

SEMESTER I (*Autumn Semester: August – December*)

S. No	Course Title	Course Code	Credits	Course Nature
1.	Communication Thought	JMC501C	04	Core
2.	News Reporting	JMC502C	04	Core
3.	Media Laws and Ethics	JMC503C	04	Core
4.	Communication and Presentation Skills	JMC504C	04	Core
5.	Radio Journalism & Production	JMC505C	04	Core
6	English for Journalists	JMC506F	02	Foundation (Compulsory)
	Total credits for Semester I			22

SEMESTER I

JMC501C

Communication Thought

Communicating to the masses has very wide implications and for a journalist learning what is 'mass' and what entails 'mass communication' is very important. In order to understand the distinct features of these two concepts many theories have come up describe the complex processes that occur in the society and between the masses and the communication media.

This paper attempts to give a comprehensive understanding of all those theories and models that are being formulated by the subject experts. Communication researches have tried to explain the working of communication at all levels and particularly at the level of masses in the form 'models'. An attempt has been made to comprehensively explore these models of communication.

Mass communication is truly a dynamic process. The drastic transformations in technology, regulation, and society are in turn creating massive changes in the world of mass media too. A communication student must understand the interactions that occur when the media interact with the mass. This paper hopes to provide the most basic tenets to understand the whole dynamics of Mass Communication.

Mass media as an integral part of the society is a reflection of its very own society. Mass media is also an instrument to define the public opinion. The four popular normative theories of Press postulating how the media control reflect different political thought processes have been described too to trace the forms of mass media that exist in relevant societal backgrounds.

This course enables the students to develop understanding of students on theoretical reflections in Mass Communication and analyze current mass communication scenario in the context of established theories and models.

Unit I Introduction to Communication.

- Communication
- History of communication studies.
- Human communication.
- Important theories of human communication.
- Role and functions of communication.
- 7 Cs of communication.
- Schools of communication.
- Process and semiotic school.
- Types of communication.
- Levels of communication

Unit II Mass Communication- An Introduction.

.Mass communication- an introduction.

- Nature and process of mass communication.
- Elements and barriers of mass communication.

- Functions of mass communication.

Unit III Models of communication and mass communication.

- Roman Jakobson model
- Harold Lasswell model
- Wilbur Schramm model
- Theodore Newcombs model
- David Berlo model
- Charles Sanders Peircean model
- Charles Osgood model
- George Gerbner model
- HUB model and
- Aristotelian model

Unit IV Theories and Thought.

- Normative theories of press.
- Public opinion and propaganda.
- Media manipulation strategies.
- Sociological and psychological theories of media- agenda-setting, Priming, Framing, Uses and gratification, cultivation, third- person effects, mediation, transmission- belt, limited effects, social cognitive and cognitive dissonance theories.

Practical

- Writing Assignments
Why Communication?
Application of Normative theories in third world countries
Suggest any theory and a model of communication

Suggested Readings :

- Blumler, J., & Katz, E. (1974). *The Uses of Mass Communication*. Beverley Hills, California: Sage.
- Cherry, C. (1966). *On Human Communication*. Cambridge: MIT Press.
- Fiske, John. (1990). *Introduction to Communication Studies*. London: Routledge.
- Hinde, R. (1972). *Non- Verbal Communication*. Cambridge: Cambridge University Press.
- McQuail, D. (1972). *Sociology of Mass Communications*. Harmondsworth: Penguin.
- McQuail, Denis. (2010). *Mass communication Theory*. London: Sage.
- McQuail, D. (1975). *Communication*. London: Longman.
- Schramm, Wilbur. (1954). *The Process and Effects of Mass Communication*. Urbane-Champaign: University of Illinois Press.
- Smith, A.G. (1966). *Communication and Culture*. New York: Holt.

Course Objective

This course is designed to introduce the students to the fundamentals of news judgment, reporting and writing. It will help the students to develop a mastery of the basic elements of newsgathering, interviewing and storytelling skills that conform to standards of news values clarity, accuracy and fairness. It will also prepare the students to understand the essentials of reporting for different beats.

Unit I What is News?

