

**SEMESTER II (Spring Semester: March – July)**

S. No	Course Title		Course Code	Credits	Course Nature
1.	Editing in Print Media		JMC550C	04	Core
2.	Convergent Journalism		JMC551C	04	Core
3.	Television Journalism		JMC552C	04	Core
4.	International Communication		JMC553E	04	Elective Discipline Centric (Four credits to be chosen)
5.	Media Analysis and Appreciation		JMC554E	04	
6.	Advertising		JMC555E	04	
7.	Media Output*	<i>The Echo</i>	JMC556C	02	
		<i>Pesh Kadam</i>		02	
	OPEN ELECTIVE	Offered by other Departments		04	Elective (Open)
	Total credits for Semester II				22

# SEMESTER II

## JMC550C

## Editing in Print Media

Print journalism is mother of all forms of journalism. Despite the unprecedented onslaught on Print by Radio, Television and Internet, newspapers in India and around the world have not only stood their ground but in many cases have also recorded growth at least in their readership if not in their circulation.

The main aim of this paper is to introduce the students to various stages in the production process of a newspaper and prepare them to work as editors, news writers and reporters in print media. Besides, it is important for journalism students to learn various techniques involved in news editing.

### Objectives

- To hone the editing skills of journalism students.
- To give an idea of the nature, role and importance of newspapers in today's world.
- To examine various kinds of newspapers and explain relevance of having a particular type of newspaper or magazine.
- To explain the need of various sections of a newspaper.
- To deal with different areas of operation in print journalism
- To explain the need for various section of a newspaper/ to deal with different stages of production, from writing and editing to display.
- To explain importance and adjustment of editorial text and visuals in the final product.

### Unit I News Editing

- Editing– Concept and Significance
- Degrees of Sub-editing
- Editing of News Stories (practical)
- Gate Keeping
- Terminology Used in Print Journalism

### Unit II Organisational Structure

- Organisational Structure of Newspaper offices
- Role of Editor-in-Chief, Chief Sub Editor and Sub Editor in News Room
- Brief History (Initial) of Print Journalism in India (upto 1821)
- Relevance of Print Media in Contemporary Times
- News Agency: Characteristics, Financial Structure, Organisational Structure

### Unit III Editors' Responsibilities

- Proof Reading and Editing Symbols
- Opinion Pieces and Editorials (Types, Editorial Writing)
- Photo-captions- Principals, Types
- Headlines: Functions, Punctuations in Headlines, Principles of Headline Writing
- Patterns and Types of Headlines

#### **Unit IV Layout Designing**

- Layout Designing: Concept
- Elements and Principles of Layout Designing
- Types of Layout Designing
- Magazine Writing, Types of Magazines

#### **Practical work**

Practical work will involve the exercises as per the details above. The practical work will be assigned and assessed by the concerned faculty.

#### ***Suggested Readings***

- Hodgson, F. W. *Subediting: A Handbook of Modern Newspaper Editing & Production*. Focal Press 1997
- Hodgson, FW, *Subediting: A Handbook of Modern Newspaper Editing & Production*. Massachusetts: Focal Press, 1997.
- J, Butcher, *Copy Editing*. London: Cambridge University Press, 1992.
- Hutt, Allen, *Newspaper Design*. London: Oxford University Press, 1967.
- Giles, Vieand F.W. Hodgson, *Creative Newspaper Design*. Massachusetts: Focal Press, 1996.
- Sarkar, N.N, *Art and Print Production*. New Delhi: Oxford University Press, 2012.
- Saxena, Sunil, *Headline Writing*. New Delhi: SAGE Publications Pvt. Ltd, 2006

## **JMC551C    CONVERGENT JOURNALISM**

Internet has changed our lives in more ways than one. It is not only the cheapest but also the quickest mode of communication today. Besides making access easy to vast amounts of knowledge the internet has also revolutionised the ways and means of news gathering and the dissemination of news. Thus in recent years online or web journalism has emerged as both friend and foe of electronic and print media. Internet has also paved the way for the convergence of different streams of journalism on technological level which is inevitably leading towards a new form of writing and treatment of news. In short because of the internet all the four streams of journalism are now complementing each other on the one hand and fighting each other for their survival on the other.

