



**Maharashtra Education Society's**  
**ABASAHEB GARWARE COLLEGE**  
(AUTONOMOUS)

*(Affiliated to Savitribai Phule Pune University)*

***POSTGRADUATE DEGREE PROGRAM IN M.A J.M.C***  
***JOURNALISM and MASS COMMUNICATION***  
***(Faculty of INTERDISCIPLINARY STUDIES)***

***Syllabi under Autonomy***

***F.Y. M.A JOURNALISM and MASS COMMUNICATION***

**Choice Based Credit System Syllabus**  
**To be implemented from academic year 2023-24**

# MES Abasaheb Gar

## CREDIT FRAME WORK M.A Journalism

Sem	Major Core (14 cr)		Major E
	Th (12 credit - 4 Each )	Pr (2cr)	Th (2
	1	JMC-501-MJ Fundamentals of Communication JMC-502-MJ Journalism: Principles, Process and Practice, JMC-503 MJ Understanding Society - I	JMC-504-MJP Media Technology
2	JMC-551-MJ Print Journalism JMC-552-MJ Audio and Video Journalism JMC-553-MJ Introduction to cinematography	JMC-554-MJ Digital Journalism	Option 1 JMC-560-MJ Development Communication, JMC-561-MJ Gender and Media
3	JMC-601-MJ Understanding Society - II JMC-602-MJ Journalism and Mass Communication: Theories and Practice JMC-603-MJ Writing for Media	JMC-604-MJ Podcast Production	Option 1 JMC-610-MJ Magazine production, JMC-611-MJ Radio Broadcasting
4	JMC-651-MJ Political Communication, JMC-652-MJ Audio Visual Production, JMC-653-MJ Intercultural Communication	0	Option 1 JMC-660-MJ Book Editing Translation Skills

# Ware College

## Journalism and Mass Communication

Elective (4cr)	Internship/Field	Minor 4cr	Research Project	Total
Option 2 JMC-510-MJ Agriculture Journalism + JMC-511- MJ Business Journalism	0	JMC-541-MN Reserch Methodology	0	22
Option 2 JMC-560-MJ Crime Journalism + JMC-561- MJ Culture Journalism	4	0	0	22
Option 2 JMC-610-MJ Data Journalism + JMC-611- MJ Environment Journalism	0	0	In-depth Reporting/Advertising Campaign( 4 credit)	22
Option 2 JMC-661-MJ Science Journalism + Sports Journalism	0		Research Dissertation/Documen tary Production(6 Cr)	22

**M.A JOURNALISM AND MASS COMMUNICATION**  
**NEP SYLLABUS – 2023-24**

**JMC-501-MJ**

**FUNDAMENTALS OF COMMUNICATION**

**CREDIT-4**

**NO OF HOURS- 60**

**COURSE OBJECTIVE**

- To make the students aware of functional and operational use of language in media.
- To equip or enhance students with structural and analytical reading, writing and thinking skills.
- To introduce key concepts of communications
- Understand and apply knowledge of human communication to media and media technology related communication

**COURSE OUTCOME**

**After Completion of the course students will be able to**

- understand functional and operational use of language in media.
- Equip or enhance learning with structural and analytical reading, writing and thinking skills.
- introduce key concepts of communications
- Understand and apply knowledge of human communication to media and media technology related communication

Unit 1. Language: beginning and development; oral and written forms; importance in communication and in mass media; standard language; impact of technology on language. (5 hours)

Unit 2. Language skills for media- written (English and Marathi): writing styles/audience/subject/medium/writer driven; vocabulary- conversational, journalistic, literary; grammar: basic rules and their application; spellings: basic norms, standard rules of writing. (15 hours)

Unit 3. Language skills for media- spoken (English and Marathi): pronunciation, intonation, inflection, enunciation, pace, pauses, pitch. (15 hours)

Unit 4. Interpersonal communication: informal and formal situations; gestures, posture, facial expression; personal space; tactile communication; interview skills (10 hours)

Unit 5. Group communication: public speaking; presentations: with or without external aids; group discussion- attentive listening, expressing agreement/disagreement. (10 hours)

Unit 6. Mediated communication: Difference from face-to-face communication; types- written, audio, audio-visual; etiquettes; do's and don't's. (5 hours)

