

Assam University, Silchar



Abanindranath Tagore School of Creative Arts & Communication Studies

Department of Mass Communication

Syllabus of Journalism & Mass Communication for Four Year Under Graduate Course under NEP 2020 (FYUG)

Subject - Journalism & Mass Communication

Aims

The programme of Bachelor of Journalism and Mass Communication (BJMC) aims to help students obtain a fresh perspective on modern techniques/methodologies of journalism and communication so that they develop greater levels of understanding of both message consumption and message production. The graduate students will be prepared for both the workplace and further education. Additionally, it intends to broaden students' employability outside the media industry to include public policy, production and higher education. It also enables the students to participate in Government of India's outreach programmes by applying the knowledge acquired during the duration of this course.

Learning Objectives

- The mission of the course is to encourage and build scientific temperament and traditional thinking through interdisciplinary studies, observations, hypothesis and research.
- The objectives of the course are to provide both theoretical and practical knowledge to the students and to help them prepare for the media industry.
- To familiarize the students with the nature of communication mediated by societal mores, culture, structures of power and the technology of multimedia and mass communication.
- To promote regular interaction with academics and industry and contribute the best human resources in the fields of mass media, electronic journalism, new media, photo journalism, cinema, media literacy, etc.
- To produce students who would be the torch bearers in the field of mass communication and social development.

Learning Outcomes

- Students will learn the concept of communication, theories and models of mass communication and its application in local to global communication.
- Students have the freedom to participate in communication research and multimedia writing, which contribute to their ability of dealing with various forms of media.
- Students explore the world of audio-visual media vis a vis traditional media and new media as a form of communication while becoming familiar with some of its production techniques.
- Students also receive training in radio production and television journalism, with an emphasis on technical aspects as well as on reporting and anchoring.
- Students are simultaneously imparted with practical software training and theoretical knowledge of print journalism, print media production, graphic design and visual images. They would also gain an expertise of using cameras for still photography and videography while enabling them to edit both types of content on widely accepted digital platforms.
- Students are exposed to important productions which help them critically appreciate documentaries, short films and other film genres.
- To critically analyze the local, regional, national and global issues of development communication.
- To understand advertisements as a mode of communication.
- To gain knowledge on public Relations and its functions.
- Students will be familiar with the ethical and legal issues related to journalism, social harmony, women and children.
- Students will get theoretical and hands-on training on the recent developments in the field of media and mass communication.

JMC-DSC Course Structure Semester Wise

Semester	Course No	Course Name	Credits
1 st	JMC-DSC 101	Introduction to Mass Communication and Journalism	3
	JMC-DSC 102	Basics of Reporting and Editing	3 (2+1)
2 nd	JMC-DSC 151	Indian Constitution & Media Laws	3
	JMC-DSC 152	Practical - Reporting and Editing	3
3 rd	JMC-DSC 201	Corporate Communication and Public Relations	4 (3+1)
	JMC-DSC 202	Advertising	4 (3+1)
4 th	JMC-DSC 251	Basics of Electronic Media	4 (3+1)
	JMC-DSC 252	Introduction to New Media	4 (3+1)
	JMC-DSC 253	Practical : Basics of Computer Application and Advertising	4
5 th	JMC-DSC 301	Basics of Multimedia Production	4 (3+1)
	JMC-DSC 302	Communication for Development	4 (3+1)
	JMC-DSC 303	Practical : Electronic Media Production	4
6 th	JMC-DSC 351	Introduction to Film Studies	4 (3+1)
	JMC-DSC 352	Community Communication	4
	JMC-DSC 353	Society, Culture and Media of Northeast India	4
	JMC-DSC 354	Practical – Short Film and Documentary	4
7 th	JMC-DSC 401	Communication Models and Theory	4
	JMC-DSC 402	Media Research & Methodology	4 (3+1)
	JMC-DSC 403	To be decided by University	4
	JMC-DSC 404	Practical to be decided by University	4
8 th	JMC-DSC 451	To be decided by University	4
	JMC-DSC 452	To be decided by University	4
	JMC-DSC 453A	To be decided by University	4
	JMC-DSC 453B	To be decided by University	4
	JMC-DSC 454	To be decided by University	4

JMC-SEC Course Structure Semester Wise

Semester	Course No	Course Name	Credits
1 st	JMC-SEC 101	Mass Media and Journalism	3 (2+1)
2 nd	JMC-SEC 151	Basic of Communication Skills and Writing	3 (2+1)
3 rd	JMC-SEC 201	Photojournalism	3 (2+1)

JMC-DSM Course Structure Semester Wise

Semester	Course No	Course Name	Credits
1 st & 2 nd	JMC-DSM 101/151	Introduction to Communication and Journalism	3
3 rd & 4 th	JMC-DSM 201/251	Electronic Journalism	3
5 th & 6 th	JMC-DSM 301/351	Advertising & Public Relations	4
7 th & 8 th	JMC-DSM 401/451	Multimedia Production	4

JMC-IDC Course Structure Semester Wise

Semester	Course No	Course Name	Credits
1 st	JMC-IDC 101	Basics of Print and Electronic Media	3
2 nd	JMC-IDC 151	New Media	3
3 rd	JMC-IDC 201	Film Studies	3

COURSE OUTLINE
Semester – I
Introduction to Mass Communication and Journalism
Paper Code – JMC-DSC-101 (T)
Contact Hours – 45
Full Marks = 100 (ESE – 70 CCA – 30)

Unit- 1 Basics of Communication

- Definition of Communication, its characteristics and functions, Types of Communication
- Elements of Communication, 7 Cs of Communication
- Barriers of Communication, Feedback, Gatekeeping, Noise
- Paralanguage and Sign Language

Unit – II Communication Models

- Aristotle's Rhetoric,
- Harold D. Lasswell, Shannon & Weaver, Osgood & Schramm,
- David Berlo and
- Newcomb.

Unit – III Basics of Mass Communication

- Definition, Function and Characteristics of Mass Communication
- Evolution & Growth of Modern Mass Media
- Print, Radio & Television
- New media, Traditional and Folk Media, Alternative Media.

Unit – IV Basic of News

- Definition of News, its Characteristics, 5Ws and 1H, Types of News: Hard news and Soft news, Lead and Types of Lead, News Values
- Magazine: its characteristics and types
- Concept, nature and scope of Journalism, Types of Journalism: News & feature,
- Yellow journalism, Paid news, OP-ED, column, tabloid, and penny press.

Unit – V History of Indian Journalism

- First Indian Newspaper
- Print Media and Indian Freedom Movement
- History of Press in Assam
- Present status of Indian journalism

Reading Lists

- Journalism in India – Rangaswamy Partha Sarthi
- An Introduction to Journalism - Fraser Bond
- Mass Communication Theory : An Introduction – Denis Mc Quail
- Traditional Media and Development – G. P. Pandey
- Mass Communication in India – K. J. Kumar
- Handbook of Journalism and Mass Communication – Vir Bala Aggarwal and V.S.Gupta
- Mass Communication: Theory and Practice – Uma Narula

Semester - I
Basics of Reporting and Editing
Paper Code – JMC-DSC-102 (T)
Contact Hours – 45
Full Marks = 100 (ESE – 70 CCA – 30)

Unit – I Principles of News Writing

- News structures: Inverted Pyramid Style, Chronology style and Compact style
- Robert Gunning's principles of clear writing,
- Rudolf Flesch formula- skill to write news.
- Styles for Print, electronic and Online news journalism

Unit – II Reporting

- News value, News categories and Principles of News writing.
- Elements of newspaper: Attribution, dateline, credit line, byline.
- Objectivity, Brevity, Verification, News Agencies
- Functions, Responsibilities and Qualities of a Reporter

Unit – III News Editing

- General principles of editing, Steps in newspaper editing, Headline writing
- Photo Editing: Picture selection, picture editing and picture story
- Duties and Responsibilities of Editor, Sub-editor and Proof reader
- Electronic Editing

Unit – IV Social Media and Digital Media

- Meaning, Definition and Characteristics of Digital Media
- Tools of Social Media and Digital Media
- Tools of Modern Communication
- Understanding Social Media

Unit – V Information and Communication Technology (ICT)

- Meaning, definition and Characteristics of Information and Communication Technology
- Role & Importance of ICT
- E-governance and E-Content
- ICT in media education

Reading Lists

- News Reporting and Editing - K. M. Shrivastava
- Professional Journalism – K. V. Kamath
- Reporting the News – Ault and Emery
- Editing: A Handbook for Journalism – T. J. S. George
- Editing and Design (Five Volumes) – Harold Evans
- Reporting for Newspaper, Magazine, Radio and T.V – B. N. Ahuja and S. S.

