October 2017**

Topic to Be Covered (Media Management)	No. of Classes	Teacher
Various departments of newspapers	3	DM
Dual economy of a newspaper	1	DM
Circulation & advertisement management of electronic Media	2	DM

**TOTAL HONS CLASS=6**



**Class Schedule from 20<sup>th</sup> November to 20<sup>th</sup> December 2017**

Topic to Be Covered (Media Management)	No. of Classes	Teacher
Corporatization & monopolization	2	DM
Changing nature of newspaper Management	2	DM
<b>MOCK TEST</b>	2	DM

**TOTAL HONS CLASS=6**

**Class Schedule from 2<sup>nd</sup> January 2017-31<sup>ST</sup> January 2017**

Topic to Be Covered (Media Management)	No. of Classes	Teacher
FDI in Media	2	DM
Public control	2	DM
Private control	2	DM
Autonomous model	2	DM
<b>MOCK TEST</b>	1	DM

**TOTAL HONS CLASS=9**

**Class Schedule from 1<sup>st</sup> February-29<sup>th</sup> February2017**

Topic to Be Covered (Media Management)	No. of Classes	Teacher
Prasar bharati	3	DM
PROBLEM DISCUSS	3	DM
IMPORTANT QUESTIONS DISCUSS	2	DM
<b>MOCK TEST</b>	2	DM

**TOTAL HONS CLASS=10**

**Class Schedule from 1<sup>st</sup> MARCH-31<sup>ST</sup> MARCH 2017**

Topic to Be Covered (Media Management)	No. of Classes	Teacher
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DTH	2	DM
TRP	2	DM
NRS	1	DM
ABC	2	DM
Satellite channel	2	DM
DEBATE	6	DM
IMPORTANT QUESTIONS DISCUSSION	2	DM
<b>MOCK TEST</b>	6	DM
PROBLEM DISCUSSION	1	DM

**TOTAL HONS CLASS=24**

## Academic Calendar 2017-18

### Third year ( Honours)

**Time Period- 15<sup>th</sup> september to 17<sup>th</sup> October 2017-10-14**

**VISUAL MEDIA– Paper 5 2ND Half ( Honours)**

<b>Topic to Be Covered (Visual Media)</b>	<b>No. of Classes</b>	<b>Teacher</b>
<b>Film as a medium of Mass communication</b>	1	DM
History of Indian motion pictures	2	DM
Visual literacy	1	DM
Language of film	2	DM
<b>Feature film</b>	1	DM
<b>Documentary film</b>	1	DM
Script	1	DM
<b>Basic visual media production</b>	2	DM
Camera works	2	DM
<b>Basic shots &amp; terminology</b>	2	DM

**Total classes allotted -15**

**Class Schedule from 20<sup>th</sup> November to 24<sup>th</sup> December 2017= 28 classes**

<b>Topic to Be Covered (Visual Media)</b>	<b>No. of Classes</b>	<b>Teacher</b>
Digital film making	1	DM
Sound effects & music	1	DM
Film censorship	1	DM
Cross cultural cinema	1	DM
Film & literature	1	DM
Film & culture	1	DM
New wave cinema	2	DM
Sergei Eisenstein	2	DM
Pudovkin	1	DM
D.W Griffith	1	DM
Robert Flaherty	1	DM
Vittorio De Sica	1	DM
Federico Fellini	1	DM

**Total classes allotted -15**

**Class Schedule from 2<sup>nd</sup> January 2018-31<sup>ST</sup> January 2018**

<b>Topic to Be Covered (Visual Media)</b>	<b>No. of Classes</b>	<b>Teacher</b>
John ford	1	DM
Orson wells	1	DM
Jean Luc Goddard	1	DM
Francois Truffaut	1	DM
Akira kurasawa	1	DM
Satyajit ray	2	DM
Mrinal sen	1	DM

Ritwik Ghatak	1	DM
Shyam benegal	1	DM
Aparna sen	1	DM
Mira nair	1	DM
Charles chaplin	1	DM
Recent trends in Indian cinema	1	DM

**Total Classes=14**

**Class Schedule from 1<sup>st</sup> February-14<sup>th</sup> February**

<b>Topic to Be Covered (Visual Media)</b>	<b>No. of Classes</b>	<b>Teacher</b>
Dubbing	1	DM
Direction	1	DM
Editing	1	DM
Location	1	DM
MOCK TEST	2	DM
DEBATE	1	DM

**TOTAL HONS CLASSES=7**

## Press Law – Paper 6 First Half ( Honours)

### Radio Journalism

Topic to Be Covered (Radio Journalism)	No. of Classes	PERIOD	Teacher
History of radio	1	First week of september	TR
History of Broadcasting	2	First week of september	TR
Radio News	2	First week of september	TR
Functions of the Radio News Room	2	Second week of september	TR
Radio News Editor	2	Second week of september	TR
Radio Producer	2	Third Week of September	TR
Radio Reporter	2	Third Week of September	TR
Radio talk	1	Third Week of September	TR
Language of RADIO	3	Last week of September	TR
Community Radio	2	Last week of September	TR
Educational radio	1	Last week of September	TR
Radio Jockey	1	First week of October	TR
Radio Interview	1	First week of October	TR
Techniques of radio Editing	1	Third week of november	TR
Application of Audio equipments and software	2	Last week of novembr	TR
Recent Developments in Radio Broadcast	2	First week of December	TR
Broadcasting Ethics	3	First and second week of December	TR
SFX- Sound Mixing System	2	Third week of December	TR
Preparation of Treatment of Complex form and content	1	First week of january	TR
National Programmes on AIR	3	First week of january	TR

**Time Period- 1<sup>st</sup> September to 30 th September**

**Total No. of Classes= 28**

**Advertising – Paper 7 ( Honours) First half**

<b>Topic to Be Covered (Advertising)</b>	<b>No. of Classes</b>	<b>Teacher</b>
What is Advertising ( Theory)	1	SM
Different types of Advertising- Nationl, international, local Retail eetc	1	SM
Continued.. Types of Advertising	1	SM
Classsified Advertisements	1	SM
Display Ads	1	SM
Chart making on the different types of Ads	1	SM
Notes on the taught chapters	1	SM
Types of Ad individually	1	SM
Ad Campaign ( Theory)	2	SM
Ad campaign How to go NBout it	1	SM
Case Studies on Powerful ad campaigns	1	SM
Powerpoint presentation of Successful ad campaigns	1	SM
How to launch an ad campaign	1	SM
Different types of campaigns	1	SM
Practical work on Writing ad campaigns	1	SM
Continued.. Practical on Writing Ad campaign	1	SM
Students PPT presentation of Ad campaign	1	SM
Notes on the taught chapter	1	SM
Advertising Media	1	SM
Different types of Ad media	1	SM
Balloons, Point of Purchase	1	SM
Banners, Hoardings	1	SM
Posters, Postcards	1	SM
Retail Advertising and Ad media	1	SM
Advertising in electronic media	1	SM
Transit Ads, Surrogate Advertising		

**Class Schedule FROM=1<sup>st</sup> October – 18<sup>th</sup> October**

### **Total No. of classes- 20 classes approx**

<b>Topic to Be Covered (Advertising)</b>	<b>No. of Classes</b>	<b>Teacher</b>
Advertising And Marketing	1	SM
Advertising and PR	1	SM
Ad vs. Propaganda	1	SM
Ad Appeals ( Theory)	1	SM
Ad Appeals ( Practical )	1	SM
Different types of Ad Appeals	1	SM
Maslows Hierarchy of needs	1	SM
Writing Ad Appeals	1	SM
Chart work on Ad Appeals	1	SM
PPT presentation and practice of Ad Appeals	1	SM
Notes on the taught chapter	1	SM
Ad and market Segmentation	1	SM
Ad and market Segmentation ( Theory)	1	SM
Ad and market Segmentation ( Practical )	1	SM
Practice work	1	SM
Practice work	1	SM
Practice work	1	SM

### **Time Period- 20<sup>th</sup> November to 24<sup>th</sup> December=36 classes**

<b>Topic to Be Covered (Reporting)</b>	<b>No. of Classes</b>	<b>Teacher</b>
Ad Agency ( Theory)	1	SM
Different types of Ad Agency	1	SM
Work of An Ad Agency	1	SM
Duties of and Ad Agency	1	SM
Client Agency relationship	1	SM
Notes on the taught chapter	1	SM
Ad Copy	1	SM
What is Ad Copy Details	1	SM
Qualities of a good ad copy	2	SM

Writing an ad copy ( Practicals)	1	SM
Writing an ad copy ( Practicals)	1	SM
Writing an ad copy ( Practicals)	1	SM
Writing an ad copy ( Practicals)	1	SM
<b>Ad Budgeting</b>	1	SM
Ad Budgeting	1	SM
Ad Budgeting	1	SM
Ad Budgeting	1	SM
<b>Ad Messages</b>	1	SM
Duties of an Ad Manager	1	SM
Duties of an Ad Manager	1	SM
Practice work	1	SM
Practice Work	1	SM
Practice work	1	SM
<b>Slogans</b>	1	SM
How to write slogans	1	SM
Writing Slogans with case studies	1	SM
Notes on the taught chapters	1	SM
<b>Ad Headlines</b>	1	SM
How to Write Ad headlines	1	SM
Functions of Headlines	1	SM
Practice work and chart making	1	SM
Practice work and Chart making	1	SM
Notes on the taught chapters	1	SM
Ad Body	1	SM
How to write a body copy	1	SM
Practice work	1	SM
Practice work	1	SM
Practice work	1	SM



**Time Period- September to 24<sup>th</sup> December=36 classes**

<b>Topic to Be Covered (Advertising)</b>	<b>No. of Classes</b>	<b>Teacher</b>
Indian Constitution	1	NB
Preamble, Fundamental Rights and Duties	1	NB
Power and Position of President	1	NB
Prime Minister	1	NB
Supreme Court	1	NB
Parliament	1	NB
Chief Minister	1	NB
Governor	1	NB
Election Commission	1	NB
Objectives of India's Five Year Plans	1	NB
Current Economic Policy	1	NB
Speaker	1	NB
Contemporary National Events and Issues	1	NB
Role of United Nations, UNESCO	1	NB
Imbalances in Information Flow	1	NB
McBride Commission	1	NB
NWICO	1	NB
NANAP	1	NB
Regional Groupings	1	NB
ASEAN	1	NB
SAARC	1	NB
European Union	1	NB
International News Agencies	1	NB
Foreign Policies of India and USA	1	NB
Unipolar World	1	NB
Sino-Indian Relations	1	NB
Indo-Pak Relations	1	NB

Indo-Sri Lanka Relations	1	NB
Indo-Bangladesh Relations	1	NB
Contemporary International Issues	1	NB

ACADEMIC CALENDER  
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION  
HONS & GEN  
ODD+EVEN  
SESSION – 2018-2019

Semester / Year	Syllabus Module / Unit	No of Lectures	Teachers	Distribution
1 <sup>st</sup> Semester (hons)	CC1 Unit 1 – Understanding News, Ingredients of News, News : Meaning, Definition, Nature, The News process: From the Event to the Reader (How News is Carried from Event to Reader), Hard News Vs Soft News, Basic components of a News story, Attribution, Embargo, Verification, Balance and Fairness, Brevity, Dateline, Credit line, Byline Unit 5 – Role of Media in a Democracy	10	TR	AUG-jan
	CC2 UNIT-1 : Early History of Print Journalism and Indian Press Media and Modernity : Print Revolution, Telegraph; History of the Press in India : Contributions of James Augustus Hickey, James Silk Buckingham, Serampore Baptist Missionary Press, Raja	10	TR	Sept - jan

Rammohan Roy, H.L.V. Derozio and Young Bengal Movement, Iswar Chandra Gupta.			
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<p><b>1<sup>st</sup> sem hons</b></p> <p>1<sup>st</sup> Sem (Hons)</p>	<p>CC1 :- UNIT-5 (Practical) : Rewriting and Summarizing a Given Piece of News with Headlines and Suitable Intro; Creating a Sample Page on Computer with Hard and Soft News; Writing Anchor Story; Writing Article; Assignment : Preparing a Presentation on Types and Categories of News.</p>	<p>20</p>	<p>SM</p>	<p>Aug-jan</p>
	<p>UNIT-4 : History of Visual Media Photography : The Early years of Photography – Camera Obscura, Séries Photographique, Revolver Photographique/Chronophotographic Gun, Magic Lantern, Zoopraxiscope, Fusil Photographique; Joseph-Nicephore Niepce and Louis-Jacques-Mande Daguerre, John Herschel, Eadweard</p>	<p>25</p>		

<p>Muybridge, Etienne-Jules Marey. Cinema : From Silent Era to the Talkies in India – Dada Saheb Phalke, 'Raja Harishchandra', Hiralal Sen, Baburao Painter, Maharashtra Film Company, M. Ardeshir Irani, 'Alam Ara', First Talkie Films – 'Jamai Shasthi' (Bengali), 'Bhakta Prahlād' (Telugu) and 'Kalidas' (Tamil); V. Santharam, Franz Osten, 'Achchhyut Kanya'; Damle &amp; Fatehlal, 'Sant Tukaram', Prabhat, Bombay Talkies and New Theatres. Television : Arrival of Television and the State's development Agenda; Commercialization of Programming (1980s); Satellite Television and DTH, Formation of Prasar Bharati.</p>		<p>SM</p>	<p>SEPT- JAN</p>
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Semester / Year	Syllabus Module / Unit	No of Lectures	Teachers	Distribution
1 <sup>st</sup> Semester JORACOR01T	Basic Knowledge of Computer for Print Journalism;	1	UB	
	Handling Page Making Software and Photo Editing Software;	2		
	Writing a News Report from Given Points;	2		
	Writing Headlines from News Stories;	1		
	Writing Intro;	1		
	Language of News.	1		
CC-2 Unit-2	Contribution of Harish Chandra Mukherjee,	2	UB	DEC- JAN
	Movement against Vernacular Press Act	2		
	Sisir Kumar Ghosh, Amrita Bazar Patrika	2		
	Sandhya, Jugantar,	1		
	Mahatma Gandhi	2		
	B. R. Ambedkar in Indian Journalism.	3		
	Contribution of Bal Gangadhar Tilak,	1		

1 <sup>st</sup> Semester JORGCOR01T Unit-4	Different Mediums	4	UB	DEC- JAN
	A Comparison of different Mediums	4		
	Language and Principles of Writing	5		
	Basic Differences between the print, electronic, online Journalism	8		
	Citizen Journalism	4		
	Online Journalism	4		
	Revision Classes	3		
		4		

1 <sup>ST</sup> Semester JORGCOR01T Unit 2 :	Different form of print – A historical perspective; Yellow journalism, Penny press, Tabloid press; Language of News; Robert Gunning: principles of clear writing ; Rudolf Flesch formula- skills to write news .	20	DM	SEPT- JAN
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1 <sup>ST</sup> Semester JORACOR01 T Unit 2 :	Different form of print – A historical perspective; Yellow journalism, Penny press, Tabloid press; Language of News; Robert Gunning: principles of clear writing ; Rudolf Flesch formula- skills to write news . JORACOR01T Unit 1	20	DM	SEPT- JAN
JORACOR02T	Mass Communication and Paradigm Direct Effects; Mass Theory; Propaganda, Limited Individual Difference Theory, Influence Theory.	20	DM	SEPT- JAN
<b>SEMESTER</b>	<b>SYLLABUS MODULE UNIT</b>	<b>NO. OF TEACHER LECTURE</b>	<b>DISTRIBUTION</b>	
2 <sup>nd</sup> Semester (H)	CC3 :Unit 3 - The Newspaper newsroom; Newsroom, Organizational setup of a newspaper, Editorial department; Introduction to editing: Principles of editing; Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news	26	SM	MARCH- JULY