Suggested reading:

- Crystal, David. 1997. English as a Global Language. Cambridge.
- Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better. Oxford University Press.
- Seely John. The Oxford Guide to Writing & Speaking. Cambridge Advanced Learner's Dictionary.
- Oxford Learner's Word finder Dictionary.
- Evans, Harold. 1972. Newsman's English. Heinmann Publication.
- Menon K.S.R.. 1990. Stylebook for Journalists & Writers. Konark Publishers
- Hicks, Wynterd. 1993. English for Journalists. Routledge Publication.
- Thakur, Kiran. Newspaper English. Vishwakarma Publications.
- Carnegie, Dale. The Art of Public Speaking. Rupa Publications.

**JMC-502-MJ**

**JOURNALISM: PRINCIPLES, PROCESS AND PRACTICE**

## **CREDIT-4**

**NO OF HOURS- 60**

### **COURSE OBJECTIVE**

- To make student aware of an influential medium of journalism which holds the key to opinion formation & create awareness
- To make good Reporters of students, which is supposed to be a prerequisite while entering into the field of Journalism.
- To explain basic ethos of the news and newsgathering. -To prepare them
- To make students write or present the copy in the format of news. –
- To make students develop nose for news. – print , television and radio.
- To Make students acquire the skills of newsgathering with traditional as well as modern tools.
- To inculcate the skills for investigative journalism in students.
- To explain the basic structure/ essential knowledge for various beats.
- To make students responsible reporters and the face of media.

### **COURSE OUTCOME**

**After Completion of the course students will be able to**

- Acquaint themselves with an influential medium of journalism which holds the key to opinion formation & create awareness
- To become Reporters, which is supposed to be a prerequisite while entering into the field of Journalism.
- understand basic ethos of the news and newsgathering. -To prepare them
- write or present the copy in the format of news. –
- develop nose for news. – print , television and radio.
- acquire the skills of newsgathering with traditional as well as modern tools.
- To inculcate the skills for investigative journalism.
- understand the basic structure/ essential knowledge for various beats. –
- responsible reporters and the face of media

Unit 1. Basics of Journalism: Journalism as a form of mass communication; Gathering, assessing, creating and presenting news and information; difference between news and views; importance on analysis of news for empowering the informed; helping audiences make correct choices; elements of journalism: truth, independence, objectivity, fairness, loyalty to citizens etc; role and function of journalism in a society and democracy; (6 hours)

Unit 2. Development of journalism: a) India: journalism in pre-independence era; journalism after independence: supporting development process, during emergency, in globalised environment; role of radio in disseminating news; changes brought about by Doordarshan news; rise and spread of news channels; impact on newspaper journalism; internet and journalism: internet edition, e-paper to news portals; convergent journalism.

b) World: role of journalism in major events in different countries (Vietnam War, Pentagon papers, Watergate, Panama Papers, Wikileaks etc.). (12 hours)

c) Types of journalism: investigative, in-depth, advocacy, citizen etc.

Unit 3. The journalist: Qualities, skills and competencies required for different types of journalistic work; developing an area of specialisation; role and function in the organisation and society; progression as a journalist; responsibilities, risks and privileges; future of journalism. (6 hours)

Unit 4. Understanding News:

a) Criteria defining news: new, unusual, significant, about people; news areas and their relevance: conflicts, disasters and tragedies, crime, progress and development, economy, health, weather, religion, sports etc.; news in different forms: breaking, developing, follow-up, speculative etc.

b) News sources: coverage by reporters and correspondents: tools, developing sources, developing nose for news; publicity mechanism of government and private entities; websites; social media feeds; informers; news agencies etc.

c) News processing: selection- audience, relevance, utility; verification; presentation: accuracy, clarity, objectivity, balance, directness; media-specific requirements- photos, audio clips, visual material, hyperlinks etc. (12 hours)

Unit 5. Views and comment: Importance: traditional and in present 24 hour connectivity era; journalism and opinion making; formats in different media: features, editorials, panel discussions, interviews, open forums, interactive chats; influences on views: individual ideologies, organisational beliefs/interests, government restrictions, commercial interests etc.; importance of audience feedback; (8 hours)