Semester - I
Mass Media & Journalism
Paper Code – JMC-SEC-101 (T)
Contact Hours – 30
Full Marks = 100 (ESE – 50 IT- 20 LAB – 30)

Unit I: Basics of News

- Structure of News: Inverted Pyramid Style of News Writing, Chronology and Composite
- Information Vs. News.
- Categories of News: Political, Economic, Crime, Court, Page 3, Sports, Investigative, Interpretative, Immersive, Parachute.
- Tools of News Gathering and Presentation: News Releases, Press Conferences, Interviews, Handouts

Unit II: Media Ethics

- Media Ethics and Social Responsibilities
- Rights, Privileges' and Liabilities of the Press
- Press Freedom in Democracy
- Fact Checking: Verification, Relies on Information from Experts, Academia, Government Agencies.

Unit III: Photo Journalism

- Definition of Photo Journalism, Importance of Photo Captions, Visual Meaning of Photographs.
- Editing of Images, Editing Software's (PageMaker, Adobe Photoshop)
- Picture Selection, File Photos, Picture Editing and Picture Story.
- Major Contributions in Indian Photo Journalists: Raghu Rai, Sunil K. Dutt, Kulwant Roy, Danish Siddiqui And Aditi Saha.

Unit IV: Printing

- An Overview of Printing Process
- Emerging Trends in Printing Technology
- Color Printing Process, Style Sheet
- Principles of Newspaper Design, Dummy, Makeup and Page Layout.

Unit V: New Media

- Digital Media: Definition of And Tools
- Social Media: Facebook, Instagram, Twitter, Snap Chat & Their Impact of Society
- Online Newspaper and News Portals & News Blogs
- Online Creative Writing & Online Content Writing

Reading Lists

- Journalism in India – Rangaswamy Partha Sarthi
- An Introduction to Journalism - Fraser Bond
- Mass Communication Theory: An Introduction – Denis Mc Quail
- Traditional Media and Development – G. P. Pandey
- News Reporting and Editing - K. M. Shrivastava
- Professional Journalism – M. V. Kamath
- Reporting the News – Ault and Emery
- Editing: A Handbook for Journalism – T. J. S. George

- Editing and Design (Five Volumes) – Harold Evans
- Reporting for Newspaper, Magazine, Radio and T.V – B. N. Ahuja and S. S.

Semester – I
Mas Media & Journalism
Paper Code: JMC-SEC-101 (Practical)
Full Marks: 30 (3 credits)

- **News Writing** - Students have to identify any major event in and around your institution and prepare a news report on it (around 350 words).
- **Content Analysis of the newspaper** – Students must analyse one newspaper in connection to headline, Intro, 5Ws and 1H and Inverted Pyramid Structure.
- Concept of Layout, Designing and Typography.

Semester - I
Basics of Print and Electronic Media
Paper Code – JMC-IDC-101 (T)
Contact Hours – 45
Full Marks = 100 (ESE – 70 CCA – 30)

Unit – I Introduction to Print Media

- Print Media Types and Characteristics
- News, Elements, News Values and Principles of News
- 5W 1H, News Structure: Inverted Pyramid Style and Chronology of News Writing
- Magazine – Types and Characteristics

UNIT – II Introduction to Radio

- Different Formats for Writing Radio Script, Types of Radio Programme,
- Writing Radio News Script, Principles of Writing Radio News Script.
- Presentation Technique for Radio
- Community Radio, FM Radio, Radio Jingles, Magazine and radio drama.

UNIT-III Introduction to Television

- TV News Script Writing Format
- Breaking News, News Scrolls, Visual texts.
- Sting Operations, Narrowcasting, Interviews, Talk show
- TV News Techniques: PTC, VO, AVO, TRP, TAM

UNIT-IV Introduction to Editing

- Introduction to Newspaper Editing
- Introduction to Video Editing: Online, offline, Liner and Non-Liner
- Page Maker, FCP, Adobe Premier
- Mobile Editing Applications

UNIT-V: News Production

- PCR, Newsroom, OB Van, ENG
- Chroma, VFX & Three-point Lighting
- Microphones- Patterns and Types
- Live Streaming, News Bulletin Packaging & OTT platforms

Reading List

- Broadcasting in India - P. C. Chatterji
- Mass Media and National Development - W. Schramm
- Indian Broadcasting – H. R Luthra
- Broadcasting in India - G.C. Awasthi
- Radio, T. V. Journalism - K. M. Shrivastava
- Broadcasting Journalism: Basic Principles – S. C. Bhatt
- Writing for Media and Television – Robert Hilliard

Semester – I/II
Introduction to Communication and Journalism
Paper Code – JMC-DSM-101/151 (T)
Contact Hours – 45
Full Marks = 100 (ESE – 70 CCA – 30)

Unit – I Basic of Communication

- Meaning of Communication, Characteristics and Functions
- Process of Communication, Barriers of Communication
- Types of Communication (Verbal and Non-verbal Communication)
- Levels of Communication

Unit – II Media: Meaning and Scope

- Mass Media: Meaning, Types of Mass Media, Role and Functions
- Media, Culture & Society
- Media and Development
- Media and Technology

Unit – III Traditional and Modern Mass Media

- Modern Mass Media: Meaning, Definition and Types
- Tools and Functions of Modern Mass Media
- Traditional/Folk Media (with Special Reference to Assam)
- Traditional Media for Development

Unit – IV Journalism

- Concept, Nature and Scope of Journalism
- Role of Press in Indian Freedom Movement
- Newspaper: Types and Elements
- Structure and Functions of Newspaper Organization

Unit – V Basic of News

- Definitions of News, 5W & 1H, Hard news & Soft news
- Reporting: Categories and different areas
- Principles of Reporting and news gathering
- Sources of News, Responsibilities & Qualities of a Reporter

Reading Lists

- Present status of Indian journalism
- Journalism in India – Rangaswamy Partha Sarthi
- An Introduction to Journalism - Fraser Bond
- Mass Communication Theory: An Introduction – Denis Mc Quail
- Traditional Media and Development – G. P. Pandey
- News Reporting and Editing - K. M. Shrivastava
- Professional Journalism – K. V. Kamath
- Reporting the News – Ault and Emery
- Editing: A Handbook for Journalism – T. J. S. George
- Editing and Design (Five Volumes) – Harold Evans
- Reporting for Newspaper, Magazine, Radio and T.V – B. N. Ahuja and S. S. Chabra

Semester - II
Indian Constitution & Media Laws
Paper Code – JMC-DSC-151 (T)
Contact Hours – 45
Full Marks = 100 (ESE – 70 CCA – 30)

Unit – I Basic of Indian Constitution

- Preamble, Salient feature of Indian Constitution
- Fundamental Rights and Duties, Federal Government structure of India
- Amendment procedure of Indian Constitution
- Indian Parliament, Rajya Sabha and Lok Sabha

