Sadhu Ram Chand Murmu University of Jhargram
Jhargram, West Bengal

Syllabus
of
Master of Arts (M.A.)
in
Journalism and
Mass Communication

Under Semester System

Course Duration : 2 years, 4 Semesters
[w.e.f. : 2021-2022]

Semester	Course No.	Paper Details	Course Title	Full Marks of Each Paper	Credit Point of Each Paper	Total Marks	Credit Points
I	101	Theoretical	Communication Studies	40+10=50	4	300	24
	102	Theoretical	Aspects of Bengali Journalism	40+10=50	4		
	103	Theoretical	Constitution, Media and Democracy	40+10=50	4		
	104	Theoretical	Reporting, Writing and Design	40+10=50	4		
	105	Theoretical	Broadcasting Media	40+10=50	4		
	106	Practical	Lab Journal Production	25+25=50	4		
II	201	CBCS: Theoretical	Basics of Journalism	40+10=50	4	300	24
	202	Theoretical	Regional Media	40+10=50	4		
	203	Theoretical	Community Media and Social Development	40+10=50	4		
	204	Theoretical	New Media and MoJo Journalism	40+10=50	4		
	205	Theoretical	Environment and Green Communication	40+10=50	4		
	206	Practical	Community Outreach and Field Study	50	4		
III	301	CBCS: Theoretical	Introduction to Film Studies	40+10=50	4	300	24
	302	Theoretical	Corporate Communication and CSR	40+10=50	4		
	303	Theoretical	Science Communication	40+10=50	4		
	304	Theoretical	Health Communication	40+10=50	4		
	305	Theoretical	Film Studies	40+10=50	4		
	306	Practical	Documentary Production	50	4		

	401	Theoretical	Communication Research	40+10=50	4		
IV	402	Theoretical	Media and Cultural Communication	40+10=50	4	300	24
	403	Theoretical	Media and Gender Studies	40+10=50	4		
	404	Theoretical	Media and Global Politics	40+10=50	4		
	405	Theoretical	Ethnography of Communication	40+10=50	4		
	406	Practical	Dissertation	50	4		
Total						**1200**	**96**

CBCS: Course No. 201 & Course No. 301 for the Students from other Subjects.

Semester I

Course code	JMC 101	
Course Title	**COMMUNICATION STUDIES**	
UNIT I	**Communication and Mass Communication**	Defining Mass, Public & Audience; Definition, Characteristic &Function of Mass Communication; Three Levels of Mass Communication; Aspects of intrapersonal communication - Self-concept, perception and expectation; Levels of intrapersonal communication - Internal discourse, solo vocal communication and solo written communication; Communication Process- SMCR, SMCRE Model, Shannon & Weaver Model; How Communication Works- after Wilbur Schramm; Group Communication- Social group, Family group, Decision making group, Reference group
UNIT II	**Theory and Model of Mass Communication**	Four models of Communication-Transmission Model, Expressive Model, Publicity Model, Reception Model; Four theories of Press; Normative media theories and four models - market model, Public interest model, professional model, Alternative media model
UNIT III	**Media and Society**	Media and Society – Mass Society, Functionalism, Marxism, Social Constructionism, Technological determinism; Information Society Frankfurt School& Birmingham cultural theory, Postmodernism: Language, Power/Knowledge, Gender; Social theory & public interest in media; Theory of responsibility; Mass Media, Civil Society & Public Sphere – Habermas.
UNIT IV	**Media Content and Audience**	Nature and Scope of media content – Structuralism, discourse analysis, CDA; Nature of media audience; Mass to audience – Agenda Setting Theory, Magic Bullet Theory, Two Step flow theory, Gratification uses of media audience, Garber's Model
UNIT V	**Media, Culture and Globalization**	Nature and forms of Media and Globalization – Localization, Glocalization, Hybrid Media, Diasporic Media; Culture and Globalization; Media and Cultural Activism

Reading List:

1. McQuail D: Mass Communication Theory: An introduction, Sage Publication,2005
2. Everett. R M. : A History of Communication Study, Free Press, 1997

3. Dominick J. R: The Dynamics of Mass Communication Mcgraw Hill 1999

4. Castells, M. (2013). Communication power. Oxford: Oxford University Press

5. Hartley, P. : Group Communication, Rutledge 2004.

6. Holmes, D.: Communication Theory: Media, Technology & Society, sage, 2005.

7. Laughey, D : Key Themes of Media Theory, Rawat Publication, 2008.

8. Vilanilam,J,V. Mass Communication Basics, Kerala Press Academy , 2014

9. Devereux, E. Understanding the Media :, Sage, 2005.

10. Culture Change in India: Identity and Globalization, Yogendra Singh • 2000

11. The Digital Frontier: Infrastructures of Control on the Global Web (Framing the Global), Sangeet Kumar • 2021

E sources:

1. http://docshare04.docshare.tips/files/28943/289430369.pdf

2. https://www.researchgate.net/publication/310649407_Wilbur_Schramm_Portrait_of_Development_Communication_Pioneer

3. https://www.researchgate.net/publication/255634034_Entertainment-Education_Media_Strategies_for_Social_Change_Promises_and_Problems

4. https://www.researchgate.net/publication/255634034_Entertainment-Education_Media_Strategies_for_Social_Change_Promises_and_Problems

5. http://egyankosh.ac.in/bitstream/123456789/7156/1/Unit-2.pdf

6. http://egyankosh.ac.in/bitstream/123456789/7164/1/Unit-3.pdf

7. http://www.universityofcalicut.info/SDE/SMMassCommunication.pdf

8. https://www.researchgate.net/publication/278319224_

9. https://www.researchgate.net/publication/272964534_A_Conceptual_Foundation_for_the_Shannon-Weaver_Model_of_Communication

10. https://www.researchgate.net/publication/344295651_The_Models_of_Communication

Course code	JMC 102	
Course Title	**Aspects of Bengali Journalism**	
UNIT I	**Foundation of Printing Press and establishment of newspapers**	Coming of the printing press in Bengal; The contribution of the Missionaries, technology, content and the beginning of the Bengali Press and journalism, tradition of dissent. Contribution of Marshman, Raja Rommohun Roy, Iswar Gupta, Haris Chandra Mookherjee, Sisir Ghosh, Motilal Ghosh. Bankim Chandra Chottopadhay, Rabindranath Tagore, Iswarchandra Vidyasagar.

UNIT II	**Indian renaissance and Bengal's Literary and Journalistic world**	Themes: Universalism, religious openness, Gender, and Caste, pluralism
		Issues and principles: role of the British and English Education, how to develop India and Bengal
		Debate over limitations: modernity and tradition, attitude towards Poor and agrarian classes
UNIT III	**Indian Nationalism, Freedom Movement and Bengali Journalism**	Features: Universalism, Scientific Universe, Freedom of press, evolution of standards, civil liberties, tradition of Dissent, New Political ideas: Socialism, Anarchism, Liberalism
UNIT IV	**Journalism and Political freedom in post independent India: 1947-1990s**	Features: Dissent, contribution to social up liftmen, Political change, Nationalism and Universalism
		Variety of Bengali Journalism, Political,(National, regional and the state) linguistic(Bangla, Urdu, Hindi, English) regional(Kolkata, North Bengal, Manbhum and Jangalmahal) social (caste, religious, community) and form (journal, little magazine, PujoSankhya)
UNIT V	**Journalism in the era of Multi Media: Press, television, and social media, post 1991**	Changing technologies and changing style and content of journalism
		Television and forms of convergence - Nature of Bengali News;
		Bengali soap opera, Folk theater and Group theater;
		Digital media and Bengali journalism – Bengali News portal, OTT platforms, Social Media

Reading List:

1. Bandyopadhyay, Brojendranath, *SangbadpatreSekaler Katha*,vols.I and II,Calcutta,1377B.S.and1384B.S.

2. -Bangla *SamajikPatra*,vols.I and II, Calcutta,1379B.S.and1384B.S.

3. Bhattachraya, D., R Chakravarty and R.D Ray, *A survey of Bengali writings on Science and Technology*, 1800-1950, Indian Journal of History of Science, 24, 1., 1989, 8-66

4. Chatterji, Sramana. "Role of the Press in Representing the Position of Women in the Bengali Society, with a special reference to Widow Remarriage, (1870-92)." *Proceedings of the Indian History Congress* 77 , 2016, : 532-38. https://www.jstor.org/stable/26552680.

5. Chattopadhyay,Kanailal(ed.),*SamayikPatreSamajchitraSanjeevani*(Bangla),Calcutta,1989.

6. Das, Suranjan, Food Movement of 1959: Documenting a Turning Point in the History of West Bengal, K. P. Bagchi, Kolkata, 2004

7. Ghosh,Benoy(ed.),Selections from English periodicals,7vols,Calcutta1978-81.

8. *SamayikpatreBanglarsamajchitra*(Bangla), 6vols, Deep Prakashan, Calcutta,1978-83.

9. Ghosh, Chilka, Printed Advertisement 1947-1970: Bengali Middleclass; An Interaction, Cambridge Scholars Publishing, UK, 2014.

10. De, Sushil K., *History of Bengali Literature in the Nineteenth Century, 1800–1825*. Calcutta: University of Calcutta, 1919..

11. Kesavan, B.S., History of Printing and Publishing in India: A Story of Cultural Re-awakening. South Indian origins of printing and its efflorescence in Bengal, Volume 1, Natioanl Book Trust, New Delhi, 1984

12. Ross, Fiona G. E., *The Printed Bengali Character and Its Evolution*, Sahitya Samsad, Kolkata, 2009.

13. Mamun,Muntassir, *UnishsatakeBangladesher Sangbad Samayikpatra* (Bengali),vols.I-V,Dacca,1985-93

14. Sen, Dinesh Chandra, *History of Bengali Language and Literature*. A Series of Lectures delivered as Reader to the Calcutta University. Calcutta University, 1911.

15. Nakajato, Nariaki, Harish Chandra Mukherjee, A profile of a patriotic Journalist in an Age of Social transition, *South Asia: Journal of South Asian Studies*, 31, 2, 2008, pp. 241-270

16. Bipan Chandra, K.M.Panikkar, Mridula Mukherjee, Aditya Mukherjee, and Sucheta Mahajan, (eds.) *India's Struggle for Independence*, Penguin, 1990, Chapters on Press.

17. Sisir Kar, *Bengali Books Proscribed Under the Raj*. Samskriti, New Delhi, 2009.

18. Mitra, Samarpita, "Periodical Readership in Early Twentieth Century Bengal: Ramananda Chattopadhyay's Prabāsī." *Modern Asian Studies* 47, no. 1, 2013, pp. 204-49. http://www.jstor.org/stable/23359784.

19. জানা,দেবপ্রসাে(সম্পাদিত),অহযাভূ দমপুরুদায়া,খড১-৪,ৌীপপ্রকালনী,কেকাতা,

20. রায়,বরুণকুমার,বীরভূ দমবীরভূ ম,খড১-৪,ৌীপপ্রকালনী,কেকাতা,২০০৪

21. Sanyal, Sukla. "Legitimizing Violence: Seditious Propaganda and Revolutionary Pamphlets in Bengal, 1908-1918." The Journal of Asian Studies 67, no. 3 (2008): 759-87. Accessed July 12, 2021. http://www.jstor.org/stable/20203424

22. Selections from the Writings of Raja Ram Mohun Roy, Iswar Chandra Vidyasagr, Rabindranath Tagore, Kazi Nazrul Islam, and other writers and thinkers shall be selected by the course teacher

Suggested Readings

1. Anindita Ghosh, *Power in Print: Popular Publishing and the Politics of Language and Culture in a Colonial Society.* Oxford University Press, Delhi, 2006.

2. Otis, Andrew, Hicky's Bengal Gazette: The Untold Story of India's First Newspaper, Westland, Chennai, 2018

3. Chatterjee, Sunil Kumar, *William Carey and Serampore*, Serampore, Laserplus, 2008

4. 7. Smith; George, *Life of William Carey*, *Shoemaker and Missionary,* London, J. M. Dent & Co. And New York, E. P. Dutton & Co., 1909. <http://www.archive.org/>

5. Chanda, Mrinal Kanti, History of English Press in Bengal 1858-1880, K. P. Bagchi, Kolkata, 2008.

6. Marshman, John Clark. *The Life and Times of Carey, Marshman, and Ward: Embracing the History of the Serampore Mission*. London: Longman, Brown, Green, Longmans and Roberts, 1859.

