

MA Syllabus
Journalism and Mass Communication
SEMESTER-I

About the Department

Established in 2008, the Department of Journalism and Mass Communication is aimed at addressing the emergent needs in the media industry. Besides inculcating the theoretical aspects of Mass Communication and Journalism, the department provides hands-on training in print, television, radio and online journalism to its students so as to help them emerge as professional journalists. Students also get an opportunity to work with in-house media platforms that include newsmagazine, radio programme, television packages, documentaries and so on. The DJMC offers a Master's programme that aligns with the thrust of the NEP-2020 and caters to the evolving needs of the media industry. The interdisciplinary course of study provides students with a wide range of career opportunities, spanning journalism, broadcasting, public relations and advertising. Our Master's programme curriculum combines the foundational principles of traditional journalism with the latest advancements in communication technology. By integrating theory and practice, we equip students with the skills and knowledge necessary to thrive in the rapidly changing media landscape. Recognising the importance of specialized knowledge in the field of Journalism and Mass Communication, the department also introduced a Ph.D programme in 2018. This programme aims to nurture scholars who are passionate about conducting advanced research in this dynamic discipline. It provides an opportunity for in-depth exploration of topics and contributes to the development of cutting-edge knowledge and practices in Journalism and Mass Communication. The department has also introduced four-year undergraduate programme (FYUGP) in Journalism and Mass Communication in compliance with NEP 2020 beginning from the academic year 2024.

Programmes Offered

- M.A. Journalism and Mass Communication
- Ph.D. Journalism and Mass Communication
- FYUGP Journalism and Mass Communication

Course Catalogue of M.A. Journalism and Mass Communication

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. | Effective Communication Skills | JMC504C | 04 | Core |
| 5. | Radio Production | JMC505C | 04 | Core |
| 6 | English for Journalists | JMC506F | 02 | Foundation (Compulsory) |
| Total Credits for Semester I | | | | 22 |

Course Objectives

- To introduce students to fundamental theories and models of communication, enabling them to analyze and understand various communication processes.
- To provide students with a foundational understanding of mass communication, including its nature, functions, and effects, preparing them for further study or careers in media-related fields.

Course Outcomes

- Students will be able to demonstrate knowledge and understanding of key communication theories and models, applying them to analyze communication phenomena.
- By the end of the course, students will have gained insight into the role and significance of mass communication in society, including its impact on culture, politics, and social behavior.

Unit I: Communication Essentials

- Fundamentals of Communication
- Theoretical Foundations: Contemporary Human Communication Patterns
- Exploring Different Schools of Communication Thought
- Understanding Communication Processes
- Traditions of Communication

Unit II: Mass Communication Basics

- Introduction to Mass Communication
- Understanding the Nature of Mass Communication
- Elements and Barriers
- Functions of Mass Communication

- Characteristics and Typology of Audiences

Unit III: Theories and Models of Communication

- Development of Communication Models from simple to complex
- Communication Models: East vs West
- Normative Theories of Press
- Sociological Theories
- Psychological Theories

Unit IV: Communication in Action: Theory to Practice

- Applying Communication Thought
- Public Sphere and Communicative Action
- Internal Dialogue on Communication
- Identifying Communication Solutions
- Communication Clinic: Theory to Practice

Practical Work

The students shall be directed to work on Communication models assigned by the concerned faculty.

Suggested Readings

- Griffin, E. (2020). A First Look at Communication Theory (11th ed.). McGraw-Hill Education.
- Verderber, R. F., & Verderber, K. S. (2021). Communicate! (16th ed.). Cengage Learning.
- O'Hair, D., Wiemann, M., Mullin, D. I., & Teven, J. J. (2021). Real Communication (5th ed.). Bedford/St. Martin's.
- DeVito, J. A. (2022). The Interpersonal Communication Book (16th ed.). Pearson.

- West, R., & Turner, L. H. (2021). *Introducing Communication Theory: Analysis and Application* (7th ed.). McGraw-Hill Education.
- Littlejohn, S. W., & Foss, K. A. (2021). *Theories of Human Communication* (13th ed.). Cengage Learning.
- Beebe, S. A., Beebe, S. J., & Ivy, D. K. (2021). *Communication: Principles for a Lifetime* (7th ed.). Pearson.