Unit – II Nature of Government

- Union, State and Local Government – Panchayat Raj and District Administration
- Zilla Parishad and Gram Panchayat - Urban Governance and Municipal Authorities
- Powers and Functions of Prime Minister, President, Vice – President of India
- Ministry of Information and Broadcasting, PIB

Unit – III Press Code and Ethics

- Journalistic Values, Journalistic Code of Conducts – Different Code of Ethics for Indian Journalists
- Press Commissions of India,
- Press Council
- Registrar of Newspapers for India, Audit Bureau of Circulation

Unit – IV Parliamentary Privileges

- Privileges Relating to Publication of Proceeding of the Legislature
- Rights, Privileges and Liabilities of the Press
- Contempt of Parliament by the Press and Punishment
- Right to Freedom of Speech and Right to Privacy

Unit - V Press Laws in India

- Press Law in India – Right to Information ACT (2005), IT Act (2000), Contempt of Courts Act (1971), Copy Right Act (1957), Cinematography Act (1952) Working Journalist Act.
- Freedom of Press, Law of Defamation,
- Libel, Slander and Media Trial
- Cyber laws

Reading Lists

- Aggarwal V.B. & Gupta V.S. (2001) Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
- Kumar K. J. (2018) Mass Communication in India, Jaico Publishing House, India
- Narayan Chandra Majumder, Indian Government and Politics, Amardeep Publications.
- K.K.Ghai, (2019) Indian Government and Politics, Kalyani.

Semester - II
Reporting and Editing (Practical)
Paper Code – JMC-DSC-152 (Practical)
Contact Hours – 60
Full Marks = 100

- Making of a daily newspaper.
- Write a news story of minimum 350 words on any of the following topics: Political, Economic, Crime, Court, Page 3, Sports.
- Letter to editor (to be published in any newspaper)
- Prepare a Photo story consisting of maximum 10 photographs.
- Conduct an interview of a regional/local famous personality and prepare a report of not more than 500 words.

Semester - II
Basic of Communication Skill and Writing
Paper Code – JMC-SEC-151 (T)
Contact Hours – 30
Full Marks = 100 (ESE – 50 IT – 20 LAB – 30)

Unit – I Visual Communication

- Visual Communication - Meaning, Definition and Importance of Visual Communication
- Principles of Visual Other Sensory Perception
- Understanding of Semiotics - The Meaning Behind Visual Messages (Signified and Signifier)
- Color Psychology (Optical / Visual Illusion)

Unit – II Digital communication

- Digital Communication - Meaning, Definition and Characteristics
- New Paradigm - Social Media in News Making
- Principles of Design and Graphics
- AI Journalism, Influencer Journalism and Content Creation

Unit – III Listening Skills

- Meaning and Types of Listening
- Barriers to Listening
- Effective Listening Skills and Techniques
- Good Listener and Bad Listener

Unit – IV Writing Skills

- Application, Types of Application, Application Writing Steps And Job Application
- Writing an Email, Minutes and Press Release
- CV, Resume, Memorandum and Report Writing
- Designing a Presentation and Cover Letter

Unit – V Reading Skills

- Model of Reading to Learning
- Reading Tactics and Strategies
- Reading Purposes- Kinds of Purposes and Associated Apprehension
- Reading for Meaning, Reading Outcomes, SQ3R Reading Methods And Techniques

Semester - II
Basic of Communication Skill and Writing
Paper Code: JMC-SEC-151 Practical

- Students have to do two case studies of media laws and study the recent cases in India with reference to Northeast
- Students should prepare your CV along with cover letter for employment in an media organization to be sent through e-mail.
- Students should prepare a presentation on any one media tools of digital media, with cover.

Semester - II
New Media
Paper Code – JMC-IDC-151 (T)
Contact Hours – 45
Full Marks = 100 (ESE – 70 CCA - 30)

UNIT – I Internet as a Media

- Definition of Convergence Journalism, its evolution.
- Technology and Convergence.
- Scope of Convergence Journalism, E-contents.

UNIT – II Web as a Medium of Journalism

- Brief Introduction to Indian News portals, Importance of Indian News portal and e – papers.
- Social Networking Websites and tools.
- Mobile Journalism (Mojo), Blog and Blogging.
- Webcast, Podcast.

UNIT – III Internet Security

- Multimedia Storytelling, using social media for effective news gathering.
- Online Censorship, Intellectual Property Right.
- Security Issues.
- Cyber Crime.

UNIT – IV Digital Media

- Digital Media - Meaning, Definition, Characteristics and Importance of Digital Media.
- Tools of Digital Media.
- E-Learning and E-Content.
- Digital Audiences and Digital Age.

UNIT – V Social Media

- Social Media: Meaning, Definition and Characteristics.
- Tools of Social Media.
- Online Newspaper and News Portals, News Blogs.
- Online Creative Writing, Online Content Writing.

Reading List

- S.C.Bhatt (2019) Broadcast Journalism Basic Principles, Har-anand publications Pvt. Ltd.
- Abhay Chawla (2021), New Media and Online Journalism: Handbook for Media Students, Pearson
- Dr. C.P Rashmi and Ashraf Ali, A Handbook on Digital Journalism, Mohindra Capital Publishers
- Guy Kawasaki and Peg Fitzpatrick, (2014) The Art of Social Media, Portfolio.

SEMESTER III
Corporate Communication and Public Relations
JMC-DSC-201(T)
Contact Hour: 60
Full marks = 100 (ESE- 70 CCA- 30)

UNIT I: Basics of Corporate Communication

- Definition and Scope of Corporate Communication
- Corporate Communication Tools
- Communication System in a Corporate/Organizational Context
- Campaign Planning

UNIT II: Basics of Public Relations

- Definition and Scope of Public Relations
- PR as a communication function
- Qualities of a good PR professional
- Public Opinion, Propaganda, Publicity.

UNIT III: Public Relation Organizations

- Origin of International Public Relations Association
- Origin of Public Relations Society of India
- Public Relations in Government sectors
- Public Relations in Private sectors

UNIT IV: Nature of Public Relations

- Publics of PR: Internal and External
- Tools and techniques of PR: Press Conferences, Press release and other tools
- Stages of PR: Planning, Implementation, Research and Evaluation
- PR and Crisis Management

UNIT IV: Ethics in Public Relations

- Ethics in Public Relations
- PRSI's code of ethics
- Intellectual Property Rights: Patents, Trademarks, Industrial Designs, Geographical Indications, Copyrights.
- Legal considerations in Public Relations: Defamation, Libel, Slander.

Reading List

- Austin, E. W., & Pinkleton, B. E. (2015). *Strategic public relations management: Planning and managing effective communication campaigns*. Routledge.
- Rosenberg A. (2021), *A Modern Guide to Public Relations*, Veracity
- Parkinson, M. G., & Parkinson, L. M. (2013). *Law for Advertising, Broadcasting, Journalism, and Public Relations: A Comprehensive Text for Students and Practitioners*. Routledge.
- Basu, Anil; (1982); *Public Relations in India: Problems and Prospects*; New Delhi. Kaul, J.M; (1982); *Public Relations in India*; 2nd Ed; Noya Prakash; Calcutta
- <https://dipr.assam.gov.in/about-us/what-we-do-0>

SEMESTER III
ADVERTISING
JMC-DSC-202 (T)
Contact Hour: 60,
Full marks = 100 (ESE- 70 CCA- 30)

UNIT I: Basics of Advertising

- Definition and Characteristics of Advertising
- Types and Functions of Advertising
- Elements of Advertising
- Advantages and Disadvantages of Advertising

UNIT II: Models of Advertising

- AIDA Model
- DAGMAR Model
- Maslow's Hierarchy Model
- Product Life Cycle: Introduction, Growth, Maturity and Decline

UNIT III: Advertising Agencies

- Advertising Agencies and its functions
- Structure of an advertising agency
- Media Selection: Newspaper, Magazine, Radio, television, Outdoor
- Advertising Campaign

UNIT IV: Laws & Ethics in Advertising

- Code of Ethics for advertising in India
- General Rules of conduct in Advertising
- Advertising Standards Council of India (ASCI)
- Surrogate Advertising

UNIT V: Nature of Advertising

- Types of Media for Advertising: Print, Radio, Television, Online and New Media, outdoor and other media.
- Appeals in Advertising
- Brand image and Positioning
- Target Audience

Reading Lists

- Ritu Singh, (2021), A history of Indian Advertising in Ten-and-a half chapters, Hachette, India
- Ogilvy, David (1985) Ogilvy on Advertising, Vintage Books
- Chaudhuri, Arun (2007), Indian Advertising from 1780 to 1950 A.D., Delhi, Tata Mc Graw-Hill Educatio.
- Gupta, Oma (2005), Advertising in India: Trends and Impact, Delhi, Gyan Publishing House.
- Vilanilam, JV and Verghese AK (2004), Advertising Basics: A Resource Guide for Begineers, New Delhi, SAGE Publications.