7. Hall, Kenneth R. "The Eighteenth-and Early Nineteenth-Century Evolution of Indian Print Culture and Knowledge Networks in Calcutta and Madras." In Print Culture Histories Beyond the Metropolis, in Hall Kenneth R., Connolly James J., Collier Patrick, Felsenstein Frank, and Hall Robert g (Eds.) ., 88-122. University of Toronto Press, 2016, http://www.jstor.org/stable/10.3138/j.ctt1bmzktp.8.

8. Ghosh, Anindita. "An Uncertain "Coming of the Book": Early Print Cultures in Colonial India." Book History 6 (2003): 23-55. http://www.jstor.org/stable/30227341.

9. Kundu, Manujendra. "Conjectures, Contradictions, Confusions: Bigotry and Nineteenth-Century Bengali Media (1818–1880s)." *Social Scientist* 47, no. 11/12 , 2019, pp. 63-80. Accessed July 12, 2021. https://www.jstor.org/stable/26899476

10. Acharya, Poromesh, "Development of Modern Language Text-Books and the Social Context in 19th Century Bengal." Economic and Political Weekly 21, no. 17 (1986): 745-51. Accessed July 12, 2021. http://www.jstor.org/stable/4375604

11. Ahmed, Wakil, *UnishShatokeBangaliMusalmanerChinta-ChetanarDhara* (Vol. 2). Bangla Academy, Dhaka, 1983.

12. Chanda M.K. *History of English Press in Bengal 1858-1880*, K.P.Bgachi, Calcutta, 2008

13. Gupta, Abhijit and Chakravorty, Swapan (ed.), *Print Areas: Book History in India*, Permanent black, Delhi, 2004.

14. Koff, David, British Orientalism and the Bengal Renaissance, University of California Press, Berkeley and Los Angeles, 1969.

15. Kopf, David, The Dimensions of Literature as an Analytical Tool for the Study of Bengal, 1800–1830. In Edward C. Dimock (ed.), *Bengal-Literature and History*. Asian Studies Center and Michigan State University Press, . 1967.

16. Ray, Rajat Kanta, *Exploring Emotional History: Gender, Mentality and Literature in the Indian Awakening*. New Delhi: Oxford University Press, 2001.

17. Shaw, Graham, *Printing in Calcutta to 1800: A Description and Check- list of Printing in Late 18th-Century Calcutta*. London: The Bibliographical Society, 1981.

18. Majumdar, Aritra. "Rammohun and the Debate on Sati: Locating the Public Sphere in Early Colonial India." *Proceedings of the Indian History Congress* 78, 2017, pp. 627-34. https://www.jstor.org/stable/26906134.

19. Chaudhuri, Narayan, "Social Changes as Reflected in Bengali Literature." Indian Literature 14, no. 2 (1971): 41-52. Accessed July 12, 2021. http://www.jstor.org/stable/23329828

20. Wagle, N.K.,*Writers Editors and Reformers: Social and Political Transformation of Maharastra 1830-1930*, Manohar, 1999

21. ভদ্র, দিগৌতম, নয়া□বিটত□য়যযায়ক'বার, ছাদতমবুক্স, ক□কাতা, ২০১১

22. শ্রীপান্থ, যখনছাপাখানাএল□□, ক□কাতা, ১৯৭৭

23. দসন,সুক্কু মার,বটত□রবই,[□ুইলতলকরবাং□মুদ্রণওপ্রকালন,প্রাণ্ডক্ত

24. Roy, Tapti, Print and Publishing in Colonial Bengal, The Journey of Bidyasundar, Routledge India, Delhi, 2018.

25. Sen, Sukumar, Early Printers and Publishers in Calcutta, Bengal Past and Present, vol.87, 1968, pp.59-66

26. Bandyopadhyay, Kausik, *1911 :BangalirOitihasik Football Juddha*, SetuPrakashani, 2011

27. De, Amalendu. "Bengali Intelligentsia's Attitudes to the Permanent Settlement." Social Scientist 5, no. 8 (1977): 18-40. Accessed July 12, 2021. doi:10.2307/3516561

Course code	JMC 103	
Course Title	**Media, Constitution & Democracy**	
UNIT I	**Constitution of India**	Preamble, fundamental rights. Freedom of speech and expression and their limits. The _golden triangle' of Articles. Directive principles of state policy. Federalism. Provisions for emergency in the Constitution and their effects on media. Reporting legislature Parliamentary privileges and media
UNIT II	**Media and Ethical issues**	Privacy. Right to reply. Guarding against communal writing and sensationalism. Yellow journalism. Defamation. Bias & slanted reporting. Paid News. Lobbying. Ethical issues related to ownership of media. National & trans-national monopoly. Private treaties between media and corporate houses.
UNIT III	**The Regulators**	Role of Press Council of India and its broad guidelines for the print media. Editors Guild of India. Prasar Bharati. Advertising Council of India. PRSI. NBA. Censor Board. TRAI. Accountability and independence of Media. History of Government Censorship. The idea of self-regulation

UNIT IV	Social media & empowerment of common man	Increase of Fake news & hate speech. Cyber Laws and Ethics. Types of Cybercrimes. Issues of privacy on net. Hacking and Ethical hacking. Net Neutrality in India & abroad. Digital media ethical code and practicability of tracing the _originator' of message/news in the social media. The issue of _end to end' encryption. The idea of _Whatsapp University'.
UNIT V	Democracy & other political systems of the world	The validity of media as _fourth estate'. The election process – the corruption, criminalization & transparency efforts of the Election Commission. The annual budget process – the financial answerability of the government. The political manifestoes, the gaps in implementation and the media coverage.

Reading List:

1. The Routledge Companion to News &Journalism : edited by Stuart Allen, 2010
2. The Great March of Democracy edited by S Y Quraishi, Vintage , 2019
3. Our Constitution, Subhash Kashyap,NBT, 2001
4. The website : www.gov.in (Indian Constitution & its amendments)
5. The Indian Public Sphere, edited by Arvind Rajagopal, Oxford, 2009
6. The Hoot Reader : Media Practice in Twenty first century, edited by SevantiNinan&SubarnoChattarji, Oxford, 2013
7. Rich Media, Poor Democracy – Communication Politics in Dubious Times, Robert McChesney, The New Press, 2000
8. How to Win An Indian Election, What Political Parties Don't want you to Know, Shivam Shankar Singh, Penguin Random House, 2019
9. The Indian Newsroom, Sandeep Bhushan, Westlandbooks,2019
10. Ending Corruption? How to Clean Up India, N Vittal, Penguin, 2012

Course code	JMC-104
Course Title	Reporting, Writing &Design
UNIT I	The News Process: From the Event to the Reader	Nature of News: Meaning and Definition; Format of news writing: Five Ws and One H, Inverted pyramid; Organization:News room, News Beats; Sources: Primary, Secondary - Library, archives, internet. Nature and forms of Reporting: Political: Parliamentary, Electoral and Political Parties, Crime and Legal; Sports; Science and Public Health Reporting;Rural and City

		Reporting, Economic and Business Reporting; Nature, Environment and Climate Reporting; Cultural Reporting; War, Peace and ConflictReporting; Data Journalism, and Social Media Reporting;
UNIT II	**Structure and Function of Newsroom**	Editor, News Editor, Chief Sub Editor, Sub-Editor, Feature, Editor, Sports Editor, Business Editor. Reporting: Chief of Bureau, Reporter, Special Correspondent, District Reporter, Stringer, Freelancer, Photojournalist Status of the Editor: Pre Independence and Post-Independence scenario;
UNIT III	**Forms of writing**	Editorial: Selection of Subject, Presentation; Post Editorial: Selection of Subject, Presentation; Feature: Definition, Types; Reporting: Investigative and Interpretative; Interviews: Formal, Informal, Planning, Preparation & Conducting Interview; Human interest stories: Choice of subject, Style of presentation; Reviews: Types, Information, Assessment
UNIT IV	**Editing: Fundamentals**	Meaning and Principles of editing, Editorial policy, Selection of News; Copy processing, copy testing, using style sheet, updating, Copy editing marks & proof reading; Leads: Importance, Roles, Paragraphing, Intro Writing: Types and Styles, Headline Writing: Principles; Agency copy - Editing agency copies, Selection, integration, updating
UNIT V	**Page Design**	Principles of Newspaper Design- Elements of design, Newspaper Format: broadsheet, tabloid and magazine. Layout Designing - Front page, Edit page, Other pages, Designing special pages and supplements; Use of graphics and colour in newspaper design; Typography: Basic principles, Main typography-typefaces and families, Printing technology of a modern newspaper;

		Photo editing - News Photo: Selection Criterion, Caption Writing

Reading List:

1. HobenbergJ : The Professional Journalist, Oxford IEH Publishing Company, New Delhi.

2. Kamath,V :The Journalists Handbook, Vikas Publishing House, New Delhi

3. Hough G A : News Writing Kanishka Publishers, New Delhi,

4. Mencher, M : Basic News Writing, W C Brown Publisher UK

5. Srivastava, K.M. : News Reporting & Editing.

6. Crump &Soencer : Fundamentals of Journalism.

7. ParthasathiR : Journalism In India.

8. Harris, Geoffrey & Spark, David : Practical Newspaper Reporting.

9. Mc dougal C D: Interpretative Reporting.

10. B.N Ahuja & S.C Chabra – News Reporting , Surjeet

11. S Bhattacharya – News Coverage : Reporting & Editing Kanishka. New Delhi 2010 .

12. Mames M Neal and Suzanne S Brown: News Writing and Reporting.

13. Williams P. N: Investigative Reporting and Editing

14. Fedler F: Reporting for the Print Media

15. Chauhan S & Chandra N: Foundations of News and Journalism Kanishka New Delhi

16. David Wainwright . Journalism made simple. Heinemann, 1982

17. F.P. Hoy. Photo Journalism

18. Geoffery Roger. Editing for print. Macdonland& Co., London, 1986

19. John Hohenberg . The Professional Journalist: a guide to modern reporting practice. Holt, 1966

20. Judith Butcher. Copy – Editing, Cambridge University Press, 1992

21. K.M. Shrivastava. News Reporting and Editing. Sterling publishers Pvt. Ltd. 2011

22. M.V. Kamath. Professional Journalism. Vikas Publishers. 1980.

23. N.N. Sarkar . Art & Print Production. Oxford University Press, 2008

24. Ron.F. Smith and Loraine M. O'Connell. Editing Today Wiley. 2003

25. Sourin Banerji. News Editing in Theory and Practice. K.P. Bagchi, 1992

26. T.J.S.George. Editing. IIMC New Delhi. 1989

Course code	JMC-105

Course Title	Broadcast Media	
UNIT I	History of Indian Broadcasting	Social and political history of Radio in India – From colonial period to present era; War- time radio- 2nd World War, 1971 Bangladesh War of Independence; Control , conflict and confusion of broadcast policy- Journey of Prasar Bharati; News Service Division of AIR; News on Internet; Digitalization of AIR achieve, Doordarshan Today; Doordarshan and its Family; Era of Globalization-satellite broadcasting, STAR, ZEE TV, SONY, VIA COM; DTH, HDTV, OTT
UNIT II	Transnational Television and Cultural Identity	Indian Television in post liberation era; Soap Opera –From north America to Mexican TV; Discourse of genre and content of Indian soap opera- HUMLOG, BUNIYAAD , TAMAS, BHARAT EK KHOJ, MULGUDI DAYS, CHANDRAKANTA, SHAKTIMAN,RAMAYANA, THE SWORD OF TIPU SULTAN, HUM PUNCH, & K SERIES, BALIKA BADHU ;Transnational Television and Cultural Change – DALAS, BAY WATCH; Impact of TV on cultural change in India – Identity & body, Miss World 1966.
UNIT III	TV Reporting and Programme – An Overview	Satellites TV- how satellites TV changed the way of thinking and act; News narrative in 24hours News channels - More news is good news? News Magazine- SURABHI, INDIA THIS WEEK; Cricketisation and Indian TV- IPL and global game changer ; Reality shows in Television- Influence of foreign TV programme in reality shows- KBC, SA RE GA MA, BIG BOSS; TV on Mobile 3G & Prospects of 4G , 5G; Contemporary Trends Indian TV Industry; Covering gender issues, Reporting political issues- parliamentary reporting, dynamics of election reporting, Lifestyle Reporting, Rural Affairs and Agriculture Reporting - farmers distress and questions of livelihood ;Public Health Reportinge and community participation; Nature of demands for health Services during and post Covid
UNIT IV	Forms of Radio	Convergence forms of news format; news portal and news

