

SEMESTER III (Autumn Semester: August – December)

S. No	Course Title		Course Code	Credits	Course Nature
1.	Communication Research		JMC607C	04	Core
2.	Specialization:				Discipline Centric Elective (One to be chosen from the given choices)
	Print Journalism		JMC608E	04	
	Radio Journalism		JMC609E		
	Television Journalism		JMC610E		
	Online Journalism		JMC611E		
3.	Media and Society		JMC612C	04	Core
4.	Public Relations and Corporate Communication		JMC613C	04	Core
5.	Urdu Journalism		JMC614E	02	Elective Discipline Centric (Min. four credits to be chosen)
6.	Traditional Media		JMC615E	02	
1.	Disaster Reporting		JMC616E	02	
7.	Business Reporting		JMC617E	02	
8.	Magazine and Long form journalism		JMC618E	02	
9.	Documentary Film Making		JMC619E	02	
10.	Media in Conflict and Peace Building		JMC620E	02	
11.	Media Output	<i>The Echo</i>	JMC621C	02	
		<i>Pesh Kadam</i>		02	
12.	Dissertation – I (Pre-submission)		JMC622C	02	
Total credits for Semester III					24

SEMESTER III

JMC607C

Communication Research

Most communication careers require critical understanding of research, as well as writing competence. The primary goals of this course are:

- 1) To provide the skills needed to understand and interpret research applications, methods, and results
- 2) To offer practice in basic research writing skills.

This course will introduce you to a range of social sciences and communication studies research methods (qualitative and quantitative). The secondary goal of the course is to provide the knowledge base and experience with which to pursue advanced research methods.

In order to achieve these goals, the course:

- Explores premises, values, and limitations of scholarly research and the scientific method
- Surveys qualitative and quantitative methods, including rationales and applications
- Introduces ways to understand and critically interpret research results

Unit I **Introduction to Research/Communication Research**

- Research-Definition, types, functions.
- Qualities of a good researcher;
- Types (pure, applied, qualitative, quantitative, empirical, behavioural, experimental, descriptive, historical)
- Communication Research: Definition, Need & Approaches.

Unit II **Steps in Research**

- Research Design – Definition, purpose and types
- Research problem/research statement
- Pretesting and pilot study
- Literature review
- Hypothesis, meaning, types and need
- Variables (Dependent and Independent Variables)

Unit III **Research Methods**

- Quantitative: Survey, Content Analysis, experimental Methods
- Qualitative: Case Study, Focus Group, Discussion, Interview, Historical Method, Observation Method.
- Tools of data collection: sources (Primary and Secondary sources), Questionnaires, Interview Schedule, Dairy method, Field notes, media source books, field studies, telephone, surveys, online pools, etc
- Sampling: Types of Sampling; Random sampling methods and representativeness of the samples

Unit IV

- Research Report Writing: Citation, Indexing, Bibliography, footnotes, endnotes, glossary

- Graphic and diagrammatic representation
- Statistical methods of analysis - basics
- Ethical perspectives of mass media research

Suggested Readings

- *Baxter, Leslie A, The Basics of Communication Research: Thomson Wadsworth, 2004*
- *UNESCO Publication of the practice of Mass Communication: Some lessons from research (1999), RaoLakshamana*
- *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies (London: L Routledge, 2002)*

SPECIALIZATION

In the second year, each student will get a chance to choose an area of specialization by selecting anyone of the following papers:

- Print Journalism
- Television Journalism
- Radio Journalism
- Online Journalism

The student will be given admission in each paper on the basis of merit (by taking into account the numbers of the written examination in the first year) and aptitude (by taking into account the numbers scored by the student in his/her chosen field in the first year).

JMC608E Print Specialization

Unit- I News Writing

- Writing stories on various situations (given by course instructor) while answering 5 Ws and 1 H. News writing techniques and their implementation.
- Writing hard news stories. Story structures. Implementing Inverted Pyramid news writing style in news stories. Diamond structure. Hourglass structure.
- Covering Speeches. How to identify news peg in speeches and arrange details.