Unit 6. News Media Management: structure of news media organisations: newspaper, radio news room, TV new channel, digital platform; laws and rules governing ownership, investment, newsprint/bandwidth etc.; cross-media ownership; present hiring policies. (8 hours)

Unit 7. Legal and ethical Framework: constitutional provisions; various laws governing journalism IPR, defamation, sedition, slander, IT Act etc.; ethical norms set by, and role of statutory and self regulatory bodies (PCI, NBA etc.) (8 hours)

Suggested reading:

- Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.
- Rich, Carol. Writing and Reporting News A Coaching Method. Wadsworth Cengage Learning. 2010
- The Handbook of Journalism Studies. Edited by Karin Wahl-Jorgensen and Thomas Hanitzsch. Routledge. 2009
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## **JMC-503 MJ**

### **UNDERSTANDING SOCIETY – I**

#### **CREDIT-4**

#### **NO OF HOURS- 60**

#### **COURSE OBJECTIVE**

- To Describing the main features of the Indian Constitution and the fundamental rights, power and position of the President of India, Prime Minister, Chief Minister, Governor, Parliament, Supreme Court and High Court, Local governments; Indian Foreign Policy to students
- To explain national economic policy with the new trends, industrial policy with the new trends, finance commission and its functions, objectives of the five year plans, objectives of the economic policy and its impact on society.
- To explain Basics concepts in sociology.
- To explain philosophy to students.
- To explain science and technology to students

Understanding history

#### **COURSE OUTCOME**

**After completion of the course students will be able to**

- Describing the main features of the Indian Constitution and the fundamental rights, power and position of the President of India, Prime Minister, Chief Minister, Governor, Parliament,

Supreme Court and High Court, Local governments; Indian Foreign Policy.

- Analyzing national economic policy with the new trends, industrial policy with the new trends, finance commission and its functions, objectives of the five year plans, objectives of the economic policy and its impact on society.
- Understanding Basics concepts in sociology.
- Understanding Understanding philosophy
- Understanding science and technology
- Understanding history.

Unit 1. Conversation with the society: Jack of all and master of few!, Journalists' profession to educate masses, New challenges every day, growing complexity and need for specialization, interdisciplinary approach in education (2 lectures)

Unit 2. Understanding the Universe and environment: The Cosmos: Our galaxy and the Solar system, Our planet, basic concepts in geography, the evolution and biodiversity, natural resources and their exploitation, fundamentals of climatology and Indian Monsoon, environment and its protection, Geography of India: Major Physical Regions: Geology , Geomorphology and Drainage, Global warming, climate change and related challenges, laws and treaties related to environment, NASA, ISRO and space missions, reporting nature, space missions and environmental issues (8 lectures)

Unit 3. Basics concepts in sociology: Community, society, religion and culture, development of languages; social organizations, social structure, concept of agency, social stratification, caste and class, socialization and media's role; understanding Indian society through sociological concepts. (8 lectures)

Unit 4. Understanding philosophy: What is philosophy? Importance of philosophy in human life, Western thinkers and philosophy, Oriental thinkers and philosophy, Vedic literature (Veda, Upanishads and Six Darshanas, Advait philosophy), Charvak and atheist views, Bauddha, Jain and other traditions, Basic tenets of Christianity and Islam, Modernism and post-modernism, secularism. (8 lectures)

Unit 5. Understanding science and technology: What is science? What is technology? Role of science and technology in human development, the scientific temperament, fundamentals of physics (Newton's principles), chemistry (Basic elements and periodical table) and biology (Nature of evolution, human body, etc.), Major science magazines and websites, how to report science and technology (Nobel prizes, space endeavours, etc). (8 lectures)

Unit 6. Understanding history:

The world: Timeline of history, ancient civilizations, characteristics of medieval society; industrial revolution, European renaissance and colonization, French and American revolutions, the World Wars and the cold war. (8 lectures)

India: Timeline of Indian history, major dynasties and empires in India, Foreign invasions and its socio-political impact, British rule and its consequences, overview of Indian freedom struggle and Indian renaissance, Indian Constitution: Preamble and major features, India after independence: Major landmarks. (8 lectures)