	Broadcasting	apps; Alternative voice of news- Community Radio- approaches of community radio, AMARC; Ribozomatic model; who are the community in the community radio; Challenges of community radio, Community radio in Bangladesh and West Bengal ; HAM Radio – ARRL ,HAM in disaster communication ; Internet Radio: Internet radio and online media; FM Broadcasting – AIR FM & Private FM Channels- content , presentation and audience participation Different forms of Radio programme -Radio Interview, documentary, drama , radio feature
UNIT V	Visual Production	Elements of Visual Production; Scripting - writing TV news, scripting documentaries; Lighting- intensity, colour quality, dispersion; Different types of shots, camera angles and camera movements; Subject –camera relationship; OB recording equipment; Sound Effects- application studio console: recording and mixing. Stages of broadcasting production; Pre-Production -Idea, research, script; Production–Creative use of Sound; Listening, Recording, Post-Production- Multimedia production; Usage of mobile phones in audio production

Reading List:

1. Chatterjee, P.C., Broadcasting in India , Sage Publication, 1997

2. Gupta, P. S. Radio and the Raj, 1921-47, Centre for Studies in Social Sciences, 1995

3. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India

4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.

5. Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,1997

6. AkashBharti National Broadcast Trust : Publication Division, New Delhi, 1987

7. Aspinall, R. Radio Production, Paris: UNESCO, 1971 Flemming, C. The Radio Handbook. London: Routledge, 2002

8. Radio Production, Robert Mcleish, Focal Press, Oxford, 2005

9. Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and. Kanchan K. Malik, Sage, New Delhi, 2007

10. Belavadi , Vasuki. Video Production, 2nd ed. Oxford University Press, 2013.

11. The Indian Newsroom, Sandeep Bhusan, Cntxt, 2019.

12. Whose news? The Media and Women Issue, 2nd ed. Ammu Joseph &Kalpna Sharma, Sage Publication, 2006.

13. Transnational Television , Cultural Identity and Change. Melissa Butcher , Sage Publication, 2003.

14. India on Television, Nalin Mehta. Herper Collins Publishers 2008.

15. The Indian Media Economy . Volume I & II. Edited by Adrian Athique, VibodhParthasarathi& S. V. Srinivas, Oxford University Press, 2018.

16. More news is Good News, edited by Ayesha kagal, Harper Collins Publishers, 2016.

17. Audio in Media, Principal, Technology and Production. Stanley, R. Alten, Wadsworth Cengage learning, 2005.

18. Moderan Radio Production, Vth Ed. Carl Hausman, Philip Benoit & Lewis B. O. Wadsworth Thomson Learning

19. Globalization and television: A Study of the Indian Experience, 1990-2010, Sunetra Sen Narayan Oxford University Press, 2013 .

20. Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John Herbert, Focal Press, Oxford, 2000 .

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

Web Sources

1. www.indiatelevision.com

2. www.ddindia.com

3. www.ddnews.com

4. www.screenindia.com

5. www.sarai.net

6. www.studio-systems.com

7. www.nfaipune.nic.in

8. www.allindiaradio.org

9. www.air.com

10. www.exchange4media.com

11. www.mib.gov.in

12. www.airwaves.net

13. http://www.erint.savap.org.pk/PDF/Vol.6.1/ERInt.2017-6.1-02.pdf

14. https://www.cac.cat/sites/default/files/2019-05/Q14_kapil_EN.pdf

15. http://www.erint.savap.org.pk/PDF/Vol.6.1/ERInt.2017-6.1-02.pdf

16. https://www.google.co.in/books/edition/Broadcast_Journalism/lHwrBgAAQBAJ?hl=en&gbpv=1&dq=Broadcasting+Journalism&printsec=frontcover

17. https://www.google.co.in/books/edition/Understanding_Broadcast_Journalism/GN5CDwAAQBAJ?hl=en&gbpv=1&dq=Broadcasting+Journalism&printsec=frontcover

18. https://www.google.co.in/books/edition/Broadcast_Journalism/DUp8AgAAQBAJ?hl=en&gbpv=1&dq=Broadcasting+Journalism&printsec=frontcover

19. https://www.google.co.in/books/edition/Radio_Journalism/HolIAwAAQBAJ?hl=en&gbpv=1&dq=Radio+Journalism&printsec=frontcover

20. https://www.google.co.in/books/edition/Other_Voices/Kb-GAwAAQBAJ?hl=en&gbpv=1&dq=community++Radio+Journalism&printsec=frontcover

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22. https://www.google.co.in/books/edition/Indian_Media_in_a_Globalised_World/HvyHAwAAQBAJ?hl=en&gbpv=1&dq=Globalisation+and+Television+in+India&printsec=frontcover

23. https://www.google.co.in/books/edition/Television_in_India/ToV8AgAAQBAJ?hl=en&gbpv=1&dq=Globalisation+and+Television+in+India&printsec=frontcover

Course code	JMC-106
Course Title	**Lab Journal Production**

Assignment I	Publication ofLab Journal I: Language Journal
	Students, in group, should participate in:
	    Collection of News
	  Copy writing
	    Editing
	    Layout designing (Software preference: Adobe In-design)

Assignment II	Publication of Lab Journal II: English/ Other Foreign Language
	Students, in group, should participate in:
	    Collection of News
	  Copy writing
	  Editing
	    Layout designing (Software preference: Adobe In-design)

Semester II

Course code	C-201 (CBCS/ Elective) Students from other discipline	
Course Title	Basics of Journalism	
UNIT I	History of Print Media	Colonial Period, National Freedom Movement Baptist Missionary, Buckingham, Metcalfe Tilak, Hickey, Raja Rammohun Roy, Aurobindo, Surendranath and Gandhi as Journalists and Communicators Statesman, Amrit Bazar Patrika
UNIT II	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 III	Understanding the structure and construction of news	Organizing a news story, 5W's and 1H, Inverted pyramid Criteria for news worthiness, principles of news selection;News Beats; Sources: Primary, Secondary - Library, archives, internet. Nature and forms of Reporting: Political: Parliamentary, Electoral and Political Parties, Crime and Legal; Sports; Science and Public Health Reporting; Rural and City Reporting, Economic and Business Reporting; Nature, Environment and Climate Reporting; Cultural Reporting; War, Peace and Conflict Reporting; Data Journalism, and Social Media Reporting;
UNIT IV	Different mediums-a comparison	Language and principles of writing: Basic differences between the print, electronic and online journalism; Citizen journalism

UNIT V	**Role of Media in a Democracy**	Responsibility to Society
		Press and Democracy - Freedom of expression (Article 19(1)(a) and Article 19(1)2)
		Freedom of expression and defamation- Libel and slander
		Right to Information
		Contemporary debates and issues relating to media Ethics in journalism

Reading List:

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today'smedia;* McGraw Hill Publication, 2000.

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5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication,2006.

6. ParthasarthyRangaswami, *Journalism in India from the Earliest to the Present Day,* (Sterling Publishers, 1989).

7. Jeffrey, Robin, India's News Paper Revolution: Capitalism, Politics and the Indian Language Press, (New Delhi, Oxford 2003)

8. Thakurta, ParanjoyGuha, Media Ethics, Oxford University Press, 2009

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11. VikramRaghvan, Communication Law in India, Lexis Nexis Publication,2007

12. IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000

13. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity

14. RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction

15. Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

16. HobenbergJ : The Professional Journalist, Oxford IEH Publishing Company, New Delhi.

17. Kamath,V :The Journalists Handbook, Vikas Publishing House, New Delhi

18. Hough G A : News Writing Kanishka Publishers, New Delhi,

19. Mencher, M : Basic News Writing, W C Brown Publisher UK

20. Srivastava, K.M. : News Reporting & Editing.

21. Crump &Soencer : Fundamentals of Journalism.

22. Harris, Geoffrey & Spark, David : Practical Newspaper Reporting.

23. Mc dougal C D: Interpretative Reporting.

24. B.N Ahuja & S.C Chabra – News Reporting , Surjeet

25. S Bhattacharya – News Coverage : Reporting & Editing Kanishka. New Delhi 2010 .

26. Mames M Neal and Suzanne S Brown: News Writing and Reporting.

27. Williams P. N: Investigative Reporting and Editing

28. Fedler F: Reporting for the Print Media

Course code	JMC-202	
Course Title	Regional Media	
UNIT I	Making of a Region	Geographical factors including the peopling of the region; Historical processes in the region making; socio-cultural interactive networks; Colonialism transformation of the regions in India; the idea of regional development in India; contemporary capitalism and the idea of new regions
UNIT II	Determinants of Regional media	Community, Political emergence, Language, society, religion, and history; Changing economy and regional Media
UNIT III	Media Clusters	Their global , national and regional dimensions; study of particular regional clusters in the world and in Indian media context
UNIT IV	Regional Media in India (With a special reference to Regions of Bengal)	Specific features of media in different regions in India; media in Bengal and common and different features of media in different regions in Bengal
UNIT V	Present and future	Digital Humanities and the region in the new media universe

Reading List:

1. Acharya, Nandadulal, RarherLoksanskriti, Govt. of West Bengal, 2003

2. B. Stein, Circulation and the historical geography of Tamil country. Journal of Asian Studies, 37(1), 1977, 7–26

3. Baskay, Dhirnedranath, Santhali Bhasha or sahityerItihas, Kolkata,

4. Bishai, Shankar ,BanglardakhinPaschimeUpakulawarty o Sanskriti, PustakBipani, Kolkata, 2004

5. S.G. Brail, & M.S. Gertler , The Digital Regional Economy: Emergence and Evolution of Toronto_s Multimedia Cluster, in Braczyk, H.J., G. Fuchs & H.-G. Wolf (1999) (Eds.), Multimedia and Regional Economic Restructuring, Routledge, London, 1999, 97-130

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9. S. Deshpande, Globalization and the geography of cultural regions. In Deshpande, S. (Ed.), Contemporary India: A sociological view (pp. 151–176). New Delhi: Penguin and Viking, (2003).

10. S. Fiol, Articulating regionalism through popular music: The case of Nauchami Narayana in the Uttarakhand Himalayas. The Journal of Asian Studies, 71(2), 2012 447–473.