SEMESTER III
Photo Journalism
JMC-SEC-201 (T)
Contact Hour: 45,

Full marks = 100 (ESE- 50 IT- 20 LAB- 30)

UNIT I: Introduction to Photo Journalism

- Definition and Scope of Photojournalism
- Basic Photography equipments: Camera, Tripod, Memory Card and Lens.
- Brief history of photo journalism in India
- Contribution of Raghu Rai in Photo Journalism

UNIT II: Basics of Camera Lens

- Focal length of a Lens, Focus.
- Angle of vision: Normal Lens, Wide Angle lens and Telephoto lens
- Depth of Field
- Lens Aperture and Shutter Speed

UNIT III: Basics of Frame and Composition

- Frame, Aspect ratio, Rule of third
- Basic types of Camera Movement
- Visual grammar: Shot sizes and Angles
- Head room, nose room and running room and importance of lighting

UNIT IV: Basics of Photojournalism

- Importance of photographs in print media
- Importance of Caption in Print Media, Picture Selection
- Photo editing: photo cropping, touch up, manipulation of elements
- Functions and Responsibilities of photo journalist

UNIT V: Basic Types and Ethics of Photojournalism

- Press News Photography: Covering General News and Breaking News
- Sports Photography and Portrait Photography
- Features and Photo Stories
- Street Photography

Reading Lists

- Brain Horton: Associated Guide of Photo Journalism: McGraw Hill education
- Martin Keene: Practical Photojournalism: A Professional guide; AE Publications, UK
- Basic photography –Michael Langford
- Inside photo journalism –Chap Nick Howard
- All about photography –Archana Nair
- Michael Langford, Anna Fox, Richard Sawndon Smith, (2010), Langford's Basic Photography, Focal Press.
- Michael Langford, Efthimia Billisi, (2010), Langford's Advanced Photography, Focal Press.
- Barbara Upton, John Upton, (1989), Photography. Harper Collins.
- Steve Edwards, (2006), Photography: A Very Short Introduction, Oxford University Press.

- Christopher Pinney, (1997), Camera Indica: The Social Life of Indian Photographs, The University of Chicago Press

SEMESTER III

Photo Journalism

JMC-SEC-201 (Practical), 30 marks

- **Photo Album:** Each student will have to produce a photo album (hard copy) comprising of a total of 15 photographs. Out of which 5 photographs should be based on any 3 topics namely Portrait, Wildlife, Architecture, Sports, Nature & Landscape, Cityscape, Street, Night photography etc. It will be of 20 marks.
OR
- **News & Current Affairs:** Each Student have to identify two major events in and around your institution and prepare a photo story (hard copy) with caption (not more than 15 words) followed by description (not more than 30 words). It will be of 20 marks.
- A viva of 10 marks will be taken based on any one of the above works.

SEMESTER III
FILM STUDIES
JMC-IDC-201(T)
Contact Hour: 45,
Full marks = 100 (ESE- 70 CCA- 30)

UNIT I: History of International Cinema

- Origin of International Cinema: Silent era to Talkies
- Film Genre
- Contribution of Sergei Eisenstein
- Contribution of Charlie Chaplin

UNIT II: History of Indian Cinema

- Origin of Indian Cinema: Silent era to Talkies
- Indian New Wave Cinema
- Style of Bollywood Parelle Cinema
- Origin of Assamese Cinema: Jyoti Prasad Agarwala

UNIT III: Visual Language of Cinema

- Definition, Language and its Grammar
- Joseph Mascelli's 5 C's of Cinematography
- Mise-en-scene: Meaning and Definition
- Major components of Mise-en-scene

UNIT IV: International Cinema Movements

- Soviet Montage cinema,
- German Expressionistic cinema,
- Italian Neo-Realistic cinema,
- French New Wave cinema,

UNIT IV: Key Directors of Indian Cinema

- Contribution of Satyajit Ray in Indian Cinema
- Pather Panchali
- Contribution of Ritwik Ghatak in Indian Cinema
- Meghe Dhaka Tara

Reading Lists

- M.K.Raghavendra (2020). 50 Indian Film Classics, HarperCollins Publishers India
- Ray, Satyajit (2022), Satyajit Ray Miscellany: On Life, Cinema, Repro books.
- Geoffrey Nowell-Smith, History of Cinema: A Very short Introduction, Oxford.
- Kadarsha, (2020) Pioneers of World Cinema.

SEMESTER III / IV
ELECTRONIC JOURNALISM
JMC-DSM-201/251(T)

Contact Hour: 45,

Full marks = 100 (ESE- 70 CCA- 30)

UNIT I: Evolution and Growth of Electronic media

- Evolution and growth of Radio (1923-1960)
- Evolution and growth of Television (1959-2000)
- Satellite Instructional Television Experiment
- KHEDA Experiment

UNIT II: Various Committees on the media

- Chanda Committee
- Verghese Committee
- Working Group on Software: Joshi Committee
- Prasar Bharati and its functions

UNIT III: RADIO

- Types of radio broadcast: Frequency Modulation and Amplitude Modulation
- Community Radio/ Narrowcasting
- Principles of writing style for Radio News
- Writing for Radio News (Practical based)

UNIT IV: TELEVISION

- Types of television broadcast: Terrestrial and Satellite
- Webcast/ Online
- Principles of writing style for Television News
- Writing for Television News (Practical based)

UNIT V: Capturing Visual Images

- Frame per second and its ratio, Focus, establishment shot and angles
- Sound on Tape, Piece to Camera
- Editing: Linear and Non-Linear
- Structure of a standard Television News bulletin

Reading Lists

- Aggarwal V.B. & Gupta V.S. (2001) Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
- Kumar K. J. (2018) Mass Communication in India, Jaico Publishing House, India
- Belavadi Vasuki (2008). Video Production, Oxford University Press
- Pankaj Athawale (2017). Stay Tuned: The story of Radio in India, Indus Source Book
- K.M.Shrivastava (2015) News Reporting and Editing, Sterling Publishers Pvt. Ltd. UP, India
- Kumar, D., (2017) Radio Journalism and Production, Galgotia Publishing Company
- S.C.Bhatt (2019) Broadcast Journalism Basic Principles, Har-anand publications
- Manna Bahadur (2022). Doordarshan Days, Readomania, Delhi.
 - R.Sreedhar & Pooja O. Murada, (2021) Community Radio in India, with support from UNESCO, Aakar Books

SEMESTER IV
Basic of Electronic Media
PAPER CODE JMC- DSC-251 (T)
Contact hours -60
Full Marks -100 (ESE-70 CCA-30)

UNIT I: INTRODUCTION TO RADIO AND TELEVISION

- Origin and growth of Radio and Television in India
- Nature of Radio and Television as Media of communication
- Organisational structure of Radio
- Organisational structure of Television

