

SEMESTER IV (Spring Semester: March – July)

S.No.	Course Title	Course Code	Credits	Course Nature
1.	Project Work (Specialization specific) (Pre-requisite – Same specialization to be opted in Semester III)		04	Core (One to be chosen from the given choices)
	(i) Print Journalism	JMC657E		
	(ii) Radio Journalism	JMC658E		
	(iii) Television Journalism	JMC659E		
	(iv) Online Journalism	JMC660E		
2.	Development Communication	JMC661C	04	Core
3.	Photojournalism	JMC662C	04	Core
4.	Dissertation – II (Final Submission)	JMC663C	06	Core
5.	Winter Training/Internship	JMC664C	02	Compulsory**
	Total credits for Semester IV			20
	Total credits for the course			88

SEMESTER IV

Specialization- Project Work

The project work will be related to their area of specialization. The project work will essentially prepare the student for his/her first job in the real world.

JMC657E Print Journalism

Students who have opted for Print media as their area of specialization are required to design individual newspapers- either 2-page Broadsheet (Front and Back only) or 4-page Tabloid- as part of their final assignment.

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. Besides news stories, a student has to write an editorial based on the topic(s) chosen. From writing to editing to placement of stories, inputs on design and other related areas, students are required to show independent performance.

JMC658E Radio Journalism

Students who have opted for Radio Journalism as their area of specialization are required to submit any three of the following projects -

1. Two hard news stories (Max. 4 min each)
2. Two feature stories (Max. 5 min each)
3. Two in-depth interviews (Max. 7 min each interview)
4. Radio Documentary (Max. 15 min.)

JMC659E Television Journalism

Each students who have opted for this area of specialization is required to work on the below projects -

1. One news package
2. One TV Documentary (Max. 15 min)
3. One fiction highlighting social message. (Max. 10 min).

JMC660E Online Journalism (Specialization)

Unit I:

- Convergence
- Information Politics
- Finding right information

Database Journalism

- What is it?
- Identifying databases
- Processing databases
- Extracting stories from databases e.g., Wiki Leaks

Assignments

- Write a story based on data from a database. Identify a database, process it and develop a data driven story.

Unit II:

Writing for the Web

- Yahoo Style Guide
 - Editing
 - Optimizing text for Search Engines
 - Word Lists
 - Shaping text for online reading

Assignments

- Write a news story based on above parameters and check the result using search engines.

Unit III:

Multimedia storytelling

- Organizing storyboard
- General training of Adobe Flash Professional

Assignments

- Create a multimedia story and upload it to your web site through FTP

Unit IV:

Social Networking Sites, Groups and communities

- Current trend
- Issues and guidelines
- How to use them as carriers of news

Assignments

- Become a part of a online group and community
- Create or maintain the Social Networking account of in-house online news portal

Unit V

Digital Audio

- Audio file formats: MP3, WMV, Real audio, MPEG-4, MPEG-4 AAC ETC
- Using recorders and Microphones
- Editing audio
- Podcasting
- Setting up a podcast

Digital Photo

- Capturing, editing and uploading
- Image extensions: JPEG, PNG, GIF, TIFF, etc

Digital Video

- Cameras and tapes
- Zooming, focusing and exposure
- Shot types – LMC
- Editing and uploading
- Script writing and voice-overs

Assignments

- Identify a story that can be shaped in the form of Audio/Video/Photo
- Record the audio and edit it
- Record the video and edit it
- Take pictures and edit them

JMC661C

Development Communication

Development Communication is a relatively new field of study which aims at empowering economically and socially marginalised people. It not only gives voice to the voiceless but also informs and educates the underprivileged to bring improvement in their daily lives. Development journalism provides people with information on change in their society and works at the local level to advocate change by spreading education, social unity and strengthening the desire for modernization.

In India both print and electronic media have played a significant tool in bringing social change and giving fillip to economic and scientific development. But in recent years the phenomenon of globalisation and the emergence of entertainment television are proving to be more a disruption to traditional social structures than an agent of progress. This disruption can only be countered by strengthening the alternative communication process and using media for social intervention.

Objectives

- To train the students to work in the news industry as development reporters, communication consultants and agents of social change
- To create space for common people by bringing back the agenda of development into the mainstream media

Unit I: Introduction to Development

- Development
 - Concept of development;
 - Development indicators;
 - Models of Development;
 - Problems and issues in Development;
 - Development dichotomies, Dilemmas of development;
 - UN Goals of Sustainable Development

Unit II: Development Communication

- Development Communication
 - Meaning; strategies in development communication
 - Models of development communication;
- Role of Communication in Development
- Inter-relation between development and development communication
- Dominant Paradigm: Its critique. Deconstruction of dominant paradigm of communication and development.
- Alternate paradigms of development.