11. Fiol, S. (2013). Of lack and loss: Assessing cultural and musical poverty in Uttarakhand. Yearbook for Traditional Music, 45, 83–96

12. Castells, M. (1989), The Informational City. Information Technology, Economic Restructuring and the Urban-Regional Process, Basil Blackwell, Oxford

13. Castells, M. (1996), The Rise of the Network Society. The Information Age: Economy, Society
and Culture, Vol. 1, Blackwell, Oxford

14. D. Eberts& G. Norcliffe, New Forms of Artisanal Production in Toronto_s Computer Animation Industry, GeographischeZeitschrift 86, 1998,120-133

15. C. Freeman, The National System of Innovation‖ in Historical Perspective, Cambridge Journal of Economics 19, 1995, 5-24

16. Gibson, C. & L. Kong (2005), Cultural Economy: A Critical Review, Progress in Human Geography 29, 541-561

17. Grabher, G. (2002), Cool Projects, Boring Institutions: Temporary Collaboration in Social Context, Regional Studies 36, 205-214

18. H. Bathelt, Cluster Relations in the Media Industry: Exploring the_Distanced Neighbour_ Paradox in Leipzig, Regional Studies 39, 2005, 105-127

19. H. Bathelt, H., A. Malmberg& P. Maskell , Clusters and Knowledge: Local Buzz, Global

Pipelines and the Process of Knowledge Creation, Progress in Human Geography 28, 2004 31-56

20. Hage, J. & C. Alter, A Typology of Interorganizational Relationships and Networks, in Hollingsworth, R.J. & R. Boyer (Eds.), Contemporary Capitalism: The Embeddedness of Institutions, Cambridge University Press, Cambridge, 1997, 94-126

21. R. Huggins, The Evolution of Knowledge Clusters: Progress and Policy, Economic Development Quarterly 22, 2008, 277-289

22. Ibrahim, F. Re-making a region: Ritual inversions and border transgressions in Kutch. South Asia: Journal of South Asian Studies, N.S., 34(3), 2011, 439–459

23. Mohapatra, B. Self-definitions and otherness: Contexts and sources of early imaginings in late nineteenth-century Orissa. In Vora, R., Feldhaus, A. (Eds), Region, culture, and politics in India (pp. 119–146). New Delhi: Manohar, 2006

24. Paasi, A. Place and region: Regional worlds and words. Progress in Human Geography, 26(6), 2002, 802–811.

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26. J. A. Agnew, Arguing with regions. Regional Studies, 47(1), 2013, 6–17.

27. K.Sivaramakrishnan, Agrawal, A. (Eds), Regional modernites: The cultural politics of development in India (pp. 404–425). New Delhi: Oxford University Press, 2003.

28. Kamila, Debendra Kumar, AnchalikDebata, Loksanskriti, Burdwan University, 2000

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41. Sheller, M. Mobile Publics: Beyond the Network Perspective, Environment and Planning D: Society and Space 22, 2004, 39-52

42. Storper, M. & S. Christopherson, Flexible Specialisation and Regional Industrial Agglomerations: The Case of the US Motion-Picture Industry, Annals of the Association of American Geographers 77, 1987, 260-282

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44. Thorner, D. (Ed.). Ecological and agrarian regions of South Asia circa 1930. Oxford University Press, 1996,

45. Tillin, L. (2013). Remapping India: New states and their political origins. London: C. Hurst & Co, 2013

46. Udupa, S. Making news in global India: Media, publics, politics. Cambridge: Cambridge University Press, 2015

Course code	JMC-203	
Course Title	**Community Media and Social Development**	
UNIT I	**Socio, cultural and anthropological orientation of Community**	Concept of community; Pluralistic approaches of community; Participatory approaches of community media; Community media and integrated development; Community studies: Global experiences; Village and community in India- An interface; Cast, class and power in community.
UNIT II	**Understanding development**	Development and society – issues and approaches ; Role of UN agencies in development ; Development Communication-basic concepts ; Paradigms in Development Communication –Modernization paradigm, Dependency paradigm, Alternative development; Telecommunication for development; Sustainability and development communication -Sustainable strategies in Development Communication ;Diffusion of innovation -

		History of diffusion research and development; social movement and social development
UNIT III	**Community media**	A historical route; Media and community, different forms - Folk, folklore and communication; Symbolic architecture; Language and Dialect approach in Community media
UNIT IV	**Understanding community media as citizen's media**	Defining community in the community media; Gate-keeping and community voices ; National building and citizen's voices ; Issues of community ownership ; Community newspaper – studies ;Community radio, Campus radio Community TV ,Community video , Community theatre, Community blogging; Concept and Approaches and importance of community radio - AMARC Structure; Ribozomatic model; Media –Market and civil society : Challenges of Community radio; Community radio and Covid 19
UNIT V	Community empowerment and de-empowerment	Community media and social capital - Community, linkages and social mobility; Capacity building and community media Community media and disaster management. Community media and climate change; Community and conflict; Community media and health; Community media and gender

Reading List:

1. Vinod Pavarala& Kanchan k Malik. 2007. Other Voices, Sage Publication
2. Vinod Pavarala& Kanchan k Malik, 2020, Community Radio in South Asia , Rutledge
3. Barnard, A. & J. Spencer. 1996. ‗Culture', in A. Barnard and J. Spencer eds.,Encyclopaedia of Social & Cultural Anthropology
4. Thompson, John. 1990. Ideology and Modern Culture: Critical Social Theory in the Era of Mass Communication. Stanford University Press
5. Mukerji, D.P. 1979. Sociology of Indian Culture. Rawat Publishers

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7. Bennet, Tonny. 2005. ‗Theories of the Media, Theories of Society‘ in Michael Gurevitch et al. (eds.) Culture, Society and the Media. Routledge.

8. Carey, James. 2009. Communication as Culture: Essays on Media and Society. Routledge.

9. Kosambi, D.D. 2001. The Culture and Civilisation of Ancient India in Historical Outline. VikasPublishing House

10. Linda K. Fuller , 2011. The Power of Global Community Media, Palgrave Macmillan

11. Communication for Development Theory and Practice for Empowerment and Social Justice , 2015 , 3rd Ed. Srinivas Raj Melkote and H. Leslie Steeves - University of Oregon, Orego

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2. https://www.researchgate.net/publication/338286793_A_Critical_Analysis_of_Social_Development_Features_Definitions_Dimensions_and_Frameworks

3. https://www.researchgate.net/publication/261324153_Role_of_social_media_on_development

4. https://www.unapcict.org/sites/default/files/inline-

files/Primer%205_Exploring%20SMs%20Role%20in%20Development.pdf

5. https://openknowledge.worldbank.org/bitstream/handle/10986/6439/446360Dev0Comm1ns0 handbook01PUBLIC1.pdf;sequence=1

6. http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/approaches_to_develop ment_communication.pdf

Course code	JMC-204	
Course Title	New Media and MoJo Journalism	
UNIT I	Technological Changes	What is meant by ―new media‖ – Technological changes. Changes in Media: creation of the web portal - its types and characteristics. What is Hypertext? The Internet & the Virtual World
UNIT II	Changing Effects	New Media‘s changing effects on language, in critical theories – social / cultural/ literary. Effects on business, on government: e-governance. Cyberspace & Cyber-crime
UNIT III	Social Media	Facebook, Twitter, Instagram, LinkedIn, Google - how they work. Streaming news on social media, micro blogging and Facebook, content design for web media; user generated content, online news and online noise.
UNIT IV	Information era and its characteristics	Information overload, information imbalance, information pollution, Information as a political and economic tool. Media & propaganda.
UNIT V	MoJo Journalism	Increasing popularity of the mobile phone. Will mobile journalism replace others? MOJO‘s characteristics, its strengths and limitations. Uses and perils of ‗citizen journalism‘

Reading List:

1. The Internet Galaxy: Manuel Castells

2. E Government Toolkit for Developing Countries: UNESCO report

3. The world is flat: Thomas Friedman

4. Communication is Power: Manuel Castells

5. Cellphone Nation : Robin Jeffrey &Assa Doron

E books / E Sources

1. https://www.google.co.in/books/edition/MOJO_The_Mobile_Journalism_Handbook/5tksCgA AQBAJ?hl=en&gbpv=1&dq=Mojo+Journalism&printsec=frontcover

2. https://www.google.co.in/books/edition/Democratizing_Journalism_through_Mobile/QygFD AAAQBAJ?hl=en&gbpv=1&dq=Mojo+Journalism&printsec=frontcover

3. https://www.google.co.in/books/edition/Smartphone_Video_Storytelling/cGNgDwAAQBAJ? hl=en&gbpv=1&dq=Mojo+Journalism&printsec=frontcover

4. https://www.google.co.in/books/edition/Digital_Journalism_Studies/gu6aDwAAQBAJ?hl=en &gbpv=1&dq=Mojo+Journalism&pg=PT117&printsec=frontcover

5. https://www.google.co.in/books/edition/Mobile_and_Social_Media_Journalism/I4BZDwAA QBAJ?hl=en&gbpv=1&dq=Mojo+Journalism&printsec=frontcover

6. https://www.google.co.in/books/edition/Mobile_First_Journalism/DwprDwAAQBAJ?hl=en& gbpv=1&dq=Mojo+Journalism&pg=PT59&printsec=frontcover

7. https://www.google.co.in/books/edition/Viral/I26zDwAAQBAJ?hl=en&gbpv=1&dq=social+ media&printsec=frontcover

8. https://www.google.co.in/books/edition/The_Social_Media_Marketing_Book/chd3yfExXME C?hl=en&gbpv=1&dq=social+media&printsec=frontcover

9. https://www.google.co.in/books/edition/A_Dictionary_of_Social_Media/UlExDwAAQBAJ?h l=en&gbpv=1&dq=social+media&printsec=frontcover

10. https://institute.aljazeera.net/sites/default/files/2018/mobile%20journalisn%20english.pdf

11. https://www.researchgate.net/publication/286265718_Mojo_and_the_mobile_journalism_rev olution

12. https://www.mojo-manual.org/

13. https://sport.ec.europa.eu/sites/default/files/mojo-guidelines_en.pdf

14. https://www.ijsr.net/archive/v8i12/ART20203642.pdf

15. http://keralamediaacademy.org/wp-content/uploads/2015/02/The-mobile-journalist.pdf

16. http://management.eurekajournals.com

17. https://www.mojo-manual.org/benefits-of-mobile-journalism/

18. https://core.ac.uk/download/pdf/16668883.pdf

19. https://www.researchgate.net/publication/348135473_Social_Media_and_Journalism

20. https://www.researchgate.net/publication/329416333_Social_Media's_Impact_on_a_Journalis t's_role

21. https://www.academia.edu/37866164/IMPACT_OF_SOCIAL_MEDIA_ON_MODERN_JO URNALISM_STUDY_OF_ABAKALIKI_AND_ENUGU_METROPOLIS

22. https://www.epa.gov/sites/default/files/2014-03/documents/social-media.pdf

23. https://accan.org.au/files/Tip%20Sheets/Introduction%20to%20Social%20Media.pdf

24. http://www.ijcat.com/archives/volume5/issue2/ijcatr05021006.pdf

Course code	JMC-205	
Course Title	Environment and Green Communication	
UNIT I	Environmentalism	Eco-systems, renewable and non-renewable resources, bio-diversity and its conversations, environmental pollution, Laws (Environment Protection Act, Forest conservation Act), Issues (global warming, acid rain, ozone layer depletion etc), Policies and Green Movement
UNIT II	Environment & Communication	Issues, controversies, and case studies. Role of traditional media (newspapers, radio, television, cinema, folk media) and the new media at the global, national and local level
UNIT III	Environment and Development	Are they contradictory? The issue of _sustainable development'.
UNIT IV	The annual global meets	The Stockholm, Rio, Kyoto, Copenhagen Meets. The international politics over the resolutions taken at COPS. The relevance of the UN and IPCC warnings. Why is the −2 degree Celsius‖ issue so important ?
UNIT V	The local issues of pollution	The local issues of pollution – of air, water and earth and the nature of media coverages. Is the _green coverage' of the media enough?

Reading List:

1. Environment, Media & Communication – Anders Hansen
2. Mismeasuring Our Lives: Why GDP Doesn't Add Up – Amartya Sen et al
3. Hot, Flat & Crowded: Thomas Friedman
4. Environment Issues in India: edited by Mahesh Rangarajan
5. Annual surveys of the Hindu & Down to Earth.