### **Objectives**

- To understand the importance of internet and online journalism
- To know the difference between writing for web and other mediums of communication
- To understand the use of photographs, moving images and sounds on web
- To understand the use of graphics for the illustration of news on web
- To understand the nature of blogs and their critical analysis from the point of view of journalistic ethics
- To understand the laws related to Online Journalism
- To discuss the other new media technologies with the students

### **Unit I Digital Revolution and Global media**

- Convergence: Examples and Issues
- Internet as Information Highway: Search Engines, Directories, Forums and Groups
- Introduction to World Wide Web
- Networking: Local, Internet, Wi-Fi and Bluetooth
- Browsers: Firefox, Chrome, Safari and Opera

### **Unit II Understanding Online news mechanism**

- Forms of online journalism
- Characteristics of online news
- The Web as a mainstream news medium and hypertextuality
- How to write online news story: structure and hyperlinking
- Online Edition of Newspapers including e-papers
- Effective upload of online news piece: Title, Description, URL and Keyword

### **Unit III Multimedia story telling**

- Multimedia story forms and their elements
- news values and ethical decision while creating multimedia content
- Gathering and editing journalistic content for non-linear storytelling
- Use of basic Web elements like headlines, story summaries and links to outside source

## Unit IV Participatory Journalism and Social Media

- Evolution of participatory journalism
- Forms of participatory journalism
- Collaborative publishing
- Social networking sites: need, and pro's and con's
- Blogs: impact, issues and safety
- Cyber Laws: Defamation, IPR, Copyrights, Virus, Hacking, Credit card frauds etc.

### Assignments

- PPT presentation on how Search Engines and Directories work • Join any online Forum and Group
- Create a blog and promote it on Facebook, Twitter etc • Create an account in Flickr and upload photos
- PPT presentation on how Search Engines and Directories work • Join any online Forum and Group
- Create a multimedia story
- Effective uploading of user generated content

### Suggested Readings

- Hall, Jim. *Online Journalism: A Critical Primer*. London: Pluto Press, 2001.
- Callahan, Christopher. *A Journalist's Guide to the Internet*. London: Allyn and Bacon, 1999.
- Pandey, V. C. *Information and Communication Technology & Education*. Delhi. Isha Books, 2007.
  - Quinn, Stephen. *Digital Sub-editing & Design*. Oxford: Focal Press, 2001.
- Sharma, Vakul. *Handbook of Cyber Law*. India: Macmillan, 2006.
- Chakravathy, Jagdish. *Cyber Media Journalism: Emerging Technology*. Delhi: Authors Press, 2003.
- Ward, Mike. *Journalism Online*. London: Focal Press, 2002.
- Meeske, D Milan. *Copywriting for the Electronic Media: A Practical Guide*. Australia: Wadsworth Publishing Co Inc: 6th Edition, 2008.
- 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.

# JMC552C TELEVISION JOURNALISM

Television is arguably the prime source of news and information for millions of Indians across the country today. Countless television news channels in Hindi, English and numerous other regional languages of India are beaming in and out of the country. Writing and producing news for television needs different skills than writing for other streams of journalism.

## Objectives

- To understand the characteristics of television as a medium of mass communication to understand the role and relevance of television in today's world
- To understand the difference between writing, reporting and editing for television and other mediums of mass communication to understand the importance of various programme formats used in television
- To understand the production process involved in the production of programmes for television

## Unit I Introduction to Television Journalism

- Television as a medium of communication
- History of Television in India.
- Genres of TV programmes.
- Visualising news.
- Developing Story Ideas.

