

Courses for B.A. (Pass) Programme with Journalism and Mass Communication
Principles of Communication

Course Code	BJMCPAC101							
Course Title	Principles of Communication							
Course Credits	Lecture	Tutorial		Practice		Total		
	5	1		0		6		
Contact hours	75	15		0		90		
Course objective	This course aims to steer a student towards understanding the role and importance of communication in society. The course also builds a theoretical background for understanding how communication works. This course lays the theoretical base for applied communication courses.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	COMMUNICATION BASICS: Concept and definitions of communication; Functions of communication; Elements and process of communication; Types of communication: intrapersonal, interpersonal, group and mass communication; Verbal and Non-verbal communication.	19	4	0
II	COMMUNICATION AND SOCIETY: 7 Cs of communication; Barriers to communication: Physical, language, cultural, emotional and perceptual barriers to communication; Socialization and role of communication in socialization. Meaning in communication; Basics of signs, symbols and codes.	19	4	0
III	COMMUNICATION MODELS: One-way and two-way models of communication; SMCR model; Lasswell formula; Osgood and Schramm model.	18	3	0
IV	COMMUNICATION THEORIES: Bullet theory; Personal influence theory; Normative theories: Authoritarian, libertarian, social responsibility and democratic participant media theories.	19	4	0

Introduction to Radio and TV

Course Code	BJMCPAC102							
Course Title	Introduction to Radio and TV							
Course Credits	Lecture		Tutorial		Practice		Total	
	5		1		0		6	
Contact hours	75		15		0		90	
Course objective	This course aims to provide a basic understanding of the broadcast media to the students. The course contents will sensitize them towards television and radio media and their content.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	RADIO vs. TELEVISION: Characteristics of radio and television; Development of radio and television in India; Strengths and weaknesses of radio and television; Role and functions of radio and television in society.	19	4	0
II	TV PROGRAMMING GENRES: Types of programming: Fiction, Non-fiction and Mixed; Live, Packaged and Mixed; Programme format for television: News, current affairs, interviews, documentary, discussions, talkshows, reality TV, soap operas, gameshows, educational programmes, lifestyle, travel and food, music shows, religious discourse, events – live and recorded, sports, etc.	19	4	0
IV	RADIO PROGRAMMING: Talks and discussions, news and current affairs, commentary on public events, radio drama, comedy and light entertainment, music, programmes for family welfare, education, rural audience, youth and armed forces, phone-in programmes.	18	3	0
IV	BROADCAST INDUSTRY: Doordarshan: Organisation structure; Doordarshan Kendras; Private Television Ownership and control in India; Analog Transmission: AM and FM; Growth of private FM channels in India; Community Radio; Campus Radio; Digital radio: Internet radio, satellite radio, visual radio.	19	4	0

Introduction to Advertising and Public Relations

Course Code	BJMCPAC201							
Course Title	Introduction to Advertising and Public Relations							
Course Credits	Lecture	Tutorial		Practice		Total		
	5	1		0		6		
Contact hours	75	15		0		90		
Course objective	This course will help students build a basic understanding about advertising and PR and their processes. The students will learn their importance and role in commerce, along with the ethical practices in the field.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	MARKETING MIX: Marketing Mix: Meaning and components; Factors Determining Marketing Mix; Advertising as tools of Marketing; PR as a tool of Marketing; Evolution of Public Relations; Evolution of Advertising.	19	4	0
II	ADVERTISING – BASIC CONCEPTS: Definition, origin & development; Scope, need and functions of advertising; Process of advertising; Advertising and Sales Promotion; Advertising and Publicity; Advertising and Personal Selling; Advertising and Public Relations.	19	4	0
III	PR – BASIC CONCEPTS: Public Relations: meaning, definition and objectives; Importance and functions of Public Relations; Types of public; Process of Public Relations; Principles of Public Relations.	19	4	0
V	ESSENTIALS OF AD AND PR: Types of advertising; Campaign approach to advertising; ASCII's code of Advertising Practice; Ethical issues in Public Relations; PRSI code of ethics for PR.	18	3	0