E books / E Sources

1. https://www.researchgate.net/publication/337911337_Environmental_Communication
2. https://us.sagepub.com/sites/default/files/upm-assets/90201_book_item_90201.pdf
3. https://www.ijert.org/research/a-review-on-green-communications-IJERTCONV6IS13053.pdf

4. http://eprints.manipal.edu/1378/1/Maitreyee_Mishra_2011-_Environmental_Communication_in_India%5B1%5D.pdf

5. https://www.researchgate.net/publication/340738992_A_Review_of_Techniques_and_Challenges_in_Green_Communication

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7. http://www.pumagua.unam.mx/assets/pdfs/publicaciones/recomendadas/applying_communication_tools_sust_dvt_oecd.pdf

8. https://www.researchgate.net/publication/320871979_Climate_Change_Communication_in_India

9. https://www.arcjournals.org/pdfs/ijirec/v7-i2/2.pdf

10. https://www.amity.edu/gwalior/jccc/environment%20communication%20for%20sustainable%20development%20in%20punjab,%20india.pdf

11. https://www.ijser.in/archives/v3i10/IJSER15498.pdf

12. https://ec.europa.eu/environment/integration/research/newsalert/pdf/17si_en.pdf

13. https://www.google.co.in/books/edition/Sustainable_Development_and_Green_Commun/fXAhAQAAQBAJ?hl=en&gbpv=1&dq=Environment+and+Green+Communication&printsec=frontcover

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19. https://www.google.co.in/books/edition/The_Routledge_Handbook_of_Environment_an/ngPwBgAAQBAJ?hl=en&gbpv=1&dq=Environmental+communication+by+COX&printsec=frontcover

20. https://www.google.co.in/books/edition/Visual_Environmental_Communication/EqvDCwAAQBAJ?hl=en&gbpv=1&dq=Environmental+communication+by+COX&printsec=frontcover

Course code	**JMC-206**
Course Title	**Community Outreach and Field Study**
	Students in groups (not more than 4 members) should conduct community outreach programs on any area of development communication like public health, environment, agriculture, language and dialect promotion, etc. though standard questionnaire method or interview, which should include outreach program design, media advocacy and awareness Final report should include achievement, limitation and further scope of the program based on primary data collected. Word limit of the report: 2000 words maximum. Mode of Evaluation: Full report along with power point presentation and Viva Voce

Semester III

Course code	C 301	
	(CBCS/ Elective) Students from other discipline	
Course Title	**Introduction to Film Studies**	
UNIT I	**Language of Cinema**	Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage
		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
UNIT II	**Film Form and Style**	German Expressionism and Film, Noir Italian, Neorealism, French New-Wave,
		Genre and the development of Classical Hollywood Cinema
UNIT III	**Alternative Visions**	Third Cinema and Non Fiction Cinema
		Introduction to Feminist Film Theory
		Auteur- Film Authorship with a special focus on Ray and Kurusawa
UNIT IV	**Indian Cinema**	1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)
		The Indian New-Wave - Mrinal Sen, RitwikGhatak, Adoor Gopalakrishnan, SyamBenegal, Govind Nihalini, Gautam Ghosh
		Globalization and Indian Cinema,
		The multiplex Era Film Culture
UNIT V	**Film Bodies**	CBFC
		NFDC

Reading List:

1. Andre Bazin, ‒The Ontology of the Photographic Image‖ from his book *What is Cinema Vol.I*

2. Berekeley, Los Angeles and London: University of California Press: 1967, 9-16

3. Sergei Eisenstein, ―A Dialectic Approach to Film Form‖ from his book *Film Form: Essays*

inFilm

4. *Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: AHarvest/Harcourt

5. Brace Jovanovich, Publishers: 1977, 45-63

6. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films,"in

7. Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990,

8. 86-94.

9. David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip

10. Rosen, ed. *Narrative, Apparatus, Ideology.* New York: Columbia University Press, 1986, 17-34.

11. Paul Schraeder —Notes on Film Noir‖ in John Belton ed. *Movies and Mass Culture* New Brunswick,

12. New Kersey: Rutgers University Press: 1996 pg.153-170

13. Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating

14. Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts &Oxford : Blackwell

15. Publishers: 2000, 83-91 & 123-129.

16. Richard Dyer —Heavenly Bodies: Film Stars and Society‖ in *Film and Theory: An Anthology* Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617

17. Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998 Global Bollywood by Anandam P. Kavoori and AswinPunanthambekar Eds. New York: New York University Press. 2008

Course code	JMC-302	
Course Title	Corporate Communication and CSR	
UNIT I	Corporate & Corporate Communication	From business to corporate- A brief concept; Basic issues of business communication; Idea of corporate and capitalism; Corporate structure; Purpose of corporate; Role of communication in corporate; Principles and concept of corporate communication

		; CC & PR : An interdisciplinary approach;
UNIT II	**Indian Corporate**	Historical overview of corporate communication in India; Understanding corporate goals; Corporate strategy and corporate Niche Emerging power of media for B2B communication system, Corporate leadership and trust; Ministry of Corporate Affairs; Fortune India; Overview of Indian largest corporation: Reliance Industries, TATA Motors, TCS, Larsen & Turbo; ICICI Bank, INFOSYS.
UNIT III	**Corporate Social Responsibility (CSR)**	CSR – Different thoughts of business and social perspectives ; Theories of CSR – Triple bottom line theory, Theory of utility & stake holder theory; Value Creation Model of CSR; Role of NGO in CSR Activities ; CSR programme in India- Azim Premji Group, Community development Programme by IOCL, INFOSYS in Healthcare, Mahindra and Mahindra Limited; Funds for NGOS & CSR promotion; Issues and approaches, PM' s Care Fund & COVID 19 Pandemic; Approaches of CSR - How marketers are now focusing on CSR in current COVID-19 pandemic;CSR Vis a Vis Employee Relations: An Alternative approach in COVID 19
UNIT IV	**Corporate Identity**	Brand and brand positioning; Corporate brand and brand promotions -Coloration, Logo, Celebrity endorsement; Identity and image Grounded theory of the corporate identity; Corporate strategy dynamic - Six stationed model of Corporate Identity; Managing brand vs managing customers; - Role of PR New Anthem for Open Source Branding - Social Media Advocacy and corporate identity B2B with leadership & trust – TATA Brands with nations building – L&T Brand for social digitilaztion – Infosys Corporate Employee relations

UNIT V	Issues of Corporate Communication	Corporate crisis and crisis communication - planning & execution new nature of crisis; Risk management& risk mangers; Role of leadership and media handling during crisis; End crisis- improving strategy - crisis response vs rebuilding trust Appraise key of media relations techniques for corporate communication; Compare and contrast Uses and Gratifications; Guidelines for good media relations; tools and strategies of effective media relations Corporate promotional through digital media; Issues and application of digital media platform for corporate communication during COVID epidemic period

Reading List:

1. Crisis Management : Leading in the New Strategy Landscape, Second Edition, Rawat Publications , 2013

2. Danny Moss, Barbara DeSanto , Public Relations : A Managerial Perspective, Rawat Publications , 2011.

3. Corporate Communications — Joseph Fernandez. New Delhi: Response Books, 2004.

4. The SAGE Handbook of Public Relations, edited by Robert L. Heath, Sage, 2000

5. Corporate Communication, Paul A Argenti, Tata McGraw Hilll · 2015

6. Asha Kaul, Avani Desai Corporate Reputation Decoded : Building, Managing and Strategising for Corporate Excellence, Rawat Publication 2014

7. Joep Cornelissen Corporate Communication : A Guide to Theory and Practice, 4th ed, , Rawat Publication 2014

8. W. Timothy Coombs , Ongoing Crisis Communication : Planning, Managing, and Responding 4th Ed , , Rawat Publication 2011

9. J V Vilanilam, Public Relations in India : New Tasks and Responsibilities, Sage publication 2009

10. Balan, R.K. Corporate Public Relations, Sterling Punishers Pvt. Ltd, New Delhi, 1992.

11. Corporate Social Responsibility in India , By Bidyut Chakrabarty , Rutledge, 2011

12. Corporate Social Responsibility: Concepts and Cases : the Indian Experience , By C. V. Baxi, Ajit Prasad, Excel Books new Delhi, 2005

13. Corporate Social Responsibility in India, By Sanjay K Agarwal, Response Publication, 2008

14. SAGE Brief Guide to Corporate Social Responsibility, By SAGE Publications, 2012

15. Business and Community: The Story of Corporate Social Responsibility in India , By Pushpa Sundar, Sage Publication, 2013

16. Strategic Corporate Social Responsibility: Stakeholders, Globalization, and Sustainable Value Creation , By David Chandler, William B. Werthe, Sage Publication, 2014

17. Public Relations- Principles and Practices, iqbal S Sachdeva, Oxford, 2009

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1. https://www.mca.gov.in/content/dam/mca/documents/inductionmaterial.pdf

2. https://ncert.nic.in/textbook/pdf/lehe214.pdf

3. https://www.sagepub.com/sites/default/files/upm-binaries/39352_978_0_85702_243_1.pdf

4. https://www.researchgate.net/publication/280857479_Corporate_communication_and_corporate_marketing

5. https://www.academia.edu/20196351/Corporate_Communications_Theory_and_Practice

6. https://ncert.nic.in/textbook/pdf/kebs106.pdf

7. https://www.tatasteel.com/media/1879/csr-policy-version-20.pdf

8. http://www.nraismc.com/wp-content/uploads/2017/03/302-PUBLIC_RELATION.pdf

9. https://www.sjsu.edu/ajeep/docs/IntroToPR.pdf

10. https://egyankosh.ac.in/bitstream/123456789/7614/1/Unit-1.pdf

11. https://www.researchgate.net/publication/312084577_The_Role_of_Corporate_Social_Responsibility_in_India

12. https://www.researchgate.net/publication/323889062_Revolutionising_Corporate_Social_Responsibility_in_India_Is_It_Truly_Revolutionised

13. https://www.pwc.in/assets/pdfs/publications/2013/handbook-on-corporate-social-responsibility-in-india.pdf

14. http://granthaalayah.com/Articles/Vol4Iss5/06_IJRG16_B05_81.pdf

15. https://www.researchgate.net/publication/270583939_NGOs_and_Corporate_Social_Responsibility_in_India_A_Case_Study

16. https://www.researchgate.net/publication/304625353_Corporate_social_responsibility_NGOs_and_business_partnerships_for_social_sustainability

17. http://irjbm.org/irjbm2013/Dec2014/spaper2.pdf

18. https://www.mdpi.com › pdf

19. https://www.ijcrt.org/papers/IJCRT2012052.pdf

20. https://www.mdos.si/wp-content/uploads/2018/04/defining-corporate-social-responsibility.pdf

21. https://www.icsi.edu/media/portals/2/ppt/ROC-CSR-300317%20.pdf

22. https://www.researchgate.net/publication/267246400_Corporate_Social_Responsibility_A_Case_Study_Of_TATA_Group

23. http://troindia.in/journal/ijcesr/vol4iss12/23-26.pdf

24. https://azimpremjifoundation.org/content/making-csr-meaningful

https://www.researchgate.net/publication/334416766_AN_OVERVIEW_OF_CSR_TAKEN_BY
_TATA_GROUP

https://www.samsungengineering.com/sustainability/corporate/project/suView

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27. https://www.nespnorthern.edu.au/wp-
content/uploads/2021/01/Microsoft_Environmental_Sustainability_Report_2020.pdf

28. https://azimpremjifoundation.org/content/what-relationship-between-wipro-and-azim-premji-
foundation-wipro%E2%80%99s-corporate-social

29. https://www.itcportal.com/about-itc/policies/corporate-social-responsibility-policy.aspx

30. https://www.itcportal.mobi/sustainability/images/ITC-CSR-Booklet-PDF.pdf

31. https://www.itcportal.com/businesses/agri-business/e-choupal.aspx

Course code	JMC-303	
Course Title	Science Communication	
UNIT I	Media Representation of Science	i) Science communication: Nature, scope, and theories and debates about the nature of science; ii) Communicating science: Association, Museums and Media; iii). Motivation for science communication;
UNIT II	Science and its Social Contexts	i) History of science: evolution of a scientific view of the world and of Humans; Idea of science in India, its ancient and medieval phase, the colonial era, science and the national movement, post Independent phase of science. iii) Ideas and Institutions: The idea of Scientific temper: Intellectual and social reform movements and science in India, Nationalism and science, post Independent cross currents; State and Science: - colonial, Post-Independence and contemporary times; Individual and community efforts at institution building in science and developing scientific temper: Writers and mobilisers of science in Bengal.
UNIT III	Science, environment and sustainability	i) Science and Non-Human animals, wildlife and Environment; ii) Movements and genres: Science popularisation movements; Associations Club, Fairs (mela); science fictions, magazines, films and radio and

		television programmes
UNIT IV	**Risk communication**	Environmental and other risk environments.
UNIT V	**Projects**	i) Science reporting - news and feature writing for news media, covering research and science policy; ii) Writing science for children; iii) Communicating science through social media Communicating health, climate change and risk communication iv) Making documentary, film, curating Sound and signs; making Radio pregame; v) Social media creation for science communication Science communication

Reading List:

1. Deepak Kumar, Science and the Raj, 1857-1905, OUP, Delhi, 1995

2. Deepak Kumar and Bipasha Raha (eds.), *Tilling the Land: Agricultural Knowledge and Practices in Colonial India*, Primus, Delhi, 2016.