Unit- II Soft and Feature Stories

- Writing soft news stories. Writing stories on environment, health, education, business and other beats.
- Features. Writing comprehensive news features, human-interest features and personality profiles.
- Framing questionnaires and conducting interviews. Discussing questionnaires with the course instructor.

UNIT- III Headline Writing

- Headlines. Giving headlines to various stories. Implementation of principles of headline writing.
- The headlines have to be discussed with the course instructor and classmates. Writing various types of leads for stories.

Unit- IV Press Releases

- Rewriting press releases and official hand-outs, and giving them shape of news stories—lead, body, paragraphing.
- 10-day capsule In-design software training programme for layout designing newspapers.

Practical Work

1. Each student who has opted for Print Journalism as his/her specialization is supposed to have at least ten bylines to their names for news and feature stories in regional or national English-language newspapers and magazines by the end of Semester III.
2. Print specialization students are expected to assist the editor in publishing the campus newsmagazine, *The Echo*. Their responsibilities include:
 - i. Covering stories of various kinds for the publication.
 - ii. Keeping track of stories, photographs, etc and keeping the editor informed about their progress.
 - iii. Ensuring adherence to the editorial policy of the newspaper.
 - iv. Encouraging other journalism students to cover stories in and around the campus and on various beats.
 - v. Editing news stories and write-ups of other students.
 - vi. Meeting deadlines.

Suggested Readings

- Mencher, Melvin, *News Reporting and Writing*. New York: McGraw Hill, 2011.
- Aggarwal, Vir Bala, *Essentials of Practical Journalism*. New Delhi: Concept Publishing House, 2006.
- 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.
- Saxena, Sunil, *Headline Writing*. New Delhi: SAGE Publications Pvt. Ltd, 2006

JMC609E

Radio Journalism (Specialization)

Unit I: News for Radio

- Definition of news for Radio, Requirement when writing news for radio, the structure of the news for radio, Tips when producing news for radio.

Unit II: Radio Reports:

- Characteristic, Structure, Guidelines to write radio reports, Types of radio reports, Main steps writing radio reports, Good radio reporters skills.

Unit III: Interviewing for Radio

- Definition, Types, How to do them

Unit IV: Radio Features

- Definition, Characteristic, Structure and types. How to produce radio features, Required skills for producing radio features

Unit V: Radio News Programs

- Other resources in radio journalism, the battery of headlines, the battery of brief news, the vox pop, the structure of a news program

Assignments

To work on these skills, you will be expected to successfully complete the following assignments

1. Produce a Q and A (interview) podcast for online edition of *The Echo*
2. Work in teams to create two current, live radio newscasts

JMC610E

TV Journalism (Specialization)

Unit I: Idea Generation and Script Writing

- How to generate Ideas.
- Script Writing.

Unit II: Expressionism and Realism Art in Television.

- Difference between Expressionism and Realism Art.
- Need of Expressionism Art.
- Need of Realism Art.
- Production of Expressionism Art.
- Creative treatment for Reality

Unit III: Editing

- Video Editing (Software Training)
- Adobe Premiere Pro/ Final Cut Pro training.

Unit IV: Field Visit and Assignments.

- Visit to a Television Studio.
- Make one News Package, one Piece of Fiction for TV (five minutes maximum) and one Television Documentary.

JMC611E Online Journalism (Specialization)

Objectives:

- Make students more familiar and comfortable with Internet.
- To enable students to reports, write, edit and publish on the Internet.
- Present multimedia stories in exciting new ways while maintaining traditional journalism standards of fairness, accuracy and quality.
- To make students comfortable with the software that is used to tell stories online.

Unit I:

- Introduction to Online Journalism
- Online Journalist – Changing practices not values
- Digital Information: Megabytes, gigabytes and terabytes
- How internet works
- Web browsers, plug-ins and extensions
- RSS and Feeds
- Instant Messaging
- FTP

Assignments

- Start Instant Messaging
- Set up RSS Feeds
- Sign up for an e-mail newsletter
- Create News Alert at Google and Yahoo!
- FTP files to Web server

Unit II:

- Web 2.0
- Case study of Google, MySpace, YouTube, Flickr, Twitter etc
- Digg and Delicious
- Tags – cataloging content on internet
- Mobile 2.0
- Why all this for Online Journalism

Web 2.0 simply put means flow of information where anyone over internet can create, share and comment. And it is this fact which puts online news websites under tremendous pressure as people want same from them.