Maharashtra: Timeline of Maharashtra's history, major dynasties and rulers, saint-poets and social transformation; Chatrapati Shivaji, Hindavi Swarajya and Maratha Confederation, Maharashtra's contribution in freedom struggle; social reforms in Maharashtra, linguistic states and the fight for

Samyukta Maharashtra, Contemporary Maharashtra: Achievements and challenges. (8 lectures)

Revision: Holistic and interdisciplinary approach to learn current affairs (2 lectures)

Suggested reading:

- Warf, Barney. (2010). 'Encyclopaedia of Geography'. Sage Publications, Thousand Oaks, California, USA.
- Khullar D. R. (2011). 'India: A Comprehensive Geography'. Kalyani Publishers, Ludhiana
- Mathur, H. S. (2003). 'Essentials of Biogeography'. Pointer Publishers, Jaipur.
- Mohanty, J.N. (1992). 'Reason and Tradition in Indian Thought'. Clarendon Press, Oxford, UK.
- O'Connor, D.J. (1964). 'A Critical History of Western Philosophy'. Collier Macmillan Publishers, London.
- More, Dr. Sadanand.S. 'Gita as Theory of action'. Satguru Publication, New Delhi.
- Raghuramraju. (2006). 'Debating Gandhi'. Oxford University Press, New Delhi.
- Appelrouth & Edles. (2008). 'Classical & Contemporary Sociological Theory'. Pine Forge Press, Thousand Oaks, USA

## **JMC-504-MJP**

### **MEDIA TECHNOLOGY**

#### **CREDIT-4**

#### **NO OF HOURS- 60**

#### **Course Objectives**

- To explain the basic editing tools and techniques of sound and video recordings in preparation for the mastering of a television program, motion picture or web application.
- To explain Audio and Video editing using tools and techniques prevalent in the industry.

#### **COURSE OUTCOME**

##### **After Completion of the course students will be able to**

- understand the basic editing tools and techniques of sound and video recordings in preparation for the mastering of a television program, motion picture or web application.
- understand Audio and Video editing using tools and techniques prevalent in the industry.

#### **Unit 1. Word processing**

Word and Image Processing: Desktop Publication; Text Editing Tools; Page Layouts; types of Pages; Fonts; Text alignments; Content links; Design Infographics; Panelling; Header/ Skyline; Anchor/ Side Story/ Main Lead/ Second Lead/ Short News Still Camera and DSLR; functions of still camera • Camera: Aperture, ISO and Image sensor • Single-lens Reflex (SLR) camera; functions of DSLR • Digital SLR camera; Images file Formats; Photo Editing; Photo Captions; Final Copy, Print, Export as Image, PDF,; Share/ Link file with various formats, File Compressions. Software's- Adobe InDesign/Quark express/Corel Draw/Photoshop/Photo Edit. (15 hours)

#### **Unit 2. Audio Technology**

Audio: Advanced Tools (Hardware and Software); Standard Operating Procedures; Sound Recorders; Functions of Sound Recorder; Record Sound using various gadgets and tools; Sound Recording; Sound Editing; Sound Editing tools; Audio Filters; Mics; Audio Project; Sound Mixer; Sound Editing Software: Audacity, Sound Forge and mobile based applications; Audio Presentations; InputProcess-Output-Share; File Formats; File Compressions. (10 hours)

#### **Unit 3. Video Technology**



Audio-Visual: Advanced Tools (Hardware and Software); Components of camera; Types of camera: ENG/ EFP cameras; Demonstration of video camera, its anatomy and functions; Operational characteristics; Video camera handling practice on tripod, shoulder & hand; Teleprompter; understanding sound, light and colour; Video recording formats; Camera, Shots and Composition; Practicing different type of shots, movements, angles, and composition; multi camera shooting; Colour video system - NTSC, PAL, SECAM; Editing Using Final-Cut-Pro, Adobe Premier and Various Mobile Application; Input-Process-Output-Share; kinds of File Formats; Codec; aspect ratio, Pixel Ratio. File compressions. (20 hours)