Unit III Development Journalism

- Development Journalism: Concept, Relevance of Development Journalism
- Issues for development journalism-health, nutrition, education, social issues, women empowerment, resource use. Literacy, agriculture and environment, Child

Immunization, Rural development, Universal education, social forestry, environment, etc.

- Case studies on development communication programmes:
 - SITE (Satellite Instructional Television Experiment);
 - KHEDA Communication Project;
 - JHABUA Communication Project (JDCP).

Unit IV: Media and Development

- Role of mass media as a tool in Development,
- Community based Media – Community Radio, Community Press/Rural Press
- Rural Coverage in mainline print/electronic media; Information needs in rural settings: Critical Analysis of different media channels regarding development issues
- Developmental and rural extension agencies: governmental, semi-governmental, non-governmental organizations; international agencies and corporates.

Suggested Readings

- Servaes, Jan. (2020). *Handbook of Communication for Development and Social Change*. Springer Singapore
- Vilanilam, J. V (2009). *Development Communication in Practice: India and the Millennium Development Goals*. Sage India.
- Joshi, Uma. *Understanding Development Communication*. Dominant Publishers and Distributors, New Delhi
- Narula, Uma (1994). *Development Communication*. Haianand Publications.
- Chandra, Ramesh. *Communication Media and Social Changes*. Isha Books, Delhi.
- Mody, Bella (2003). *International and Development Communication: A 21st-Century Perspective*. Sage Publications, Inc.
- Wilkins, Karin Gwinn; Tufte, Thomas; Obregon, Rafael. *The Handbook of Development Communication and Social Change*. Wiley-Blackwell.
- Mefalopulos, Paolo (2008). *Development Communication Source Book: Broadening the Boundaries of Communication*. The World Bank, Washington, D.C.
- Srinivas, Raj Melkote (2015). *Communication For Development: Theory and Practice for Empowerment and Social Justice*. Sage India; Third Edition 2015.
- Chalkely, Alan. *Rural Development Journalism*. Press institute of India
- Chalkely, Alan. *A Manual of Development Communication*. Press Institute of India, New Delhi.
- Schramm, Wilbur. *Mass Media and National Development*.

JMC662C: Photojournalism

Photojournalism is perhaps witnessing the most rewarding period of its long glorious history today. Remember the days when there used to be only one or two black and white photographs in a newspaper or a magazine. Today in big and small newspapers alike almost every major news item is not only illustrated but a photograph, but in all the mainstream newspapers entire pages are devoted to colored photographs and accompanying captions alone. The credit for this change goes to television, which has forced the newspapers and magazines to increase the visual elements in their publications including photographs. The use of still photographs is no longer restricted to newspapers and magazines alone. Besides television, where the use of still photographs is not new, in web news portals too their use has acquired a central place; opening new avenues for photojournalists.

Objectives

- To enable students to “Collect, Edit and Present” news stories through images for Newspapers, Magazines, TV and Web Portals.
- To understand the legal and ethical considerations.
- To understand and learn the functions of a DSLR camera.
- To understand and learn photo editing in Photoshop, and its ethics.
- To understand the role of a Photojournalist in hostile environment. (Conflict Photography)

Unit I: *Photography and Photojournalism*

- Brief History of Photography and Photojournalism
- The role and significance of photojournalism
- Film and digital SLRs: the difference
- Code of Ethics (Photojournalism) and Legal Considerations
- Caption Writing
- News photography: news, feature and sports photography
- Photojournalism and Web

Unit II:

- DSLR handling in detail
- DSLR operation: Aperture, Shutter, ISO, Image sensors, White Balance.
- Lenses and filters
- Shooting modes (basic and advanced)
- RAW Images

Unit III:

- Composition

- Focusing
- Exposure
- Lighting (including Flash)

Unit IV:

Photo editing with the help of Adobe Photoshop

- Introduction
- Basics
- Selections
- Layers
- Photo Manipulation
- Photo Adjustments
- Photo Retouching
- RAW Processing
- Text
- Output

Unit V:

- Conflict Photography
- History of War Photography
- Case study of war photographers (from Robert Kappa to Zorah Miller)
- Case study of local Conflict Photographers (Altaf Qadri, Tauseef Mustafa, Rafiq Maqbool, Fayaz Qabli etc)
- Embedded Journalism (Photojournalism)
- Importance of writing in conflict Photography

Practical work

- One Photo Feature/Photo Essay (min 10 pictures etc.) and the themes should be heritage, culture, environment, development, economy, science & technology etc. The practical work will be assigned and assessed by the concerned faculty.