UNIT II: INTRODUCTION TO AUDIO-VISUAL NEWS WRITING

- Script writing for news in Radio and Television
- News writing and presentation techniques for Radio and Television
- Basics of Television News Anchoring, Piece-to-Camera
- Qualities of Television News Presenter, Qualities of Radio News Reader

UNIT III: INTRODUCTION TO AUDIO-VISUAL TECHNOLOGY

- Basic camera movements and Shot sizes
- Camera Angles and Three-point lighting system
- Basics of sound: Pitch, high and low frequency; Microphones and its types: Dynamic, Condenser and Ribbon
- Video editing: Linear and Nonlinear, editing software: Apple Final Cut Pro, Adobe Premier Pro

UNIT IV: BASICS OF WEB JOURNALISM IN PRINT MEDIA

- Web Journalism and its characteristics
- Webcast and its advantages and disadvantages
- Online newspapers and Online news portals
- Online News Blogs and Online Content writing

● **UNIT V: INTRODUCTION TO MOBILE JOURNALISM**

- Origin and growth of Mobile Journalism in India,
- Characteristics of Mobile Journalism, Mobile News Gathering: three open source; voice, text and video application
- Information Revolution through Mobile Applications
- Mobile adaptations and its uses by media

Reading Lists

- Belavadi Vasuki (2008). Video Production, Oxford University Press
- R.Sreedhar & Pooja O. Murada, (2021) Community Radio in India, with support from UNESCO, Aakar Books
- K.M.Shrivastova (2015) News Reporting and Editing, Sterling Publishers Pvt. Ltd. UP, India
- The technique of television production, Gerald Millerson, Focal Press London.

- Advanced television system by Joan Vim Tassel
- Video Camera techniques by Gerald Millerson
- Effective TV production by Gerald Millerson
- Aggarwal V.B. & Gupta V.S. (2001) Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
- Kumar K. J. (2018) Mass Communication in India, Jaico Publishing House, India
- The Scriptwriter's Work Book - A Media Writer's companion - William J Van Nostran
- Millerson, Gerald, Television Production, Oxford: Focal Press, 2009
- Browne, Steven E ,Video Editing, Oxford: Focal Press, 2011

SEMESTER IV
NEW MEDIA
PAPER CODE : JMC-DSC-252
Contact hours -60
Full Marks -100 (ESE-70 CCA-30)

UNIT I: BASICS OF INTERNET AND COMMUNICATION

- History and evolution of New Media
- New media and problems of access
- New media salient features
- World Wide Web and Internet
- Urls, HTML, hyperlink, search engines, web database and retrieval

UNIT II: INTRODUCTION TO INFORMATION AND COMMUNICATION TECHNOLOGY

- ICT: Definition and Characteristics
- Impact of ICT on Mass Media
- Digital Initiatives in Higher education: SWAYAM, E-gyankosh, National Digital Library of India
- Optical Fibre, Animation and its techniques

UNIT III: INTRODUCTION TO DIGITAL MEDIA

- Definition and Characteristics of online journalism
- Types of Digital Media: video, audio, text, images and mixed media
- Profile of Online Journalist: Integrated production, Multi-platform delivery, Multi- Skilled professionals
- New digital platforms, Web 2.0, Time Shift Journalism and ease of online publishing

UNIT IV: INTRODUCTION TO MOBILE JOURNALISM AND SOCIAL MEDIA

- Social networking and tools of social media
- Mobile as a tool for journalism in news gathering, recording news bytes.
- Advantages and disadvantages of mobile journalism
- Advantages and disadvantages of social media
- Social Media: its types and impact on Radio, TV and Print media

UNIT V: INTRODUCTION TO BLOGS AND EMAIL

- Meaning and Scope of Blogs
- How to create and manage Blogs
- Principles of Blog writing
- Email: Purpose and advantages

Reading Lists

- Eric Schmidt and Jared Cohen (2013), the New Digital Age, Reshaping the future of people, nations and business
- John Vince and Rae Earnshaw, Digital convergence: The Information Revolution, Springer 1999

SEMESTER IV
PRACTICAL: BASICS OF COMPUTER APPLICATION AND ADVERTISING
PAPER CODE: JMC-DSC-253 (P)
Contact hours -60 (4 credits)
Full Marks -100

All questions contain 20 marks each.

- MS Office (Word, Excel, PowerPoint).
- Desktop Publishing, Page Maker, Photoshop, Corel Draw, Layout and Designing.
- Internet Surfing, Search Engine and email creation.
- Blogs and Social Media Exploration: YouTube, Facebook, Instagram and X.
- Copywriting: Prepare five print advertisement copies based on the following categories (Product, Service, Public Service, Social Responsibility and Surrogate).

- Four-year Undergraduate Programme
- **Semester: Fifth**
- Subject Name: Journalism and Mass Communication (JMC)
- **Course Name: Basics of Multimedia Production (Theory)**
- Existing Base Syllabus: CBCS
- Course Level: 301-354
- Prerequisite: Does not arise
- Theory Credit: 4
- Practical Credit: Nil
- Number of Required Classes: 60
 - Contact Class: 60
 - Non-Contact Classes: 0
- ○ Total marks: End Semester Examination will be of 3 hours duration of 70 marks. Internal Assessment of 30 marks

COURSE OBJECTIVES: The course is designed to:

- Introduce basic concepts related to Multimedia.
- Co-relate the theoretical aspects of Multimedia.
- Introduce students to audio, video and convergence of media from a contemporary point of view.

LEARNING OUTCOMES: After completion of this program students will be able to:

- Develop an understanding of the basic concepts as well as comprehensive knowledge of Multimedia and its related areas.
- Enable students to identify and use the various types of audio and video media.
- Apply analytical thought during writing of audio and video scripts.
- Be creative in making the content of audio and visual productions.
- Develop listening, speaking and writing ability.
- Express thoughts and ideas strategically.
- Construct logical arguments using language suitable.

SEMESTER V

BASICS OF MULTIMEDIA PRODUCTION

PAPER CODE : JMC-DSC-301(T)

Contact hours -60

Full Marks -100 (ESE-70 CCA-30)

UNIT I: Introduction to Multimedia

- Multimedia: Concept and Definition
- Characteristics of Multimedia
- Types of Multimedia: Text, Numbers, Hypertext, Audio, Video, Images, Graphics and Animation.
- Multimedia and Mass Media

UNIT II: Multimedia Script Writing

- Different Formats for writing TV Script: Fictional and Non-Fictional
- Different Formats for writing Radio Script: Fictional and Non-Fictional
- Writing Radio News Script, Advertisement, PSA
- Writing Television News Script, Advertisement, PSA

UNIT III: Television and Radio Production

- Electronic News Gathering, News Reports, Interview
- Electronic Film Production, Documentary.
- Advertisements and its appeals.
- Photo editing and video editing, its software: Photoshop and Canva.
- Microphones: Patterns, Types: Condenser, Dynamic and Lapel.
- Sound, Music and SFX.
- Audio editing for radio.
- Audio editing software: Audacity, Muendo and Adobe Audition

UNIT IV: Convergence

- Convergence: Definition and Scope
- Technology and Convergence
- Internet, Social networking websites and tools
- Live streaming, e-content, Mojo

References:

- Hilman & David (2008), *Multimedia Technology and Applications*. Galgotia Print
- Shraat, Sharam & Kalarua (2007), *Introduction to Digital Multimedia*, Savage
- Gupta & Shrivastava (2019), *Introduction to Multimedia Systems*, Savera Publishing House.
- Halsall, F. (2001), *Multimedia Communications: Applications, Networks, Protocols and Standards*. Pearson
- Cook, M.E. (2004), *Principles of Interactive Multimedia*, McGrawhill.
- Lorenzo, J. (2007), *Multimedia Sound and Video*, Lozano, Jose, Prentice Hall of India
- Ahuja, B.K. (2022), *Mass Media Communication: Theory and Practice*, Saurabh Publishing House
- <http://www.ignou.ac.in/upload/B3U1cit-003.pdf>
- <https://egyankosh.ac.in/bitstream/123456789/35789/5/Unit-7.pdf>
- <https://www.osou.ac.in/docs/Syllabus-for-Diploma%20in%20Multimedia.pdf>

- Four-year Undergraduate Programme
- **Semester: Fifth**
- Subject Name: Journalism and Mass Communication (JMC)
- **Course Name: Communication for Development (Theory)**
- Existing Base Syllabus: CBCS
- Course Level: 301-354
- Prerequisite: Does not arise
- Theory Credit: 4
- Practical Credit: Nil
- Number of Required Classes: 60
- Contact Class: 60
- Non-Contact Classes: 0
- Total marks: End Semester Examination will be of 3 hours duration of 70 marks. Internal Assessment of 30 marks

COURSE OBJECTIVES: The course is designed to:

- Introduce basic concepts related to communication for development
- Co-relate the theoretical aspects related to C4D.
- Understand the basic models.

LEARNING OUTCOMES: After completion of this programme, the students will be able to:

- Understand the basic concepts and its related areas.
- Understand the agencies involved.
- Apply analytical thought in understanding theories and basic concepts.
- Express thoughts and ideas strategically.
- Learn from leaders to identify problems and solve them at the local level.
- Understand, encourage and accept the cultural diversity.
- Ability to understand social inequality and appreciate differences.

SEMESTER V
COMMUNICATION FOR DEVELOPMENT
PAPER CODE : JMC-DSC-302 (T)
Contact hours -60
Full Marks -100 (ESE-70 CCA-30)

UNIT I: Concept of Development

- Concept and Meaning of Development,
- Human Development Indices
- Characteristics of a Developing Society.
- Sustainable Development: Concept and Meaning, MDG, SDG and Development
- Dominant Paradigm of Development and its critique,
- Alternative Paradigm,
- Modernisation Approach.

UNIT II: Communication for Development

- C4D: Concept, Nature, Characteristics of C4D.
- Participatory Communication
- Development Support Communication (DSP)

- Media for Development Communication, Community Media.
- Social, Cultural and Economic barriers to development communication

UNIT III: Models and Case Studies of Development

- Gandhian Model
- Participatory Model of Development
- Kerala Development Programme (KDP)
- SITE, KHEDA,
- P. Sainath's contribution in Rural Reporting in India

UNIT IV: Development and Health Communication

- Concept and Meaning of Health Communication
- World Health Organisation
- History of development of Health Communication in India
- Public Health Communication in India: Case studies of Polio, HIV/ AIDS, Kalyani programme, Swasth Bharat, Nirmal Bharat, Covid-19 related health communication, E- Health Communication.
- Myth Vs Reality in Health Communication.

References:

- Singh, H.K. (2022), 'Tracing the development of Public Health Communication and its Significance in the Indian Context', The Asian Thinker, Issue-14
- Negandhi, H., Sharma, K., & Zodpey, S. (2012). History and Evolution of PublicHealth Education in India. Indian Journal of Public Health, 56(1), 12-16.
- Srivastava, R., & Bose, K. (2020, December 6). Effective public health communication must be for Covid fight. Retrieved August 13 2024, from The pioneer: <https://www.dailypioneer.com/2020/sunday-edition/effective-publichealth-communication-must-for-covid-fight.html>
- Srinivas R. Melkote & H.Leslie Steeves (2001) Communication for Development in the Third World, Theory and Practice for empowerment, 2nd edition, Sage, India
- Narula, U. (2022), Development Communication: Theory & Practice, Har-Anand Publications
- Prasad, K. (2011), Communication for Development: Reinventing Theory and Action, B.R. Publishing Corporation.
- Sharma, S. (2019), Communication for Development, Book Enclave
- Kumar, R. (2024), Media and Communication for Development, Anamika Publishers
- Servaes, J. (2020) Handbook of Communication and Social Change, Springer
- Patil, A.D. (2010), Communication and Development in India: A Sociological Perspective.

- Four-year Undergraduate Programme
- **Semester: Fifth**
- Subject Name: Journalism and Mass Communication (JMC)
- **Course name: Practical: Electronic Media Production**
- Existing Base Syllabus: CBCS
- Course Level: 301-354
- Prerequisite: Does not arise
- Theory Credit: 4
- Practical Credit: Nil
- Number of Required Classes: 60
- Contact Class: 20
- Non-Contact Classes: 40
- Total marks: End Semester Examination will be of 100 marks.

COURSE OBJECTIVES: The course is designed to:

- Introduce basic concepts related to audio and video script writing and production.
- Correlate the theoretical and practical aspects of audio and video production.
- Introduce students to audio, video and convergence of media from a contemporary point of view.

LEARNING OUTCOMES: After completion of this programme, the students will be able to:

- Enable students to identify and use the various types of audio and video media.
- Decode the structure/morphology of audio, video content.
- Apply analytical thought during writing of audio and video scripts.
- Be creative in making the content of audio and visual productions.
- Encourage students to be more expressive of their ideas, views and opinions.
- Develop listening, speaking and writing ability.
- Express thoughts and ideas strategically.
- Construct logical arguments using language suitable.
- Working effectively in groups.
- Develop a free flow of communication and problem solving attitude with teachers, team mates and others.

SEMESTER V

PRACTICAL: MULTIMEDIA AND ELECTRONIC MEDIA PRODUCTION

PAPER CODE: JMC-DSC-303 (P)

Contact hours -60, Full Marks -100

Section A is of 50 marks:

- Video Production: Students will have to make an Advertisement, Public Service Announcement, News report (not more than 1 minute duration) in either English or regional language of their choice in group or individually. It will be of 30 marks.
- Audio Production: The students will have to record different sound effects and music (10 each) and make two portfolios (SFX and Music) in group or individually. It will be of 20 marks.

OR

- Video Production: The students will make any one from the following: a documentary or an interview (not more than 5 to 15 minutes duration) in either English or regional language (include subtitles) of their choice in group or individually. It will be of 30 marks.
- Audio Production: Advertisement, Public Service Advertisement, News (not more than 1 minute duration) in group or individually. It will be 20 marks.

Section B is of 50 marks:

- Editing of 10 captured images with the help of Photoshop software based on town/city life in hard copy format. It will be of 30 marks.
- Students will be asked to write answers of 10 questions (choice based) based on the acquired knowledge during the course of the semester to be taken by the subject teacher/ internal examiner. It will be of 10 marks.
- A viva of 10 marks will be taken based on the Module (TV production) prepared by students and will also be taken by the subject teacher/ internal examiner.

- Four-year Undergraduate Programme
- **Semester: Fifth/ Sixth**
- Subject Name: Journalism and Mass Communication (JMC)
- **Course name: Advertising and Public Relations (Theory)**
- Existing Base Syllabus: CBCS
- Course Level: 301-351
- Prerequisite: Does not arise
- Theory Credit: 4
- Practical Credit: Nil
- Number of Required Classes: 60
- Contact Class: 60
- Non-Contact Classes: 0
- Total marks: End Semester Examination will be of 3 hours duration of 70 marks. Internal Assessment of 30 marks.

COURSE OBJECTIVES: The course is designed to:

- Introduce basic concepts related to Advertising and Public Relations.
- Introduce the basic models and theoretical aspects of Advertising.
- Introduce basic concepts related to the Public Relations related organisation.