3. Kumar, Deepak and RajsekharBasu (eds.) *Medical Encounter in British India*, OUP, Delhi, 2013.

4. Kumar, Deepak (ed.), *Disease and Medicine in India: A Historical Overview*, Tulika

5. Dinesh C. Sharma, the Outsourcer, The story of India's IT Revolution, MIT Press, Mass., 2015

6. Dinesh C. Sharma, Nepal Earthquake exposes gaps in disaster Preparedness, Lancet, 2015

7. Dinesh C Sharma, Transforming Rural lives thorugh decentralized Green Power, Futures, vol. 39, No. 5, June 2007,Pages 583-596

8. B.Mukerji& Dr. P.K.Bose, A Short History Of The Indian Science Congress Association, Kolkata.

9. Beal GM**,** Dissanayake W**,** Konoshima S**, eds.** 1986. *Knowledge Generation, Exchange, and Utilization*. Boulder: Westview

10. P. K. Bose, A Decade (1963-72) Of Indian Science Congress Association, Indian Science Congress Association, Kolkata,

11. Rohini Godbole and Ram Ramaswamy, Leelavati's Daughters, Indian Academy of Sciences, Bangalore,2010.

12. MeghnadSaha, His science and persona though writings and speeches, INSA, (Pdf) Indian science Transforming India, (Pdf) INSA

    Amalendu Bose, The museum and its Beginning, 40th Anniversary souvenir of B.I.T.M, Kolkata, 1999

13. Jayanta Basu, Bangla BhasayBijnancharcharPrekshapateBangiyaBijnanParisad PanchashBachhar Parikrama, Kolkata, 2000

14. Sabyasachi Chattopadhyay, ‗PaschimbangaBijnanChetanarItihas‗, Itishas Anusandhan 12, Kolkata , 1998, pp- 589-599.

15. Sabyasachi Chattopadhyay ,BijnanJakhanAndolan: Itihaser Path Beye (When Science is a Movement: Through the Historical Ways), SetuPrakashani, Kolkata, January 2020

16. Rogers EM**.** 2003. *Diffusion of Innovations*. New York: Free Press. 5th ed.

17. Schwitzer G. 2008. How do US journalists cover treatments, tests, products, and procedures? An evaluation of 500 stories. *PLoS Med.* 5(5):e95

18. Singhal AR, Dearing JW, eds. 2006. *Communication of Innovations: A Journey with Ev Rogers*. Thousand Oaks: Sage

19. 19.

20. Valente TW. *Network Models of the Diffusion of Innovations*. Cresskill, NJ: Hampton Press, 1995

21. Valente TW, Rogers EM. The origins and developments of the diffusion of innovations paradigm as an example of scientific growth. *Sci. Commun.* 16(3), 1995, pp. 238–69

22. Institutional resources:

23. Arnold, D. The New Cambridge History of India, Volume 3, Part 5: Science, Technology and Medicine in Colonial India. Cambridge University Press, 2000

24. Castells, M. The rise of the network society: The information age: Economy, society, and culture (Vol. I). Wiley, 2011

25. Allum, N., Sturgis, P., Tabourazi, D., &Brunton-Smith, I. Science knowledge and attitudes across cultures: a meta-analysis. Public Understanding of Science, 17, 2008, 35–54.

26. M. W. Bauer, Atoms, bytes and genes: Public resistance and techno-scientific responses. London: Routledge, , 2015

27. U .Beck,. Risk society: Towards a new modernity. London: Sage,1992

28. G. Beck, & C. Kropp, Infrastructures of risk: A mapping approach towards controversies on risks. Journal of Risk Research, 14(1), 2011, 1–16.

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34. Sayes, E. Actor–Network Theory and methodology: Just what does it mean to say that nonhumans have agency? Social Studies of Science, 44(1), 2014, 134–149.

35. Barnes, B. About science. Oxford: Blackwell, 1985

36. M. Bucchi, Of deficits, deviations and dialogues: Theories of public communication of science. In M. Bucchi& B. Trench (Eds.), Handbook of public communication of science andtechnology, (pp. 57–76). London: Routledge, 2008

37. M. Callon, The role of lay people in the production and dissemination of scientific knowledge. Science, Technology and Society, 4(1), 1999, 81–94.

38. Cohn, J. P. Citizen science: Can volunteers do real research? *Bioscience*, 58(3), 2008,192–197.

39. Curtis, V. Motivation to participate in an online citizen science game: A study of Foldit. *Science Communication*, 37(6), 2015, 723–746.

40. M. Decker, M., &M. Ladikas, (Eds.). Bridges between science, society and policy. Technology assessment – methods and impacts. Berlin: Springer, 2004

41. J. Durant, (1996). Science museums or just museums of science? In S. Pearce (Ed.), Exploring science in museums (pp. 148–161). The Athlon Press: London.

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43. Jasanoff, S. Technologies of humility: Citizen Participation in governing science. *Minerva*, 41(3),2003, 223–244.

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47. Bucchi, M. Beyond technocracy: Citizens, politics, techno science. New York: Springer, 2009.

48. Collins, H. M. Gravity‘s kiss. The detection of gravitational waves. Cambridge, MA: MIT Press, 2017

49. Collins, H. M., & Pinch, T. The Golem: What everyone should know about science? Cambridge: Cambridge University Press, 1993

50. Gregory, J., & Miller, S. Science in public: Communication, culture, and credibility. London: Plenum, 1998

51. Hansen, A. Journalistic practices and science reporting in the British press. *Public Understanding of Science*, 3, 1992, 111–134.

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54. L. Birke, A. Arluke, & M. Michael, The sacrifice: How scientific experiments transform animals and people. West-Lafayette: Purdue University Press, 2007

55. Crettaz von Roten, F. Public perceptions of animal experimentation across Europe. Public Understanding of Science, 22(6), 2013, 691–703.

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67. j. Gregory and S. Miller, S. Science in public: Communication, culture, and credibility. New York: Plenum, 1998

68. A.Summ, & A. M. Volpers, What's science? Where's science? Science journalism in German print media. *Public Understanding of Science*, 25(7), 2016, 775–790.

69. Callon, M., &Rabehariosa, V. The growing engagement of emergent concerned groups in political and economic life. *Science, Technology and Human Values*, 33(2), 2008, 230–261.

70. J. Chilvers& M Kearnes Remaking participation. Science, environment and emergent publics. London: Routledge, 2016

71. House, M. Citizen participation in water management. *Water Science and Technology*, 40 (10), 1999, 125–130

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Course code	JMC-304	
Course Title	Health Communication	
UNIT I	Health Communication – An Introduction	Basics of health and hygiene; Concept and approach of health communication; socio, cultural and medical history of health communication – health literacy- health education & health advocacy – idea & articulation factors of health communication- social, bio- cultural, communicational ; biological & psychological health issues and challenges in rural and urban India public health- concepts and programmes Ministry Of Health And Family Welfare; NACO; Climate change and issues of sustainable health
UNIT II	Perspectives of Health Communication	Cultural perspectives ;Emotional perspectives ;Cognitive resonance and socio-psychological notions of health and hygiene; Wellness concept of health; Health Issues and challenges in rural and urban India ;Public health- Concepts and Programmes; Family Planning Programme, Polio Awareness; Cultural communication on health
UNIT III	Theoretical Foundation of Health Communication	Theories & Model of Health Communication; IEC ; KAP ; BCC ; HBM. Rhetorical and semiotic tradition of health communication; Phenomenological tradition and dialogic action; Health Communication and discourse analysis; Behavioral belief and outcome in health communication; Motivation and behavior-health cognition and health behaviors ;Normative belief and motivation ; Control

		belief and perceived power
UNIT IV	**Health Communication in Media**	Health , health communication and related parameters – literacy, poverty, climate, religion; Factors for integrated health communication – norms, attitude, self efficacy, skills, emotions , abilities intension ; The power of narrative persuasion in media; Entertainment-education forms of media communication on health; health literacy vs media literacy; Analysis and interpretation of media advocacy on health and hygiene; Folk forms- BULA DI campaign
UNIT V	**Covid Pandemic and Health Commutation**	Covid 19- an overview of economic, geopolitical and health consequences; Critical health crisis & challenges of communication; Social, cultural and mental trauma during Pandemic; Role of social media in Covid 19; Media text and media audiences ; Guidelines of WHO and ICMR regarding Covid 19 pandemic; Vaccination policy and related issue of Covid- Media text; Bhilwara model & Kerala model in Covid-19

Reading List:

1. Health Communication: From Theory to Practice, By RenataSchiavo, John Wiley & Sons Inc, 2007

2. Health Communication, By Richard K. Thomas, Springer , 2006

3. Rao, K. (1974). Studies in family planning, India. New Delhi: Abhinav Publications

4. Combating AIDS: Communication Strategies in Action , By ArvindSinghal, Everett M Rogers , Sage

5. Health Communication Message Design: Theory and Practice , edited by Hyunyi Cho, Sage, 2012

7. Public Health Communication: Evidence for Behavior Change, edited by Robert Hornik , Rutledge , 2002

8. Writing Health Communication, An Evidence-based Guide, Edited by: Charles Abraham - University of Exeter, UK ,MariekeKools- Maastricht University, Netherlands, Sage

9. Health Communication: Theory, Method, and Application, edited by Nancy Grant Harrington, 2015. Rutledge

10. The Routledge Handbook of Health Communication, edited by Teresa L. Thompson, Roxanne Parrott, Jon F. Nussbaum, 2011, Rutledge 11. Dalal, A. K. (2016). Cultural psychology of health in India: well-being, medicine and traditional health care. Los Angeles: SAGE.

12. Health Communication and Mass Media , An Integrated Approach to Policy and Practice, 1st Edition , Edited by Rukhsana Ahmed, Benjamin R. Bates, Routledge

15. Health Communication, Theory, Method, and Application, 1st Edition , Edited by Nancy Grant Harrington , Routledge

16. Community Involvement in Health , From Passive Recipients to Active Participants, 1st Edition , By Jan Smithies, Georgina Webster , Routledge

18. Mobile Communications and Public Health, 1st Edition , Edited by Marko Markov , CRC Pres

19. Media Advocacy and Public Health , Power for Prevention ,Lawrence Wallack - Portland State University, USA, Lori Dorfman - Berkeley Media Studies Group, California , David Jernigan - Marin Institute, California , MakaniThemba-Nixon - Director, Grassroots Innovative Policy Program, Applied Research Center, Oakland, CA

20. Health Infrastructure in Rural India: 2004, Ministry of Health and Family Welfare, Government of India

21. Health Sector Reforms: 2003-2007, Department of Health & Family Welfare, Government of West Bengal

22. Key themes in public health by Miranda Thurstone, 1st Edition, 2014, Rutledge.

Course code	JMC-305	
Course Title	Film Studies	
UNIT I	History of World Cinema	German Expressionism: Robert Weine& Fritz Lang [Reference film: Cabinet of Dr Caligari (1919), Metropolis (1927); Soviet Montage: Lev Kuleshov, VsevolodPudovkin, Sergei Eisenstein [Reference film: Battleship Potemkin (1925)]; Surrealism: Luis Bunuel [Reference film: Un ChienAndalou (1929)]; Silent Comedy: Chaplin [Reference film: Chaplin's Short Comedies, Modern Times (1936)] Italian Neo-Realism: Roberto Rossellini & Vittorio De Sica [Reference film: Rome, Open City (1945) & Bicycle Thieves (1948)]; French New Wave: Francois Truffaut & Jean Luc Godard [Reference film: 400 Blows (1959) & Breathless (1960)]; Japanese Cinema: Ozu, Akira

