

Course Catalogue of M.A. Journalism and Mass Communication

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. | Media, Culture and Society | JMC662C | 04 | Core |
| 4. | Research and Media Project- II (Final Submission) | JMC663C | 06 | Core |
| 5. | Winter Training/Internship | JMC664C | 02 | Compulsory |
| Total Credits for Semester IV | | | | 20 |
| Total Credits for the PG Course | | | | 88 |

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 (Specialization)

Students who have opted for Print Journalism as their area of specialization are required to publish 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 (Specialization)

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 (Specialization)

Each student who has 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).

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 website 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 that aims to explore the role of communication in the development issues as communication possess the potential to bring social change and giving fillip to economic and scientific development. The course examines various approaches, models and strategies of development communication, from both theoretical and historical points of view.

The objectives of the course are:

- To provide students with a comprehensive understanding of the theory and history of development communication, highlighting the role of communication in fostering social, economic, and scientific development.
- To equip students with the skills to critically assess and strategically use communication and media tools to achieve development goals and effect social change.

Course Outcomes:

- Students will demonstrate an in-depth understanding of various theoretical and historical approaches to development communication and their relevance to contemporary development issues.
- Students will be able to apply communication strategies effectively as development reporters, communication consultants, and agents of social change, bringing development issues to the forefront of mainstream media.

Unit I: Introduction to Development Communication

- Meanings and Indicators of Development
- Definition of Development Communication
- Role of Communication in Development;
- Communication as a human right
- Historical Contexts of Development Communication

Unit II: Theories and Approaches to Development Communication

- Key Concepts: Globalization, Modernization, Dependency Theory, Imperialism, Cultural imperialism, NWICO Movement
- Dominant Paradigm: Its critique. Deconstruction of dominant paradigm of communication and development.
- Modernization paradigm
- Communication for social changes theories
- Participatory Communication, Participatory action research

Unit III: Models and Strategies to Development Communication

- Community based Media – Community Radio, Community Press/Rural Press
- Social Marketing, Social Mobilization
- Development Communication Projects
 - SITE (Satellite Instructional Television Experiment);
 - KHEDA Communication Project;
 - JHABUA Communication Project (JDCP))
- Role of NGOs in Development Communication
- UN Goals of Sustainable Development

Unit IV: Development Journalism

- Development Journalism: Concept and Relevance
- McBride Commission's report;
- Non-Aligned new agencies new pool (working, success, failure)
- Issues for development journalism:
 - Extreme poverty,
 - Inequality
 - Global Warming and Climate Change
 - Health Communication
 - Gender Rights
 - Education
 - Agriculture
 - Rural development, etc.
- Writing development messages on different issues

Practical Work

The assignments/presentations and projects will be essential component for the evaluation of this course:

- Each student group (2-3 students) will be required to make a 20–30-minute oral presentation on any of the case studies mentioned in the course and after due consultation of the course instructor.
- Community Media Project: Each student group is supposed to produce a community media project on the issues mentioned in the course or discussed in the class. It can include a 30-min radio program, a community newspaper, a video program or a multimedia project. The project proposal and format to be approved by the course instructor.

Suggested Readings

- Kamat, S. (2002). *Development hegemony: NGOs and the state in India*. New Delhi: Oxford University Press.
- Manyozo, L. (2012). *Media, Communication & Development: Three approaches*. London: Sage.

- Melkote, S., & Steeves, H. L. (2015). *Communication for development: Theory and Practice for Empowerment and Social Justice* (3rd ed.). New Delhi: Sage.
- Mikkelsen, B. (1995). *Methods for development work and research: A guide for practitioners*. New Delhi: Sage.
- Nair, K. S., & White, S. A. (Eds.). (1993). *Perspectives on development communication*. New Delhi: Sage.
- Peet, R., & Hartwick, E. (2009). *Theories of development: Contentions, arguments, alternatives* (2nd ed.). New York: Guilford Press.
- Rogers, E. (1976). *Communication and Development: The Passing of the Dominant Paradigm*.
- Sen, A. (1999). *Development as Freedom*. New Delhi: Oxford University Press.
- Servaes, J., Jacobson, T., & White, S. A. (Eds.). (1996). *Participatory Communication for Social Change*. New Delhi: Sage.
- White, S. A., Nair, K. S., & Ascroft, J. (Eds.). (1994). *Participatory Communication: Working for Change and Development*. New Delhi: Sage.

Course Objectives

The course will enable the students to:

1. To understand the media's influence and role in shaping cultural norms, values, and societal structures.
2. To critically analyze media's representations of different social groups, identities, and issues.

Course Outcomes

Upon completion of this course on Convergent Journalism, students should be able to:

1. To critically analyze media content and identify underlying messages, cultural representations in society.
2. Demonstrate the impact of media consumption on people's attitudes, behaviors, and perceptions.

Unit I: News Media in a Democratic Society:

- Media & Society: Understanding the relationship
- Emerging role of media in contemporary times
- Media Influence and Socialization
- Media and democratization; Freedom of expression
- Media and Globalization

Unit II: Media Content; Construction and Interpretation:

- Media construction and Media Representation of reality in society
- Entertainment media and construction of Reality
- Media effects on society
- Crime, Violence & Media Trails
- Stereotypes, ideologies, and discourses in media representation

Unit III: Media & Cultural Studies

- Media and cultural production, popular culture
- Media Hegemony; Cultural imperialism
- Ownership and Control of Media
- Media and social institutions
- Media & Social change; Activism & Advocacy

Unit IV: Media Audience

- Audience Interpretation of media content
- Changing nature of Audiences
- Participatory culture; consumption pattern
- Media and Social Action, Public Opinion
- Advertising and consumerism

Practical Work

- Students to study various case studies and understand the influence of media content in shaping public opinion on various issues.
- Students to do field work and understand media's influence on shaping youth cultures.