	<p>pictures; Role of sub /copy-editor, News editor and Editor, chief of bureau, correspondents; Editorial page: structure, purpose, edits, middles, letters to the editor,</p> <p>special articles, light leader, pieces, op. Ed page.</p>			
2 <sup>nd</sup> Semester (H)	CC4-Unit 3 - Representation Media as Texts, Signs and Codes in Media Discourse Analysis Genres; Representation of nation, class, caste and gender issues in Media.	26	SM	MARCH- JULY
2 <sup>nd</sup> Semester (H)	CC3 :- Unit 4 - Trends in sectional news, Week - end pullouts, Supplements, Backgrounders, columns / columnists.	10	DM	MARCH- JULY
	CC4Unit 1 - Understanding Culture; Mass Culture, Popular Culture, Folk Culture; Media and Culture	10	DM	MARCH- JULY
2 <sup>nd</sup> Semester (H)	CC3 : Unit 2 – Interviewing / Types of news leads; Interviewing: doing the research, setting up the interview, conducting the interview. News Leads / intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification; Articles, features, types of features and human interest stories, leads for features, difference between articles and features.	12	UB	MARCH- JULY
2 <sup>nd</sup> Semester (H)	CC4 : Unit 2 - Critical Theories; Frankfurt School, Media as Cultural Industries, Political Economy, Ideology and Hegemony.	10	UB	MARCH- JULY

2 <sup>nd</sup> Semester (H)	CC3 : Unit 1 - Covering news; Reporter - role, functions and qualities; General assignment reporting/ working on a beat; news agency reporting. Covering Speeches, Meetings and Press Conferences; covering of beats - crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports.	15	TR	MARCH- JULY
	CC4 : Unit 4 – Audiences; Uses and Gratification Approach; Reception Studies; Active Audiences; Women as Audiences; Sub Cultures; Music and the popular Fandom.	10	TR	MARCH- JULY
<b>SEMESTER</b>	<b>SYLLABUS MODULE UNIT</b>	<b>NO. OF TEACHE LECTUR RE</b>	<b>DISTRIBUTION</b>	
2 <sup>ND</sup> SEM (GEN)	JORGCOR02T:Unit 3 – Lighting: The different types of lighting - Natural lighting and Artificial Lighting, The reflection of light, recommended equipment for outdoor lighting, Introduction to indoor lighting and photographing	12	SM	MARCH- JULY
	JORGCOR02T:Unit 1 - History of Photography: Definition and origin of Photography, The birth of Camera and its evolution, Modernization of Photography and its use in Mass Media, Invention of Digital Photography	12	TR	MARCH- JULY
	JORGCOR02T:Unit 2 - Equipments of Photography: Cameras, Lenses, Tripods, Monopods, Camera bags, Digital storage.  Unit 5 – Editing: Photo editing software: Microsoft Office Picture manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye	12	DM	MARCH- JULY

JORGCOR02T:Unit 4 - Types of Photography and Photo journalism: News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography. The basics of photojournalism and importance of context in photojournalism.	12	UB	MARCH- JULY
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**Academic Calendar 2<sup>nd</sup> Year ( Honours)**

**Session from Last Week of September to End March**

**Classes per week= 7**

**Class Schedule from September 21<sup>st</sup> to 17<sup>th</sup> October= 27 ( 3 weeks + 3 classes)**

**Paper III ( First half) – Mass Communication= 30 marks**

<b>Topic to Be Covered (Reporting)</b>	<b>No. of Classes</b>	<b>Teacher</b>
What is MasS Communication: Definition Nature and Scope	2	SM
Functions of Mass Communication	1	SM
History of Mass Communication	1	SM
Importance of Mass Communication	1	SM
Process of Mass Communication	1	SM
Types of Mass Communication: Interpersonal, intrapersonal, group and Mass Communication	2	SM
Significance of paralanguage and Non-verbal Communication	1	SM
Chart making on the different types of Mass Communication	1	SM
Notes on the said chapters	2	SM
Medium of Mass Communication ( Theory)	1	SM
Radio, TV, Film, Internet as a medium of mass Communication ( Practical )	1	SM
Cyber communication and Information Society	1	SM
Chart making on Cyber Communication ( Face book, Twitter , blogs etc)	1	SM
Notes on the chapters	1	SM
Media Society Theories ( Overview)	1	SM
Mass Society and Audience	1	SM
Determinants of Audience, types of Audience	1	SM
Folk Communication as a means of	1	SM

Communication		
Types of Folk Media	1	SM
Notes on the said chapters	1	SM
<b>Normative Theory of the Press ( Theory)</b>	1	SM
Normative Theory ( Chart Making)	1	SM
Notes	1	SM
Unit Test on the Above Chapters	1	SM
Discussion of Questions	1	SM

**Total=27 classes**

**Class Schedule from 21<sup>st</sup> November to 24<sup>th</sup> December 2017=28 classes+5=33 classes**

<b>Topic to Be Covered (Reporting)</b>	<b>No. of Classes</b>	<b>Teacher</b>
<b>Barriers to Mass Communication: Concept of Physical and Semantic Noise</b>	2	SM
Chart Making on Barriers	1	SM
Notes on the said chapters	1	SM
<b>Feedback and types of Feedback</b>	1	SM
Notes	1	SM
Chart Making	1	SM
<b>Normative Theory of the Press ( Theory)</b>	1	SM
Soviet and Libertarian Theory	1	SM
Liberal and Authoritarianism Theory	2	SM
Notes and Chart Making	1	SM
<b>Effects of Mass Communication</b>	1	SM
Catharsis and Cultivation Theory	1	SM
Socialization Theory	1	SM
Macluhans Medium is the Message Theory	1	SM
Notes	1	SM
<b>Models of Mass Communication</b>	1	SM
<b>Aristotle's Theory</b>	1	SM
Chart work on Models	1	SM
<b>Shannon Weaver Theory</b>	1	SM
Practical and Notes	1	SM
<b>Schramm's Theory of Mass Communication</b>	1	SM

Practical and Notes	1	SM
Unit Test on chapters taught	1	SM
<b>Gerbner's Model of Communication</b>	1	SM
Practical And Notes	1	SM
<b>Berlo's Model of Communication</b>	<b>1</b>	<b>SM</b>
Practical and Notes	1	SM
Chart Making on Models	1	SM
<b>Westley Macleans Model of Communication</b>	1	SM
Practical and Notes	1	SM
Discussion of Questions	1	SM

**Classes Schedule from 2<sup>nd</sup> January-31<sup>st</sup> January=28 classes**

<b>Topic to Be Covered (Reporting)</b>	<b>No. of Classes</b>	<b>Teacher</b>
<b>2 Step Flow Theory of Communication ( Theory )</b>	2	SM
2 step flow approach ( Practical )	1	SM
Notes	1	SM
Chart making on 2 step flow	1	SM
Discussion of questions	1	SM
<b>Newcomb's Model of Communication</b>	1	SM
Newcomb's Model ( practical )	1	SM
Notes and Chart making	1	SM
<b>Dance's Helical Model of Communication</b>	1	SM
Practical	1	SM
Notes and Discussion of Questions	1	SM
<b>Dominant Paradigm ( Theory )</b>	1	SM
Dominant Paradigm ( Practical )	1	SM
Notes	1	SM
Powerpoint Presentation of the different Models	1	SM
Powerpoint Presentation of the different Models	1	SM
Powerpoint Presentation of the different Models	1	SM
Powerpoint Presentation of the different Models	1	SM
<b>Development Communication ( Theory )</b>	1	SM
Development Communication ( Practical )	1	SM

Chart Making	1	SM
Notes on the said chapters	1	SM
Discussion of Questions	1	SM
<b>Debate on Communication Patterns</b>	1	SM

**Classes Schedule from 1<sup>st</sup> February to 28<sup>th</sup> February=20 classes**

<b>Topic to Be Covered (Reporting)</b>	<b>No. of Classes</b>	<b>Teacher</b>
<b>Frankfurt School of Thought ( Theory)</b>	1	SM
Frankfurt School ( Discussion of subject and various angles)	1	SM
Frankfurt school ( Practical )	1	SM
Notes	1	SM
Chicago School of Thought ( Theory)	1	SM
Chicago School of Thought ( Practical )	1	SM
Chicago School of Thought ( Practical )	1	SM
Chicago School of Thought ( Notes)	1	SM
<b>Chart making</b>	1	SM
<b>The Process of Communication and SMCR Model ( Theory)</b>	1	SM
The Process of Communication and SMCR Model ( Practical )	1	SM
The Process of Communication and SMCR Model( Discussion)	1	SM
The Process of Communication and SMCR Model( Notes)	1	SM
<b>Diffusion of Innovations ( Theory)</b>	1	SM
Diffusion of Innovations ( Practical )	1	SM
Diffusion of Innovations ( Discussion)	1	SM
Diffusion of Innovations ( Notes and Chart making)	1	SM
<b>Agenda Setting Theory ( Theory)</b>	1	SM
Agenda Setting Theory ( Practical)	1	SM
Agenda Setting Theory ( Discussion)	1	SM
Agenda Setting Theory ( Unit test on Taught chapters)	1	SM

**Classes Schedule from 1<sup>st</sup> march to 31<sup>st</sup> March=28**

<b>Topic to Be Covered (Reporting)</b>	<b>No. of Classes</b>	<b>Teacher</b>
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Gatekeeping Model ( Theory)	1	SM
Gatekeeping Theory ( Practical )	1	SM
Gatekeeping Theory ( Debate on its uses)	1	SM
Gatekeeping Theory ( Notes)	1	SM
Gatekeeping Theory ( Chartmaking)	1	SM
Pluralism ( Theory)	1	SM
Pluralism ( practical )	1	SM
Pluralism ( Discussion of Criticism)	1	SM
Pluralism ( Notes)	1	SM
Pluralism ( Unit test on chapters taught)	1	SM
Power point Presentation on the power of the Mass Media	1	SM
Information Society ( Theory )	1	SM
Information Society ( Practical )	1	SM
Information Society	1	SM
Information Society	1	SM
Information Society	1	SM
Mass Communication System in India ( Theory )	1	SM
Mass Communication in India ( practical )	1	SM
Notes on the said chapter	1	SM
The Hub Model ( Theory )	1	SM
The Hub Model ( practical )	1	SM
Chart making on the Hub Model	1	SM
Powerpoint presentation	1	SM
Discussion of Question papers	1	SM
Discussion of question papers	1	SM
Unit Test	1	SM
Unit Test	1	SM
Unit Test	1	SM
Unit Test	1	SM

**Academic Calendar**  
**Second Year ( Hons)**

**Teachers name- Tanaya Ray**

**Press Law – Paper 3 Second Half ( Honours)**

Topic to Be Covered (Reporting)	No. of Classes	Teacher
Freedom of information	2	Mid week of september
Right to information	2	Mid week of september
Freedom of the Press with spcl reference to India	1	Last week of September
First Press Commission	4	First and mid week of October
Press Council	4	Mid week of October and Last week of November
Second Press Commission	4	First and Second Week of December
Defamation	3	Last week of Decembeer
Unit Test	1	Mid week of December
Contempt of Court	3	First week of january
Working Journalists Act	2	Second Week of january
Official Secrets Act	1	Third Week of january
Copyright Act	1	Third week of January
Press and registration of Books Act	1	Third week of January
Sedition	1	Last week of January
Obscenity Act	2	First week of February
Yellow Journalism	2	First week of February
Code of Ethics	3	Mid week of February

**After mid week of February, there will be classes on Project work, question discussion, interactive classes till March**

**Academic Calendar**  
**Second year ( Honours)**

Start of Session- End of the august –End of the March  
PER WEEK 6 CLASSES. (3DAYS \* 2)

**Teachers Name- Debopama Misra**

**Time Period- 21<sup>ST</sup> August-14<sup>TH</sup> sepetember 2018**

**MEDIA MANAGEMENT – Paper iii 2ND Half ( Honours)**

Topic to Be Covered (Media Maagnement)	No. of Classes	Teacher
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Overview of media management	1	DM
Definition of media management	1	DM
Different types of media management	4	DM
Ownership patterns of newspapers in India	4	DM
Mock test	2	DM
Problem discuss	4	DM
Impotant questions discuss (on taught paper)	2	DM

**TOTAL HONS CLASS=18**

**Time Period- 15<sup>th</sup> september to 17<sup>th</sup> October 2018**

Topic to Be Covered (Media Management)	No. of Classes	Teacher
Various departments of newspapers	3	DM
Dual economy of a newspaper	1	DM
Circulation & advertisement management of electronic Media	2	DM

**TOTAL HONS CLASS=6**

**Class Schedule from 20<sup>th</sup> November to 20<sup>th</sup> December 2018**

Topic to Be Covered (Media Management)	No. of Classes	Teacher
Corporatization & monopolization	2	DM
Changing nature of newspaper Management	2	DM
MOCK TEST	2	DM

**TOTAL HONS CLASS=6**

**Class Schedule from 2<sup>nd</sup> January 2017-31<sup>ST</sup> January 2019**

Topic to Be Covered (Media Management)	No. of Classes	Teacher
FDI in Media	2	DM
Public control	2	DM
Private control	2	DM
Autonomous model	2	DM
MOCK TEST	1	DM

**TOTAL HONS CLASS=9**

**Class Schedule from 1<sup>st</sup> February-29<sup>th</sup> February2019**

Topic to Be Covered (Media Management)	No. of Classes	Teacher
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Prasar bharati	3	DM
PROBLEM DISCUSS	3	DM
IMPORTANT QUESTIONS DISCUSS	2	DM
<b>MOCK TEST</b>	2	DM

**TOTAL HONS CLASS=10**

**Class Schedule from 1<sup>st</sup> MARCH-31<sup>ST</sup> MARCH 2019**

Topic to Be Covered (Media Management)	No. of Classes	Teacher
DTH	2	DM
TRP	2	DM
NRS	1	DM
ABC	2	DM
Satellite channel	2	DM
DEBATE	6	DM
IMPORTANT QUESTIONS DISCUSSION	2	DM
<b>MOCK TEST</b>	6	DM
PROBLEM DISCUSSION	1	DM

**TOTAL HONS CLASS=24**

**Third year ( Honours)**

Start of Session- 15<sup>TH</sup> September- 14<sup>TH</sup> February (For only third Year Honours )

Start of Session- End of the august –End of the March

**Teachers name- Debopama Misra**

PER WEEK 6 CLASSES. (3DAYS \* 2)

**Time Period- 15<sup>th</sup> september to 17<sup>th</sup> October 2018**

**VISUAL MEDIA– Paper 5 2ND Half ( Honours)**

Topic to Be Covered (Visual Media)	No. of Classes	Teacher
<b>Film as a medium of Mass communication</b>	1	DM
History of Indian motion pictures	2	DM
Visual literacy	1	DM
Language of film	2	DM
<b>Feature film</b>	1	DM
<b>Documentary film</b>	1	DM
Script	1	DM
<b>Basic visual media production</b>	2	DM
Camera works	2	DM
<b>Basic shots &amp; terminology</b>	2	DM

**Total classes allotted -15**

**Class Schedule from 20<sup>th</sup> November to 24<sup>th</sup> December 2018= 28 classes**

<b>Topic to Be Covered (Visual Media)</b>	<b>No. of Classes</b>	<b>Teacher</b>
Digital film making	1	DM
Sound effects & music	1	DM
Film censorship	1	DM
Cross cultural cinema	1	DM
Film & literature	1	DM
Film & culture	1	DM
<b>New wave cinema</b>	2	DM
Sergei Eisenstein	2	DM
<b>Pudovkin</b>	1	DM
D.W Griffith	1	DM
Robert Flaherty	1	DM
Vittorio De Sica	1	DM
Federico Fellini	1	DM

**Total classes allotted -15**

**Class Schedule from 2<sup>nd</sup> January 2019-31<sup>ST</sup> January 2019**

<b>Topic to Be Covered (Visual Media)</b>	<b>No. of Classes</b>	<b>Teacher</b>
John ford	1	DM
Orson wells	1	DM
<b>Jean Luc Goddard</b>	1	DM
Francois Truffaut	1	DM
Akira kurasawa	1	DM
Satyajit ray	2	DM
Mrinal sen	1	DM
Ritiwik Ghatak	1	DM
Shyam benegal	1	DM
<b>Aparna sen</b>	1	DM
Mira nair	1	DM