Course Objectives

- To introduce the students to the fundamentals of news reporting and writing.
- To help them learn various techniques of news writing.

Course Outcomes

- The students shall develop a mastery of the basic elements of newsgathering, interviewing and storytelling that conform to standards of news values.
- The students shall learn the guidelines of reporting for different beats.

Unit I: Understanding News

- News: Concept, Definitions and Importance
- Qualities and Elements of News
- News Values
- Qualities and Responsibilities of Reporter
- Basic Newspaper Terminology

Unit II: News Writing

- Types of News: Hard News, Spot News and Soft News; Inverted Pyramid News Writing Style
- News Writing Guidelines; Quotes and Attribution
- News Sources
- Writing Leads, Types of Leads
- Five-day workshop on writing news stories

Unit III: Interviews and Beat Reporting

- Interviews: Skills, Techniques, Purpose
- Types of Interviews; Types of Interview Questions
- Reporting Press Conferences
- Beat Reporting, Types
- Politics, Crime, Sports, Accidents and Disasters

Unit IV: Magazine and Feature Writing

- Magazine Writing, Types of Magazines; Prerequisites for Magazine Writers
- Feature Story: Concept, Characteristics, Requirements
- Structure of Feature Stories. Lead, Body, Conclusion, Nutgraph
- Types of Features
- Five-day workshop on AI-writing software tools for reporters

Practical Work

The students are expected to do practical reporting and writing assignments. They will be expected to do news and feature stories, covering various beats as well as conduct interviews as assigned. The assignments will be evaluated by the concerned faculty. Besides, students are required to do following exercises:

- Identifying the 5Ws and 1 H in various news stories.
- Writing/ rewriting news stories while adhering to news writing techniques learnt in class.
- Rewriting headlines of any daily local or national newspaper, and trying to improve them.
- Mock interviews.
- Mock press conferences.

Suggested Readings

- Aggarwal, V. B. (2006). *Essentials of Practical Journalism*. Concept Publishing Company Pvt. Ltd.
- Ahuja, B. N., & Chhabra, S. S. (1989). *Reporting for Newspaper, Magazine, Radio and TV*. New Delhi: Surjeet Publications.

- Allan, S. (ed.). (2012). *The Routledge Companion to News and Journalism* (Revised Edition). London and New York: Routledge.
- Choudhury, A. (ed.). (2011). *A Textbook of Reporting*. New Delhi: Wisdom Press. Itule, B. D., & Douglas, A. (1996). *News Reporting and Editing*. California: McGraw-Hill Companies.
- Kamath, M. V. (1983). *The Journalists' Handbook*. New Delhi: Vikas Publishing House Pvt. Ltd.
- Lovach, B., & Rosentheil, T. (2001). *Elements of Journalism*. New York: Three Rivers Press.
- Mencher, M. (2011). *News Reporting and Writing*. New York: McGraw-Hill.
- Rich, C. (2015). *Writing and Reporting News*. California: Wadsworth Publishing Co Inc.
- Sharma, D. (2005). *Modern Journalism Reporting and Writing*. New Delhi: Deep and Deep Publications Pvt. Ltd.
- Smith, J. (2007). *Essential Reporting*. London: SAGE.
- Spark, D., & H, Geoffery. (2011). *Practical Newspaper Reporting*. Los Angeles: SAGE.

Course Objectives

- To equip students with a comprehensive understanding of the legal frameworks governing the media.
- To cultivate a strong ethical foundation in students, emphasizing the importance of ethical decision-making in journalism and media practices.

Course Outcomes

- Students will develop a clear understanding of the rights and responsibilities of journalists, including the legal constraints and ethical considerations that impact media practices.
- Students will be able to critically analyse and apply media laws and ethical principles in real-world situations, ensuring responsible and lawful journalism.