New Media Communication

Course Code	BJMCPAC202							
Course Title	New Media Communication							
Course Credits	Lecture	Tutorial		Practice		Total		
	5	1		0		6		
Contact hours	75	15		0		90		
Course objective	The course acquaints a student with conventional and the new media technologies, with a special focus on networking – central to the new media technologies. The course then introduces the student to the potential and pitfalls of this technology thus enabling them to engage with the technology meaningfully and efficiently.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
	√							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>NEW MEDIA AND NEW TECHNOLOGIES: New media: what they are; Characteristics of new media: Integrated, digital, interactive, hypertextual, virtual, networked, and simulated; Old media versus new: comparison and similarities; Convergence: Blurring of boundaries between IT, telecommunications and media;</p>	19	4	0
II	<p>INTERNET: History and development; Forces that shape internet; Web 2.0 technologies: Meaning and applications; Social networking and mobile media; Web 3.0: Concept.</p>	18	3	0
III	<p>SOCIETY IN THE INFORMATION AGE: Concepts of information society, network society and mass society. Networks: Evolution of human networks. Levels of social networks: individual relations, group and organizational relations, societal relations, global relations; Historical and social causes for rise of networks; Comparison of mass society with network society.</p>	19	4	0
IV	<p>NEW MEDIA IN EVERYDAY LIFE: WWW, search engines, Email, bulletinboards, MUD, chat, email, blogs, social networking sites, wikis, games, communities, digital TV, digital music, digital cinema. Issues in new media: Information overload; Digital divide; Internet addiction; Intrusion of family life; Pornography; Invasion of privacy and surveillance; Copyright and piracy.</p>	19	4	0

Community and Traditional Media

Course Code	BJMCPAD301							
Course Title	Community and Traditional Media							
Course Credits	Lecture	Tutorial	Practice	Total				
	5	1	0	6				
Contact hours	75	15	0	90				
Course objective	In a scenario where the big corporations and cross-media ownerships control the flow of information and opinion, community media is seen as an alternative voice. This course introduces the student to the concept of 'community' in the globalised world and alternatives to the mainstream media. The course sensitizes the student to the potential of using community-based traditional, new and folk media.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
		√						
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	0	0	70	35%	100	40%

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	BASIC CONCEPTS: Community: its concept and importance; Community as Place; Community as Identity/Belonging; Community as Ideology.	18	3	0
II	COMMUNITIES: Locality, place and neighbourhood; Virtual Communities; Imagined Communities; Imaginary Communities.	19	4	0
III	COMMUNITY MEDIA AS ALTERNATIVE MEDIA: Concept, need and origin; Types of Alternative Media: Alternative media as serving a community, alternative media as an alternative to mainstream media, linking alternative media to civil society, and alternative media as collaborative media.	19	4	0
IV	COMMUNITY MEDIA SPACE: Alternative Print media: strengths and weakness with examples; Alternative Television with special focus on PUBLIC Access Television; Alternative Radio with special focus on Community Radio; Internet Virtual Communities with special focus on blogging and micro-blogging.	19	4	0

Introduction to Photojournalism

Course Code	BJMCPAD302P							
Course Title	Introduction to Photojournalism							
Course Credits	Lecture	Tutorial		Practice		Total		
	4	0		2		6		
Contact hours	60	0		60		120		
Course objective	This course is targeted at developing the ability to conceptualise, capture and use photographs meaningfully. Although the focus of this course is to develop a student's skills as a photojournalist, it is useful in other areas of print communication as well. It even builds a foundation for a future career in photography.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
		√						
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>ESSENTIALS:</p> <p>Photojournalism: Concept, difference of news photography from other photography, difference of news photographer's job from new reporter and copy editors;</p> <p>The newspaper photo section: Chief Photographer, photographers and freelancers;</p> <p>Importance of photographs in news; News values for photographs;</p> <p>Responsibilities of a photojournalist</p>	15	0	0
II	<p>TECHNOLOGY AND CREATIVE RULES:</p> <p>Camera: Elements of a camera – viewfinder, lens, iris, shutter, film chamber, light metre;</p> <p>Camera Designs: pinhole camera, view camera, compact camera, TLR, SLR, Instant/Polaroid camera, digital camera;</p> <p>Picture composition: Framing, rule of thirds, perspective, angle of view, backgrounds;</p> <p>Framing: Visual quality and photographic meaning through conscious framing.</p>	15	0	20
III	<p>CREATIVE OPTIONS:</p> <p>Light: direct and indirect light; cool and warm; Three-point lighting;</p> <p>Focus: Concepts of Aperture and f-stop;</p> <p>Lenses – Types of lenses and their functions;</p> <p>Depth of field;</p> <p>Exposure: Relationship between light, aperture and shutter speed; Time and motion.</p>	15	0	20

IV	PHOTO EDITING: Image sizes: captured image size, screen display size, printing size; concept of pixels per inch;	15	0	20
	Image formats: Digital camera formats (JPEG, TIFF, RAW), web formats (FPX, GIF, PNG), printing format (EPS, PDF), editing format (PSD, PIC, BMP); Image manipulation: Resizing, cropping, rotation.			