Assignments

- Open accounts at above mentioned sites to see how they operate

- Upload photos and apply tags to them at Flickr
- Finding useful Online Journalism sites and Digg them, and tag them at del.icio.us.
- Visit Digg, Slashdot, Reddit and Newsvine and compare the news stories you find there with your regular news sources

Unit III:

- Reporting Methods: shifting from paper to digital life
- Contact Database
- Blog, blogger and blogging.
- Blog terms and handling comments
- Crowdsourcing: How online development of story differ from print
- Open-source reporting – allowing readers to assist in the reporting of the story

Assignments

- Convert your contacts to an electronic form
- Create a blog and maintain it on regular basis
- Identify a story that would have benefited from crowd sourcing or distributed reporting

Unit IV:

- Reporting for Web
- Timely and relevant
- Writing lively and tighter
- Using time stamps
- Headlines and hyperlinks
- Making story effective: use of photos, locator maps, links of past stories, audio/video, message board, live discussion, and narrated photo gallery.

Assignments

- Identify and write a news story that will develop over one day at least. Try to break it ASAP and inform readers that further details will be made from time to time.

Unit V:

Web site designing

- XHTML and CSS (extended version not required)
- Using Dreamweaver
- Using FTP

Assignments

- Create a 5-10 page online portfolio. Upload your CV, project work and create hyperlinks to Online Journalism resources.
- Each student is expected to write stories on topics, which can be broad-based, or on a single theme for e.g. corruption, environment, politics, crime, youth, books, technology etc. From writing to editing to placement of stories, inputs on design and other related areas, students are required to show independent performance.

Suggested Readings

- Bradshaw, Paul and Rohumaa, Lisa. *The Online Journalism Handbook*. UK: Routledge; 1st Edition, 2011.
- Halavais, Alexander. *Search Engine Society*. Polity; 1 Edition, 2008.
- Jenkins, Henry. *Convergence Culture*. US: NYU Press; Revised Edition, 2008.
- Waldman, Simon. *Creative Disruption*. Financial Times/Prentice Hall; 1 edition, 2010.

Gupta, N. *Switching channels: Ideologies of Indian Television*. New Delhi: Oxford University Press, 1998.

JMC612C

Media and Society

Media's role as an effective force in changing patterns of economics, governance and societal habits and attitudes will involve exercises to develop an awareness, appreciation and understanding of the functions, objectives and responsibilities of mass media; exploring the relationships and effects of mass media on the students as an individual, part of a group, and as a member of society; eliciting responses to examples of mass medias objectives of information, entertaining and persuading.

Unit I

News Media in a Democratic Society:

The structure and functions of news media in society

Emerging role of media in contemporary times: Basic functions and responsibilities of newspapers, magazines, photography, radio, television, cinema and the Internet as originators of message.

Media functions in a democratic society: Media's role as an effective force in changing patterns of economics, governance and societal habits and attitudes.

Unit II

Media Content and Interpretation

Content: Construction and Representation

Entertainment media and construction of Reality

Audience Interpretation of media content

Media as a Cause for crime and violence. Audiences as receptors

Media and Stereotypes

Unit III:

Media and Culture

Media as a culture manufacturing industry

Dominant and Alternate cultures

Media and Globalization

Changing nature of Audiences

Media and realism (class, gender, race, age, minorities)

Unit IV

Media and Social Institutions

News Media and Social Institutions

Mediated Interpretation of Contemporary Issues in society

Inter-textuality and Media Hegemony

Conflicts between the media and social institutions.

Ethical and social controls on the media

Ownership and Control of Media

JMC613C Public Relations and Corporate Communications

Considering the massive upsurge of Public relations industry in contemporary world, there is great demand for PR practitioners who have a specialised set of skills than those of their predecessors. So, today's professional communicators must be equipped with of-the-moment skills and insights in order to cut through the crowded marketplace and inspire change. This course helps students to prepare themselves as PR professionals and corporate communicators with an expertise in strategic handling of tactics, tools and channels for information distribution and retrieval, to build relationships with individuals and target groups or "publics" through planned action and communication via mass media, new media, and alternative media. The stress is on the right areas.