LEARNING OUTCOMES: After completion of this programme, the students will be able to:

- Develop an understanding of the basic concepts of advertising and PR.
- Bring awareness about the professional side of Advertising and Public Relations.
- Decode the structure/morphology of Advertising Agency and top PR organisations of India.
- Apply analytical thinking during the reception of information.
- Think about creative messages and their outcomes.
- Identify the audience segmentation.
- Express thoughts and ideas strategically.
- Understand how brand leaders are made from scratch.

SEMESTER V/VI

ADVERTISING AND PUBLIC RELATIONS

PAPER CODE : JMC-DSM-301/351 (T)

Contact hours -60

Full Marks -100 (ESE-70 CCA-30)

UNIT I: INTRODUCTION TO ADVERTISING

- Definition and Meaning of Advertising.
- Role and Functions of Advertising.
- Social and Economic benefits of Advertising.
- Types of Print Advertising: Display, Classified and local ads.

UNIT II: ADVERTISING MODELS AND ETHICS

- AIDA
- DAGMAR
- Maslow's Hierarchy Model
- Ethical aspects of Advertising.

UNIT III: ADVERTISING AS A CREATIVE PROCESS

- Advertising Agency and its structure, Functions of the various departments
- Elements of Print Media: Copy, slogan, identification mark, illustrations and graphics.
- Broadcast Media (Radio and TV): Characteristics, Advantages and Disadvantages.
- Online Advertising.

UNIT IV: INTRODUCTION TO PUBLIC RELATIONS

- Definition and Nature of PR
- Communication Functions of PR, its Publics: internal and external
- PR tools: Press Conference, Press Release, Press Tour, House Journal.
- How PR is different from Publicity, Propaganda and Advertising.

UNIT V: ROLE OF PUBLIC RELATIONS

- Code of Ethics for PR: IPRA code on Professionalism
- Public Relations Society of India.
- PR for Political Parties and Election Campaigns
- Qualities of a Good PR Professional

References:

- Kumar K. J. (2018) Mass Communication in India, Jaico Publishing House, India
- Aggarwal V.B. & Gupta V.S. (2001) Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
- Ritu Singh, (2021), A history of Indian Advertising in Ten-and-a half chapters, Hachette, India
- Chunawalla, Kumar, Sethia, Subramanian, Suchak, (2009), Advertising Theory and Practice, Himalaya Publishing House
- Ogilvy D. (1983) Ogilvy on Advertising, Atlantic
- Krugman H.E., (1988) *Point of View: Limits of attention to Advertising*. Journal of Advertising Research, Cambridge, Cambridge University Press
- Politz, Research, (1962) *A Measurement of Advertising Effectiveness: The influence of Audience Selectivity and Editorial Environment*, New York, Politz Research
- Thorson E., & Reeves B., (1990) *Consumer Processing of Advertising*, In J.H. Leigh & C. Martin (eds), *Current issues and research in advertising*, Ann Arbore, University of Michigan, Vol. 12
- Exchange for media.com
- Gupta, R. (2024), Advertising: Principles and Practices, S.Chand.

- Four-year Undergraduate Programme
- **Semester: Sixth**
- Subject Name: Journalism and Mass Communication (JMC)
- **Course name: Introduction to Film Studies (Theory)**
- Existing Base Syllabus: CBCS
- Course Level: 301-354
- Prerequisite: Does not arise
- Theory Credit: 4
- Practical Credit: Nil
- Number of Required Classes: 60
- Contact Class: 60
- Non-Contact Classes: 0
- Total marks: End Semester Examination will be of 3 hours duration of 70 marks.
Internal Assessment of 30 marks.

COURSE OBJECTIVES: The course is designed to:

- Introduce basic concepts related to Cinema.
- Co-relate the theoretical aspects of Cinema.
- Introduce students to the world and Indian Cinema.
- Introduce students to various key directors who contribute to World Cinema and Indian Cinema.

LEARNING OUTCOMES: After completion of this programme, the students will be able to:

- Develop in students an understanding of the basic concepts of Cinema.
- Enable students to identify and correlate the systematic development of Cinema.
- Apply analytical thought during watching the films and finding their characteristics.
- Think of Cinema and its language in an analytical pattern.
- Identify cinema with various important theories.
- Develop skill to identify sociological and Political perspectives on cinema.
- Know about the film leaders worldwide.
- Understand the use and value of cultural diversity.
- Develop the ability to understand social inequality and appreciate differences.

SEMESTER VI
INTRODUCTION TO FILM STUDIES
PAPER CODE : JMC-DSC-351 (T)
Contact hours -60
Full Marks -100 (ESE-70 CCA-30)

UNIT I: HISTORY OF CINEMA

- A brief history of Cinema
- Rise of the studio and the star system
- Silent Era
- Development of Film as an Industry
- Contribution of Dada Saheb Phalke, Bimal Roy and Satyajit Ray.

UNIT II: CINEMA MOVEMENTS

- German Expressionist Cinema
- Soviet Montage Cinema

- Italian Neo-Realism Cinema
- French New Wave Cinema

UNIT III: HISTORY OF INDIAN CINEMA

- An early history of Indian Cinema
- Golden Era in Indian Cinema
- Rise of the Parallel Cinema in India
- History of Assamese Cinema: Jyoti Prasad Agarwala

UNIT IV: KEY DIRECTORS OF WORLD CINEMA

- Contribution of Orson Welles/ Alfred Hitchcock
- Contribution of Sergei M. Eisenstine
- Contribution of Vittorio De Sica
- Contribution of Francois Truffaut/ Jean-Lue Godard

References:

- M.K.Raghavendra (2020). 50 Indian Film Classics, HarperCollins Publishers India
- Ray, Satyajit (2022), Satyajit Ray Miscellany: On Life, Cinema, Repro books.
- Geoffrey Nowell-Smith, History of Cinema: A Very short Introduction, Oxford.
- Kadarsha, (2020) Pioneers of World Cinema, Notion Press
- Mascelli, J.V. (1998) 5C's of Cinematography, Silman-James Press.
- Truffaut, F. (1966) Hitchcock, Editions Robert Laffont.
- Zwick, E. (2024) Hits, Flops and Other Illusions: My fourtysomething years in Hollywood, Gallery Books
- Rooney & Belli (2016) Directors Tell The Story: master the craft of television and film directing, Routledge.
- Block, B. (2021) The Visual Story, Routledge.
- Ray, S. (2013), Deep Focus Reflections on Camera, Harper
- Clarke J. (2011), Movie Movements: Films that Changed the world of Cinema, Kamera Books.
- Ascher, S. (2012), The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age.

- Four-year Undergraduate Programme
- **Semester: Sixth**
- Subject Name: Journalism and Mass Communication (JMC)
- **Course name: Community Communication (Theory)**
- Existing Base Syllabus: CBCS
- Course Level: 301-354
- Prerequisite: Does not arise
- Theory Credit: 4
- Practical Credit: Nil
- Number of Required Classes: 60
- Contact Class: 60
- Non-Contact Classes: 0
- Total marks: End Semester Examination will be of 3 hours duration of 70 marks.
Internal Assessment of 30 marks.

COURSE OBJECTIVES: The course is designed to:

- Introduce basic concepts related to Community and Communication.
- Co-relate the various theoretical aspects.

LEARNING OUTCOMES: After completion of this program students will be able to:

- Develop in students an understanding of the basic concepts.
- Examine the function of communication in shaping the community.
- Recognize the social, cultural prospects and the role of community media.
- To investigate the role of participatory media practices in the formation and communication of identity in various social contexts
- Understand the use and value of cultural diversity.

SEMESTER VI
COMMUNITY COMMUNICATION
PAPER CODE : JMC-DSC-352 (T)
Contact hours -60
Full Marks -100 (ESE-70 CCA-30)

UNIT I: INTRODUCTION TO COMMUNITY

- Community: Definition, Characteristics of Community
- Community as Identity, Community Building.
- Different type of Communities: Rural, Urban, Virtual, Linguistic, Geographical, Religious etc.
- Community Networks through Opinion Leaders: Gaon Bura, Gram Pradhan, community activist and volunteer, NGO's.