Reporting, Editing and Feature Writing

Course Code	BJMCPAS203P							
Course Title	Reporting, Editing and Feature Writing							
Course Credits	Lecture	Tutorial		Practice		Total		
	3	0		1		4		
Contact hours	45	0		30		75		
Course objective	The students will learn the basics arts of journalism: reporting, editing and feature writing. Basic skills and concepts of reporting, copy editing and feature writing dealt with in this course intend prepare a student for entry level positions in a newspaper organisation.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
						√		
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	NEWS BASICS: News: Concept and definition News Values (traditional): Impact, proximity, timeliness, prominence, topicality, novelty, conflict, disasters, human interest; Sources of news; Structure of a news story; Five 'W's and one 'H'.	11	0	7
II	BASIC REPORTING-I: City Beats: Concept of beat reporter; Key city beats: Local government, subordinate administrators, educational and health institutions, law and order; Speeches, news conferences, meetings and interviews: Preparing for speech, news conference and meeting, getting the correct content, describing the participants, covering the event, structuring the story.	11	0	7
III	BASIC REPORTING-II: Accident, disasters and crime stories: The scene of incident; Sources of information: police reports, victims, witnesses, hospitals and other emergency services, other possible sources.	11	0	8

IV	EDITING: Process and functions of editing; Selection of news items; Principles of editing. Features: Definition and characteristics; Steps in writing features: Getting ideas, getting information, getting anecdotes, getting good quotes, structure of a feature.	12	0	8
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Skills for NewMedia

Course Code	BJMCPAS204P							
Course Title	Skills for New Media							
Course Credits	Lecture	Tutorial		Practice		Total		
	3	0		1		4		
Contact hours	45	0		30		75		
Course objective	This course will prepare a student to write and publish in the new media environment. The course components will progressively prepare a student to adapt content writing for the internet environment while also making them familiar with the potential and application of various web 2.0 tools.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
						√		
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	STARTING BLOCKS: Digital information: Megabytes, gigabytes and terabytes; Internet: Web browsers, search engines, websites, FTP; RSS readers and feeds; Iconic services: Google, Google Maps, MySpace, Instagram, YouTube, Digg, del.icio.us, Ebay, Amazon; Tags and tag clouds; Mobile internet connectivity.	15	0	15
II	ONLINE NEWS GATHERING: What is online journalism News gathering: Shared database, crowd-sourcing, distributed, collaborative or open-source reporting, online research; Virtual newsroom; Information graphics: How to use them and why.	15	0	15

III	ONLINE NEWS WRITING: Storytelling: Non-linear storytelling, using chunks in a story, using multiple media; Integrating online features for storytelling: Immediacy, global reach, multiple media, archives, hyper-linking – internal and external, interactivity.	15	0	15
IV	BLOGS: Meaning and origin; Individual and professional blogs; Basic terminology: Post, permalink, trackback, blogroll, link-blog, vlog, moblog; Maintaining a blog: Think e-mail, Link, summarize and analyze, specific headlines; authority and personality; shortposts; frequency; handling comments; Using photos and screenshots; Essentials of blog writing: Timely and relevant; lively and tight writing; time stamps, headlines, Contextual hyper linking; Audio-visual elements; Interactivity, context.	15	0	15

Communication Skills

Course Code	BJMCPAS303P							
Course Title	Communication Skills							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		0		1		4	
Contact hours	45		0		30		75	
Course objective	This course aims to build leadership and interpersonal skills of students. The skills learnt in this course will help a student in professional and personal life besides adding to their skills as a mass communication practitioner.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
						√		
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	20	40%	50	35%	100	40%

Course Components:

Unit	Topic	Contact Hours		
		L	T	P

I	<p>SELF-ESTEEM:</p> <p>Subunit I(a): Spiral model of personal development; Steps to developing self-esteem: The five freedoms, you are unique, set a new goal, know yourself, personal strengths, relaxation, self-talk, identify problem areas, take off your dark glasses, spot the danger signals, be realistic, ask for help, improve your communication skills, you are taller than you think.</p> <p>Subunit I(b): Practice exercises from the chapters 'Self-esteem' and 'Self-awareness and self-knowledge,' in Mandy Kotzman and Anne Kotzman (2008), <i>Listen to me listen to you: A step-by-step guide to communication skills training</i>, (pp.19-46).</p>	11	0	7
II	<p>LISTENING:</p> <p>Subunit II(a): Importance of listening; Difference between active and reflective listening; Reflective Listening: Meaning; Five Response Styles: Judgemental, explanatory, reassuring, exploratory, empathic; Listening skills: Attending, following, reflecting;</p> <p>Subunit II(b): Practice exercises from the chapter 'Effective listening,' in Mandy Kotzman and Anne Kotzman (2008), <i>Listen to me listen to you: A step-by-step guide to communication skills training</i>, (pp. 47-72).</p>	11	0	7
III	<p>SELF-ASSERTION:</p> <p>Subunit III(a): Self assertion: concept and need; Assertive Behaviour and Self-Esteem; 'Rights' in interpersonal communication; Assertion skills: Psychological skills – managing anxiety and stress, non-verbal skills – facial expression, gestures, voice (timing, tone, volume, pitch, fluency), eye contact, movement, distance; verbal Skills – 'I' messages, negotiation towards a workable compromise, free information, self-disclosure, negative assertion, setting limits, negative inquiry; Fogging; Broken record; The five-star plan.</p> <p>Subunit III(b): Practice exercises from the chapter 'Self-assertion,' in Mandy Kotzman and Anne Kotzman (2008), <i>Listen to me listen to you: A step-by-step guide to communication skills training</i>, (pp.73-99).</p>	11	0	8
IV	<p>OFFICIAL COMMUNICATIONS:</p> <p>Subunit IV(a): Writing process: designing the document, writing a first</p>	12	0	8

<p>draft, editing the draft.</p> <p>Designing the document: Goal orientation, readership analysis, creating a message, organising information, constructing an outline;</p> <p>Readership analysis – Managing readership expectations; Identifying the key persuasive factors;</p> <p>Creating a message – A sentence, single idea, word limit, self-explanatory, action-centered;</p> <p>Organising information – Vertical and horizontal organisation, summarising and grouping, managing detail;</p> <p>Writing first draft – summaries, introductions, headings, bullet points;</p> <p>Effective editing – paragraphs, sentences, words.</p> <p>Subunit IV(b): Practice exercises on writing emails, letters, memos, resume assigned by the course teacher.</p>			
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Film Appreciation Skills

Course Code	BJMCPAS304							
Course Title	Film Appreciation Skills							
Course Credits	Lecture	Tutorial		Practice		Total		
	3	1		0		4		
Contact hours	45	15		0		60		
Course objective	An average movie-goer may be content with entertainment or catharsis, a student of communication analyses films for technique, art, style, and most importantly narrative of the film 'text'. This course is intended to lay a foundation for such critical analysis of the film.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
						√		
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	35%	00	00	70	35%	100	40%

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>FILM CONSTRUCTS:</p> <p>Mise en scène: setting, performance and movement, costume and props;</p> <p>Cinematography: colour, lighting, camerawork;</p> <p>Sound: Diegetic and non-diegetic sound.</p>	11	0	0
II	<p>FILM EDITING:</p> <p>Concept; Styles – continuity editing, movement and speed, shot size, cross-cutting;</p> <p>Editing decisions – Long take or montage.</p>	11	0	0

III	INTERPRETING FILMS: 'Reading' films: Audience as reader; Film form: Formalism and realism; Genre: Concept; Genre through image and sound.	11	0	0
IV	NARRATIVE: Concept; Plot structure—Character, stories, storytelling expectations; Narrative structure and the viewer—position of the viewer, Hollywood narratives, audience as a reader, narrative pleasure, narrative dependence on opposition.	11	0	0
V	PRACTICE SESSIONS: WATCHING AND 'READING' FILMS Watch the following films and analyse them using concepts learnt in Units 1 to 4: <i>Pather Panchali</i> , <i>Kaagaz Ke Phool</i> , <i>Do Beegha Zameen</i> , <i>Jaane Bhi Do Yaaron</i> , <i>Vertigo</i> , <i>8½</i> , <i>Life is Beautiful</i> , <i>Seven Samurai</i> , <i>The Artist</i> .	1	15	0

Texts and References:

- Nathan Abrams, Ian Bell and Jan Udris (2001). *Studying Film*, London: Arnold.
- Sarah Casey Benyahia, Freddie Gaffney and John White (2006). *As film studies: The essential introduction*, London and New York: Routledge.
- Warren Buckland (1998). *Film Studies*, London: Hodder and Stoughton.
- Andrew M. Butler (2005). *Film Studies*, Herts: Pocket Essentials.

Motion pictures:

- Do Beegha Zameen (1953)
- Pather Panchali (1955)
- Kaagaz Ke Phool (1959)
- Jaane Bhi Do Yaaron (1983)
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- Vertigo (1958)
- 8½ (1963)
- Life is Beautiful (1997)
- The Artist (2011)