Unit I: Foundations of 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, Slander, and Defences against Defamation

Unit II: Media Laws - I

- Intellectual Property Rights and Copyright Laws
- Official Secrets Act
- Right to Information Act
- 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 and Digital Media Regulations
- The Miller Test and the Hicklin Test for Obscenity
- Regulation of Social Media Platforms

Unit IV: Ethics and Regulatory Bodies

- Theoretical Approaches to Ethics: The Golden Mean, Categorical Imperative, and Principle of Utility
- Code of Conduct for Journalists
- Guidelines by Press Council of India, Press Commissions, and International Organizations
- Broadcasting Code for AIR/DD for News
- Press Council of India: Objectives, Composition, and Functions

Suggested Readings

- Bandhopadhyay, P. K., & Arora, K. S. (2001). *Journalistic Ethics*. Media Watch Group.
- Baskhi, P. M. (1986). *Press Law: An Introduction*. TRF Institute for Social Sciences Research and Education Publications.
- Basu, D. D. (2002). *Law of the Press*. Wadhwa Publishers.
- Christians, C. G., Ferré, J. P., & Fackler, P. M. (2009). *Media Ethics: Cases and Moral Reasoning*. Pearson Education.
- Divan, M. G. (2006). *Facets of Media Law*. Eastern Book Company Publishing Pvt. Ltd.
- Gies, L. (2007). *Law and the Media: The Future of an Uneasy Relationship*. Routledge-Cavendish.
- Harmulder, J. R., Jonge, F. A. D., & Singh, P. P. (1998). *Media Ethics and Laws*. Anmol Publications Pvt. Ltd.
- Kundra, S. (2005). *Media Laws and Indian Constitution*. Anmol Publications Pvt. Ltd.
- Neelamalar, M. (2010). *Media Law and Ethics*. PHI Learning Pvt. Ltd.

- Pandey, K. S. (1991). *Battle for Freedom of Press in India*. Academic Foundation.
- Shipra, K. (2008). *Indian Law and Press*. Omega Publishers.
- Eastman Kodak Company. (1992). *Ethics, Copyright, and the Bottomline*. Eastman Kodak Company.

Course Objectives

- To train students in effective presentations (both individual and group), public speaking, public speeches and handling audience questions
- To help students succeed in job interviews through various techniques and aid them in improving themselves through critical self-analysis.

Course Outcomes

- Students will attempt to overcome stage fright for effective presentations (both individual and group)
- They will develop interview and email etiquette, and prepare their resumes.

Unit I: Working on Self

- Need for good Communication Skills
- Effective Interpersonal communication (IC)
- Group Communication (GC)
- Listening Skills
- Telephonic Etiquette

Unit II: Personality Development

- Mastering non-verbal communication
- Understanding and improving public speaking (PS)
- How to be a good public speaker?
- Overcoming stage fright: Fear management in public speaking
- Types of delivery

Unit III: Getting Ready for the Professional World

- Facing job interviews
- Interview Etiquette and handling questions
- Preparing Resumes
- Cover letter
- Email Etiquette

Unit IV: Sparking the Creative Self

- Introduction to Creative Writing
- Qualities of a Creative Writer
- Elements of writing
- Writing and reading different creative outputs
- Exercises and output presentation

Practical Work

- Regular exercises, class presentations and activities on IC, GC, telephonic conversation, PS, creative writing, email writing etc.
- Each student to write at least two creative pieces (prose and/or poetry)
- Each student will prepare his/ her resume.
- Field expeditions

Suggested Readings

- DeVito, J. A. (2021). *The Interpersonal Communication Book* (16th ed.) Pearson
- DeVito, J. A. (2024). *Essentials of Human Communication: The Basic Course* (11th ed.). Pearson.
- Gallo, C. (2014). *Talk Like TED: The 9 public-speaking secrets of the world's top minds*. London: Nicholas Brealey Publishing.
- Hamilton, Cheryl. (2017). *Communicating for Results: A Guide for Business and the Professions* (11th ed.). Cengage Learning
- Hargie, O. (Ed.). (2018). *The handbook of Communication Skills* (4th ed.). Routledge