Charles chaplin	1	DM
Recent trends in Indian cinema	1	DM

**Total Classes=14**

**Class Schedule from 1<sup>st</sup> February-14<sup>th</sup> February**

Topic to Be Covered (Visual Media)	No. of Classes	Teacher
Dubbing	1	DM
Direction	1	DM
Editing	1	DM
Location	1	DM
MOCK TEST	2	DM
<b>DEBATE</b>	1	DM

**TOTAL HONS CLASSES=7**

**Academic Calendar**  
**Third Year ( Hons)**

**Teachers name- Tanaya Ray**

**Press Law – Paper 6 First Half ( Honours)**

**Radio Journalism**

Topic to Be Covered (Radio Journalism)	No. of Classes	Teacher
<b>History of radio</b>	1	First week of september
History of Broadcasting	2	First week of september
Radio News	2	First week of september
Functions of the Radio News Room	2	Second week of september
<b>Radio News Editor</b>	2	Second week of september

Radio Producer	2	Third Week of September
Radio Reporter	2	Third Week of September
Radio talk	1	Third Week of September
Language of RADIO	3	Last week of September
Community Radio	2	Last week of September
Educational radio	1	Last week of September
Radio Jockey	1	First week of October
Radio Interview	1	First week of October
Techniques of radio Editing	1	Third week of november
Application of Audio equipments and software	2	Last week of novembr
Recent Developments in Radio Broadcast	2	First week of December
Broadcasting Ethics	3	First and second week of December
SFX- Sound Mixing System	2	Third week of December
Preparation of Treatment of Complex form and content	1	First week of january
National Programmes on AIR	3	First week ofjanuary

### **Academic Calendar** **Third year ( Honours)**

Start of Session- First week of September till end of February)

**Teachers name- Dr. Sujata Mukhopadhyay**

**Time Period- 1<sup>st</sup> September to 30 th September**

**Total No. of Classes= 28**

**Advertising – Paper 7 ( Honours) First half**

<b>Topic to Be Covered (Advertising)</b>	<b>No. of Classes</b>	<b>Teacher</b>
What is Advertising ( Theory)	1	SM
Different types of Advertising- Nationl, international, local Retail eetc	1	SM
Continued.. Types of Advertising	1	SM
Classsified Advertisements	1	SM
Display Ads	1	SM
Chart making on the different types of Ads	1	SM
Notes on the taught chapters	1	SM
Types of Ad individually	1	SM

<b>Ad Campaign ( Theory)</b>	2	SM
Ad campaign How to go U Bout it	1	SM
Case Studies on Powerful ad campaigns	1	SM
Powerpoint presentation of Successful ad campaigns	1	SM
How to launch an ad campaign	1	SM
Different types of campaigns	1	SM
Practical work on Writing ad campaigns	1	SM
Continued.. Practical on Writing Ad campaign	1	SM
Students PPT presentation of Ad campaign	1	SM
Notes on the taught chapter	1	SM
<b>Advertising Media</b>	1	SM
Different types of Ad media	1	SM
Balloons, Point of Purchase	1	SM
Banners, Hoardings	1	SM
Posters, Postcards	1	SM
Retail Advertising and Ad media	1	SM
Advertising in electronic media	1	SM
Transit Ads, Surrogate Advertising		

### **Class Schedule FROM=1<sup>st</sup> October – 18<sup>th</sup> October**

**Total No. of classes- 20 classes approx**

<b>Topic to Be Covered (Advertising)</b>	<b>No. of Classes</b>	<b>Teacher</b>
<b>Advertising And Marketing</b>	1	SM
Advertising and PR	1	SM
Ad vs. Propaganda	1	SM
<b>Ad Appeals ( Theory)</b>	1	SM
<b>Ad Appeals ( Practical )</b>	1	SM
<b>Different types of Ad Appeals</b>	1	SM
Maslows Hierarchy of needs	1	SM
Writing Ad Appeals	1	SM
Chart work on Ad Appeals	1	SM
PPT presentation and practice of Ad Appeals	1	SM
Notes on the taught chapter	1	SM

Ad and market Segmentation	1	SM
Ad and market Segmentation ( Theory)	1	SM
Ad and market Segmentation ( Practical )	1	SM
Practice work	1	SM
Practice work	1	SM
Practice work	1	SM

**Time Period- 20<sup>th</sup> November to 24<sup>th</sup> December=36 classes**

Topic to Be Covered (Reporting)	No. of Classes	Teacher
Ad Agency ( Theory)	1	SM
Different types of Ad Agency	1	SM
Work of An Ad Agency	1	SM
Duties of and Ad Agency	1	SM
Client Agency relationship	1	SM
Notes on the taught chapter	1	SM
Ad Copy	1	SM
What is Ad Copy Details	1	SM
Qualities of a good ad copy	2	SM
Writing an ad copy ( Practicals)	1	SM
Writing an ad copy ( Practicals)	1	SM
Writing an ad copy ( Practicals)	1	SM
Writing an ad copy ( Practicals)	1	SM
Ad Budgeting	1	SM
Ad Budgeting	1	SM
Ad Budgeting	1	SM
Ad Budgeting	1	SM
Ad Messages	1	SM
Duties of an Ad Manager	1	SM
Duties of an Ad Manager	1	SM
Practice work	1	SM
Practice Work	1	SM
Practice work	1	SM
Slogans	1	SM

How to write slogans	1	SM
Writing Slogans with case studies	1	SM
Notes on the taught chapters	1	SM
<b>Ad Headlines</b>	1	SM
How to Write Ad headlines	1	SM
Functions of Headlines	1	SM
Practice work and chart making	1	SM
Practice work and Chart making	1	SM
Notes on the taught chapters	1	SM
Ad Body	1	SM
How to write a body copy	1	SM
Practice work	1	SM
Practice work	1	SM
Practice work	1	SM

<b>Topic to Be Covered (Advertising)</b>	<b>No. of Classes</b>	<b>Teacher</b>
Indian Constitution	1	UB
Preamble, Fundamental Rights and Duties	1	UB
Power and Position of President	1	UB
Prime Minister	1	UB
Supreme Court	1	UB
Parliament	1	UB
Chief Minister	1	UB
Governor	1	UB
Election Commission	1	UB
Objectives of India's Five Year Plans	1	UB
Current Economic Policy	1	UB
Speaker	1	UB
Contemporary National Events and Issues	1	UB
Role of United Nations, UNESCO	1	UB
Imbalances in Information Flow	1	UB
McBride	1	UB



Commission		
NWICO	1	UB
NANAP	1	UB
Regional Groupings	1	UB
ASEAN	1	UB
SAARC	1	UB
European Union	1	UB
International News Agencies	1	UB
Foreign Policies of India and USA	1	UB
Unipolar World	1	UB
Sino-Indian Relations	1	UB
Indo-Pak Relations	1	UB
Indo-Sri Lanka Relations	1	UB
Indo-Bangladesh Relations	1	UB
Contemporary International Issues	1	UB

ACADEMIC CALENDER  
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION  
HONS & GEN  
SESSION – 2019-2020

ODD SEMESTER + EVEN SEMESTER

Semester / Year	Syllabus Module / Unit	No of Lectures	Teachers	Distribution
1st Semester (hons)	CC1 Unit 1 - Understanding News, Ingredients of News, News : Meaning, Definition, Nature, The News process: From the Event to the Reader (How News is Carried from Event to Reader), Hard News Vs Soft News, Basic components of a News story, Attribution, Embargo, Verification, Balance and Fairness, Brevity, Dateline, Credit line, Byline Unit 5 - Role of Media in a Democracy	10	TR	Dec to March
	CC2 Unit 4 - Cultural effects and the emergence of an alternative paradigm, Cultural effects, Agenda Setting, Spiral of Silence, cultivation Analysis, Critic of the Effects, Paradigm and Emergence of Alternative Paradigm	10	TR	Feb to March

Semester / Year	Syllabus Module / Unit	No of Lectures	Teachers	Distribution
1st Semester (Gen)	Understanding News, Ingredients of News, News : Meaning, Definition, Nature, The News process : From the Event to the Reader (How News is Carried from Event to Reader), Hard News Vs Soft News, Basic components of a News story, Attribution, Embargo, Verification, Balance and Fairness, Brevity, Dateline, Credit line, Byline	10	TR	Sep to March
3rd sem (hons)	CC5 Unit 3 - Writing and Editing Radio News, Elements of a Radio News Story, Gathering, Writing / Reporting, Elements of a Radio News Bulletins, Working in a Radio News Room, Introduction to Recording and Editing Sound (Editing News Based Capsule only)	20	TR	Sep to March

Semester / Year	Syllabus Module / Unit	No of Lectures	Teachers	Distribution
3rd sem (hons)	CC6 Unit 1 - History of Print Media, Media and Modernity, Print Revolution, Telegraph, Morse Code, Yellow Journalism, Evolution of Press in United States, Great Britain and France, History of the Press in India, Colonial Period, National Freedom Movement : Gandhi and Ambedkar as Journalist and Communicator	20	TR	August to Feb
	CC7 Unit 3 - Public Relation - Concepts and Practices, Introduction to Public Relation, Growth and Development of PR, Importance, Role and Function of PR, Principles and Tools of PR, Organising of PR, In-house Department Vs Consultancy, PR in Government and Private Sector, Government's Print Electronic Publicity Film and Related Media Organisation	20	TR	August to Feb
3rd sem (Gen)	GE 3 Unit 4 1950s -Cinema and the Nation (GuruDutt, Raj Kapoor, Meheboob) The Indian New Wave Globalisation and Indian cinema The multiplex era Film Culture	20	TR	August to Feb

Semester / Year	Syllabus Module / Unit	No of Lectures	Teachers	Distribution
1st Sem (Hons)	CC1 :- unit 5 : Role of newspaper in a Democracy- Responsibility to Society- press and democracy-contemporary debates on media ethics relating to media ethics in Journalism	20	SM	Sept to March
	CC2- Unit 2 : Communication and mass communication- forms of communication- levels of communication- Mass Communication Process-Normative theories of the Press	20	SM	Sept to March

Semester / Year	Syllabus Module / Unit	No of Lectures	Teachers	Distribution
3rd Sem (Hons)	CC5- unit 2 Basics of a visual-what is an image-Electronic image, television image, digital image-politics of an image- what is a visual-visual culture-characteristics of TV as a medium	20	SM	Aug to March
	CC6- Unit 4 : Visual media- early years of photography-Cinema from silent era to the talkies-cinema in later decades-coming of television and the state-commercialization of programming-transnational TV and the formation of Prasar Bharati.  CC7 UNIT 1 Introduction to Advertising: Meaning and history; Advertising: Importance and Functions; Advertising as a tool of communication, Role of Advertising in Marketing mix, PR ; Advertising Theories and Models - AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising, Types of advertising and New trends, Economic, cultural, Psychological and Social aspects of advertising; Ethical & Regulatory Aspects of Advertising - Apex Bodies in Advertising	60	SM	Aug to March

- AAAI, ASCI and their codes.			
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Semester / Year	Syllabus Module / Unit	No of Lectures	Teachers	Distribution
3rd Semester JORACOR05T CC-6, Unit-3	Broadcast News: Critical Issues and Debates; Public Service Broadcasters – AIR and DD News - Voice of India? (Analysis of News on National Broadcasters); Changing Character of Television News; 24 hrs news format, News Production cycle, News 'Lingo', News 'Formulae?'; News as an Event, Performance and Construction.	20	UB	Aug to March
3rd Semester JORACOR06T CC-6, Unit-3	Sound media: Emergence of radiotechnology	2	UB	Aug to March
	The coming of gramophone	3		
	Early history of radio in India	2		
	History of AIR	3		
	Evolution of AIR programming	4		
	Penetration of Radio in rural India	2		
	Case studies	3		
	Demand for Autonomy	1		
	FM: Radio Privatization	2		
	Music: Cassettes to the internet	3		
3rd Semester JORACOR07T CC-7, Unit-2	Advertising through Print, Electronic, Online	5	UB	Aug to March
	Types of Media for AD	3		
	Advertising Objective	1		
	Segmentation, Positioning and targeting	3		
	Media Selection, Selection, scheduling	2		
	Marketing strategy, Research and Branding	4		
	Advertising Department vs. Agency	2		
	Structure and function of AD agency	3		
	AD budget	1		
	Ad campaign planning	2		
	Creation and production	2		
	Global media	4		



World Wars	1
World War and media coverage post 1990	4
Rise of Al Jazeera	4
The Gulf Wars	4
CNN's satellite transmission	4
Embedded journalism	4
9/11 and implecation for the media	4

Semester / Year	Syllabus Module / Unit	No of Lectures	Teachers	Distribution
	Private Broadcasting Model in India	3	UB	Aug to March
	Private Broadcasting policy and laws	2		
	Private Broadcasting structure, functions	4		
	Working of a Broadcasting Channel	4		
	Public and Private partnership in TV and Radio Programming	5		
	India and Britain case study	4		
	Classification of Newspaper and Magazine	4		
	Current trends in Newspaper and Magazine with respect to content	6		
	Content photographs and Cartoons in Newspaper and Magazines	4		
	Application and ethics and law in digital imaging	8		
	Approaches to documenting reality	8		
	War Photo Journalism	6		
1st Semester JORGCOR01T Unit-4	Different Mediums	4	UB	Sept to March
	A Comparison of different Mediums	4		
	Language and Principles of Writing	5		
	Basic Differences between the print, electronic, online Journalism	8		
	Citizen Journalism	4		
	Online Journalism	4		
	Revision Classes	3		
3rd Semester JORGCOR03T Unit-2	Film formand style	4	UB	Aug to March
	German Expressionism	4		
	Film Noir	4		
	Italian Neo-Realism	6		
	French new-wave	6		
	Genre	3		
	Development of Classical Hollywood Cinema	6		
	Revision Classes	3		

Semester / Year	Syllabus Module / Unit	No of Lectures	Teachers	Distribution
	Modern Printing Processes	8		
	DTP	3		
	Software for Print	8		
	Picture editing	6		
	Caption Writing	6		
1ST Semester JORGCOR01T Unit 2 :	Different form of print – A historical perspective; Yellow journalism, Penny press, Tabloid press; Language of News; Robert Gunning: principles of clear writing ; Rudolf Flesch formula- skills to write news . JORGCOR03T Unit 1 <b>Unit 1 - Specialized Reporting: Business /economic, Parliamentary, Political.</b> <b>Unit 3Front page</b>	20	DM	Sept to March
3rd Semester JORGCOR03T Unit 1	Language of Cinema: Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity <b>Editing, Montage. Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element. Difference between story, plot, screenplay.</b>	30	DM	Sept to March
1ST Semester JORACOR01T Unit 2 :	Different form of print – A historical perspective; Yellow journalism, Penny press, Tabloid press; Language of News; Robert Gunning: principles of clear writing ; Rudolf Flesch formula- skills to write news . JORACOR01T Unit 1	30	DM	Sept to March
JORACOR02T	Mass Communication and Effects; Paradigm Direct Effects; Mass Society Theory; Propaganda, Limited Effects; Individual Difference Theory, Personal Influence Theory.	20	DM	Sept to March

<b>SEMESTER</b>	<b>SYLLABUS MODULE UNIT</b>	<b>NO. OF LECTURE</b>	<b>TEACHER</b>	<b>DISTRIBUTION</b>
2 <sup>nd</sup> Semester (H)	CC3 :Unit 3 - The Newspaper newsroom; Newsroom, Organizational setup of a newspaper, Editorial department; Introduction to editing: Principles of editing; Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures; Role of sub /copy-editor, News editor and Editor, chief of bureau, correspondents; Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader, Opinion pieces, op. Ed page.	26	SM	Feb- JULY
2 <sup>nd</sup> Semester (H)	CC4-Unit 3 - Representation Media as Texts, Signs and Codes in Media Discourse Analysis Genres;	26	SM	Feb- JULY