Suggested Readings

- Corbett, Bill. *A Simple Guide to 35 mm*. New Delhi: Om Books International.
- Keene, Martin. *Practical Photojournalism: A Professional Guide*. India: Focal Press; 2nd Edition, 1995.
- Kobre, Kenneth and Brill, Betsy. *Photojournalism: The Professional Approach*. India: Focal Press; 6th Edition, 2008.
- Grimm, T and Grimm, M. *The Basic Book of Photography*. US: Plume; 5th Edition, 2003.

- Daly, Tim. *Complete Guide to Digital Photography*. Argentum, 2004.
- Parrish, S. Fred. *Photojournalism: An Introduction*. Belmont, CA: Wadsworth Publishing Co Inc, 2001.
- Kamber, Michael and Filkins, Dexter. *Photojournalists on War*. US: University of Texas Press; 1st Edition, 2013.

JMC663C Dissertation -II (Final Submission)

Each student is supposed to submit final dissertation at the end of this semester for evaluation.

Candidates should aim to write a thesis around 15,000 words. The thesis should be on International Standard Paper Size **A4**. The thesis should be typed in **1.5 line spacing**. The thesis should be printed single-sided with a clear and **Times New Roman** 12-font. Left and right hand margins should be no less than 3 cm and page numbers should appear inside the margins at the centre of the page. Pages should be numbered consecutively and clearly.

Before producing final copies of a thesis for submission, the candidate should ensure that all the spelling, grammar, punctuation and choice of language are of an acceptable standard and the bibliography is complete and exact.

Order of contents

A thesis must be preceded by a title page.

1. The title page of the thesis should show:
 - The university logo;
 - Full title of the thesis;
 - Full name of the author (as it appears on the enrolment record);
 - Degree for which the thesis is submitted;
 - Name of the centre and the supervisor to whom the thesis is submitted;
 - Name of the University;
 - Month and year the thesis was submitted for the degree;
2. The title page must be followed by a thesis certificate issued by the department.

CERTIFICATE [FORMAT]

Certified that the dissertation entitled “[PROJECT TITLE]” by “[NAME OF THE STUDENT]”, [ROLL NO.], [BATCH (YEAR)] is an original piece of work carried out under my supervision as a partial fulfillment of the requirements for the award of Masters degree in Journalism at [NAME OF THE DEPARTMENT & NAME OF UNIVERSITY]. I have gone through the dissertation and found it fit for evaluation and the award of degree.

NAME OF THE SUPERVISOR
WITH SIGNATURE/STAMP AND DATE

3. Declaration

DECLARATION [FORMAT]

I hereby declare that the project work entitled “[PROJECT TITLE]” submitted to the [NAME OF THE DEPARTMENT & UNIVERSITY NAME], is a record of an original work done by

me under the guidance of [RESPECTIVE NAME], Faculty Member, [NAME OF THE DEPARTMENT].

I will be personally responsible for any plagiarism that might be detected in this study.

[YOUR NAMES
&
ENROLLMENT NUMBERS]

The declaration should be signed by the student with the date.

4. The remainder of the thesis should be formatted as follows:

- Acknowledgments;**
- Preface** A Preface (if included, not necessary) must include where appropriate, a statement of work carried out in collaboration indicating the level of contribution of others, and work carried out prior to Masters candidature enrolment. A brief about the chapters can also be included here.

- Table of Contents;**

- List of Tables, figures and illustrations;**

- Main Chapters (It can include more than one chapter)**

You can adopt the following sequence for your dissertation. However the sequence will vary for different researches. (you should also discuss it with concerned supervisor)

1. Introduction – Introduction to research problem, background information, review of literature, etc

2. Methodology – It can include –

Research procedures, Research tools applied - Research Objectives, Hypothesis, scope of study, Sample size, Survey area, etc. Student shall mention the tools and techniques applied to the study.

3. Data Collection - Data to be used for the Research Study can be primary or secondary. Data sources must be defined properly.

4. Conclusion/Recommendations

- Bibliography/References;**

- Appendices**

Thesis Submission

One copy of the Master's thesis must be submitted for examination to the centre. One copy will be send to the library for archiving after the thesis is approved. Student may want to make an additional copy for her/himself.

JMC664C Winter Training/Attachment

The student will have to undergo an internship or training after Semester III with any suitable organization for a minimum period of (6-8 weeks) so that the students can gain the practical exposure.

Each student will have to undergo an attachment in any of the media such as newspapers, magazines, radio, television, agencies identified by the students and faculty jointly/individually and facilities for which are easily available locally or regionally.

The student shall have to produce an attendance certificate and internship assessment report from the organization for 35% credits. Another 15% will be given on the basis of the work samples. He/She shall have to make a presentation of his internship program at the department for another 50% credits.