- News: Concept, Definitions and Importance
- Qualities of News
- Elements of News: 5 Ws and 1 H
- News Values
- Types of News: Hard News, Spot News and Soft News
- Inverted Pyramid News Writing Style
- Qualities and Responsibilities of Reporter
- Basic Newspaper Terminology

Unit II News and Feature Writing

- News Writing
- News Sources
- Quotes and Attribution
- Writing Leads, Types of Leads
- Writing Complete Story
- Features: Structure of Feature Stories, Types of Features

Unit III Beat Reporting

- Politics
- Crime
- Sports
- Science
- Accidents
- Business
- Disasters
- Health

Unit IV Types of Reporting

- Investigative Reporting – Criteria, Sources, Techniques
- Interpretative Reporting
- Interviews: Skills, Techniques, Purpose
- Types of Interviews: Personality Interviews, Opinion-based Interviews, etc
- Reporting Press Conferences

Practical Work

The students are expected to do practical reporting and writing assignments. They will be expected to do news stories, news features, covering all areas (beats) as well as write interviews, middles, letters to editors and special articles as assigned. The assignments will be evaluated.

- Identify the Ws in the lead on the different news stories
- Visit any newspaper head office and observe the different departments and their functions. Draw the organization chart of that newspaper. See if some of the responsibilities of different jobs are overlapping.
- Conducting and writing interviews
- Interview of an editor of any local newspaper about his/her policies on handling news. Write a news story on the interview
- Write a news story with all the constituents of a news story like objectivity, verification, accuracy, balance and fairness
- Some Classroom exercises: In groups of three or four, list all the fears and anxieties you have about interviewing people who are grieving
- Using the daily newspapers available to you, rewrite all the headlines on the front page. Try to improve them. Select stories from the newspapers and try to write headlines for those stories.
- Compare editorials of two or more different newspapers and try to identify their distinct approaches.

Suggested Readings

- Itule, Bruce D & Douglas A Anderson, *News Reporting and Editing*. California: McGraw-Hill Companies, 1996.
- Ahuja, B.N & S.S. Chhabra, *Reporting for Newspaper, Magazine, Radio & TV*. New Delhi: Surjeet Publications, 1989.
- Kamath, M.V, *The Journalists' Handbook*. New Delhi: Vikas Publishing House Pvt. Ltd, 1983.
- Rich, Carole, *Writing and Reporting News*. California: Wadsworth Publishing Co Inc., 2009.
- Lovach, Bill & Tom Rosentheil, *Elements of Journalism*. New York: Three Rivers Press, 2001.

JMC503C

Media Laws and Ethics

Course Objective:

Good Reporting is not the only skill necessary to make a news organization reputable. To gain the trust of viewers, listeners or readers serious consideration must also be given to ethical situations that may arise during the course of reporting. In addition to that, the prevalent media laws must be well understood by every reporter editor and must be followed at all times. The objective of this course is to make the students understand, the duties/rights of a reporter/editor and various national and international laws that govern the press.

Unit I *Introduction to Media Laws*

- Freedom of Expression and Speech under the Constitution of India;
- Freedom of media under Indian Constitution
- Restrictions on the freedom of speech and expression;
- Parliamentary privileges and media;
- Defamation: Libel and Slander, Defences against Defamation

Unit II *Media Laws - I*

- Intellectual Property Rights & Copyright Laws
- Official Secrets Act, Right to information
- Press and Registration of Books Act
- Cinematograph Act, 1953; Film Censorship

Unit III *Media Laws - II*

- Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955;
- Cable Television Regulation Act;
- Cyber Laws
- The Miller test, the Hicklin test

Unit IV *Introduction to Ethics & Press Council*

- Ethics
 - Theoretical Approaches to Ethics
(The Golden Mean, the Categorical Imperative, the Principle of Utility)
- Code of conduct for Journalists
 - Codes suggested for the press by Press Council and Press Commissions and other national and international organizations; SPJ Code of Conduct for journalists
 - Broadcasting code for AIR/DD for news
- Press Council of India
 - hicklinObjectives, Composition, Functions & Role

Suggested Readings

- Bandhopadhyay, P.K. & Kuldeep S. Arora. *Journalistic Ethics*. New Delhi, Media Watch Group, 2001.
- Baskhi, P.M. *Press Law: An Introduction*. New Delhi, TRF Institute for Social Sciences Research and Education Publications, 1986.
- Basu, D.D. *Law of the Press*. Nagpur, India, uWadhwa Publishers, 2002.
- Christians, Clifford G. et al. *Media Ethics: Cases and Moral Reasoning*. Boston, Pearson Education. 2009.
- Divan, Madhavi Goradia. *Facets of Media Law*. Lucknow, Eastern Book Company Publishing Pvt. Ltd., 2006.
- Gies, L. *Law and The Media: The Future of An Uneasy Relationship*. London, Routledge-Cavendish, 2007
- Harmulder, Jan R., Jonge, Fay Ac De. & Singh, P.P. *Media Ethics and Laws*. Daryaganj, New Delhi, Anmol Publications Pvt. Ltd., 1998.
- Kundra, S. *Media Laws and Indian Constitution*. New Delhi, Anmol Publications Pvt. Ltd, 2005.
- Neelamalar, M. *Media Law and Ethics*. New Delhi, PHI learning Pvt. Ltd., 2010.
- Pandey, K.S. *Battle for freedom of Press in India*. Delhi, Academic Foundation, 1991.
- Shipra, Kumari. *Indian Law and Press*. Bangalore, Omega Publishers, 2008.
- Unknown author. *Ethics, copyright and the bottom line*. New York, Eastman Kodak Company, 1992.