#### Unit 4. Digital Technology

Digital Media: Advanced Tools (Hardware and Software); Standard Operating Procedures; Data/ Content Processing; Multimedia Content; Website management; designing; SEO; Data retrieval and analytics; Cloud storage; Media Sharing; Content Sharing; Links Formation and Short Links; File Formats; File Compressions; Web servers, Web Browsers, URL, Home Page, Search engine, Internet Hardware, Internet Protocols - Search resources - Web Page Development, Inserting, Linking; Editing and Publishing, fact checking. (15 hours)

### **JMC-510-MJ**

### **ADVERTISING**

### **CREDIT-2**

### **NO OF HOURS- 30**

### **COURSE OBJECTIVE**

- To explain the basic steps in advertising
- To explain the creation of an ad campaign
- To explain the structure of an Ad Agency
- To Design an advertising message that gets the attention of the prospective buyer in segmented population.
- To Explain current legal and ethical standards related to the practice in advertising.

### **COURSE OUTCOME**

#### **After completing the course students will be able to**

- Understand the basic steps in advertising
- understand the creation of an ad campaign
- understand the structure of an Ad Agency
- Design an advertising message that gets the attention of the prospective buyer in segmented population.
- Discuss current legal and ethical standards related to the practice in advertising.

Unit 1: Introduction. Meaning, nature and concept of advertising; role and importance of advertising for advertisers, media houses, government and consumers; brief history of advertising; advertising in India; size; advertising for public awareness.

Unit 2: Process of advertising. Understanding „brand“: personality, positioning, image, equity etc.; enhancing brand through advertising; need for advertising; goals of specific campaigns; advertiser-agency-media-consumer linkage; role of ad agency in the process; functions of various departments: account, creative, research, media planning etc; revenue model of an ad agency.

Unit 3: Creative Process. Demographic and psychographic analysis of target consumer; analysis of brand, product and competing brands; use of research inputs; arriving at creative brief: message and creative strategies; different appeals used in advertising; types of advertisements; visualisation, art work, copy writing.

Unit 4: Advertising Media. Mass media, niche media, out-of-home media, digital media; advantages and disadvantages of each medium; possibilities offered by digital technology; media planning strategies; achieving maximum reach and impact through the media mix; using audience data for effective media planning.

Unit 5: Advertising and Society. Impact on culture and society; social responsibility of advertising; role of ASCI; rules and regulations in India; public perception of advertising; critical analysis of advertising from various viewpoints.

Suggested resources:

- Ogilvy, David. (1963) Confessions of an Advertising Man. Atheneuem Books.
- Gupta, Ruchi. (2012). Advertising Principles and Practices. S. Chand: New Delhi.
- Batra, Rajeev, Myers, John G. and Aaker, Deavid A.(2006). Advertising Management. Pearson: NOIDA.
- Valladares, June A. (2000). The Craft of Copywriting. Response Books: Michigan.
- Padamsee Aleque. (1999). A Double Life: My Exciting Years in Theatre and Advertising. Penguin: UK.
- Pandey, Piyush. (2015). Pandeymonium. Penguin: India.
- Kohli-Khandekar, Vanita. (2016). Indian Media Business. Sage: New Delhi.

**JMC-511-MJ**

**PUBLIC RELATIONS**

**CREDIT-2**

**NO OF HOURS- 30**

**COURSE OBJECTIVE**

- To explain effective & ethical public communication on behalf of organizations.
- To explain basic skills in the practical aspects of Media Relations & Crisis Management.
- To explain basic skills to write & develop Press Release & Release & another PR communication.
- To explain a PR campaign

**COURSE OUTCOME**

**After completion of the course student will be able to**

- Understand effective & ethical public communication on behalf of organizations.
- acquire basic skills in the practical aspects of Media Relations & Crisis Management.
- Understand basic skills to write & develop Press Release & Release & another PR communication.
- To design a PR campaign

Unit 1: Understanding PR. definitions, purpose and utility; relevance to a democratic society. Difference between PR, Advertising and Propaganda. Status of PR in India. Ethics and legalities of the new digital world. Publics of PR- internal and external, different ways to address them. Concept of Communications Audit.

Unit 2: Role of PR in different sectors. government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions, NGOs etc.

Unit 3: Types of PR. Internal and external, publics of PR, Communications audit, qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy or agency.