	Representation of nation, class, caste and gender issues in Media.			
2 <sup>nd</sup> Semester (H)	CC3 :- Unit 4 - Trends in sectional news, Week - end pullouts, Supplements, Backgrounders, columns / columnists.	10	DM	Feb- JULY
	CC4Unit 1 - Understanding Culture; Mass Culture, Popular Culture, Folk Culture; Media and Culture	10	DM	Feb- JULY
2 <sup>nd</sup> Semester (H)	CC3 : Unit 2 – Interviewing / Types of news leads; Interviewing: doing the research, setting up the interview, conducting the interview. News Leads / intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification; Articles, features, types of features and human	12	UB	Feb- JULY

	interest stories, leads for features, difference between articles and features.			
2 <sup>nd</sup> Semester (H)	CC4 : Unit 2 - Critical Theories; Frankfurt School, Media as Cultural Industries, Political Economy, Ideology and Hegemony.	10	UB	Feb- JULY
2 <sup>nd</sup> Semester (H)	CC3 : Unit 1 - Covering news; Reporter - role, functions and qualities; General assignment reporting/ working on a beat; news agency reporting. Covering Speeches, Meetings and Press Conferences; covering of beats - crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports.	15	TR	Feb- JULY
	CC4 : Unit 4 – Audiences; Uses and Gratification Approach; Reception Studies; Active Audiences; Women as Audiences; Sub Cultures; Music and the popular Fandom.	10	TR	Feb- JULY

<p>4<sup>th</sup> Semester (H)</p>	<p>CC8 : Unit 5 - Visual and Content Design; Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.</p>	<p>20</p>	<p>SM</p>	<p>Feb- JULY</p>
	<p>CC9-Unit 3 - Role of media in development; Mass Media as a tool for development; Creativity, 18 role and performance of each media - comparative study of pre and post liberalization eras; Role, performance record of each medium - print, radio, TV, video, traditional media; Role of development agencies and NGOs in development communication; Critical appraisal of dev. comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Cyber media and dev. – egovernance, e chaupal, national knowledge network,</p>	<p>26</p>	<p>SM</p>	<p>Feb- JULY</p>

	<p>ICT for dev.; narrow casting;          Development support communication in India in the areas of: agriculture, health &amp; family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI).</p>			
	<p>CC10: Unit 5 - Media and Social Responsibility: Economic Pressures; Media reportage of marginalized sections - children, dalits, tribals, Gender; Media coverage of violence and related laws - inflammatory writing (IPC 353), Seditious - incitement to violence, hate Speech. Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists</p>	28	SM	Feb- JULY



<p>4<sup>th</sup> Semester (H)</p>	<p>CC8 :Unit 2 - Understanding Virtual Cultures and Digital Journalism; Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media.</p>	<p>10</p>	<p>DM</p>	<p>Feb- JULY</p>
	<p>CC9- Unit 5 - Rural Journalism; Information needs in rural areas; Use of traditional media for development in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on rural problems and issues; Specific features of tribal society; Information needs in tribal setting; Critical appraisal of mainstream media's reportage on tribal problems and issues.</p>	<p>12</p>	<p>DM</p>	<p>Feb- JULY</p>

	CC10- Unit 4 - Media and Regulation: Regulatory bodies, Codes and Ethical Guidelines; Self Regulation; Media Content - Debates on morality and Accountability: Taste, Culture and Taboo; Censorship and media debates.	10	DM	Feb- JULY
	SEC : DOCUMENTARY PRODUCTION	5		Feb-JULY
4 <sup>th</sup> Semester (H)	CC8 : Unit 1 - Key Concepts and Theory; Defining new media, terminologies and their meanings – Digital media, new media, online media et al.; Information society and new media, Technological Determinism, Computer – mediated - Communication (CMC), Networked Society.	10	TR	Feb- JULY
	CC9: Unit 2 - Development communication: Concept and approaches; Paradigms of development: Dominant paradigm, dependency, alternative paradigm;	15	TR	Feb- JULY

	<p>Dev. comm. approaches – diffusion of innovation, empathy, magic multiplier; Alternative Dev. comm. approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development, Development support comm. – definition, genesis, area, woods triangle.</p>			
	<p>CC10 : Unit 1 - Ethical Framework And Media practice; Freedom of expression (Article 19(1)(a) and Article 19(1)(2); Freedom of expression and defamation - Libel and slander; Issues of privacy and Surveillance in Society; Right to Information; Idea of Fair Trial/Trial by Media; Intellectual Property Rights; Media ethics and cultural dependence.</p> <p>Unit 3 - Representation and</p>	25	TR	Feb- JULY

	<p>ethics:          Advertisement and Women          Pornography;          Related Laws and case studies -          Indecent representation of          Women (Prohibition) Act, 1986          20 and rules 1987,          Protection of Women against Sexual          Harassment Bill, 2007, Sec 67 of IT          Act 2000 and 292 IPC etc.</p>			
4 <sup>th</sup> Semester (H)	<p>CC8 : Unit 3 -          Digitization of Journalism;          Authorship and what it means in a          digital age, Piracy, Copyright, Copy          left and Open Source, Digital          archives, New Media and Ethics.</p>	10	UB	Feb- JULY
	<p>CC9 : Unit 4 -          Practicing development communication          Strategies for designing messages          for print, Community radio and dev.          Television programmes for rural          India (Krishi Darshan) Using new          media technologies for development.</p>	15	UB	Feb- JULY

	Development Journalism and rural reporting in India.			
	CC10 : Unit 2 - Media Technology and Ethical Parameters; Live reporting and ethics; Legality and Ethicality of Sting Operations, Phone Tapping etc. Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court); Discussion of Important cases - e.g. - Operation Westend. Some Related laws - Relevant sections of Broadcast Bill, NBA guidelines. Student Presentations (Internal Assessment): - Tehelka's Westend. - School Teacher Uma Khurana case	25	UB	Feb- JULY
3 <sup>RD</sup> YEAR (H)	PAPER 7 : Module: One Advertising: Definition, Historical Development; Social and Economic Benefits of Advertising; Types of Advertising: Consumer, Corporate, Industrial,	60	SM	Feb- JULY

Retail, National, Trade; Public or Government Advertising; Product Advertising; Target Audience; Brand Positioning; USP; Advertising strategies, appeals, market and its segmentation; Sales Promotion, Creative Strategy; Purchase proposition; Creative Execution; Ad-Copy Writing; Slogan; Headline; Ad Lay-out; Use of Software in Print Advertisement; Television Advertisement; Storyboard; Radio Advertisement. Module: Two Outdoor Advertising; Advertising Research; Advertising Agencies; Media Strategy; Planning of Ad-budget for Newspapers, Magazines, Radio, Television; Ad contents; Surrogate Advertisements; Advertising on Internet; Advertising and Ethics; Advertising and Law.

<p>PAPER 6 : Module: Three History of Television in India; Scope of Television Journalism; TV Newsroom; News Editor; Producer; TV Correspondents; Techniques of writing TV News; TV News Production; Anchoring; Use of Clippings; TV Interview; Basic Principles of Camera Work; Live Coverage through Satellite; Effects of Television on Society. Module: Four Outside Coverage; Television Documentaries; News Magazines and Talk Shows; Ethical Problems; Field Research; Interviewing; Pre- Production- Need of Balanced Presentation and Selection of Topics; Cable TV; Satellite Channels and its effects on Society; Television and Video Editing; Use of software; Soap Operas; Other Entertainment Programmes.</p>			
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	WITH DOCUMENTARY PROJECT FROM PAPER 8			
3 <sup>RD</sup> YEAR GEN	1) Communication: Definition, Scope and Functions (2) Mass Communication; Definition, Scope and Functions; Theories and models; (3) Mass Media: Definition; Different types; Functions; Recent trends; Impact of New Technologies; Film and Video;	40	SM	Feb- JULY
3 <sup>RD</sup> YEAR (H)	Paper 6 Radio (Half A), PAPER 7 - Public Relations 50 Marks Module: Three Public Relations: Definition and History; Internal and External Publics; PR Publicity, Propaganda and Opinion; PR as a Management Function; PR and Marketing; Image Management; PR Principles: Planning, Implementation, Research and Evaluation; PRO: Qualifications and Functions. Module: Four Tools of Public	55	TR	JULY- JANUARY



	<p>Relations; Media Relations; Press Release; Press Conference; House Journal; Corporate Film; Crisis Management; Community Relations; Corporate Public Relations; Employee Relations; PR in Public Sector; Financial PR; Shareholder Relations; DAVP, PR by Government Departments; PR Counseling; PR Agencies; Marketing Communications; PR for Hospitals, Charitable Institutions, NGOs; Use of Internet as a major PR Tool; PR Research; PR Ethics; Emerging Trends in PR</p>			
3 <sup>RD</sup> YEAR (G)	<p>PAPER 4- (3) Radio: Development of Radio broadcasting in India; Recent trends in Radio journalism; Radio and society; Elements of radio news; Differences in reporting and presentation between Radio and Television;</p>	35	TR	JULY- JANUARY

	(5) Interpretative and Investigative reporting; Importance and Scope; Basic qualities; planning and style; WITH PRACTICAL PROJECT			
3 <sup>RD</sup> YEAR (H)	PAPER- 5(B) Module: Three Film as a Medium of Mass Communication; History of Indian Motion Pictures; Visual Literacy; Language of Film; Feature Film; Documentary Film; Script; Basic Visual Media Production; Location; Camera Work; Basic Shots and Terminology; Direction; Editing; Dubbing; Digital Film Making; Sound Effects and Music; Film Censorship. Module: Four Cross Cultural Cinema; Film and literature; Film and culture; New Wave Cinema; Major Film Makers: D. W. Griffith, Robert Flaherty, John Ford, Orson Welles, Sergei Eisenstein, Pudovkin, Vittorio De	45	DM	JULY- JANUARY

	Sica, Federico Fellini, Charles Chaplin, Jean Luc Goddard, Franscois Truffaut, Akira Kurosawa, Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Tapan Sinha, Shyam Benegal, Aparna Sen, Mira Nair; Recent Trends in Indian Cinema.			
3 <sup>RD</sup> YEAR (G)	(4) Specialization in Reporting; Science, Political, Administration, Crime, Fashion, Financial and Agriculture journalism; Sports journalism; Coverage of environment; Human Interest; perspectives of mass media research. Module: Two (1) Press conference and interview; How to handle an important source of news; Need for preparation; How to conduct; Different types of interview;	35	DM	JULY- JANUARY
3 <sup>RD</sup> YEAR (H)	PAPER 5 (A) Module: One Indian Constitution: Preamble, Fundamental Rights and Duties; Power	40	UB	JULY- JANUARY

	<p>and Position of President, Prime Minister; Supreme Court; Parliament; Chief Minister; Governor; Election Commission; Objectives of India's Five Year Plans; Current Economic Policy; Speaker; Contemporary National Events and Issues. Module: Two Role of United Nations, UNESCO, Imbalances in Information Flow; McBride Commission; NWICO, NANAP; Regional Groupings; ASEAN, SAARC, European Union; International News Agencies; Foreign Policies of India and USA; Unipolar World; Sino-Indian Relations, Indo-Pak Relations; Indo-Sri Lanka Relations; IndoBangladesh Relations; Contemporary International Issues. WITH COMUTER PRATICAL PROJECT</p>			
<p>3<sup>RD</sup> YEAR (G)</p>	<p>(2) Women and mass media;</p>	<p>35</p>	<p>UB</p>	<p>JULY- JANUARY</p>

	Women's page; Women's magazine; Scope in India;			
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<b>SEMESTER</b>	<b>SYLLABUS MODULE UNIT</b>	<b>NO. OF LECTURE</b>	<b>TEACHER</b>	<b>DISTRIBUTION</b>
2 <sup>ND</sup> SEM (GEN)	JORGCOR02T:Unit 3 – Lighting: The different types of lighting - Natural lighting and Artificial Lighting, The reflection of light, recommended equipment for outdoor lighting, Introduction to indoor lighting and photographing	12	SM	MAY- JULY
	JORGCOR02T:Unit 1 - History of Photography: Definition and origin of Photography, The birth of Camera and its evolution, Modernization of Photography and its use in Mass Media, Invention of Digital Photography	12	TR	MAY- JULY
	JORGCOR02T:Unit 2 - Equipments of Photography: Cameras, Lenses, Tripods, Monopods, Camera bags, Digital storage.  Unit 5 – Editing: Photo editing	12	DM	MAY- JULY

	software: Microsoft Office Picture manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye			
	JORGCOR02T:Unit 4 - Types of Photography and Photo journalism: News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography. The basics of photojournalism and importance of context in photojournalism.	12	UB	MAY- JULY
4 <sup>TH</sup> SEM (GEN)	Course Code: JORGCOR04T : Unit 3 - Documentary Production: Production Documentary	15	SM	MAY- JULY

	<p>Sound;  Documentary  Cinematography –  a responsive filmic  encounter.  Location Research,  Technologies and  Techniques,  Shooting Schedule,  Shot Breakdown &amp;  Call list, Production  Team, Meetings,  Checklist, Crowd  Funding.</p>			
	<p>Course Code:  JORGCOR04T :  Unit 1 -  Understanding the  Documentary:  Introduction to the  debate on realism,  Six Modes of  Documentary  Representation:  Participatory,  Expository,  Observational,  Performative,  Reflexive, and  Poetic. Ethical  Debates in the  Documentary  Encounter,  Defining the  Subject / Social  Actor / Participant.  Voice in the  Documentary:  Problematic of  ‘Voice of God’  Narrator &amp; Different  Posturing of the</p>	15	TR	MAY- JULY



	Narration, Participant, Filmmaker & Audience Camcorder Cults Documentary.			
	<p>Course Code: JORGCOR04T :</p> <p>Unit 2 - Documentary Production: Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography. Writing a concept: telling a story. Writing a Treatment, Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching. Issues of Primary and Secondary Audience.</p>	10	DM	MAY- JULY
	<p>Unit 4 - Documentary Production: Post-Production. Grammar of editing, Transitions: Scenic Realism &amp; Sound Effects and Visual Effects,</p>	12	UB	MAY- JULY

	Aspect Ratio, Language, Duration and marketing of DVD and issues of piracy. Distribution and Exhibition Spaces (Traditional and Online). Festivals and International Market Box office documentaries.			
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ACADEMIC CALENDER  
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION  
HONS & GEN  
SESSION – 2020-2021

ODD SEMESTER

Se- mes- ter / Year	HONS/GE N	Syllabus Module / Unit	TOPIC	No of Lectures	Teachers	Distribution	PROJECT
1st Se- mester (hons)	HONS	CC1	Unit 1 - Understanding News, Ingredients of News, News : Meaning, Definition, Nature, The News process : From the Event to the Reader (How News is Carried from Event to Reader), Hard News Vs Soft News, Basic components of a News story, Attribution, Embargo, Verification, Balance and Fairness, Brevity, Dateline, Credit line, Byline Unit 5 - Role of Media in a Democracy	10	TR	Dec to March	YES
		CC2	Unit 4 - Cultural effects and the emergence of an alternative paradigm, Cultural effects, Agenda Setting, Spiral of Silence, cultivation Analysis, Critic of the Effects, Paradigm and Emergence of Alternative Para- digm	10	TR	Feb to March	

Se- mes- ter / Year	HONS/G EN	Syllabus Module / Unit	TOPIC	No of Lectures	Teachers	Distribution	PROJECT
1st Se- mester (Gen)	GEN	UNIT 1	Understanding News, Ingredients of News, News : Meaning, Definition, Nature, The News process : From the Event to the Reader (How News is Car- ried from Event to Reader), Hard News Vs Soft News, Basic components of a News story, Attribution, Embargo, Veri- fication, Balance and Fairness, Brevity, Dateline, Credit line, Byline	10	TR	Dec to March	
3 <sup>RD</sup> SEM	HONS	CC5	Unit 3 - Writing and Editing Radio News, Elements of a Radio News Story, Gathering, Writing / Reporting, Elements of a Radio News Bul- letins, Working in a Radio News Room, Introduction to Recording and Editing Sound (Editing News Based Capsule only)	20	TR	June to Au- gust	