JMC504C

Communication & Presentation Skills

This paper will introduce the students to the technical and professional communication and trains students in various skills of communication and presentation that they require for their academic and professional pursuits.

This course is focused on training and preparing students for effective presentations (both individual and group), succeeding in job interviews, giving public speeches and handling audience questions, to improving oneself through critical self-analysis of speech. This course has a major focus on creative writing, which will enhance a student's creative ability who can explore various genres of creative writing. The major activities are assessed and the ability to evaluate one's own performance as well as that of one's peers is an essential feature of this course.

Unit-I: Working on self

- What is Interpersonal communication (IC)
- Conducting effective IC
- Mastering Non-verbal communication
- Group Communication (GC)
- Listening Skills
- How to become good listeners?

Unit II: Working on Personality Development

- What is Public Speaking (PS)?
- How to be a good Public Speaker?
- Fear Management during Public Speaking
- Types of delivery
- Telephonic Etiquettes
- Email Etiquettes

Unit III: Getting ready for the Professional World

- How to face a job interview?
- Interview Etiquettes
- Handling questions
- Preparing Resumes
- Writing a good cover letter

Unit IV: Sparking the creative self

- Introduction to Creative Writing
- How to be a creative writer?
- Elements of writing
- Writing and reading different creative outputs

- Exercises and output presentation

Practical work:

- Regular exercises and presentations on IC, GC, PS, Telephonic Conversation.
- Each student to write one poem and one creative piece (fiction/ non fiction)
- Writing emails.
- Each student will prepare his/ her resume by the end of the course

Suggested Readings:

- Aristotle, & Cooper, L. (1960). *The rhetoric of Aristotle: An expanded translation with supplementary examples for students of composition and public speaking*. Prentice-hall.
- Battacharaya, Indrajit. (2002). *An Approach to Communication Skills*. New Delhi: Dhanpat Rai and Co.
- Bernays, A., & Painter, P. (1995). *What if?: writing exercises for fiction writers*. New York: Harper Collins College Publishers.
- Chaturvedi, P.D. Chaturvedi, Mukesh. (2006). *Business Communication*. Delhi: Pearson Education.
- DeVito, J. A., & Gordon, J. (2005). *Essentials of human communication*. Pearson/Allyn and Bacon.
- DeVito, J. A., Deladurantey, J. C., & Sullivan, D. R. (1994). *The elements of public speaking*. Harper Collins College Publishers.
- DeVito, J. A. (2007). *The Interpersonal Communication Book*. 11 th.
- Hargie, O. (Ed.). (1997). *The handbook of communication skills*. Psychology Press.
- Hartley, P. (2002). *Interpersonal communication*. Routledge.
- May, S. (2007). *Doing creative writing*. Routledge.
- Motley, M. T. (1995). *Overcoming your fear of public speaking: A proven method*. McGraw-Hill, Incorporated.
- McKay, M., Davis, M., & Fanning, P. (2009). *Messages: The communication skills book*. New Harbinger Publications.
- Prasad, LM. (1984). *Organisational Behaviour*. New Delhi: Sultan Chand & Sons.
- Sasikumar V., Dutt. K. P. Rajeevan, Geetha. (2006). *A Course in Listening and Speaking (I & II)* Bangalore: Foundation Books.
- Seely, J. (1998). *The Oxford guide to writing and speaking*. Oxford University Press.
- Singleton, J., & Luckhurst, M. (Eds.). (1996). *The creative writing handbook: techniques for new writers*. Macmillan.
- Taylor, Shirley. (1988). *Communication for Business*. New Delhi: Pearson Education.
- Trenholm, S., & Jensen, A. (2008). *Interpersonal communication* (pp. 10-12). New York: Oxford University Press.
- Todd, F., & BARNES, D. (1977). *Communication and learning in small groups*. Routledge and Kegan Paul.
- Tubbs, S. L., Moss, S., & Papastefanou, N. (2008). *Human communication: Principles and contexts*. McGraw-Hill Higher Education.