The students are required to:

- To submit one case study around Media, Society & Culture.
- Present their work on the subject (with proper visualization elements) to the class for feedback and discussion.

Suggested Readings

- Hall, Stuart (1980). "Cultural Studies: two paradigms". *Media, Culture & Society*. 2 (1): 57–72. [doi:10.1177/016344378000200106](https://doi.org/10.1177/016344378000200106). [S2CID 143637900](https://doi.org/10.1177/016344378000200106).
- Lule, J. (2015). *Understanding media and culture: An introduction to mass communication*.
- O'shaughnessy, M., & Stadler, J. (2005). *Media and society: An introduction*. Oxford University Press.
- Perse, E. M., & Lambe, J. (2016). *Media effects and society*. Routledge.
- Carey, J. W., & Adam, G. S. (2008). *Communication as culture, revised edition: Essays on media and society*. routledge.
- Carah, N. (2021). *Media and Society: Power, Platforms, and Participation*. *Media and Society*, 1-456.
- Durham, M. G., & Kellner, D. M. (Eds.). (2012). *Media and cultural studies: Keywords*. John Wiley & Sons.

Each student is supposed to submit final dissertation or research-based media project towards the end of this semester for evaluation.

Criteria for Media Projects

- Tabloid newsmagazine (eight pages)
- Broadsheet newspaper (four pages)
- Interactive news portal/ Web-based social network forum
- Radio Documentary/ Drama/ Feature (minimum 12 minutes duration)
- Television Documentary (minimum 10 minutes duration)
- Advertising or Public Relations Campaign
- Five Photo-stories (5-9 pictures each) on different themes ranging from environment, gender, development, heritage, culture, economy, science and technology, and so on.

Guidelines for Dissertations

Candidates should aim to write a dissertation of around 20,000 words. The dissertation should be printed on international standard paper size **A4** and spiral binded. The text should be typed in **1.5 line spacing** and printed single-sided with **Times New Roman** 12-font. Left and right hand margins should be no less than 3 cm, while 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 dissertation for submission, the candidate should ensure that all the spelling, punctuation marks, grammar and language are of an acceptable standard. The bibliography should be relevant and complete.

Order of Contents**1. Cover Page**

It should include Title of the thesis; Name of the author, Name of the supervisor, Name of the Department and University; Year of the submission and the University logo along with a picture related with the research topic in background.

2. Title Page

The dissertation must be preceded by a title page, which should include the following contents:

- Title of the thesis

- Name of the author (as it appears on the enrolment record)
- Degree for which the dissertation is submitted
- Name of the supervisor
- Name of the department
- Name of the University
- Month and year the dissertation is submitted for the degree
- The University logo

3. Declaration

The title page should be followed by a declaration by the student in the following manner:

DECLARATION [FORMAT]

I, _____, hereby declare that research project (dissertation), titled _____, has been done me during the session _____ under the supervision of _____, Assistant Professor, Department of Journalism and Mass Communication, Islamic University of Science and Technology. The project was a mandatory requirement for the Master's degree in Journalism and Mass Communication in Islamic University of Science and Technology, Awantipora. All references taken from other sources are duly cited.

Student's Name

Enrollment No.

Batch

Department

University

Dated

(The declaration should be signed by the student).

4. Certificate

Student's declaration has to be followed by a certificate issued by the department.

CERTIFICATE [FORMAT]

This is to certify that _____, a bonafide student of Department of Journalism and Mass Communication, Islamic University of Science and Technology (IUST), Awantipora, has worked under my supervision on the research project titled,

_____ during the session _____ in partial fulfillment of Master's degree in Journalism and Mass Communication through IUST.

This research study is original and has never been submitted previously for this or any other degree.

Supervisor

Name of Supervisor (WITH SIGNATURE/STAMP),

Assistant Professor,

Department of Journalism and Mass Communication,

IUST, Awantipora

Dated: _____

5. Acknowledgments
6. Table of Contents
7. List of Tables
8. List of Figures and Illustrations
9. Abstract: It should give the summary of the research project. A brief about the chapters can also be included here.
10. Main Chapters

The sequence of the chapters can vary for different researches. Students should discuss it with concerned supervisors.

i. Introduction – Introduction to research problem, background information, rationale of the study, etc

ii. Review of Literature

iii. Theoretical Framework

iv. Methodology

This chapter includes tools and techniques applied, Research Objectives, Hypothesis, scope of study, Sample size, Reference period, Survey area, etc.

v. Findings and Analysis - Data to be used for the Research Study can be primary or secondary. Data sources must be defined properly.

vi. Conclusions and Recommendations

Bibliography/References

Appendices

Students shall have to provide some of the above contents for other project categories as may be instructed by the department.

Submission

Two copies of the research/ media projects must be submitted to the department—one for evaluation and another for the library for archiving after the project is approved. Students can have an additional copy for themselves.

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% credit.