Unit I: Introduction

- Concept of Public Relations
- Functions of PR
- PR in relation to marketing, advertising, publicity, propaganda
- PR practitioners
- Who are Publics?

Unit II: Corporate Communications

- Corporate communication: concept and scope
- Case studies
Who are Corporate communicators?
- Crisis management

Unit III: Conducting PR

- PR Campaign and Stages
- PR Tools (Media relations, Press Conferences, Publications, social media, events etc.)
- Communication for Internal and external Publics
- Writing for media: Writing press releases

Unit IV: PR Practice

- PR Setup in various fields like government, private sector, media, political parties etc.
- What is Event management?
- Case Studies
- Ethics in PR

Practical work

- Students to plan and prepare PR campaigns for given themes and events
- Every student will have to write press releases for different university events
- Student seminars
- Field visits

Suggested Readings

- Argentini, P. A & Forman, J. (2002) *The Power of Corporate Communication*, New Delhi: Tata McGraw-Hill.
- Arya, Ashok. (1993). *Dynamics of Public Relations*, New Delhi: Manas Publications.
- Balan, K.R. (1992) *Corporate Public Relations*. New Delhi: Sterling Publishers Private Limited.
- Bernays, Edward, L (2004). *Crystalizing Public Opinion*, USA: Kessinger Publishing.
- Bernays, Edward L. (1955). *The Engineering of Consent*. New York: John Wiley & Sons.
- Black, Sam. (1996). *Practical Public relations*. New Delhi: Universal Book Stall.
- Burton, P. (1966). *Corporate public relations*. New York: Reinhold.
- Curtin, P & Gaither, T. K (2007). *International Public Relations: Negotiating Culture, Identity, and Power*. New Delhi: Sage Publication
- Cutlip, Scott M. & Allen H., Center (1985). *Effective Public Relations* (third edition), Prentice Hall, USA.
- Fernandez, J. (2004). *Corporate Communication a 21st Century Primer*. New Delhi: Response Books.
- Jetwani, Varma, and Sarkar (1994). *PR concept and strategies tools*. New Delhi: Sterling
- Johnston, J. (2009). *Public Relations: Theory and Practice*, Crows Nest, N.S.W.: Allen & Unwin. *Indian Scene Volume I-II: Public Relations Case Studies*. New Delhi: IFPR,
- Kaul J. N. (1992). *PR in India*. Kolkata: Naya Prokash.
- Lehane, C. Fabiani, M & Guttentag, B. (2012). *Masters of Disaster: The Ten Commandments of Damage Control*. New York: Palgrave Macmillan
- Philips, L. (1991). *Handbook of PR and Communication*, New York: American Management Association.
- Vilanilam, J. V. (2011). *Public Relations in India*. New Delhi: Sage. Wilcox, Dennis L. & Glen T. Cameron, (2009). *Public relations Strategies and Tactics*, Pearson Education, Delhi.

JMC615E**Traditional Media**

The course will enable the students to understand the historical role of folk media. The course will introduce the students to the different forms of folk media with the emphasis on local forms of folk media. The course will make the students aware about the challenges faced by the folk media with the introduction of new forms of media.

Unit I Introduction to traditional media

- Introduction to the folk channels of communication
- Advantages of Folk Media
- Types of Traditional Medias(Street Theatre, Drama, Ballads, Story Telling, Puppetry)
- Kashmiri Folk Theatre (Bandpather, Padsha Daleel, Ladi Shah)

Unit II Contemporary Folk Media

- Flexibility of the Folk Media
- Folk media vis-à-vis the modern message (Areas of conflict and compromise)
- Integrated use of Folk Media and Mass Media
- UNESCO's efforts in the promotion of inter-cultural communication
- Code of ethics.

Practical work

- Group exercise: Each group to write a play in traditional Bhaand Pather form. Students will also do assignments for other Folk Forms.
- Students will put up a performance of one of the plays written during the course by them.