## Unit II Writing to Television

Basic style and construction of Television news stories.  
Script Writing.

## Unit III Cine Eye, Lighting and Editing

- Types of Camera Shots used in News, Camera Angles and Camera movements
- Piece to Camera.
- Studio lighting – three point lighting.
- Basic Television Editing and Post-production equipment: Television News Editing.
- Basic Transition Devices and Effects.

## Unit IV The Making of Art

- How to make News Packages.
- Art of Documentary Making.
- Making of Expressionism Art.

## Suggested Readings :

- Boyal, Andrew. (1999). *Broadcast Journalism*. London: OUP.
- Saxena, Gopal. (1996). *Television in India: Changes and Challenges*. Delhi: Vikas Publishing.
- Yorke, Ivor. (1995). *Television News*. Oxford : Focal Press.
- Kumar, Keval. (1989). *Mass Communication in India*. Delhi : Jaico Publishing House.
- Zettl, Herbert. (2002). *Television Production Handbook*. Australia : Thompson.

## **MC553E                      *International Communication***

The course will introduce students to the field of International Communication. Issues of media ownership and concentration, ethnicity and gender in the media, conditions of production of news and information, and global information and communication flows will be explored from a critical perspective. All communication, information, and media themes will be examined in the context of globalization, understood as a set of cultural political, social, and above all, economic processes.

### **Unit I Introduction, Need and Dimensions of International Communication.**

Introduction to International Communication.

Need to understand International Communication.

Political, economic and cultural dimensions of international communication.

### **Unit II Communication & Human Rights and Criticism.**

UNOs Universal Declaration of Human Rights and Communication.

International news agencies and syndicates, their organizational structure and functions .

Critique of western news values.

### **Unit III Media Imperialism**

UNESCO's efforts in removal imbalance in news flow.

NANAP and NWICO.

McBride Commission's report.

Non Aligned news agencies news pool – its working, success, failure.

### **Unit IV Subvertising**

Contraflow in Global Media: Global counter flow of media products, Alternative globalization (Culture Jamming).

### **Suggested Readings:**

- Mowlana, Hamid. (1985). *International Flow of News An Annotated Bibliography*. Paris : UNESCO.
- Singhal, Arvind, & Rogers, Everett. (1989). *Indias Information Revolution*. New Delhi: Sage.
- Gokhale, Anu. (2001). *Introduction to Telecommunication*. Singapore : Thomson Asia Ltd.
- Mulay, Regina. (1987). *Mass Media International Relations and Non-alignment*. New Delhi: Deep and Deep Publications.
- Candev, Prakash. (1990). *International Relations*. New Delhi: Cosmas Boowve.
- Klein, Naomi. (1999). *No Logo: Taking Aim at the Brand Bullies*. Canada: RandomHouse.
- Schramm, Wilbur. ( 1964). *Mass Media and National Development*. Paris: UNESCO.
- Schiller, Herbert. (1976). *Communication and Cultural Domination*. New York: International Arts and Sciences Press.
- McChesney, Robert. (2005). *Tragedy and Farce: How the American Media Sell Wars, Spin Elections and Destroy Democracy*. New York: New Press.
- Chomsky, Noam. (1988). *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon Books.

**Objectives**

This course focuses on the changing face of media in the age of the computer and on the generations of visionary practitioners, technicians, researchers, thinkers and critics, whose work creates the media soup that we exist in. This course will examine how media intersects with and forms our culture, our politics, our society, our thinking, our economy, and our psyches by looking at a broad range of media artefacts from expanded cinema, virtual and augmented reality, TV, commercials, music videos, Hollywood movies, animation, alternative cinema, interactive fiction.

The course will enable the students to:

- Understand need and scope of media appreciation.
- Understand form-content-meaning of media messages.