Unit 4: PR Tools. Internal - house journals, bulletin boards, events, mailing groups, social networking sites; External - exhibitions, trade fairs, external journals, media publicity. Traditional modes of communication (yatras, melas, public gatherings etc.) PR campaigns, programmes and events, CSR projects; PR during the crisis; case studies.

Unit 5: Media Relations as a PR function. Importance of media publicity in PR. Necessity and ways of building and maintaining media relations, organizing press conferences and press visits; writing press releases and arranging other publicity material (audio, video, CDs, etc.), Citizen Journalism.

Unit 6: Social media for PR. Blogging, LinkedIn, Facebook, Twitter, Instagram etc. and use of the Internet. Websites: a tool for faster dissemination of information, photographs and Audio Visual material.

Suggested resources:

- Sahai, Baldev. Public Relations a Scientific Approach. Scope Publication: New Delhi.
- Cutli, Scott M and Allen H Centre. Effective Public Relations. Prentice Hall.
- Jefkins, Frank. Public Relations. Pitman Publishing: London
- Kaul, J.N. Kaul. Public Relations in India,. Nyay Prakashan: Calcutta
- Reddi, C. V. NArshima. Effective Public Relations and Media Strategy. PHI Learning Private Limited: New Delhi.
- Sachdeva, Iqbal S. Public Relations: Principles and Practices Oxford University Press: New Delhi
- Mehta, S. Handbook of Public Relations in India. Allied Publishers: New Delhi.

**JMC-510-MJ**

**AGRICULTURE JOURNALISM**

**CREDIT-2**

**NO OF HOURS- 30**

**COURSE OBJECTIVE**

- **To explain** Rural society and structure and agriculture
- **To explain** Rural development, politics and media
- **To explain** Agriculture in India and Maharashtra
- **To explain** Agriculture Economy of India
- **To explain** New trends in agriculture

**COURSE OUTCOME**

**After completion of the course student will be able to**

- **Understand** Rural society and structure and agriculture
- **Understand** Rural development, politics and media
- **Understand** Agriculture in India and Maharashtra
- **Understand** Agriculture Economy of India
- **Understand** New trends in agriculture

Unit 1: Rural society and structure: „Rural India“. Characteristics of rural society, Farming & allied communities – their interdependence, family system and traditions, Festivals and fairs (Yatra-Jatras), remnants of feudal mind set, caste discrimination and other social issues, place of nomadic, semi-nomadic and de-notified tribes in village life; Idea of self-reliant villages – Gandhian and Sarvodaya perspectives; Role and structure of Local self-government: District Council (Zilla Parishad) and other agencies, Village Panchayats, Gramsabha and local leadership, Role of tehsildar, Gramsevak, talathi, police patil, block development officers (BDOs), etc.

Unit 2: Rural development, politics and media. Issues of basic infrastructure – roads, electricity, water, rural housing and health. Rural livelihood and development programmes – Land reforms and related issues, Implementation of central and state schemes (Integrated Rural Development Programme, National Rural Employment Programme, Antyodaya, National Rural Health Mission, etc.); Politics at village level: Kinship and economic factors, elections of local bodies and cooperatives, dominance of few families & communities, new leadership and shifting party allegiance; Cooperative movement in Maharashtra; Availability and access of media – folk media, mass media to digital platforms, Digital divide; urbanization of rural areas; Rural reporters and stringers of mainstream media – roles and responsibilities, issues and challenges in rural reporting – pressures from local leaders and communities, media as partner in rural development. Study of few model villages such as Ralegan Siddhi, Hivare Bazar, Nidhal, etc.

Unit 3: Agriculture in India and Maharashtra. Overview of Indian agriculture system, traditional methods and transformation; the Green revolution and aftermath; Problem of landholding and marginalization of farmers, issues of farm labour; Nature of Indian monsoon: frequent draughts and unseasonal rains, irrigation facilities and management, weather forecasting, role of IMD and regional weather stations, Agriculture universities in India and their role in Agri-development, use of technology and new methods in agriculture, Dairy development and the Amul story, Cooperative movement and sugarcane industry in Maharashtra, Indian Agriculture and Farmers Association (Case study – Sharad Joshi Shetkari Sanghatana)