Objective of the Course:

A disaster is a situation which the community is incapable of coping with. It is a natural or human-induced event which causes intense negative impacts on people, goods, services and/or the environment, exceeding the affected community's capability to respond; therefore the role of media in disaster preparedness and management is very crucial. The main aim of this course is to equip the students with the necessary information regarding the disasters and enhance their communication skills to cover the disasters.

Unit I Introduction to Disaster Management

- Understanding Natural Disasters
- Understanding Man-Made Disasters
- Disaster Management – Prevention, Preparedness and Mitigation
- Disaster Preparedness: Conception and Nature
- Role of Media in Disaster Preparedness
- Role of Media in Disaster Management

Unit II Disaster and Media

- Reporting Disasters: guideline, planning, requirements
- Sources of News during disasters
- Challenges for journalists in disaster reporting
- Newsroom preparations during disasters
- Managing Disaster Coverage
- Case studies

Practical Work

- Screening films and documentaries related to the subject
- Analysing researches done in the area

Suggested Readings

- Waugh, William L. Jr. (2000). *Living with Hazards, Dealing with Disasters: An Introduction to Emergency Management*. Armonk, New York: M.E. Sharpe. Burby, Raymond (1998).
- *Cooperating with Nature: Confronting natural hazards with land-use planning for sustainable communities*. Joseph Henry Press.
- Ricchiardi, Sherry and Potter, Deborah. *Disaster and Crisis Coverage*. US: International Center for Journalists
- Franks, Suzanne (2013). *Reporting Disasters: Famine, Politics and The Media*. UK: Hurst Publishers.
- Humanitarian media coverage in the digital age, World Disasters Report 2005, Chapter 6, International Red Cross.

- Scanlon, Joseph. Research about the Mass Media and Disaster: Never (Well Hardly Ever) The Twain Shall Meet. (Retrieved from: <https://training.fema.gov/hiedu/docs/emt/scanlonjournalism.pdf>)
- Elia S. Romo-Murphy, M. V. (2012). The Role of Broadcast Media in Disaster Preparedness Education
- Pantti, M. W J. K. (2012). Disasters and Media: Journalism citizenship and geopolitics of disaster coverage

JMC617E

Business Reporting

This course is designed to develop a professional-level understanding and the writing skills expected of business and financial journalists. It will cover information gathering, the relationship of business and community, interviewing and reporting techniques and the use of online resources for research. By the end of the semester, the students will be able to write clear business stories and also identify compelling enterprise and trend stories. They should be able to handle with ease a deadline story about a company's earnings, merger or layoffs as well as an in-depth company profile.

Unit I:

- Introduction to business journalism
- Sources for business journalism
- Basic business glossary
- Business press releases. Various types

Unit II:

- Business interviews
- Business events coverage- product launch, trade fairs, business conferences and business meetings. How to identify news and arrange details
- Coverage of business establishments and business-related issues

Practical Work

The practical work will be assigned and assessed by the concerned faculty. Each exercise would be followed by discussions.

- Students will have to do various classroom exercises as per the details above.
- Students will be asked to do stories on various sectors of economy.
- Each student will be asked to produce a narrative profile that features one business leader.
- Students will also be expected to identify news in original press releases and make news items out of them.

“As Journalism is a deadline business, students will be required to meet the deadlines.”

Suggested Readings

- Roush, Chris, *Show me the Money: Writing Business and Economics Stories for Mass Communication*. New York: Routledge Communications, 2010.
- Venkateswaran, R.J., *How to Excel in Business Journalism*. New Delhi: Sterling Publishers Private Ltd., 1994.
- Cloud, Bill, Chris Roush, *The Financial Writer's Stylebook: 1,100 Business Terms Defined and Rated (Journalistic Style Guides)*. Oregon: Marion Street Press, 2010.

- Thompson, Terri, *Writing About Business: The New Columbia Knight-Bagehot Guide to Economic and Business Journalism*. New York: Columbia University Press, 2001.
- Fink, Conrad, *Bottom Line Writing: Reporting the Sense of Dollars*. New Jersey: Wiley Blackwell, 2000.
- Taparia, Jay *Understanding Financial Statements: A Journalist's Guide*. Oregon: Marion Street Press Inc, 2003

JMC618E

Magazine and Long-form journalism

Objective

This course shall help students learn everything essential in magazine and long-form journalism, right from the initial stage of pitching a story to its final production. It shall equip them with the necessary tools and skills they will require in today's rapidly changing media landscape.