Se- mes- ter / Year	HONS/ GEN	Syllabus Module / Unit	TOPIC	No of Lec- tures	Teachers	Distribution	PROJECT
3rd sem (hons)	HONS	CC6	Unit 1 - History of Print Media, Media and Modernity, Print Revolution, Telegraph, Morse Code, Yellow Journalism, Evolution of Press in United States, Great Britain and France, History of the Press in India, Colonial Period, National Freedom Movement : Gandhi and Ambedkar as Journalist and Communicator	20	TR	August to Feb	YES
	HONS	CC7	Unit 3- Public Relation- Concepts and Practices, Introduction to Public Relation, Growth and Development of PR, Importance, Role and Function of PR, Principles and Tools of PR, Organising of PR, In-house Department Vs Consultancy, PR in Government and Private Sector, Government's Print Electronic Publicity Film and Related Media Organisation	20	TR	Nov to March	
3rd sem (Gen)			GE 3 Unit 4 1950s -Cinema and the Nation (GuruDutt, Raj Kapoor, Meheboob) The Indian New Wave Globalisation and Indian cinema The multiplex era Film Culture	20	TR	June to March	

Semester / Year	HONS/GEN	Syllabus Module / Unit	TOPIC	No of Lectures	Teachers	Distribution	PROJECT
5th sem (Hon)	HONS	CC 11		20	TR	June to Nov	
			language local Global, local hybrid				
	HONS	CC 12					YES
			Unit 1 Public Service Broadcasting , Public Service Model in India, Global Overview of Public Service Broadcast- ing, Community Radio, Community Video, Participatory Communication, Campus Radio	20	TR	June to Nov	
				DSE 2 Unit 2: Trends in print journalism Investigative journalism Sting operations and related case studiesImpact of technology on newspapers and magazines Ethical debatesin print journalism: ownership and control	8	TR	Jan to Feb



Semester	HONS/ GEN	Syllabus Module / Unit	Topic	No of Lec- tures	Teachers	Distribu- tion	PROJECT
5 <sup>TH</sup> SEM	HONS	DSE 3	Unit 1 Technical history of photograph Unit 2 Types of photographic cameras and their structure Lenses Apereture Shutters Light meters	10	TR	Feb to March	
5th sem (Gen)	GEN	UNIT2	Trends in print journalism Investigative journalism  Sting operations and related case studies Impact of technology on  newspapers and magazines Ethical debates in print journalism: ownership and control	20	TR	June to March	
1st Sem (Hons)	HONS	CC1	unit 5 : Role of newspaper in a Democracy- Responsibility to Society- press and democra- cy-contemporary debates on media issues  relating to media ethics in Journalism	35	SM	De- cember to March	YES
	HONS	CC2	Unit 2 : Communication and mass communication- forms of communication- levels of communication- Mass Communication  Process-Normative theories of the Press	35	SM	De- cember to March	YES

Se- mes- ter	HONS/ GEN	Syllabus Module / Unit	TOPIC	No of Lectures	Teach- ers	Distribu- tion	PROJECT
3rd Se m	(Hons)	CC5	unit 2 Basics of a visual- what is an image- Electronic image, television image, digital image- politics of an im- age- what is a visual-visual cul- ture- character- istics of TV as a medium	30	SM	June to Marc h	YES
	HONS	CC6	Unit 4 : Visual media- early years of photog- raphy-Cinema from silent era to the talkies- cinema in later dec- ades-coming of televi- sion and the state- commercialization of programming- transnational TV and the formation of Prasar Bharati.	30	SM	June to Marc h	YES
5th se m	(hons)	Core 11	Unit 2 Media and super power rivalry: Media during the Cold War, Vietnam War, disintegration of USSR;Radio free Eu- rope, Radio Liberty, Voice of America  Communication de- bates, NWICO, Mc Bride Commision and UNESCO Unequal development and Third World concerns:North -South , Rich-Poor	30	SM	June to Marc h	YES

Semester	HONS/ GEN	Syllabus Module / Unit	TOPIC	No of Lectures	Teachers	Distribution	PROJECT
5th sem (hons)	HONS	Core 12	Unit 3 Why am I the "Idiot Box"?- Debates ,Issues and Concerns of Television Genre Vari- ous evolving contempo- rary TV gen- res:drama, soap opera , comedy, reality TV, children TV , anima- tion,prime time and day time	30	SM	June to Marc h	YES
	HONS	DSE 2	Unit 3  Production of Newspaper Principles of layout and design: layout and format, typography, copy prepa- ration design pro- cess Handling text matter Page make up	30	SM	Jan to March	YES
			DSE 3 Unit 3 The Nature of Light-Direct Light,Hard Light,soft light,directional light Brightness, con- trast ,Mid Tones,Highlights,S hadow and Sil- houettes Lighting equip- ments ThreePoint Light- ing Techniques and Metering for Light Filter and Use of a Flash Unit Unit 1 A brief History of	30	SM	Jan to March	YES

		Photography Camera Obscura to the dagurreotype pro- cess				
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Semester			Syllabus Module / Unit	No of Lectures	Teachers	Di stri bu tion	PROJECT
			Introduction	1	UB		
			Different Media---A Comparison	2			
			Language and Principles of Writing	2			
			Basic Differences between print, electronic and online Journalism	1			
			Online Journalism	1			
			Citizen Journalism	1			
1st Semester JORA-COR01T CC-2  Unit-5			Four Models of Communication	2	UB	De- cem- ber to Mar- ch	
			Transmission Model	2			
			Ritual or Expressive	2			
			Publicity Model	1			
			Reception Model	1			
			Broadcast News	1	UB	June	
			Critical Issues and debates	2			
			Public Service Broad-	2			

3rd Semester  JORA-COR03T, CC-5  Unit-5		casters		to March
		AIR and DD News	3	
		Voice of India	3	
		Changing Character of TV News	4	
		24hrs News format	2	
		News Production Cycle	2	
		NewsLingo and News Formulae	2	
		News as an event	2	
	Performance and Construction	4		

Semester / Year	Syllabus Module / Unit	No of Lectures	Teachers	Distribution
3rd Semester JORACOR03T CC-6, Unit-3	Sound media: Emergence of radiotechnology	2	UB	June to March
	The coming of gramophone	3		
	Early history of radio in India	2		
	History of AIR	3		
	Evolution of AIR programming	4		
	Penetration of Radio in rural India	2		
	Case studies	3		
	Demand for Autonomy	1		
	FM: Radio Privatization	2		
	Music: Cassettes to the internet	3		
3rd Semester JORACOR03T CC-7, Unit-2	Advertising through Print, Electronic, Online	5	UB	June to March
	Types of Media for AD	3		
	Advertising Objective	1		
	Segmentation, Positioning and targeting	3		
	Media Selection, Selection, scheduling	2		
	Marketing strategy, Research and Branding	4		
	Advertising Department vs. Agency	2		
	Structure and function of AD agency	3		
	AD budget	1		
	Ad campaign planning	2		
	Creation and production	2		
5th Semester CC-11 Unit-2	Global conflict	6	UB	June to March
	Global media	4		
	World Wars	1		
	World War and media coverage post 1990	4		
	Rise of Al Jazeera	4		
	The Gulf Wars	4		
	CNN's satellite transmission	4		
	Embedded journalism	4		
9/11 and implication for the media	4			

Semester / Year	Syllabus Module / Unit	No of Lectures	Teachers	Distribution
5th Semester CC-12 Unit-2	Private Broadcasting	2	UB	June to March
	Private Broadcasting Model in India	3		
	Private Broadcasting policy and laws	2		
	Private Broadcasting structure, functions	4		
	Working of a Broadcasting Channel	4		
	Public and Private partnership in TV and Radio Programming	5		
	India and Britain case study	4		
5th Semester DSC-2 Unit-5	Advanced Newspaper and Magazine editing	5	UB	June to March
	Classification of Newspaper and Magazine	4		
	Current trends in Newspaper and Magazine with respect to content	6		
	Content photographs and Cartoons in Newspaper and Magazines	4		
5th Semester DSC-3 Unit-5	Photo Journalism: Brief history- Global and Indian	8	UB	June to March
	Application and ethics and law in digital imaging	8		
	Approaches to documenting reality	8		
	War Photo Journalism	6		
1st Semester JORGCOR01T Unit-4	Different Mediums	4	UB	December to March
	A Comparison of different Mediums	4		
	Language and Principles of Writing	5		
	Basic Differences between the print, electronic, online Journalism	8		
	Citizen Journalism	4		
	Online Journalism	4		
	Revision Classes	3		
3rd Semester JORGCOR03T Unit-2	Film formand style	4	UB	June to March
	German Expressionism	4		
	Film Noir	4		
	Italian Neo-Realism	6		
	French new-wave	6		
	Genre	3		
	Development of Classical Hollywood Cinema	6		
	Rivision Classes	3		



Semester / Year	Syllabus Module / Unit	No of Lectures	Teachers	Distribution
5th Semester JORGCOR03T Unit-4	Technology and Print	6	UB	June to March
	Modern Printing Processes	8		
	DTP	3		
	Software for Print	8		
	Picture editing	6		
	Caption Writing	6		
1ST Semester JORGCOR01T Unit 2 :	Different form of print – A historical perspective; Yellow journalism, Penny press, Tabloid press; Language of News; Robert Gunning: principles of clear writing ; Rudolf Flesch formula- skills to write news . JORGCOR03T Unit 1 <b>Unit 1 - Specialized Reporting: Business /economic, Parliamentary, Political.</b> <b>Unit 3Front page</b>	20	DM	December to March
3rd Semester JORGCOR03T Unit 1	Language of Cinema: Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity <b>Editing, Montage. Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element. Difference between story, plot, screenplay.</b>	30	DM	June to March
5th Semester JORGDSE02T	Specialized Reporting: Business /economic, Parliamentary, Political. Unit 3Front page	30	DM	June to March
5 <sup>TH</sup> SEM (H) JORA-COR11T	Unit 1 - Media and international communication: The advent of popular media - a brief overview. Propaganda in the inter - war years: Nazi Propaganda, Radio and 21 international communication. UNIT 5 : GLOBALISATION BARRIER	30	DM	June to March

JORACOR 12T	Unit 4 - Advanced Broadcast Production I - (Radio); Writing and Producing for Radio; Public Service Advertisements, Jingles, Radio Magazine shows.	20	DM	June to March
JORADSE02T	Specialized Reporting: Business /economic, Parliamentary, Political. Unit 3Front page	20	DM	June to March
JORADSE03T	Unit 4 - Digital Photography and Editing: Sensor Sizes, Formats and Storage; Introduction to Editing and Digital Manipulation; Brightness, Contrast, Mid tones, Highlights, Colour tones; Basics of Photoshop; Photo editing software: (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud).  UNIT 1- A brief glimpse into the Dark Room,	30	DM	June to March

## ACADEMIC CALENDER

**(JOURNALISM & MASS COMMUNICATION: Hons  
and General )**

**Year -2020-2021**

**EVEN SEMESTER**

<b>SEMESTER</b>	<b>SYLLABUS MOD- ULE UNIT</b>	<b>NO. OF LECTURE</b>	<b>TEACHER</b>	<b>DISTRIBUTION</b>
2 <sup>nd</sup> Semester (H)	CC3 :Unit 3 - The Newspaper news- room; Newsroom, Or- ganizational setup of a newspaper, Editorial department; Introduc- tion to editing: Princi- ples of editing; Head- lines; importance, functions of headlines, typography and style, language, types of headline, style sheet, im- portance of pictures, selection of news pictures; Role of sub /copy-editor, News editor and Edi- tor, chief of bureau, correspond- ents; Editorial page: structure, purpose, edits, middles, letters to the editor,	26	SM	MAY- JULY

	special articles, light leader, Opinion pieces, op. Ed page.			
2 <sup>nd</sup> Semester (H)	CC4-Unit 3 - Representation Media as Texts, Signs and Codes in Media Discourse Analysis Genres; Representation of nation, class, caste and gender issues in Media.	26	SM	MAY- JULY
2 <sup>nd</sup> Semester (H)	CC3 :- Unit 4 - Trends in sectional news, Week - end pullouts, Supplements, Backgrounders, columns / columnists.	10	DM	MAY- JULY
	CC4Unit 1 - Understanding Culture; Mass Culture, Popular Culture, Folk Culture; Media and Culture	10	DM	MAY- JULY
2 <sup>nd</sup> Semester (H)	CC3 : Unit 2 – Interviewing / Types of news leads; Interviewing: doing the research, setting up the interview, conducting the interview. News Leads / intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verifi-	12	UB	MAY- JULY

	<p>cation; Articles, features, types of features and human interest stories, leads for features, difference between articles and features.</p>			
2 <sup>nd</sup> Semester (H)	<p>CC4 : Unit 2 - Critical Theories; Frankfurt School, Media as Cultural Industries, Political Economy, Ideology and Hegemony.</p>	10	UB	MAY- JULY
2 <sup>nd</sup> Semester (H)	<p>CC3 : Unit 1 - Covering news; Reporter - role, functions and qualities; General assignment reporting/ working on a beat; news agency reporting. Covering Speeches, Meetings and Press Conferences; covering of beats - crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports.</p>	15	TR	MAY- JULY
	<p>CC4 : Unit 4 – Audiences; Uses and Gratification Approach; Reception Studies; Active Audiences; Women as Audiences; Sub Cultures; Music and the popular Fandom.</p>	10	TR	MAY- JULY
4 <sup>th</sup> Semester (H)	<p>CC8 : Unit 5 - Visual and Content Design;</p>	20	SM	

	Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.			MAY- JULY
	CC9-Unit 3 - Role of media in development; Mass Media as a tool for development; Creativity, 18 role and performance of each media - comparative study of pre and post liberalization eras; Role, performance record of each medium - print, radio, TV, video, traditional media; Role of development agencies and NGOs in development communication; Critical appraisal of dev. comm. programmes and govt. schemes: SITE, KrishiDarshan, Kheda, Jhabua, MNREGA; Cyber media and dev. – e-governance, e chaupal, national knowledge network, ICT for dev.; narrow casting; Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment,	26	SM	MAY- JULY

	literacy, consumer awareness, Right to Information (RTI).			
	CC10: Unit 5 - Media and Social Responsibility: Economic Pressures; Media reportage of marginalized sections - children, dalits, tribals, Gender; Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition - incitement to violence, hate Speech. Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists	28	SM	MAY- JULY
4 <sup>th</sup> Semester (H)	CC8 :Unit 2 - Understanding Virtual Cultures and Digital Journalism; Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media.	10	DM	MAY- JULY
	CC9- Unit 5 - Rural Journalism; Information needs in rural areas; Use of traditional media for de-	12	DM	MAY- JULY

	velopment in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on rural problems and issues; Specific features of tribal society; Information needs in tribal setting; Critical appraisal of mainstream media's reportage on tribal problems and issues.			
	CC10- Unit 4 - Media and Regulation: Regulatory bodies, Codes and Ethical Guidelines; Self Regulation; Media Content - Debates on morality and Accountability: Taste, Culture and Taboo; Censorship and media debates.	10	DM	MAY- JULY
	SEC : DOCUMENTARY PRODUCTION	5		MAY-JULY
4 <sup>th</sup> Semester (H)	CC8 : Unit 1 - Key Concepts and Theory; Defining new media, terminologies and their meanings – Digital media, new media, online media et al.; Information society and new media, Technological Determinism, Computer – mediated - Communication (CMC), Networked Society.	10	TR	MAY- JULY
	CC9: Unit 2 - Devel-	15	TR	MAY- JULY



	<p>opment communication: Concept and approaches; Paradigms of development: Dominant paradigm, dependency, alternative paradigm; Dev. comm. approaches – diffusion of innovation, empathy, magic multiplier; Alternative Dev. comm. approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development, Development support comm. – definition, genesis, area, woods triangle.</p>			
	<p>CC10 : Unit 1 - Ethical Framework And Media practice; Freedom of expression (Article 19(1)(a) and Article 19(1)(2); Freedom of expression and defamation - Libel and slander; Issues of privacy and Surveillance in Society; Right to Information; Idea of Fair Trial/Trial by Media; Intellectual Property Rights; Media ethics and cultural dependence.</p> <p>Unit 3 - Representation and ethics: Advertisement and Women Pornography; Related</p>	25	TR	MAY- JULY