Unit 4: Agriculture Economy of India. Share of agriculture sector in India's GDP, share of the workforce employed in agriculture, Agriculture infrastructure, Kharip and Rabbi planning, cropping patterns (India/Maharashtra); Pre and post-harvest activities, supply of seeds and fertilizers; Agriculture finance: Role of NABARD, national banks and micro-finance institutes, private money lenders; crop insurance, cost of production and productivity issues; Agriculture marketing – prices of agricultural produce; APMC, weekly markets, intermediaries and value chain; government intervention and „Minimum support price“, import-export policy; issues of storage, logistics and supply; Agri-processing and allied industry, Allied businesses in agriculture (Horticulture, floriculture, dairy and animal husbandry, Goat farming, sericulture, poultry, fishery, etc.)

Unit 5: Agriculture crisis. Developing crisis in agriculture – reasons and solutions, Suicide of farmers; Impact of globalization on Indian agriculture: WTO, GATT and agriculture subsidies, effects of climate change on agriculture, Agri-credit, finance and insurance, failure of crops, Swaminathan Commission report, Loan waivers and party politics; Need for agriculture reforms and changes in legislation, demand for industry status to agriculture,

## Farmers' strike and agitations

Unit 6: New trends in agriculture. Use of biotechnology and new practices, technology interventions (Blockchain in agriculture); New high-value crops, GM vs traditional seeds, towards organic and chemical residue-free farming, rainwater harvesting, drip and microirrigation, bio-fertilizers and bio-fuel; Restructuring agriculture marketing: eNAM (National Agriculture Market), Agriculture value chain –Seed to plate approach, traceable food, Agriculture brand building and Agri-retail sector, Future trading of agricultural commodities, Export oriented agriculture system, Farmer Producers Company model: Opportunities and challenges (Case study – Sahyadri Farms, Godawari Farmers Company, etc.), Urban agriculture, Agritourism Indian agriculture post COVID-19: Opportunities & challenges, Principles, mission and goals, Agriculture: Indian vs China, Bio-Sanitizer – Made in India technology.

Unit 7: Agri-journalism. Information needs of farmers and rural communities, agriculture research and extension activities, nature of agricultural news, various sources of information in agriculture, Scope for Agri-journalism on different media platforms, coverage of agricultural activities for mainstream media, special supplements and columns in newspapers, addressing issues of farming communities and highlighting success stories, Case study of Agrowon- regional daily for farming community; Special programmes in radio, television and news channels (e.g. AapliMati, AapliManase), Increasing use of social media platforms for agri-information, crop-wise farmer community radio, The International Federation of Agricultural Journalists (IFAJ).

### Suggested resources:

- Jana, B. L. (2014). „Agricultural Journalism“. Agrotech Publishing Academy, Udaipur.
- Mittal, Dr S K (2018). „Rural Journalism“. Om Publications, New Delhi.
- Singh, A. K. (2014). „Agricultural Extension and Farm Journalism“. Agrobis India.
- Sainath, Palagummi (1996). „Everybody Loves a Good Drought“. Penguin India, New Delhi.
- Swaminathan, M. S. (2004-2006). „Swaminathan Report: National Commission on Farmers“.
- Groot, Hans C. (Ed.) (1964). „Agricultural Journalism“. University of Philippines.
- Williams, Raymond. (1973 & 2011). „The Country and the City“. The Hogarth Press, London

## **JMC-511-MJ**

### **BUSINESS JOURNALISM**

#### **CREDIT-2**

#### **NO OF HOURS- 30**

#### **COURSE OBJECTIVE**

- To explain Economy. Basic principles of economy
- To explain Fundamentals of Indian Economy
- To explain World Economy
- To explain Corporate World and Cooperative Movement
- To explain Practicing Business Journalism

#### **COURSE OUTCOME**

After completion of the course student will be able to

- Understand Economy. Basic principles of economy
- Understand Fundamentals of Indian Economy

- Understand World Economy
- Understand Corporate World and Cooperative Movement
- Understand Practicing Business Journalism

Unit 1: Understanding Economy. Basic principles of economy, important economic terms.

growth and development, environmental concerns, employment generation, price rise and inflation. Economics of agriculture and rural economy, Urban economy, Gig economy (unorganized sector, self-employed people etc.), manufacturing, logistics, Start-Up COS and Finances, New age banks ( SFB, NEO etc.), and service sector, small scale industry and micro-enterprises, shares, securities and commodity markets, Bullion market, Film Finance.