Students will be instructed to watch different type of films/TV programmes, and engage in review / analysis / criticism on the following:

**Unit I****Media Language**

- Form-Content-Meaning
- Narrative, codes and conventions: (Narrative Analysis) Micro and macro analysis of structure, Reading the film, Deconstruction, Literary analysis
- Representation
- Skills and processes

**Unit II****Audiences**

- Readers' social and cultural experiences
- Values, attitudes and ideologies
- Sub-cultures
- Past, present and emerging trends

**Unit III****Production context**

- Institutions and independents
- Media use and target audience
- Cultural contexts
- Controls and constraints

**Practical work**

The students are required to do the following

- Submit in writing a set of guidelines by which to create any media product,



- Submit in writing a set of criteria to evaluate popular media.

### *Suggested Readings*

- Boggs, J.M., & Petrie, D.W. *The Art of Watching Films*. Mountain View: Mayfield Publishing; 5<sup>th</sup> Edition, 1999.
- Barker C. *Television Globalization and Cultural Identities*. Buckingham: Open University Press, 2000.
- Berger, A. [Asa] Arthur. *Media Analysis Techniques*. India: Sage Publication, Inc; 4<sup>th</sup> Edition, 2011.
- Caughie, [Ed] John. *Television Monograph 9: Television: Ideology and Exchange*. London: British Film Institute, 1978.
- French & Michael [Ed]. *Contemporary Television: Eastern Perspectives*. New Delhi: Sage, 1996
- Lembo, Ron. *Thinking Through Television*. Cambridge: Cambridge University Press, 2000.
- Vasudevan, S. Ravi. *Making Meaning in Indian Cinema*. New Delhi: OUP, 2000.
- Gupta N. *Switching channels: Ideologies of Indian Television*. New Delhi: Oxford University Press, 1998.

# JMC555E

# Advertising

## Course Objective

To impart the theoretical insights and practical skills in the field of advertising — an important field of mass communication today. Students will be able to engage with it from multiple perspectives and develop the required skills as advertising specialists and professionals. During this course, they will further develop and refine their communication and analytical skills, commercial awareness, creativity and creative independence, attention to detail, leadership qualities and ability to work under pressure and meet deadlines

### Unit I: Understanding Advertising

- Concept of Advertising
- Types of Advertising
- Infomercial
- Public Service Advertising
- Advertising Agencies — structure and function of different departments

### Unit II: Advertising and society

- Advertising Models
- Advertising Appeals: Rational, Emotional and Moral
- Advertising's role in society
- Ethics in advertising

### Unit III: Advertising media

- Media Plan
- What are the various advertising media?
- Social media and advertising in today's world
- Advertising campaigns: Planning and managing advertising campaign

### Unit IV: Ad making

- Developing an Ad
- Visualisation- Idea Generation Techniques
- How to write an effective and creative Ad Copy
- Elements of an Ad copy: Headlines, sub-head, body copy, slogan, logo, illustrations, layout

### Practical work

- Students to create two Ads for Print, TV, Radio or Online media
- Student seminars
- Identifying appeals in various ads

### ***Bibliography***

- Aggarwal, C.D. (2008). *Media and Advertising*. Delhi: Mohit Publications.
- Butterick, K. (2011). *Introducing Public Relations*. New York: Sage.
- Fernandez, J. (2004). *Corporate Communications*. New York: Sage,.
- Lawson, R. (2006). *The PR Buzz Factor*. London: Kogan Page.
- Roman, K & Mass, J (2005). *How to Advertise*. New York: St. Martin's Griffin.
- Tellis, G. (2004). *Effective Advertising*. New York: Sage.
- Vilanilam, J.V. (2000). *More Effective Communication*. New York: Sage.
- Vilanilam, J.V. & Varghese, A.K. (2004). *Advertising Basics! A Resource Guide for Beginners*. New York: Sage.

**JMC556C**

**Media Output - I**

***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 Programme 'Pesh Kadam'***

Every student will be required to record and edit the assigned segments for the weekly Radio Program '*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).