		Kurosawa & Mizoguchi [Reference film: Tokyo Story (1953), Rashomon (1950), Life of Oharu (1952)]
UNIT II	**Indian Cinema**	**Early Indian Cinema** Dadasaheb Phalke, Heeralal Sen, J. F. Madan, Dhiren Ganguly, PramatheshBarua, Ardeshir Irani: New Theatres, Elphinstone Studio, Imperial films, Kohinoor Film Co. **The Bollywood Narrative till 1960** i) Bimal Roy: Madhumati ii) Mehboob Khan: Mother India iii) RaajKapur: Awara iv) K. Asif: Mughal E Azam **Early Auteurs** i) Satyajit Ray: PatherPanchali, Charulata ii) RittwikGhatak: Komal Gandhar, Meghe Dhaka Tara iii) Mrinal Sen: BhuwanShom, Calcutta '71 iv) ShyamBenegal: Junoon, Manthan **Angry Youngman and After** i) Stardom: Sholay, Deewar, Devdas, PK ii) Drama:Mother India, Anand, Dilwale Dulhaniya Le Jayenge, Kabhi Khushi Kabhi Gham, Bahubali; iii) The Musicals: Disco Dancer, Karz, Aashiqui 2 iv) Nation again: Border, Mission Kashmir, Uri v) New Trend: Rate Zameen Par, No Smoking, Zindagi Na MilegiDobara, Masan **Regional Cinema**: i) Adoor Gopalakrishnan: OlavumTheeravum (Malayalam) ii) Janu Barua: Aparoopa (Assamese) iii) Pattavi Rama Reddy: Samaskara (Kannad) iv) AribamSyam Sharma: ImagiNingthem (Manipur) v) Ketan Mehta: BhavniBhavai (Gujrati) vi Aparna Sen: Parama, ParamitarEkdin (Bengali), Ritiporno Ghosh: Dahan, Chitrangada (Bengali)
UNIT III	**Film Theory**	**Film Theory:** a) Realism [Andre Bazin& Siegfried Kracauer] b)Montage Theory [Sergei Eisenstein] c) Semiotics [Christian Metz] d) Auteur Theory e) Feminism in cinema f) Queer Theory in Film **Post-Neorealist Italian Cinema**

		a) Michelangelo Antonioni b) Federico Fellini
UNIT IV	**Documentary films**	**World Documentary**: a) DzigaVertov: Man with the movie camera b) Robert Flaherty: Nanook of the North c) Joris Ivens: Spanish Earth d) Bart Hanstra: Zoo, Glass e) Propaganda Documentary [Reference Film: The Triumph of the Will (1935)] f) Direct Cinema g) Cinema Verite h) British Documentary **Indian Documentary**: a) Films Division b) Independent Filmmakers
UNIT V	**Film Production, Censorship and Screening**	**Film Production**: Film and Video formats, Handling the Camera, Types of shots, Types of angles, Shot Breakup, framing a shot, mise-en-scene, properties, costumes, compositions, cinematography, framing. Lighting Techniques. Sound theory, sound formats, recording equipment, recording on the field, editing sound, applying noise filters, using multiple tracks, encoding sound to different formats Film Editing: Editing techniques, Editing software **Film Censorship**: Censorship Laws in India, Debate around censorship, Case study of Censorship: Neel Akasher Niche (Directed by Mrinal Sen), Garam Hawa (Directed by M. S. Sathyu), Fire (Directed by Deepa Mehta), Padmavat (Directed by Sanjay Leela Bansali) **Screening**: Single Theaters, Multiplexes, OTT platforms.

Reading List:

1. Andre Bazin, ‒The Ontology of the Photographic Image‖ from his book *What is Cinema Vol.I*

2. Berekeley, Los Angeles and London: University of California Press: 1967, 9-16

3. Sergei Eisenstein, ―A Dialectic Approach to Film Form‖ from his book *Film Form: Essays in Film*

4. *Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London:

AHarvest/Harcourt

5. Brace Jovanovich, Publishers: 1977, 45-63

6. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films,"in

7. Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990,

8. 86-94.

9. David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip

10. Rosen, ed. *Narrative, Apparatus, Ideology.* New York: Columbia University Press, 1986, 17-34.

11. Paul Schraeder ―Notes on Film Noir‖ in John Belton ed. *Movies and Mass Culture* New Brunswick,

12. New Kersey: Rutgers University Press: 1996 pg.153-170

13. Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating

14. Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts &Oxford : Blackwell

15. Publishers: 2000, 83-91 & 123-129.

16. Richard Dyer ―Heavenly Bodies: Film Stars and Society‖ in *Film and Theory: An Anthology* Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617

17. Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998 Global Bollywood by Anandam P. Kavoori and AswinPunanthambekar Eds. New York: New York University Press. 2008.

Course code	JMC-306
Course Title	Documentary Production

Assignment:	Students, in group, will produce a documentary film on any social or development issue, which should include:
	      Researching the topic
	      Draft Script
	      Shooting
	      Final production script
	      Editing
	Duration: 10 minutes maximum
	Language: English or any Regional Languages with subtitles in English where applicable.
	Mode of Evaluation: Documentary film along with power point presentation on the production script along with Viva Voce

Semester IV

Course code	JMC-401	
Course Title	Communication Research	
UNIT I	Basics of Communication Research	Objective of research; Types and approaches of communication research; Research philosophy; Definition of research problem ; Epistemology, ontology, realism and constructivism
UNIT II	Sample Design	Different types of research design; Different types of sample design; Stapes in Sampling design; Research measurement and scaling technique; Construction and types of research scale
UNIT III	Data Collection and Analysis	Concept of Data; Types of Data; Data collection methods- questionnaires, schedule, interview, participatory observations, , case study method, secondary data collection, Data Analysis- Statistical analysis, dispersion, regression, correlation , Concept of standard error; Research ethics
UNIT IV	Hypothesis	Concept of hypothesis and testing of Hypothesis ; Testing mean value; Chi- square test and ANOVA technique
UNIT V	Media Research Method	Research on audiences- rating, effect studies, gratification study, Qualitative and quantitative analysis; Interpretation- positivism, post-positivism, behaviorism and functionalism Research on textual content; Semiotics- Saussure and Barthes, Rhetoric and discourse- Narrative, descriptive and persuasive discourse

Reading List:

1. Wimmer& Dominick: Mass Media Research. Cengage Learning.2013 2. Berger A: Media Research Techniques. Sage.1998

2. Media Research Methods: Audiences, Institutions, Texts, Ina Bertrand, Peter Hughes, Palgrave, 2017.

3. Babbie. Earl: The Practice of Social Research, California, Belmont: Wadsworth Publishing Company.2013

4. Kothari CR: Research Methodology: Methods and Technique, New Age International 2004

5. Introduction to Communication ResearchJohn C. Reinard , Rutledge · 2007

6. Routledge Handbook of Applied Communication Research, Lawrence R. Frey, N htenneK. anssiC, · egdeltuR 2009

7. Media Metrics – An Introduction to Quantitative Research in Mass Communication, MonojDayal, Sage

E Books:

1. http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit_Kumar-Research_Methodology_A_Step-by-Step_G.pdf

2. http://www.drbrambedkarcollege.ac.in/sites/default/files/Research-Design_Qualitative-Quantitative-and-Mixed-Methods-Approaches.pdf

3. http://www.drbrambedkarcollege.ac.in/sites/default/files/Research-Design_Qualitative-Quantitative-and-Mixed-Methods-Approaches.pdf

4. https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%20(Business%20Research%20Methods)Research_Methodology_C_R_Kothari.pdf

E Sources

1. https://repository.up.ac.za/bitstream/handle/2263/24016/04chapter4.pdf?sequ%20ence=5

2. https://us.sagepub.com/sites/default/files/upm-assets/9385_book_item_9385.pdf

3. http://www.rnlkwc.ac.in/pdf/study-material/geography/4th%20Sem_CC10T_%20Hypothesis.pdf

4. http://www.dspmuranchi.ac.in/pdf/Blog/Hypothesis%20&%20Its%20Types.pdf

5. https://www.google.co.in/books/edition/What_is_Discourse_Analysis/ZAzfBAAAQBAJ?hl=en&gbpv=1&dq=discourse+analysis&printsec=frontcover

6. https://www.google.co.in/books/edition/Research_Methodology/hZ9wSHysQDYC?hl=en&gbpv=1&dq=communication+research+kothari&printsec=frontcover

7. https://www.google.co.in/books/edition/Quantitative_Techniques_New_Format/5p8bEAAAQBAJ?hl=en&gbpv=1&dq=communication+research+kothari&printsec=frontcover

8. https://www.google.co.in/books/edition/Research_Methodology/a3PwLukoFlMC?hl=
   en&gbpv=1&dq=communication+research+kothari&printsec=frontcover

9. https://www.google.co.in/books/edition/Media_Research_Methods/i5ceyRiSOZcC?hl
   =en&gbpv=1&dq=Media+Research+Method&printsec=frontcover

10. https://www.google.co.in/books/edition/Qualitative_Research_Methods_for_Media_S
    /vhZxz7A6oYsC?hl=en&gbpv=1&dq=Media+Research+Method&printsec=frontcove
    r

11. https://www.google.co.in/books/edition/The_SAGE_Handbook_of_Social_Media_Re
    sear/9oewDQAAQBAJ?hl=en&gbpv=1&dq=Media+Research+Method&printsec=fro
    ntcover

12. https://www.google.co.in/books/edition/Research_Methods_and_the_New_Media/rh
    ZO_kjNeyMC?hl=en&gbpv=1&dq=Media+Research+Method&printsec=frontcover

Course code	JMC-402	
Course Title	Media and Cultural Communication	
UNIT I	The Concept of Culture	Bio-cultural and Societal, Characteristics of Culture, Kroeberian concepts of Rise and fall events and Delimitation of Culture, Age-area hypothesis: Space and time dichotomy
UNIT II	Aspects of Culture	Material, Social/Cultural and Transcendental – B.N.Saraswati's model of understanding
UNIT III	Culture Communication	Intra and Inter, Cultural Media – Cultural Carrier, Cultural Specialist, Language, Songs and dance: Folk & modern, Theater: Folk and modern, Puppet show, Rhymes, Tales, Myths and Legends, Fair and Festivals, Market: Rural (periodical) & Urban
UNIT IV	Transmission of Culture	Folk-Urban continua, Configuration of Culture and growth – Neo & Clone Culture
UNIT V	The Global village	Utopian connotation, Socio-technological aspects, Efficacy of Global village in developing countries, Positivity and negativity aspects on human way of life, Criticism on merits and demerits

Reading List:

1. Bright, W. and A.K. Ramanujan -1972, ‗Sociolinguistic variations and language change' in Sociolinguistics by J.B. Pride and J. Holmes (ed.), Penguine Books, Hazell Watson and Viney Ltd.,

2. Great Britain

3. Campbell, R., Christopher Martin and Bettina Fabos - 2008, Media and Culture: An Introduction to Mass Communication, Bedford St. Martins, Boston

4. Durham, G. and Douglas Kellar 2001, Media and Cultural studies, Blackwell Publishing

5. Greenberg, J.H. -1985, The Linguistic Approach, Prentice-Hall, USA

6. Kroeber, A.L. – 1947, Configuration of Culture growth, University of California Press, USA

7. McLuhan, Herbert Marshall – 1962, The Gutenberg Galaxy: The Making of Typographic Man, University of Toronto Press, Canada

8. Ray, Manas -2021, ‗The Model Clone Culture: A tool to understand transmission of culture traits in connectivity context' in the Journal South Asian Anthropology, Vol. 2(2), India

9. Redfield, Robert -1957, Primitive world and its transformation, Cornell University Press, USA

10. Singer, Milton -1972, When a Great Tradition modernizes, Pall Mall Press, USA

11. Smith, A. (ed.) -1985, Culture and Communication, Prentice-Hall, USA

12. White, Leslie -1949, The Science of Culture: A study of Man and Civilization, Eliot Werner Publications Inc. USA

Course code	JMC-403	
Course Title	Media and Gender Studies	
UNIT I	Media and Gender	Theories of Gender: Nature and changes; media-gender relationship- social construction of gender, Mediatisation of Gendered world
UNIT II	Idea of representation	Media representation of gender, femininity, masculinity and Queer theories, Media audience and gender
UNIT III	Media and Women's Movement	Presentation of Women's Movement in printing press, cinema and television; Women's movement and social media connect, State, Women's movement and Media.
UNIT IV	Gender and Media Literacy:	Theories of Audience, gender, technology and media in the age of digital media, civil society and gender activism
UNIT V	Gender Roles	Construction of gender roles and commodification in the age of New Media; Gender and Communalism, terrorism and fundamentalism; Populism and gender

Reading List:

1. Amrita Basu Roy Choudhury, Construction of Gender Roles in Bengali Print Advertisement (2001–05), Economic and Poltical Weekly, vol. 52, No. 20, 2017

2. Betty Freiden, Feminine Mystique, 1963

3. Bhasin, K. and Khan, N. S. Some Questions on Feminism and its Relevance in South Asia. New Delhi: Kali for Women, 1986

4. Basu, S. The blunt cutting-edge: the construction of sexuality in the Bengali ‒feminist‖ magazine Sananda. Feminist Media Studies, 1(2), 2001, 179–96.