	Laws and case studies - Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc.			
4 <sup>th</sup> Semester (H)	CC8 : Unit 3 - Digitization of Journalism; Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open Source, Digital archives, New Media and Ethics.	10	UB	MAY- JULY
	CC9 : Unit 4 - Practicing development communication Strategies for designing messages for print, Community radio and dev. Television programmes for rural India (KrishiDarshan) Using new media technologies for development. Development Journalism and rural reporting in India.	15	UB	MAY- JULY
	CC10 : Unit 2 - Media Technology and Ethical Parameters; Live reporting and ethics; Legality and Ethicality of Sting Operations, Phone Tapping etc. Ethical issues in Social media (IT Act	25	UB	MAY- JULY

	<p>2000, Sec 66 A and the verdict of The supreme court); Discussion of Important cases - e.g. - Operation Westend. Some Related laws - Relevant sections of Broadcast Bill, NBA guidelines. Student Presentations (Internal Assessment): - Tehelka's Westend. - School Teacher Uma Khurana case</p>			
6 <sup>TH</sup> SEMESTER (H)	<p>CC13 : Unit 2 - Sociology of the Internet and New Media: Social Construction of Technology, Utopian - Dystopian Interface, Digital inequalities – Digital Divide and Access, Economy of New Media - Intellectual value; digital media ethics, new media and popular culture.</p>	20	SM	MAY- JULY
	<p>CC14 : Unit 2 – Methods of Media Research: Qualitative-Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research. Unit 3 – Sampling: Need for Sampling, Sampling Methods, Representativeness of</p>	28	SM	MAY- JULY

	the Samples, Sampling Error, Tools of data collection: Primary and Secondary data - Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.			
	DSE04T : Unit 2 – Gender: Conceptual Frameworks in Gender studies; Feminist Theory; History of Media and Gender debates in India (Case studies); Media and Gender - Theoretical concerns. Media and Masculinity.	24	SM	MAY- JULY
	DSE 06T : Unit 3 - Alternative Visions: Third Cinema and Non Fiction Cinema; Introduction to Feminist Film Theory; Auteur - Film Authorship with a special focus on Ray or Kurusawa.	13	SM	MAY- JULY
6 <sup>TH</sup> SEMESTER (H)	CC13 : Unit 1 - Basics of New Media: Frameworks – Genres and Environments, Understanding New Media Ecologies, Trans - medial Storytelling, Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, Gaming and Player Culture, Virality and Memes, et al.; guerril-	10	TR	MAY- JULY

	la media; curating media, festival, media spaces.			
	CC14 : Unit 1 – Introduction to Research: Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature).	10	TR	MAY- JULY
	DSE04T : Unit 1 - Media and the social world: Media impact on individual and society; Democratic Polity and mass media; Media and Cultural Change; Rural - Urban Divide in India: Grass - roots media.	8	TR	MAY- JULY
	DSE06T : Unit 4 - Hindi Cinema: Early Cinema and the Studio Era; 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave; Globalization and Indian Cinema Film Culture.	10	TR	MAY- JULY
6 <sup>TH</sup> SEMESTER (H)	CC13 : Unit 4 - Participatory culture: Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender	8	DM	MAY- JULY

	and new media - 24 digital media and identities, new media campaigns.			
	CC14 : Unit 5 - Ethnographies and other Methods: Readership and Audience Surveys; Ethnographies, textual analysis, discourse analysis, Ethical perspectives of mass media research.	8	DM	MAY- JULY
	DSE04T : Unit 4 - Media and Human Rights: Human Rights - Theoretical perspectives, Critique; Universal Declaration of Human Rights; Human Rights and Media (Case Studies). Student Presentations (Internal Assessment): a) Representation of Human Rights issues and violations in International and National media. UNIT 3 : a) Watch an Indian TV Soap Opera / reality show for a week and for representation of Family.	8	DM	MAY- JULY
	DSE06T : Unit 1 - Language of Cinema: Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage; Language of Cinema	8	DM	MAY- JULY

	II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element; Genre and the development of Classical Hollywood Cinema.			
6 <sup>TH</sup> SEMESTER (H)	CC13 : Unit 3 - Critical New Media: Who controls New Media, Questions surrounding net neutrality and related issues, Surveillance and the state, Cyber security and issues of privacy, the Internet and public sphere - politics and public sphere in the digital age.	10	UB	MAY- JULY
	CC14 : Unit 4 - Methods of analysis and report writing; Data Analysis Techniques; Coding and Tabulation, Non - Statistical Methods (Descriptive and Historical); Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography, Writing the research report.	10	UB	MAY- JULY
	DSE04T : Unit 3 - Media: Power and Contestation; Public Sphere and its critique—Public sphere	8	UB	MAY- JULY

	of the disempowered? Media and Social Difference: class, gender, race etc. Genres – Romance, Television, Soap Opera, Sports etc.			
	DSE06T : Unit 2 - Film Form and Style: German Expressionism and Film Noir Italian Neo-realism; French New-Wave.	10	UB	MAY- JULY

<b>SEMESTER</b>	<b>SYLLABUS MODULE UNIT</b>	<b>NO. OF LECTURE</b>	<b>TEACHER</b>	<b>DISTRIBUTION</b>
2 <sup>ND</sup> SEM (GEN)	JORGCOR02T:Unit 3 – Lighting: The different types of lighting - Natural lighting and Artificial Lighting, The reflection of light, recommended equipment for outdoor lighting, Introduction to indoor lighting and photography	12	SM	MAY- JULY
	JORGCOR02T:Unit 1 - History of Photography: Definition and origin of Photography, The birth of Camera and its evolution, Modernization of Photography and its use in Mass Media, Inven-	12	TR	MAY- JULY



	tion of Digital Photography			
	<p>JORGCOR02T:Unit 2 - Equipments of Photography: Cameras, Lenses, Tripods, Monopods, Camera bags, Digital storage.</p> <p>Unit 5 – Editing: Photo editing software: Microsoft Office Picture manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye</p>	12	DM	MAY- JULY
	JORGCOR02T:Unit 4 - Types of Photography and Photo journalism: News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography. The basics of photojournalism and importance of context in photojournalism.	12	UB	MAY- JULY
4 <sup>TH</sup> SEM	Course Code:	15	SM	MAY- JULY

(GEN)	<p>JORGCOR04T :  Unit 3 - Document-  ary Production:  Production Docu-  mentary Sound;  Documentary Cin-  ematography – a  responsive filmic  encounter. Loca-  tion Research,  Technologies and  Techniques, Shoot-  ing Schedule, Shot  Breakdown &amp; Call  list, Production  Team, Meetings,  Checklist, Crowd  Funding.</p>			
	<p>Course Code:  JORGCOR04T :  Unit 1 - Under-  standing the Docu-  mentary: Introduc-  tion to the debate  on realism, Six  Modes of Docu-  mentary Represen-  tation: Participa-  tory, Expository,  Observational, Per-  formative, Reflex-  ive, and Poetic.  Ethical Debates in  the Documentary  Encounter, Defini-  ng the Subject /  Social Actor / Par-  ticipant. Voice in  the Documentary:  Problematic of  ‘Voice of God’ Nar-  rator &amp; Different  Posturing of the</p>	15	TR	MAY- JULY

	Narration, Participant, Filmmaker & Audience Camcorder Cults Documentary.			
	<p>Course Code: JORGCOR04T :</p> <p>Unit 2 - Documentary Production: Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography. Writing a concept: telling a story. Writing a Treatment, Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching. Issues of Primary and Secondary Audience.</p>	10	DM	MAY- JULY
	<p>Unit 4 - Documentary Production: Post-Production. Grammar of editing, Transitions: Scenic Realism &amp; Sound Effects and Visual Effects, Aspect Ratio, Language, Duration and marketing of DVD and issues of piracy. Distribution and Exhibition Spaces (Traditional</p>	12	UB	MAY- JULY

	and Online). Festivals and International Market Box office documentaries.			
6 <sup>TH</sup> SEM (GEN)	JORGDSE04T : Unit 2 – Gender: Conceptual Frameworks in Gender studies; Feminist Theory; History of Media and Gender debates in India (Case studies); Media and Gender - Theoretical concerns. Media and Masculinity.	8	SM	MAY- JULY
	JORGDSE04T : Unit 1 - Media and the social world: Media impact on individual and society; Democratic Polity and mass media; Media and Cultural Change; Rural - Urban Divide in India: Grass - roots media.	8	TR	MAY- JULY
	JORGDSE04T : Unit 4 - Media and Human Rights: Human Rights - Theoretical perspectives, Critique; Universal Declaration of Human Rights; Human Rights and Media (Case Studies).	7	DM	MAY- JULY
	JORGDSE04T:	8	UB	MAY- JULY

	Unit 3 - Media: Power and Contestation; Public Sphere and its critique—Public sphere of the disempowered? Media and Social Difference: class, gender, race etc. Genres – Romance, Television, Soap Opera, Sports etc.			
	JORGEC02T : Unit 3 - Alternative Visions: Third Cinema and Non Fiction Cinema; Introduction to Feminist Film Theory; Auteur - Film Authorship with a special focus on Ray or Kurosawa.	8	SM	MAY- JULY
	JORGEC02T: Unit 4 - Hindi Cinema: Early Cinema and the Studio Era; 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave; Globalization and Indian Cinema Film Culture.	8	TR	MAY- JULY
	JORGEC02T: Unit 1 - Language of Cinema: Language of Cinema I – Focus on visual	8	DM	MAY- JULY

	Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage; Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element; Genre and the development of Classical Hollywood Cinema.			
	JORGEC02T: Unit 2 - Film Form and Style: German Expressionism and Film Noir Italian Neo-realism; French New-Wave.	8	UB	MAY- JULY
	JORGDSE03T : Unit 1 - Introduction to Photography: A brief History of Photography - Camera Obscura to the daguerreotype process; Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse). The photographic process (The Silver Halide Photography Process); A	10	SM,TR,DM,UB	MAY- JULY

brief glimpse into the Dark Room, Development of a Photograph; Modernization of Photography and its use in Mass Media. Unit 2 - Understanding the mechanisms of Photography: Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR); Lenses (types and their perspective/angle of view); Aperture (f-stop & T-stop); Shutters (Focal plane & Lens shutter); Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and Focus And Depth of Field. Unit 3 - Understanding Light and Shadow: Natural light and Artificial Light; The Nature of Light - Direct Light, Soft light, Hard light, Directional Light. Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes. Lighting equipment (Soft boxes, um-

brellas, Fresnel, Skimmers, reflectors, etc). Three Point Lighting Technique and Metering for Light. Filters and Use of a Flash Unit. Unit 4 - Digital Photography and Editing: Sensor Sizes, Formats and Storage; Introduction to Editing and Digital Manipulation; Brightness, Contrast, Mid tones, Highlights, Colour tones; Basics of Photoshop; Photo editing software: (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)). Unit 5 – Photojournalism: Brief History – Global & Indian; Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.); Approaches to documenting reality - (Discussion on Ca-



	pa's 'The Falling Soldier', Objective Truth or Staged Representation); War Photojournalism.			
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## Department of JOURNALISM & MASS COMMUNICATION

Session: 2021- 2022

**EVEN+ ODD SEMESTER**

Semester	Hons /General	Syllabus Module/Unit	Topic	No. of lectures (Hours)	Teachers	Distribution	Project/ Student Seminar(if any)
1st Semester	Hons	CC1	UNIT-1 : News : Meaning, Definition, Nature; The News Process: From the Event to the Reader (How News is carried from Event to Reader); Hard News vs. Soft News; Basic Components of a News Story; Attribution, Embargo, Verification, Balance and Fairness, Brevity, Dateline, Credit line, Byline.	10	TR	Sept -jan	YES
1st Semester	HONS	CC2	UNIT-1 : Early History of Print Journalism and Indian Press Media and Modernity : Print Revolution, Telegraph; History of the Press in	10	TR	Sept -jan	

			India : Contributions of James Augustus Hickey, James Silk Buckingham, Serampore Baptist Missionary Press, Raja Rammohan Roy, H.L.V. Derozio and Young Bengal Movement, Iswar Chandra Gupta. Critic of the Effects, Paradigm and Emergence of Alternative Paradigm				
1st Semester	GEN	UNI 1	News : Meaning, Definition, Nature; The News Process: From the Event to the Reader (How News is carried from Event to Reader); Hard News vs. Soft News; Basic Components of a News Story; Attribution, Embargo, Verification, Balance and Fairness, Brevity, Dateline, Credit line, Byline	10	TR	Sept -jan	
3rd sem	(hons)	CC5	Elements of a Radio News Story :	20	TR	Sept-jan	

			Gathering, Writing/Reporting , Elements of a Radio News Bulletin ,Working in a Radio News Room ,Introduction to Recording and Editing Sound (Editing News Capsule				
3rd sem	(hons)	CC6	Media and Modernity : Print Revolution, Telegraph, Morse Code, Yellow Journalism , History of the Press in India : Colonial Period, National Freedom Movement : Gandhi and Ambedkar as Journalists and Communicators	20	TR	Sept-jan	YES
3rd sem	HONS	CC7	Introduction to Public Relations ● Growth and development of PR ● Importance, Role and Functions of PR ● Principles and Tools of Public Relations ● Organization of Public Relations : In house Department vs. Consultancy ● PR in Government and Private Sectors ● Government's Print, Electronic, Publicity, Film and Related Media Organizations	20	TR	Sept-jan	
3 <sup>RD</sup> SEM	GEN	UNIT 4	● 1950s : Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob Khan) ● The Indian New-Wave –	10	TR	Sept-jan	

			Mrinal Sen, Mani Kaul, Basu Chatterjee • Globalisation and Indian Cinema, The Multiplex Era • Film Culture				
5 <sup>th</sup> sem	HONS	CORE 11	Unit IV: Media and Cultural Globalization ∞ Cultural Imperialism, ∞ Cultural politics: media hegemony and Global cultures, homogenization, the English language Local/Global, Local/Hybrid	10	TR	SEPT-JAN	
5 <sup>th</sup> sem	HONS	CORE 12	Unit I- Public Service Broadcasting → Public Service Model in India (Policy and laws) → Global Overview of Public Service Broadcasting → Community Radio → Participatory Communication → Campus Radio	10	TR	SEPT-JAN	YES
5 <sup>th</sup> sem	HONS	DSC2	Unit 2: Trends in Print journalism • Investigative journalism/ Sting operations and related case studies • Impact of Technology on newspapers and Magazines • Ethical debates in print journalism: ownership and control.	8	TR	SEPT-JAN	
5 <sup>th</sup> sem	HONS	DSC3	UNIT I : Introduction to Photography → A	10	TR	SEPT-JAN	

			<p>brief History of Photography- Camera Obscura to the daguerreotype process → Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse). → The photographic process (The Silver Hallide Photography Process) → A brief glimpse into the Dark Room Development of a Photograph → Modernization of Photography and its use in Mass Media</p>				
5 <sup>th</sup> sem	GEN	UNIT2	<p>Trends in Print journalism: Investigative journalism/ Sting operations and related case studies; Impact of Technology on newspapers and Magazines; Ethical debates in print journalism: ownership and control.</p>	20	TR	SEPT-JAN	
1 <sup>ST</sup> SEM	HONS	CC1	<p>UNIT-5 (Practical) : Rewriting and Summarizing a Given Piece of News with Headlines and Suitable Intro; Creating a Sample Page on Computer with Hard and Soft News; Writing</p>	20	SM	SEPT-JAN	YES

			Anchor Story; Writing Article; Assignment : Preparing a Presentation on Types and Categories of News.				
1 <sup>ST</sup> SEM	HONS	CC2	UNIT-4 : History of Visual Media Photography : The Early years of Photography - Camera Obscura, Series Photography, Revolver Photographique/Ch ronophotographic Gun, Magic Lantern, Zoopraxiscope, Fusil Photographique; Joseph-Nicephore Niepce and Louis- Jacques-Mande Daguerre, John Herschel, Eadweard Muybridge, Etienne-Jules Marey. Cinema : From Silent Era to the Talkies in India – Dada Saheb Phalke, 'Raja Harishchandra', Hiralal Sen, Baburao Painter, Maharashtra Film Company, M. Ardeshir Irani, 'Alam Ara', First Talkie Films - 'Jamai Shasthi' (Bengali), 'Bhakta Prahlad' (Telugu) and 'Kalidas' (Tamil); V. Santharam, Franz Osten, 'Achchhyut	25	SM	SEPT-JAN	YES