- Hartley, P., Marriott, S., & Knapton, H. (2023). *Professional and business communication: Personal strategies for the post-digital world*. Routledge.
- King, S. (2000). *On writing: A memoir of the craft*. Scribner.
- Lane, S. D. (2016). *Interpersonal communication competence and contexts*. New York: Routledge
- McKay, M., Davis, M., & Fanning, P. (2018). *Messages: The communication skills book (4th ed.)*. Oakland, CA: New Harbinger Publications, Inc.
- Seely, J. (2013). *Oxford Guide to Effective Writing and Speaking: How to Communicate Clearly*. Oxford University Press.
- Singleton, J., & Luckhurst, M. (Eds.). (1996). *The creative writing handbook: techniques for new writers*. Palgrave Macmillan.
- Taylor, Shirley. (2005). *Communication for Business*. Longman
- Theobald, Theo. (2019). *Develop Your Presentation Skills: How to Inspire and Inform with Clarity and Confidence (4th ed.)*. Kogan Page

Course Objectives

- To introduce students to the fundamentals of radio journalism and production with an understanding of the technical aspects of radio production, including audio recording and editing
- To provide students with practical experience in producing and broadcasting radio content and prepare students for a career in radio journalism and production or related fields.

Course Outcomes

- Create engaging, informative, and entertaining radio programming, including news stories, features, talk shows, interviews, and documentaries
- Demonstrate the ability to adapt to new technologies and emerging trends in radio journalism and production.

Unit I: Understanding Radio as a Communication Tool

- Radio as an oral medium: strength and weakness
- Evolution of Digital Broadcasting: Navigating the Transition from Traditional Radio to Multimedia Platforms
- Radio broadcasting as entertainment, FM Radio and Commercial Radio.
- Public Service Broadcasting & Alternative radio: community radio
- Radio as a catalyst for social development- Case studies

Unit II: Writing for Radio

- Basic principles of writing for the ear; language of radio scripts
- Reporting and Interviewing for Radio: Planning, preparation and types.
- Radio Genres: Features, Magazine, Drama ,Documentaries
- Interactive Radio Formats
- Scripting for Audience and Subject specific programmes: programmes for youth, women and children.

Unit III: Introduction to Podcasting

- History and evolution of podcasting
- Types of podcasts: narrative, interview, conversational, etc.
- Planning and conceptualizing a podcast
- Editing and post-production processes
- Leveraging social media and other channels for podcast promotion

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
- Live Radio Broadcasting Techniques
- Delivery modulation and projection of the voice.

Practical Work

Students shall be assigned to produce radio programmes of different genres. The practical work shall be assigned by the course instructor.

Suggested Readings

- Alten, S. R. (2021). *Audio in media*. Cengage Learning
- Brown, W. L. (2021). *The art of the audio documentary*. Routledge.
- Everett, L., & Tulving, C. (2022). *Writing for broadcast journalists*. Routledge.
- Franklin, B., & Eldridge, S. (2018). *The Routledge companion to digital journalism studies*. Routledge.
- Hendy, D., & Murphy, D. (Eds.). (2021). *Radio and community: A new perspective*. Routledge.
- Holt, L. (2018). *A reflexive approach to teaching radio documentary production*. *Journal of Radio & Audio Media*, 25(2), 277-292.
- Jones, S. (2016). *Producing Radio: A Practical Guide for Media Students and Beginners*. Routledge.

- McDonald, C. (2021). *The podcast playbook: Mastering the craft of audio storytelling*. Audible Studios.
- McPhail, T. (2018). *Global radio journalism: Theory and practice*. Routledge.
- O'Connell, R. (2021). *Podcast launch: How to create, grow & monetize your podcast*. CreateSpace Independent Publishing Platform.
- Winslow, P. (2021). *Radio content in the digital age: The evolution of a sound medium*. Routledge
- Wolf, T. (2021). *Podcasting: Do it yourself guide*. CreateSpace Independent Publishing Platform.

Course Objectives

- The course is an intensive training programme to help the students of Journalism to learn the English language more consciously
- It shall train the students for the field of journalistic and professional writing.

Course Outcomes

- The students will be able to address pronunciation issues relevant to the tasks they are asked to perform.
- They will be able to perform better in language-oriented subjects like News Reporting, Editing, Television and Radio writing, Public Relations 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
- Practicing 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, M. *The plain English Guide - How to Write Clearly and Communicate Better*. Oxford University Press.
- Evans, H. (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, M., & Sharma, S. (2011). *Technical Communication: Principles and Practice*. India: OUP.
- Roach, P. (2000). *English Phonetics and Phonology*. London: Cambridge University Press.