5. Caraway, B.Audience labor in the new media environment: A Marxian revisiting of the audience commodity. Media, Culture and Society, 33(5), 2011 693–708

6. Choudhury, M, (2000), Feminism in print media, Indian journal of gender studies, 2007; 7:263.

7. Charu Gupta, ‗The Icon of Mother in Late Colonial North India: 'Bharat Mata', 'Matri Bhasha' and 'Gau Mata', Economic and Political Weekly, 2001, 4291-4299

8. Charu Gupta, ‗Feminine, criminal or manly? Imaging Dalit masculinities in colonial north India

9. The Indian Economic & Social History Review 47 (3), 2010, 309-342

10. Darling-Wolf, F. (2004). Sites of attractiveness: Japanese women and Westernized representations of feminism beauty. Critical Studies in Media Communication, 21(4), 325–345.

11. Derne, S. Movies, masculinity, and modernity: An ethnography of men's filmgoing in India. Westport, CT: Greenwood Press, 2000

12. Gallagher, M. Gender Setting: New agendas for media monitoring and advocacy. London: Zed Books, 2001

13. Gargi Chakravarty, Coming out of Partition Refugee women in Bengal, Bluejay Books, 2005

14. Gerda lerner, The Creation of Patriarchy, Oxford University Press, New York, 1986.

15. Hagen, I., &Wasko, J. Consuming audiences? Production and reception in media research. Cresskill, NJ: Hampton Press, 2000

16. Harindranath, R. Audience-citizens: The media, public knowledge and interpretive practice. Los Angeles, CA: Sage, 2009

17. Indira Jaisingh, Handbook on Domenstic Violence. Lexis Nexus, Delhi, 2009

18. Ingrid Bachmann & Valentina Proust, ―Old concerns, renewed focus and novel problems: feminist communication theory and the Global South,‖ *Annals of the International Communication Association* 44:1 (June 2019): 67-80.

19. Judith Butler, Bodies that Matter, on the discursive limits of Sex, Routledge 1993

20. Krishnan, Prabha and AnithaDighe.(1990). Affirmation and Denial: Construction of Femininity on Indian Television. London: Sage, 1990

21. Kamala Bhasin, what I Gender, Kali for Women, 2000

22. Mahalakshmi, R. Art and History, Bloomsbury, Delhi, 2020

23. Mahalakshmi R., The Book of Lakshmi, Penguin, 2010

24. Mankekar, P. Television tales and a woman's rage: a nationalist recasting of Draupadi's ―disrobing.‖ Public Culture, 5(3), 1993, 469–92.

25. Mankekar, P. Screening culture, viewing politics: An ethnography of television, womanhood, and nation in postcolonial India. Durham, NC: Duke University Press, 1999

26. Morley, D. Active audience theory: Pendulums and pitfalls. Journal of Communication, 43(4),1993, 13–19.

27. Mulvey, Laura. ―Visual Pleasure and Narrative Cinema.‖ Film Theory and Criticism :

28. Introductory Readings. Eds. Leo Braudy and Marshall Cohen. New York: Oxford UP, 1999: 833-44.

29. Neera Desai and Usha Thakkar, Women in Indian society, NBT, 1986

30. Nag, D. Fashion, gender and the Bengali middle class. Public Culture, 3(2), 1991, 93–112.

31. Padgaonkar, L., Singh S (Eds). Making News, Breaking News, Her Own Way. New Delhi: Tranquebar, 2012

32. Parameswaran, R. Feminist media ethnography in India: Exploring power, gender, and culture in the field. Qualitative Inquiry, 7(1), 69–103.

33. Parameswaran, R. Reading fictions of romance: Gender, sexuality, and nationalism in postcolonial India. Journal of Communication, 52(4), 2002, 832–851

34. Press, A. Recent developments in feminist communication theory: difference, public sphere, body and technology. In J. Curran and M. Gurevitch (eds.), Mass Media and Society. London: Arnold, 2000, pp. 27–43.

35. Tuchman, G. The Symbolic annihilation of women by the mass media. In G. Tuchman, A. C. Daniels, and J. Benét (eds.), Hearth and Home: Images of women in the media. New York: Oxford University Press,1978, pp. 3–38.

36. Sanjukta Dasgupta, Dipankar Sinha and SudeshnaChakravarti. (2012). Media, Gender and Popular Culture in India (Tracking Change and Continuity). New Delhi: Sage, 2012

37. Srinivas, L. The active audience: Spectatorship, social relations and the experience of cinema in India. Media, Culture and Society, 24(2), 2002, 155–173.

38. Shilpa Phadke, ―Unfriendly bodies, hostile cities: Reflections on loitering and gendered public space,‖ *Economic and Political Weekly*, 48, (2013): 50-59.

39. Sujatha Subramaniam, ―From the Streets to the Web: Looking at Feminist Activism on Social Media,‖ *The Economic and Political Weekly* 50 (71) (2015).

40. Srila Roy, ―#Metoo Is A Crucial Moment To Revisit The History Of Indian Feminism―, *EPW*

Engage, October 20, 2018.

41. Valdivia, A. N. Rhythm is gonna get you! Teaching evaluations and the feminist multicultural classroom. Feminist Media Studies, 1(3),2001, 387–9.

42. van Zoonen, L. (1991). Feminist perspectives on the media. In J. Curran and M. Gurevitch (eds.), Mass Media and Society. London: Edward Arnold, 1991, pp. 33–54.

Course code	JMC-404	
Course Title	Media and Global Politics	
UNIT I	Post War World And Media	i) post war world order and media ii) New structures and media of communication since 1945
UNIT II	Media Representations	i) Media and Capitalism, ii) Media and Financialisation of the international and national economies, (iii) Nationalism and the post independent nations and their role in the world politics; (iv) Media and representation of national minorities, xenophobic nationalism
UNIT III	UNO And Allied Bodies	i) The United Nations and the efforts at democratic ordering of the world; ii) Nonaligned Movement; Emergence of the New World Communication and Information Order (NWICO); iii) NAM Media, NAM and Bimstec: Media universe
UNIT IV	Global Mediascape	i) New media and international politics: Cyber-attacks and cyber-security Climate Change and international environmental issues iv) Pandemics and media
UNIT V	Contemporary Scenario	i) New age wars and Media: Iraq War and the birth of ii) New age Television ii) embedded journalism, iii) War on terror and the media representations

Reading List:

1. Sneh Mahajan, Issues in Twentieth Century World History, Delhi, 2012

2. Bipan Chandra, Mridula Mukherjee and Aditya Mukherjee , India since Independence, Penguin, 2000

3. MacBride Commission Report. *Many voices, one world: Towards a new, more just and more efficient world information and communication order*

4. Hamelink, C. The new international information order. Paris: UNESCO, 1979

5. Gerbner, G., Mowlana, H., &Nordenstreng, K. (eds.) The global media debate: Its rise, fall and renewal. Norwood, NJ: Ablex, 19934. Golding, P., & Harris, P. (eds.). Beyond cultural imperialism: Globalization, communication and the new international order. London: Sage, 1997

6. Thomas L. McPhail, *Global Communication: Theories, Stakeholders, and Trends,* Wiley-Blackwell Publishing, 2010

7. Alleyne, Mark D. *International Power and International Communication.* Palgrave Macmillan, 1995

8. Brommerson, D., Ekengren, A. *The Mediatization of Foreign Policy, Political Decision-Making and Humanitarian Intervention.* Palgrave Macmillan, 2017 Hamelink, C.J. *Global Communication.* Sage Publications, 2007

9. Miller, D. *Media Pressure on Foreign Policy.* Palgrave Macmillan, 2007

10. Beck, U. *Risk Society: Towards a New Modernity.* London: Sage, 2000

11. Dispensa, J. M., &Brulle, R. J. Media's social construction of environmental issues: Focus on global warming - a comparative study. International Journal of Sociology and Social Policy, 23(10), 2003, 74-105

12. Mittal, R. Climate change coverage in the Indian print media: a discourse analysis. The International Journal of Climate Change: Impacts and Responses, (3) 2, 2012, pp. 219-230

13. Merolla, J., Ramakrishnan, S.K. and Haynes, C., ―Illegal,‖―Undocumented,‖ or ―Unauthorized‖: Equivalency Frames, Issue Frames, and Public Opinion on Immigration. Perspectives on Politics, 11(3), 2013, pp.789-807

14. Sangeet Kumar, Digital Frontier, Indiana University Press, Bloomington, 2021.

Course code	JMC-405	
Course Title	**Ethnography of Communication**	
UNIT I	**Ethnicity, Race and Nation**	Relationships with nationalism and state formation in politico-ecological settings: Asian, European, African, American and Asia-pacific countries
UNIT II	**Unity in Diversity**	Multiethnic state and Ethnic variation in different socio-economic strata, Gene geography and ethnic diversity with special reference to India
UNIT III	**Importance of Ethnography in Communication studies**	Growth of Ethnocentrism in relation with Connectivity in human groups of SARC countries
UNIT IV	**Ethnic Crisis, Conflicts**	Different ethnic movements and role of culture index with

	and National Integration	special reference to India
UNIT V	**The Traditional system and the modern communication system of the small closed groups:**	Rejection vs Acceptance: Case studies with linguistic communication

Reading List:

1. Barth, Fedrick (ed.) – 1959, Ethnic group and Boundaries, Allen & Unwin, London
2. Bhalla, V. – 1992, Aspect of gene geography and ethnic diversity of the people of India' in Ethnicity: Caste and people, ed. by K.S.Sing, Mansher Delhi
3. Brass, Paul – 1991, Ethnicity and Nationalism, Sage Publications, New delhi
4. Birth, Fedrick (ed.) – 1959, Ethnic groups and Boundaries, Allen & Unwin, London
5. Gumperz, J.J. and Del Hymes -1964, _The Ethnography of communication in American Anthropologist, vol. 66(6), part 2, USA
6. Roy Burman, B.K. – 1966, Ethnicity, Nationalism and Integration: Conceptual Issues and Indian situations (Unpublished paper)
7. Ray, Manas and C. Biswas -2011, _A study on Ethnography of communication: A discourse analysis with Hymes _speaking models' in the Journal of Education Practice, vol. 2(6), USA
8. Smith, A. -1981, The Ethnic Revival of Modern World, Cambridge University Press, Cambridge
9. Thomson, R. – 1989, Theories of Ethnicities, Green Wood Press, New York
10. Tylor, Stephen A. -1966, _Context and variation in Koya Kinship Terminology' in America Anthropologist, vol. 68(3), USA

Course code	JMC-406
Course Title	**Dissertation**
	Every student will have to submit a dissertation in any area of Mass Communication detailed in the curriculum under the guidance of any faculty of the Department. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of Mass Communication. Word limits maximum 5000 words. Mode of Evaluation: Full write –up along with power point presentation and Viva Voce