			Kanya'; Damle & Fatehlal, 'Sant Tukaram', Prabhat, Bombay Talkies and New Theatres. Television : Arrival of Television and the State's Development Agenda; Commercialization of Programming (1980s); Satellite Television and DTH, Formation of Prasar Bharati.				
1 <sup>ST</sup> SEM	GEN	UNIT5	Role of Media in a Democracy: Responsibility to Society press and Democracy, Contemporary debates and issues relating to media Ethics in journalism	8	SM	SEPT-JAN	YES
3 <sup>RD</sup> SEM	HONS	CC5	Unit 2 - Basics of Visual • What is an Image? Electronic Image, Television Image, Digital Image, Edited Image • What is a Visual? (Still to Moving), Visual Culture • Changing Ecology of Images Today • Characteristics of Television as a Mass Medium	20	SM	SEPT-JAN	YES
3 <sup>RD</sup> SEM	HONS	CC6	Unit 4 - Visual Media • Photography : The early years of Photography • Cinema : From Silent Era to the Talkies in India • Television : Arrival of Television and the State's	15	SM	SEPT-JAN	YES



			Development Agenda; Commercialization of Programming (1980s); Satellite Television and DTH, Formation of Prasar Bharati				
3 <sup>RD</sup> SEM	HONS	CC7	Unit 1 - Introduction to Advertising • Meaning and History • Advertising : Importance and Functions • Advertising as a Tool of Communication, Role of Advertising in Marketing Mix, PR • Advertising Theories and Models - AIDA Model, DAGMAR Model, Maslow's Hierarchy Model, Communication Theories applied to Advertising • Types of Advertising and New Trends • Economic, Cultural, Psychological and Social Aspects of Advertising • Ethical & Regulatory Aspects of Advertising - Apex Bodies in Advertising - AAI, ASCI and Their Codes	15	SM	SEPT-JAN	YES
3 <sup>RD</sup> SEM	GEN	UNI 3	Alternative Visions • Third Cinema – Concept, Definition, History, Purpose and Goals; Fernando Solanas and Ocatvio Getino (Argentina),	8	SM	SEPT-JAN	YES

			<p>Glauber Rocha (Brazil) and Tomás Gutiérrez Alea (Cuba) ● Documentary Film – Concept, Definition, Approaches- Factual, Instructional, Persuasive, Propaganda ● Auteur - Film Authorship with a Special Focus on Satyajit Ray</p>				
5 <sup>TH</sup> SEM	HONS	CORE11	<p>Unit II: Media and super power rivalry: ∞ Media during the Cold War, Vietnam War, Disintegration of USSR; ∞ Radio free Europe, Radio Liberty, Voice of America ∞ Communication debates: NWICO, McBride Commission and UNESCO ∞ Unequal development and Third World concerns: North-South, Rich – Poor</p>	20	SM	SEPT-JAN	YES
5 <sup>TH</sup> SEM	HONS	CORE 12	<p>Unit III: Broadcast Genres- → Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television → Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time</p>	20	SM	SEPT-JAN	YES

5 <sup>TH</sup> SEM	HONS	DSE02	Unit 3: Production of Newspaper • Principles of Layout and Design: Layout and format, Typography, Copy preparation Design process (size, anatomy, grid, design) • Handling text matter (headlines, pictures, advertisements) • Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)	5	SM	SEPT-JAN	YES
5 <sup>TH</sup> SEM	HONS	DSE03	UNIT III :Understanding Light and Shadow → Natural light and Artificial Light → The Nature of Light- Direct Light, Soft light, Hard light, Directional Light. → Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes → Lighting equipment (Soft boxes, umbrellas, Fresnel, Skimmers, reflectors, etc.) → Three Point Lighting Technique and Metering for Light → Filters and Use of a Flash Unit	15	SM	SEPT-JAN	YES
5 <sup>TH</sup> SEM	GEN	UNIT 3	Unit 3 - Production of Newspaper: Principles of Layout and Design: Layout and format, Typography, Copy preparation Design	8	SM	SEPT-JAN	YES

			<p>process (size, anatomy, grid, design); Handling text matter (headlines, pictures, advertisements); Page make-up (Print and Electronic copy): Front page, Editorial page and Supplements.</p> <p>Unit 5 - Advanced Newspaper and Magazine Editing: Classification of Newspapers and Magazines; Current trends in Newspapers and Magazines with respect to content Photographs and Cartoons in Newspapers and Magazines.</p>				
1 <sup>ST</sup> SEM	HONS	CC1	<p>UNIT-4 (Practical) : Basic Knowledge of Computer for Print Journalism; Handling Page Making Software and Photo Editing Software; Writing a News Report from Given Points; Writing Headlines from News Stories; Writing Intro; Language of News.</p>	8	UB	SEPT-JAN	YES
1 <sup>ST</sup> SEM	HONS	CC2	<p>UNIT-2 : Emergence of Nationalist Press in India and its Contribution Contribution of Harish Chandra Mukherjee, Movement against</p>	12	UB	SEPT-JAN	

			Vernacular Press Act, Sisir Kumar Ghosh, Amrita Bazar Patrika, Sandhya, Jugantar, Contribution of Bal Gangadhar Tilak, Mahatma Gandhi and B. R. Ambedkar in Indian Journalism				
3 <sup>RD</sup> SEM	HONS	CC5	Unit 5 - Broadcast News : Critical Issues and Debates <ul style="list-style-type: none"> <li>● Public Service Broadcasters – AIR and DD News - Voice of India? (Analysis of News on National Broadcasters)</li> <li>● Changing Character of Television News; 24 Hrs. News Format</li> <li>● Prepare a TV News Script (5 Min.) and a Radio News Script (5 Min.)</li> </ul>	27	UB	SEPT-JAN	
3 <sup>RD</sup> SEM	HONS	CC6	Unit 3 - Sound Media <ul style="list-style-type: none"> <li>● Early History of Radio in India</li> <li>● History of AIR : Evolution of AIR Programming</li> <li>● Penetration of Radio in Rural India - Case studies</li> <li>● Patterns of State Control</li> <li>● Demand for Autonomy</li> <li>● FM : Radio Privatization</li> <li>● Music : Cassettes to the Internet</li> </ul>	25	UB	SEPT-JAN	
3 <sup>RD</sup> SEM	HONS	CC7	Unit 2 - Advertising through Print, Electronic and Online Media <ul style="list-style-type: none"> <li>● Types of Media for Advertising</li> <li>● Advertising</li> </ul>	10	UB	SEPT-JAN	

			Objectives, Segmentation, Positioning and Targeting ● Media Selection, Planning, Scheduling ● Marketing Strategy and Research and Branding ● Advertising Department vs. Agency - Structure and Functions ● Advertising Budget ● Campaign Planning, Creation and Production				
5 <sup>TH</sup> SEM	HONS	CC11	Unit III : Global Conflict and Global Media ⇔ World Wars and Media Coverage post 1990: Rise of Al Jazeera ⇔ The Gulf Wars: CNN's satellite transmission, embedded Journalism ⇔ 9/11 and implications for the media	15	UB	SEPT-JAN	
5 <sup>TH</sup> SEM	HONS	CC12	Unit II-Private Broadcasting ⇔ Private Broadcasting Model in India; ⇔ Policy and Laws : Structure, Functions and Working of a Broadcast Channel ⇔ Public and Private partnership in television and Radio programming (Indian case studies)	10	UB	SEPT-JAN	YES
5 <sup>TH</sup> SEM	HONS	DSE02	Unit 5: Advanced Newspaper and Magazine Editing ●	10	UB	SEPT-JAN	

			Classification of Newspapers and Magazines • Current trends in Newspapers and Magazines with respect to content • Photographs and Cartoons in Newspapers and Magazines				
5 <sup>TH</sup> SEM	HONS	DSE03	UNIT V : Photojournalism → Brief History – Global & Indian → Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.) → Approaches to documenting reality- (Discussion on Capa’s “The Falling Soldier” Objective Truth or Staged Representation) → War Photojournalism → Personalities: Mathew Brady, Robert Capa ,Nicolai Surovtsev, Raghu Rai, Goutam Rajadhyaksha	10	UB	SEPT-JAN	
1 <sup>ST</sup> SEM	GEN	UNIT-4	Unit 4 – Different mediums - a comparison: Language and principles of writing: Basic differences between the print, electronic and	10	UB	SEPT-JAN	

			online journalism. Citizen journalism.				
3 <sup>RD</sup> SEM	GEN	UNIT 2	Unit II - Film Form and Style ● German Expressionism (Robert Wiene and F. W. Murnau) and Film Noir (Billy Wilder and John Huston) ● Italian Neorealism – Origin, Substance, Style, Form; Roberto Rossellini, Vittorio De Sica, Federico Fellini ● French New-Wave – Background, Origin, Substance, Form, Characteristics; Francois Truffaut and Jean-Luc Godard ● 1908–1927 : Origin of the Classical Hollywood Style - the Silent Period – D. W. Griffith; 1927–1947 : Classical Hollywood Style in Hollywood’s Golden Age – Victor Fleming and Orson Welles	15	UB	SEPT-JAN	
5 <sup>TH</sup> SEM	GEN	UNIT 4	Unit 4 - Technology and print: Modern Printing Processes; DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe In Design etc.); Picture Editing and Caption Writing.	15	UB	SEPT- JAN	
1 <sup>ST</sup> SEM	HONS	CC1	UNIT-2 : Different Forms of Print - A Historical Perspective; Yellow	20	DM	SEPT-JAN	



			Journalism, Penny Press, Tabloid press; Language of News-Robert Gunning : Principles of Clear Writing; Rudolf Flesch : Formula Skills to write News.				
1 <sup>ST</sup> SEM	GEN	UNIT 3	History of Sound Media Early History of Radio in India; History of AIR : Evolution of AIR Programming, Penetration of Radio in Rural India - Case studies; Patterns of State Control; Demand for Autonomy; FM : Radio Privatization; Music : Cassettes to the Internet	10	DM	SEPT-JAN	
3 <sup>RD</sup> SEM	HONS	CC5	UNIT 1 Basics of Sound : ● Types of Sound - Sync, Non-Sync, Natural, Ambience ● Sound Design - Its Meaning with examples from different Forms ● Sound Recording Techniques ● Introduction to Microphones ● Characteristics of Radio as a Mass Medium	20	DM	SEPT-JAN	YES
3 <sup>RD</sup> SEM	HONS	CC6	Unit 2 - Media in the Post Independence Era ● Emergency and Post Emergency Era ● Changing Readership, Print Culture, Language Press	20	DM	SEPT-JAN	YES

3 <sup>RD</sup> SEM	HONS	CC7	Unit 4 – PR - Publics and Campaigns ● Research for PR ● Managing Promotions and Functions ● PR Campaign - Planning, Execution, Evaluation ● Role of PR in Crisis Management ● Ethical Issues in PR - Apex Bodies in PR - IPRA Code – PRSI and Its Codes Unit 5 – Social Media Marketing ● Social Media Technologies and Management ● Integrated Marketing Communication, Developing Social Networks ● Social Media Strategies, Tactics and Ethics ● Social Media Tools ● Measurement Strategies and ROI	20	DM	SEPT-JAN	YES
3 <sup>RD</sup> SEM	HONS	SEC	AUDIO PRODUCTION	10	DM	SEPT- JAN	YES
3 <sup>RD</sup> SEM	GEN	UNIT 1	Unit I - Language of Cinema ● Language of Cinema I – Focus on Visual Language : Shot (Framing of the Shot, Implied Proximity to the Camera, Depth, Camera Angle and Height-Eye Level, High Angle, Low Angle, Dutch Angle, Aerial View; Camera Movement-Pan, Tilt, Dolly, Zoom,	10	DM	SEPT- JAN	YES

			<p>Crane; Framing and Point of View), Scene, Mis-en-Scene (What is Mise-en-Scène?, Design-Production Designer, Elements of Design-Setting, Décor and Properties, Lighting, Costume, Makeup and Hairstyle, International Styles of Design; Composition-Framing : What we see on the Screen-Onscreen and Offscreen Space, Open and Closed Framing, Kinesis : What moves on the Screen-Movement of Figures within the Frame), Lenses (Wide-Angle Lens, Telephoto Lens, Normal Lens, Zoom Lens), Editing (What is Editing?; The Film Editor and His/Her Responsibilities, Spatial Relationships between Shots, Temporal Relationships between Shots, Rhythm; Major Approaches to Editing : Continuity and Discontinuity Conventions of Continuity Editing-Master Shot, Screen Direction; Editing Techniques that maintain ContinuityShot/Rev</p>				
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			<p>erse Shot, Match Cut, Parallel Editing, Point-of-View Editing; Other Transitions between Shots- Jump Cut Fade, Dissolve, Wipe, Iris Shot, Freeze-Frame, Split Screen), Montage (Concept, Goals, Types) ● Language of Cinema II – Focus on Sound : What is Sound? Sound Production- Design, Recording, Editing, Mixing; Describing Film Sound-Pitch, Loudness, Quality, Fidelity; Sources of Film Sound- Diegetic vs. Nondiegetic, Onscreen vs. Offscreen, Internal vs. External; Types of Film Sound- Vocal Sound, Environmental Sound, Music, Silence ; Functions of Film Sound- Audience Awareness, Audience Expectations, Expression of Point of View, Rhythm, Characterization, Continuity, Emphasis</p>				
5 <sup>TH</sup> SEM	HONS	CC11	<p>Unit 1: Media and international communication: ∞ The advent of popular media- a brief overview ∞ Propaganda in the</p>	20	DM	SEPT-JAN	YES

			inter-war years: Nazi Propaganda, ♂ Radio and international communication				
5 <sup>TH</sup> SEM	HONS	CC12	Unit IV - Advanced Broadcast Production I - (Radio) → Writing and Producing for Radio → Public Service Advertisements → Jingles → Radio Magazine shows	20	DM	SEPT-JAN	YES
5 <sup>TH</sup> SEM	HONS	DSE 02	Unit 1: Specialized Reporting • Business/economic / Financial • Parliamentary • Political UNIT : 3 Front page, Editorial page and Supplements)	20	DM	SEPT-JAN	
5 <sup>TH</sup> SEM	HONS	DSE 03	UNIT IV: Digital Photography and Editing → Sensor Sizes , Formats and Storage → Introduction to Editing and Digital Manipulation → Brightness, Contrast, Mid tones, Highlights, Colour tones → Basics of Photoshop → Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) UNIT 1 → A brief glimpse into the Dark Room Development of a Photograph	10	DM	SEPT-JAN	

5 <sup>TH</sup> SEM	GEN	UNIT 1	Specialized Reporting: Business /economic, Parliamentary, Political.	10	DM	SEPT-JAN	
2 <sup>ND</sup> SEM	HONS	CC3	Interviewing: Research, planning, framing questions, writing the piece; News Leads / intros, Structure of the News Story– Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification; Features: Meaning, types of features, leads for features, difference between news, columns and features; Advertorials. Columns: meaning, importance, types , Columnists; Trends in sectional news: Weekend pull-outs, Supplements, Backgrounders.	20	DM	FEB-JULY	YES
2 <sup>ND</sup> SEM	HONS	CC4	Unit 4- Normative theories of press; McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Everyday or Common-sense theory; Mass Society Theory; Individual Difference Theory, Personal Influence Theory. Four Models of communication: Transmission	20	DM	FEB-JULY	

			Model, Ritual or Expressive, Publicity model, Reception model				
2 <sup>ND</sup> SEM	GEN	Unit 2 Unit 5	Equipment of Photography: • Cameras (Pin-hole, SLR, TLR, Range finder Camera, View camera, Polaroid camera, Super wide-angle camera, Panoramic Camera, Aerial camera and DSLR) • Lenses (types and their perspective/angle of view) • Tripods, • Monopods, • Camera bags Editing: • Photo editing software: Microsoft Office Picture manager, CorelDraw, Adobe Photoshop Elements, • Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.	20	DM	FEB-JULY	
4 <sup>TH</sup> SEM	HONS	UNIT 1	Key Concepts and Theory Defining new media, terminologies and their meanings – Digital media, new media, online media ; Information society and new media, Technological Determinism, Computer mediated Communication (CMC),	20	DM	FEB-JULY	YES