Unit-I: Intro to Magazine/ Long-form Journalism

- Prerequisites for Magazine Writers
- Research for Story telling
- Backgrounding in long-form stories
- Feature story: Concept and Characteristics
- What makes an effective feature?

Unit-II: Writing Feature Stories

- Writing lead, body and conclusion
- Writing nutgraph and anecdotes
- Pitches and Query Letters
- Profile writing. Types of profiles
- Writing colour pieces

Practical work

The students shall be required to write feature stories on various themes. The stories shall be assigned by the course instructor.

Suggestive Readings

- Benson, Christopher D., and Whitaker, Charles F. *Magazine Writing*. New York and London: Routledge Taylor and Francis Group, 2014.
- Wheeler, Sharon. *Feature Writing for Journalists*. London and New York: Routledge Taylor and Francis Group, 2009.
- Summer, David E., and Miller, Holly G. *Feature and Magazine Writing: Action, Angle and Anecdotes* (Third Edition). Wiley-Blackwell, 2013.
- Mackay, Jenny. *The Magazine Handbook*. London and New York: Routledge Taylor and Francis Group, 2006.
- Holmes, Tim and Nice, Liz. *Magazine Journalism: Journalism Studies- Key Texts*. Los Angeles, London and New Delhi: SAGE, 2012.

- Morrish, John., and Bradshaw, Paul. *Magazine Editing in Print and Online* (Third Edition). London and New York: Routledge Taylor and Francis Group, 2012.
- Stein, M. L., and Paterno, Susan F. *The Newswriters' Handbook: An Introduction to Journalism*. Delhi: Surjeet Publications, 2003.

This course will introduce students to the world of Documentaries. Documentary films are a collection of non-fiction audio-visual medium that are intended to document and depict a given reality aspect. They assist in understanding the contemporary world. They give a better understanding of the present news cycle because they give a debatable view of the world which will spark great research. Documentaries encourage creative and critical thinking concerning the world and give facts that help in the elimination of any superstitious and myths that are still in existence. They offer us with the both historical and learning experiences that have high educational value.

The larger part of the course will focus on practical filmmaking training with the aim of introducing students to how to visually express contemporary issues.

UNIT 1 Documentary Art: Aesthetics

Expressionism vs Realism Art

Situating documentary film in contemporary times

Pre-production Activities

Creative Treatment of Actuality

UNIT 2 Production and Post-production

Freeze the Reality with Cine Eye

Editing

REFERENCES:

- Rabiger, Michael. (1998). *Directing the Documentary*. Burlington : Focus Press.
- Rosenthal, Alan. (1996). *Writing, Directing, and Producing Documentary Films and Videos*. Carbondale : Southern Illinois University Press.
- Barnouw, Erik. (1993). *Documentary. A History of the Non-fiction Film*. New York : Oxford University Press.
- Renov, Michael. (2004). *The Subject of Documentary*. London : University of Minnesota Press.
- Nichols, Bill. (2010). *Introduction to Documentary*. Indiana : Indiana University Press.
- Bernard, Sheila Curran. (2011). *Documentary Storytelling: Creative Nonfiction on Screen*. United Kingdom : Taylor and Francis.

Objectives

This course will introduce students to some theoretical and practical approaches to the role and potential of mass media to positively contribute to peace. The course discusses the complex role played by the media, both traditional and new - and the problems they face - in conflict situations, whether before, during and after the actual conflict. It also addresses the clashing relationships that often occur among media and different stakeholders in these circumstances. The course provides a broad understanding of the modern history of media in various conflict and war situations, and draws the distinction between information and propaganda, while explaining the ways in which media work and produce information and discusses the different functions and roles they actually play - and the possible ones they could play. The course is intended as a general introduction on these topics. The paper introduces the concept of Peace Journalism, and juxtaposes it against the traditional form of reporting in wars or during conflicts i.e. war reporting, in an effort to equip students as part to peace.