Radio is playing a key role in the lives of Indian masses for more than sixty years now. Despite the onslaught of satellite television in the past decade radio has not only stood its ground but with the introduction of FM radio stations it has staged a comeback in urban India where it was facing the most serious threat from television. As far as rural India is concerned it remains a major and in some cases the only source of entertainment, education and entertainment for more than 80 percent population of the country. Now the community radio has thrown open new avenues for radio broadcasting in India. Though the private radio stations and community broadcasters are not allowed yet to broadcast news and current affairs the day when they will be allowed to offer news and current affairs on radio does not seem to be very far away.

Objectives

- To present the holistic character of Radio as a medium of communication.
- To make students understand the process of Radio programme Production.
- To develop script writing skills for various types of Radio programme.

Unit I: Understanding Radio as a Communication Tool

- Radio as an oral medium: strength and weakness
- Radio for social change and development.
- Public Service Broadcasting
- Radio broadcasting as entertainment, FM Radio and Commercial Radio.
- Alternative radio: community radio

Unit II: Radio Genres

- Brief introduction to main categories of radio programmes:
- Radio drama and documentaries
- Audience specific programmes: programmes for youth, women and children.
- Subject specific programmes: rural broadcast, educational broadcast, sports broadcast and health broadcast.
- Interactive broadcasts: Phone-in-programme

Unit III: Writing for Radio

- Basic principles of writing for the ear; language of radio scripts
- Interviewing for Radio: Planning, preparation and types.
- Reporting for Radio: The basics of radio reporting and news writing
- Preparing Script for Anchoring entertainment programmes.

Unit IV: Mastering Radio Production

- Equipment for radio production: studio's set-up and related technical staff.
- Microphones; importance and types
- Presentation of radio programmes: Job of Presenter; towards more lively presentation; broadcast speech; delivery modulation and projection of the voice.

Suggested Readings

- *Radio Production*. Focal Press; 5 edition, 2005
- Bhatt, S. C. *Broadcast Journalism: Basic principles*. New Delhi: HarAnand Publications,2007
- Chatterjee, P. C. *Broadcasting in India*.SAGE Publications Pvt. Ltd.; Second Edition, 1991
- Norberg, Eric G. *Radio programming: Tactics and strategy*. Focal Press; 1Edition, 1996
- Luthra, H. R. *Indian broadcasting*.New Delhi: Publications Division, Ministry of Information and Broadcasting, Govt. of India, 1986
- Nisbett, Alex. *The use of microphones*. Focal Press; 3rd edition, 1989.
- O'Donnell Lewis B., Philip Benoit, and Carl Housman. *Modern radio production: Production Programming & Performance*. Belmont CA:Cengage Learning; 8 edition, 2009.
- Watkinson, John. *The art of digital audio*. Focal Press; 3 edition, 2000.

JMC506F

English for Journalists

This paper helps the students of journalism to learn the English language more consciously and trains them for the field of journalistic and professional writing.

In addition, students will address pronunciation issues relevant to the tasks they are asked to perform.

This is run as an intensive training programme in the first semester to help students perform better in language-oriented subjects like News Reporting, Editing, Television and Radio writing, PR and Advertising, and other courses based on writing.

Unit-I: Basics of grammar and language

- General Rules of Grammar and tenses
- Sentences and their types
- Phonetics
- Use of adjectives and adverbs
- Reported Speech, Active and passive voice

Unit-II: Writing correct English

- Technical writing: Nature and salient features
- Business correspondence: Letters, Proposal writing, Minutes of meetings
- Report Writing
- Transcription

Practical work:

- Regular exercises
- Practising English language softwares and submitting exercises.

Suggested Readings:

Balasubramanian, T.A. (1981). *Text book of English Phonetics for Indian Students*. Madras: Macmillan.

Bansal, R.K. (1980). *Spoken English for India: A Manual of Speech and Phonetics*. London: Longman Group Limited.

Cutts, Martin. *The plain English Guide - How to write Clearly & Communicate Better*. Oxford University Press.

University Press.

Evans, Harold. 1972. *Newsman's English*, Heinmann Publication

O'Connor, J.D. (1985). *Better English Pronunciation*. London: Cambridge University Press.

Roach, P. (2010). *English phonetics and phonology fourth edition: A practical course*. Ernst Klett Sprachen.

Raman, Meenakshi. Sharma, Sangeeta. (2011). *Technical Communication: Principles and Practice*. India: OUP.

Roach, Peter. (2000). *English Phonetics and Phonology*. London: Cambridge University Press.