4 <sup>TH</sup> SEM	HONS	CC9 UNIT 5 UNIT 3	Unit 5 - Rural Journalism ● Information needs in rural areas; ● Use of traditional media for development in rural areas; ● Rural newspapers; ● Critical appraisal of mainstream media 's reportage on rural problems and issues; Role of development agencies and NGOs in development communication;	20	DM	FEB-JULY	
4 <sup>TH</sup> SEM	HONS	CC10	Unit 4- Media and Regulation ● Regulatory bodies, Codes and Ethical Guidelines ● Self Regulation ● Media Content- Debates on morality and Accountability: Taste, Culture and Taboo ● Censorship and media debates	15	DM	FEB-JULY	
4 <sup>TH</sup> SEM	HONS	SEC	VIDEO PRODUCTION	10	DM	FEB- JULY	YES
4 <sup>TH</sup> SEM	GEN	UNIT 3	Documentary Production: Pre-Production ● Researching the Documentary, ● Research: Library, Archives, location, life stories, ethnography. ● Writing a concept: telling a story. ● Writing a Treatment, Proposal and Budgeting ● Structure and	10	DM	FEB-JULY	YES



			scripting the documentary				
6 <sup>TH</sup> SEM	HONS	CC13	UNIT 4 :Participatory culture • Convergence Culture - social media and participatory media culture, • digital fandom and online communities, • Identity, Gender and new media-digital media and identities, • new media campaigns.	20	DM	FEB-JULY	
6 <sup>TH</sup> SEM	HONS	CC14	Unit V - Ethnographies and other Methods Readership and Audience Surveys, textual analysis, discourse analysis, Ethical perspectives of mass media research	10	DM	FEB-JULY	
6 <sup>TH</sup> SEM	HONS	DSE04	Unit 4- Media and Human Rights Human Rights • Theoretical perspectives, • Critique Universal Declaration of Human Rights • Human Rights and Media ( Case Studies)	15	DM	FEB-JULY	
6 <sup>TH</sup> SEM	HONS	DSE06	Unit-4 Language of Cinema-Visual Language-Basic Camera Shots-Angles-Sequence-Scene-Mise-en-Scene-Editing-Montage, Dubbing, Light, Sound Effect, Music, Colour, Direction, Film Production-Pre-	15	DM	FEB-JULY	YES

			Production- Production-Post- Production.				
6 <sup>TH</sup> SEM	GEN	UNIT 4	UNIT IV: Digital Photography and Editing > Sensor Sizes , Formats and Storage > Introduction to Editing and Digital Manipulation > Brightness, Contrast, Mid tones, Highlights, Colour tones > Basics of Photoshop > Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements,	10	DM	FEB-JULY	
2 <sup>ND</sup> SEM	HONS	CC3	Unit 1 – Role, functions and qualities: Reporters, Chief Reporter, News Coordinator, Photo Journalists, Chief of News Bureau, Correspondents (Special, District, Foreign), Freelancers, Stringers; General assignment reporting/ working on a beat; news agency reporting. Covering Press Conferences; Covering of beats - crime, courts, city reporting, local reporting, hospitals, health, education, sports; Review- Book review, Film	20	TR	FEB-JULY	CC3

			review, Review of television programmes ; Cartoon				
2 <sup>ND</sup> SEM	HONS	CC4	Unit 2 – Communication- Meaning – Definition – Nature – Scope –Purpose- Process of communication; Forms of Communication: Oral & Written, Verbal and Non – Verbal, paralanguage, iconic, semiotic etc.; Levels of Communication: Intrapersonal – Interpersonal - Group – Public- Mass Communication. Differences between levels of Communication; Mass Communication and its Process; Functions of communication and mass communication (surveillance, correlation, transmission, entertainment, validation, mobilization)	20	TR	FEB-JULY	
2 <sup>ND</sup> SEM	GEN	UNIT 1	History of Photography: • Definition and origin of Photography, • The birth of Camera and its evolution, • Modernization of Photography and	20	TR	FEB-JULY	YES

			its use in Mass Media,				
4 <sup>TH</sup> SEM	HONS	CC8	Unit 2: Understanding Virtual Cultures and Digital Journalism Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context	20	TR	FEB-JULY	YES
4 <sup>TH</sup> SEM	HONS	CC9	UNIT 2: Development communication: Concept and approaches • Paradigms of development: Dominant paradigm, dependency, alternative paradigm; • Dev comm. models – diffusion of innovation, empathy, magic multiplier; • Alternative Dev comm. approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development; • Development support comm. – definition, genesis,	20	TR	FEB-JULY	

			area woods triangle				
4 <sup>TH</sup> SEM	HONS	CC10	<p>Unit 3- Representation and ethics • Advertisement and Women • Pornography • Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill 2007 and Act 2013, Sec 67 of IT Act 2000 and 292 IPC</p> <p>Unit-1 : Ethical Framework And Media practice • Freedom of Expression (Article 19(1)(a) and Article 19(1)2) • Freedom of Expression and Defamation- Libel and slander • Issues of privacy and Surveillance in Society • Right to Information • Idea of Fair Trial/Trial by Media</p>	20	TR	FEB-JULY	YES
4 <sup>TH</sup> SEM	GEN	UNIT 1	<p>Unit 1 - Understanding the Documentary: • Introduction to the debate on realism, • Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive, and</p>	10	TR	FEB-JULY	

			Poetic. • Ethical Debates in the Documentary Encounter, • Defining the Subject / Social Actor / Participant. • Voice in the Documentary: Problematic of 'Voice of God' Narrator & Different Posturing of the Narration, Participant, Filmmaker & Audience				
6 <sup>TH</sup> SEM	HONS	CC13	UNIT 1: Basics of New Media Frameworks – Genres and Environments • Understanding New Media Ecologies, • Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, • Gaming and Player Culture, Virality and Memes, et al.; • guerrilla media;	20	TR	FEB-JULY	YES
6 <sup>TH</sup> SEM	HONS	CC14	Unit 1 – Introduction to Research Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature)	15	TR	FEB-JULY	
6 <sup>TH</sup> SEM	HONS	DSE04	Unit 1- Media and the social world • Media impact on individual and society •	15	TR	FEB-JULY	

			Democratic Polity and mass media • Rural-Urban Divide in India: grass-roots media				
6 <sup>TH</sup> SEM	HONS	DSE06	Unit-3 Hindi Film- Early Cinema and the Studio Era, 1950s – Bimal Roy, Guru Dutt, Raj Kapoor, Mehboob Khan, V. Shantaram, A Short Overview of Indian New Wave-Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Shyam Benegal, Aparna Sen, Mira Nair, Adoor Gopalkrishnan, N.F.D.C., Films Division, C.B.F.C	20	TR	FEB-JULY	
6 <sup>TH</sup> SEM	GEN	UNIT 1	UNIT I : Introduction to Photography ➤ A brief History of Photography- Camera Obscura to the daguerreotype process ➤ Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse). ➤ Modernization of Photography and its use in Mass Media	20	TR	FEB-JULY	
2 <sup>ND</sup> SEM	HONS	CC3	Unit 3- The Newspaper Newsroom: Organizational setup of a newspaper, Editorial department;	20	UB	FEB-JULY	

			Introduction to editing: Principles of editing; Headlines: types, importance, functions; importance of news pictures, selection of news pictures; Duties and responsibilities of Editor, News editor, Sub /Copy editor; Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, Opinion pieces, op. Ed page				
2 <sup>ND</sup> SEM	HONS	CC4	Unit 3- Basic Models of Communication: Aristotle's Model, Harold D Lasswell's Model, David Berlo's SMCR model, Shannon & Weaver's Mathematical model of communication, Schramm-Osgood's Interactive model of communication, Newcomb's Systematic model of communication, Westley-McLean's Mass Communication model, Roman Jakobson's communication model; Differences between Linear and Non – Linear Models;	20	UB	FEB-JULY	
4 <sup>TH</sup> SEM	HONS	CC8	Unit 3: Digitization of Journalism Authorship and what it means in a	20	UB	FEB-JULY	YES



			digital age, Piracy, Copyright, Copyleft and Open Source, Digital archives, New Media and Ethics				
4 <sup>TH</sup> SEM	HONS	CC9	<p>UNIT 4: Practising development communication ● Strategies for designing messages for print ● Community radio and dev ● Television programmes for rural India (Krishi Darshan) ● Using new media technologies for development. ● Development Journalism and rural reporting in India</p> <p>UNIT 3 ● Cyber media and dev – e-governance, e-chaupal, national knowledge network, ICT for dev narrow casting;</p>	20	UB	FEB-JULY	
4 <sup>TH</sup> SEM	HONS	CC10	<p>Unit- 2: Media Technology and Ethical Parameters</p> <p>● Live reporting and ethics ● Legality and Ethicality of Sting Operations, Phone Tapping etc ● Ethical issues in Social media ( IT Act 2000, Sec 66 A and the verdict of The supreme court ) ● ● Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines</p>	20	UB	FEB-JULY	

4 <sup>TH</sup> SEM	GEN	UNIT 4	Unit 4 - Documentary Production: Post- Production. • Grammar of editing, • Transitions: Scenic Realism & Sound Effects and Visual Effects, • Aspect Ratio, Language, Duration and marketing of DVD and issues of piracy. • Distribution and Exhibition Spaces (Traditional and Online).	20	UB	FEB-JULY	
6 <sup>TH</sup> SEM	HONS	CC13	UNIT 3 :Critical New Media • Who controls New Media, Questions surrounding net neutrality and related issues, • Surveillance and the state, • Cybersecurity and issues of privacy, • the Internet and public sphere - politics and public sphere in the digital age.	20	UB	FEB-JULY	YES
6 <sup>TH</sup> SEM	HONS	CC14	Unit 4- Methods of analysis and report writing Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical), Working with Archives; Library Research; Working with Internet as a source; Writing Citations,	20	UB	FEB-JULY	

			Bibliography; Writing the research report				
6 <sup>TH</sup> SEM	HONS	DSE04	Unit-3 -Media • Power and Contestation • Public Sphere and its critique • Public sphere of the disempowered? • Media and Social Difference: class, gender, race etc. • Genres – Romance, Television , Soap Opera, Sports0	15	UB	FEB-JULY	
6 <sup>TH</sup> SEM	HONS	DSE06	Unit-2 Film Form, Style and Movement - 1919– 1931 : German Expressionism, 1924–1930 : The Soviet Montage Movement, 1927– 1947 : Classical Hollywood Style in Hollywood’s Golden Age, 1942– 1951 : Italian Neorealism, 1959– 1964 : French New Wave, Film Noir, Third Cinema and Non Fiction Cinema, Cahier du Cinema Group,	15	UB	FEB-JULY	
6 <sup>TH</sup> SEM	GEN	UNIT 5	UNIT V : Photojournalism ➤ Brief History – Global & Indian ➤ Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.) ➤ Approaches to	15	UB	FEB-JULY	YES

			documenting reality- (Discussion on Capa's "The Falling Soldier" Objective Truth or Staged Representation) > War Photojournalism > Personalities: Mathew Brady, Robert Capa ,Nocolai Surovtsev, Raghu Rai, Goutam Rajadhyaksha				
2 <sup>ND</sup> SEM	HONS	UNIT 5	Unit-4- Sociology of news: factors affecting news treatment, paid news, agenda setting, trial by media, gatekeepers. Objectivity and politics of news; Neutrality and bias in news.Role of Media in a Democracy; Responsibility to Society; Press and Democracy; Understanding new media: e-mail, social media; Ethics in journalism; Contemporary debates and issues relating to media Ethics in journalism	30	SM	FEB-JULY	YES
2 <sup>ND</sup> SEM	HONS	CC4	Unit 3- Basic Models of Communication: Aristotle's Model, Harold D Lasswell's Model ,David Berlo's SMCR model, Shannon & Weaver's Mathematical model of	25	SM	FEB- JULY	YES

			communication, Schramm-Osgood's Interactive model of communication, Newcomb's Systematic model of communication, Westley-McLean's Mass Communication model, Roman Jakobson's communication model; Differences between Linear and Non – Linear Models;				
2 <sup>ND</sup> SEM	GEN	Unit 3	Lighting: • The different types of lighting - Natural lighting and Artificial Lighting, • Lighting for outdoor and indoor photography, • recommended equipment for outdoor lighting, • Camera angle and movement	25	SM	FEB- JULY	YES
4 <sup>TH</sup> SEM	HONS	CC8	Unit 5: Visual and Content Design Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.	30	SM	FEB-JULY	YES
4 <sup>TH</sup> SEM	HONS	CC9	UNIT 1: Development: Concept, concerns, paradigms • Concept of development, • Models of development; • Basic needs model: Nehruvian model, Gandhian model,	30	SM	FEB-JULY	YES

			Panchayati raj; • Developing countries versus developed countries, UN millennium dev goal				
4 <sup>TH</sup> SEM	HONS	CC10	Unit 5- Media and Social Responsibility • Economic Pressures • Media reportage of marginalized sections- children, dalits, tribals, Gender • Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition incitement to violence, hate Speech.	30	SM	FEB-JULY	YES
4 <sup>TH</sup> SEM	GEN	UNIT 3	Unit 3 - Documentary Production: Production • Documentary Sound; • Documentary Cinematography – a responsive filmic encounter. • Location Research, • Technologies and Techniques, • Shooting Schedule, Shot Breakdown & Call list, • Production Team, Meetings, Checklist,	10	SM	FEB-JULY	YES
6 <sup>TH</sup> SEM	HONS	CC13	UNIT 2: Sociology of the Internet and New Media • Social Construction of Technology, • Digital inequalities – Digital Divide and	25	SM	FEB - JULY	YES

			Access, • Economy of New Media - Intellectual value; • digital media ethics, • new media and popular culture.				
6 <sup>TH</sup>	HONS	CC14	Unit 2 – Methods of Media Research Qualitative-Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research;	25	SM	FEB - JULY	YES
6 <sup>TH</sup>	HONS	DSE04	Unit 2- Gender • Conceptual Frameworks in Gender studies • History of Media and Gender debates in India (Case studies ) • Media and Gender - Theoretical concerns. • Media and Masculinity	30	SM	FEB - JULY	YES
6 <sup>TH</sup>	HONS	DSE06	Unit-1 Film as a Medium of Mass Communication, The First Movies, 1908- 1927 : Origins of the Classical Hollywood Style -The Silent Period, History of Indian Motion Pictures.	25	SM	FEB - JULY	YES
6 <sup>TH</sup>	GEN	UNIT2	UNIT II: Understanding the mechanisms of Photography ➤ Types of photographic cameras and their	20	SM	FEB - JULY	YES

			structure (Pin-hole, SLR, TLR, D-SLR) > Lenses (types and their perspective/angle of view) > Aperture (f-stop & T-stop) > Shutters (Focal plane & Lens shutter) > Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and Focus and Depth of Field				
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Semester	(Hons /General)	Internal Assessment(Tentative time)	University Examination
1 <sup>ST</sup> SEM	HONS	JANUARY 2022	MARCH 2022
1 <sup>ST</sup> SEM	GEN	JANUARY 2022	MARCH 2022
3 <sup>RD</sup> SEM	HONS	NOVEMBER 2021	JANUARY 2022
3 <sup>RD</sup> SEM	GEN	NOVEMBER 2021	JANUARY 2022
5 <sup>TH</sup> SEM	HONS	NOVEMBER 2021	JANUARY 2022
5 <sup>TH</sup> SEM	GEN	NOVEMBER 2021	JANUARY 2022
2 <sup>ND</sup> SEM	HONS	MAY 2022	JULY (TENTATIVE)
2 <sup>ND</sup> SEM	GEN	MAY 2022	JULY (TENTATIVE)
4 <sup>TH</sup> SEM	HONS	MAY 2022	JUNE (TENTATIVE)
4 <sup>TH</sup> SEM	GEN	MAY 2022	JUNE (TENTATIVE)
6 <sup>TH</sup> SEM	HONS	MAY 2022	JUNE (TENTATIVE)
6 <sup>TH</sup> SEM	GEN	MAY 2022	JUNE (TENTATIVE)