Unit I: Introduction to Conflict and media engagement

- What is conflict?
 - Media and conflict
 - Role of media in conflicts
 - Media Propaganda during wars and conflicts
 - Case Studies

Unit II: Reporting on Conflicts

- Sources of news in a conflict situation
 - Traditional conflict reporting: Examples and exercises
 - What is Conflict Sensitive Journalism?
 - Situation of local media during conflict

Practical work

- Discussing films and documentaries screened
- Students to have writing exercises for writing conflict sensitive reports
- Discussing media interventions in various conflicts
- Identifying news stories regarding various themes discussed.

Bibliography

- Bagdikian, B.H. (1983). *The Media Monopoly*. Boston: Beacon Press.
- Cahill, K. (Ed). (1996). *Preventive diplomacy: stopping wars before they start*. New York: basic books (Harper Collins Publishers).

- Carruthers, S L. (2000). *The Media at War: Communication and Conflict in the Twentieth Century*. Palgrave Macmillan.
- Chomsky, N. (2002). *The spectacular Achievement of Propaganda*. New York: Seven stories Press.
- Chomsky, N. (2002). *Media Control: The Spectacular Achievements of Propaganda*. New York: Seven Stories Press.
- Gilboa, E. (Ed). (2002). *Media and Conflict: Framing Issues, Making policy, Shaping Opinions*. Transnational Publishers.
- Hess, S. & Kalb, M. (2003). *The Media and the War on Terrorism*. Washington: Brookings Institution press, and Havard University: Joan Shoerenstain center on the press, politics and public policy.
- Knightley, P. (2002). *The First Casualty: The War Correspondent as Hero and Myth-Maker from the Crimea to Kosovo*. Johns Hopkins University Press.
- Lebens, N. (2002). *Mass Mediated Terrorism: The Central Role of the Media in Terrorism and Counter Terrorism*. New York and Boulder, Colorado: Rowman and Littlefield Publisher Inc.
- Parenti, M. (1993). *Inventing Reality: The Politics of News Media*. New York: St. Martin's Press.
- Paul, C & James, J. K. (2005). *Reporters on the Battlefield: The Embedded Press System in Historical Context*. Rand Corporation.
- Said, E. (1997). *Covering Islam*. New York: Vintage Books.
- Seib, P. (2002). *The Global Journalist: News and Conscience in a World of Conflict*. New York and Boulder: Rowman and Littlefield Publishers Ltd.
- Solomon. N. & Erlich, R. (2003). *Target Iraq: What the News Media Didn't Tell You*. New York: Context Books,
- Willis, C (Ed.). (October 2, 2003). *Writing War: The Best Contemporary Journalism about Warfare and Conflict from Around the World*. New York: Thunder's Mouth Press.
- Wolsfield, G. (2004). *Media and the Path to Peace*. Cambridge University Press.

JMC621C

Media Output - II

Quarterly Newspaper 'The Echo'

The students will be divided into two groups and each group will be working to bring out the quarterly newspaper 'The Echo' under the supervision of Editor, *The Echo*.

Weekly Radio Program 'Pesh Kadam'

Every student will be required to record and edit the assigned segments for the weekly Radio Programme 'Pesh Kadam' under the supervision of Coordinator, *Pesh Kadam*.

Half of the students in Semester II will be registered for *The Echo* and half for *Pesh Kadam*. Those opting for the print projects in Semester II will have to opt for the radio projects in Semester III and vice versa. Besides, the students will have to work on assigned short video stories (mostly within the campus).

JMC622C Dissertation (Pre-submission)

Every student will have to work on a dissertation in the second year of his course under the guidance of a regular faculty. The students will have to exercise their option and register the topic in consultation with his/her guide assigned to him/ her at the start of this (III) semester.

The objective of this project work is to enable a student to have an in-depth knowledge of the subject of his/her choice and implement the knowledge and expertise gained throughout the degree. It should be a research-based effort and should endeavor to create new knowledge in any area of mass media. The dissertation will also prepare them for the research work after the completion of their Masters program.

During this semester, each student is supposed to submit first three chapters of his/her dissertation that should cover Introduction, Background information, Literature Review, Research Design, Objectives, Rationale and Methodology.