UNIT II: BASICS OF COMMUNITY COMMUNICATIONS

- Communication for Development,
- Community Campaigns: Health Camps, Exhibitions and Displays
- Community Demonstrations: Ram Leela, Raas Leela.
- Community Programmes: Festivals and Rituals.
- Community Media Initiatives: Case Studies from India

UNIT III: COMMUNITY COMMUNICATION AND AUDIO-VISUAL MEDIA

- Community Media: Definition and Meaning, Characteristics and Functions of Community Media
- Community Media for Community Development,
- Community Newspaper,
- Communication Radio,
- Community TV/ Video
- Community Media and Challenges
- Participatory Video

UNIT IV: COMMUNITY COMMUNICATION AND FOLK MEDIA

- Folk Media: Meaning and concept, Characteristics, different forms of folk media in Assam.
- Folk Media and language, Folk Culture.
- Theatre, Puppetry, Indian Folk Songs, Folk Dances, Folklores and Tales.
- Community Games, Rural Markets, Fairs, Melas and Festivals.

References:

- Shepherd, G.J. & Rothenbuhler, E.W. (ed.) (2001), *Communication and Community*, Routledge.
- Anker, Desmond, L.W. (1973) *Rural Development: Problems and Strategies*, International Labour Review,
- Daniel Lerner, (1958) *The Passing of Traditional Society: Modernizing the Middle East*, Free Press, New York
- Dube, S.C. (1958) *India's Changing Villages*, Allied Publishers, Bombay
- Dube, S.C. (1990) *Tradition and Development*, Vikas Publications, New Delhi,
- Wang, G. and Dissanayake W. (1994) 'Indigenous communication systems and development: A reappraisal, in continuity and change in communication systems', (eds) G. Wang and W. Dissanayake, New Jersey
- Pandey, G.P (2006) *Traditional Media as Agents of Rural Development*, Emerging Trends in Development Research, Vol. 13.
- Pandey, G.P. (1999) *Press and Social Change*, Manak Publishing, New Delhi
- McQuail, D., (1972), *Sociology of Mass Communication*, Harmondsworth: Penguin.
- Schramm, W. (1964) *Mass Media and National Development*, Calif: Stanford University Press, Stanford

- Four-year Undergraduate Programme
- **Semester: Sixth**
- Subject Name: Journalism and Mass Communication (JMC)
- **Course name: Society, Culture and Media of North-east India (Theory)**
- Existing Base Syllabus: CBCS
- Course Level: 301-354
- Prerequisite: Does not arise
- Theory Credit: 4
- Practical Credit: Nil
- Number of Required Classes: 60
- Contact Class: 60
- Non-Contact Classes: 0
- Total marks: End Semester Examination will be of 3 hours duration of 70 marks.
Internal Assessment of 30 marks.

COURSE OBJECTIVES: The course is designed to:

- Introduce basic concepts related to concepts related to Society, Culture, and their changing scope and perspectives.
- Enable students to use key media, society and culture concepts and terms.

LEARNING OUTCOMES: After completion of the programme the students will be able to :

- Understand the perspectives of media relating to society and culture of North East India.
- Develop in students an understanding of the basic concepts of society, culture and media of Northeast.
- Understand the function of media in shaping the society and culture of Assam and the North East

SEMESTER VI

SOCIETY, CULTURE AND MEDIA OF NORTHEAST INDIA

PAPER CODE: JMC-DSC-353 (T)

Contact hours -60

Full Marks -100 (ESE-70 CCA-30)

UNIT -I: INTRODUCTION TO NORTH EAST INDIA

- Geography, History and Anthropology of North East India.
- Socio-cultural diversity of North East India.
- Indigenous knowledge systems of the tribes of North East India.
- North East and India's freedom struggle.

UNIT -II: CULTURE, IDENTITY CRISIS AND LANGUAGE OF NORTH EAST INDIA

- Linguistic, Religious and Ethnic diversity of India.
- Unity in diversity, contemporary understanding.
- Cross border and cross-state relation of NE states.
- Issues related to assimilation and integration of NE states.

UNIT-III: MEDIA LANDSCAPE IN NORTH EAST INDIA

- Growth and Development of Press in the North East.
- Brief history Press in Assam, Manipur.

- Media scene in Meghalaya.
- Development and status of Press in Barak Valley.

UNIT-IV: CHALLENGES OF MEDIA IN NORTH EAST

- Conflict in NE India: Assam, Nagaland and Manipur.
- Socio-political movements in NE and Media.
- From Look East to Act East Policy.
- Print media and Electronic Media of NE.

UNIT-V: CONTEMPORARY MEDIA IN NORTH EAST

- Media bridging cultural gaps in NE.
- Rise of digital media in NE with special reference to Assam.
- Community media in NE.
- Role of Traditional Media in NE.

References

- Baruah Sunil Pawan, *Press in Assam, Origin and Development*.
- Bhattacharjee Shekhar, *Assam History, Art and Culture*.
- Bhowmick Subir, *Troubled Periphery*.
- Chaudhury JL, *Journalism of Barak Valley*.
- Majumdar DN and TN Madan, 2022, *An Introduction to Social Anthropology*, New Delhi, Mayur Books.
- Marak Queenbala, 2020, *The Culture Heritage of Meghalaya*, New Delhi, IGRMS and Manohar
- Ranjan Geetika, 2016, *Approaches to the study of Indian Culture and Society*, New Delhi, Pragun Publications.
- Sarkar Partha, 2011, *Press in India*, Akansha Publication.
- Sarma Anjan, *175 years of Media in Assam and Beyond*.
- Singer, Milton, 1955, *The Cultural Pattern of Indian Civilisation*. The Far Eastern Quarterly 15(1)

- Four-year Undergraduate Programme
- **Semester: Fifth**
- Subject Name: Journalism and Mass Communication (JMC)
- **Course name: Practical: Short Film and Documentary**
- Existing Base Syllabus: CBCS
- Course Level: 301-354
- Prerequisite: Does not arise
- Theory Credit: 4
- Practical Credit: Nil
- Number of Required Classes: 60
- Contact Class: 30
- Non-Contact Classes: 30
- Total marks: End Semester Examination will be of 100 marks.

COURSE OBJECTIVES: The course is designed to:

- Introduce basic concepts related to Television production.
- Co-relate the theoretical and practical aspects of Television production.

LEARNING OUTCOMES: After Completion of this programme, the students will be:

- Able to develop an understanding of the basic concepts as well as comprehensive knowledge of Television production and its related areas.
- Decode the structure/morphology of Television content.
- Use creativity in making the content of Television productions.
- Students will be more expressive of their ideas, views and opinions.
- Develop listening, speaking and writing ability.
- Use of suitable language i.e. in English or any regional language.
- Working effectively in groups.
- Develop a free flow of communication and problem solving attitude with teachers, team mates and others.

SEMESTER VI

PRACTICAL: SHORT FILM AND DOCUMENTARY

PAPER CODE: JMC-DSC-354 (P)

Contact hours -60

Full Marks -100

- TV Shooting exercise in artificial lights: ENG/ Panel Discussion/ Drama/ Film/ Documentary/ Interviews in group or individually (not more than 10 minutes duration)
OR
- TV Shooting exercise in natural lights: ENG/ Panel Discussion/ Drama/ Film/ Documentary/ Interviews in group or individually (not more than 10 minutes duration)
OR
- Students will need to make a video film either individually or group as per the internal examiner. The duration of the film should be not more than 20 minutes. The film will be screened in the presence of a 2 jury who will mark the films.
- A viva of 10 marks will be taken by the internal based on the above modules.