Unit 2: Fundamentals of Indian Economy. Growth and progress of Indian economy.

Finance system in India, the role of finance and planning commissions, the role of RBI, Federal economic structure and revenue sharing. Changes in economic policy: From mixed economy to liberalization and privatization. Information Technology, Digital Economy, Ecommerce, Issues related to SEZ, Central and State budgets, How budgets are prepared, understanding budget. Problem of black money and corruption, Laws regarding black money. sarfaesi etc, Insolvency and Bankruptcy Code, anti-corruption mechanism. Company and industrial laws, New Company. Act, labour and consumer issues. Contemporary issues related to the Indian economy

Unit 3: World Economy: Capitalism, Communism, Socialism and other perspectives. Process of globalization and liberalization. New International Economic Order (NIEO). World economic bodies and forums, regional economic forums, economy and international politics. India's place in the world economy, contemporary issues related to the world economy.

Unit 4: Corporate World and Cooperative Movement: Structure of corporate and private companies. How to find information about private and public companies. Analyzing a company's financial performance. Interaction with corporate sources, Tracking CSR. Publicprivate partnership (PPP). History and development of cooperative movement and its relevance. Contemporary issues related to business, industry and commerce.

Unit 5: Introduction and Overview of GST: Concept of supply, Reverse Charge Mechanism (RCM), Composition Scheme, Valuation of GST, Payment of GST, Input Tax Credit, Returns under GST, Books of Accounts, (Interest, Penalty and Prosecution-I), (Interest, Penalty and Prosecution-II).

Unit 6: Practicing Business Journalism.

6.1 Reporting: Business and industry as a beat, sources of news on business. Using and analyzing financial data, understanding numbers and what they mean, Reading tables, charts and graphs. Developing business story ideas; writing stories from press releases. Investigative reporting in the business sector.

6.2 Editing: Overview of special economic pages, supplements, newspapers and journals, business news channels. Editing business stories and articles, using internet database, verifying information. Designing special economic pages and budget issues. Ethical issues of business journalism, Media and business relations.

Suggested resources:

- Greco, A. N. (1988). Business journalism: Management notes and cases. New York: New York University Press.
- Kjaer Peter & Slaatta Tore (2007). Business Journalism. Copenhagen Business School Press.

- Baird, R. N., & Turnbull, A. T. (1961). Industrial and business journalism. Philadelphia: Chilton Co., Book Division.
- Washington and Lee University. (1984). Social responsibility, business, journalism, law, medicine. Lexington, Va: Washington and Lee University.
- Business. (1989). San Jose, Calif: San Jose Business Journal.
- Baugh, L.S., Fryar, M. & Thomas, T. (1986). Handbook for Business Writing, National Textbook Company, Lincolnwood, Illinois.

## **JMC-541-MN**

### **RESERCH METHODOLOGY**

#### **CREDIT-4**

#### **NO OF HOURS- 60**

#### **Course Objective**

- To explain Basics of research
- To explain Qualitative research methods: nature, limitations, interpreting qualitative data
- To explain Quantitative research methods
- To explain Sampling: universe, population and sample
- To explain Statistics for research

#### **COURSE OUTCOME**

After completion of the course student will be able to

- Understand Basics of research
- Understand Qualitative research methods: nature, limitations, interpreting qualitative data
- Understand Quantitative research methods
- Understand Sampling: universe, population and sample
- Understand Statistics for research

Unit 1. Basics of research: Characteristics of scientific research, history; relevance and nature of media research; areas of media research; types of research; importance of review of literature; placing the research in a theoretical framework; hypothesis or research questions; types of variables etc. (10 hours)

Unit 2. Qualitative research methods: nature, limitations, interpreting qualitative data. Various methods: i) field observations: participant, non-participant; techniques, ii) focus groups: procedure, advantages and disadvantages, iii) intensive interviews: procedure, advantages and disadvantages, iv) case studies: utility and process. (12 hours)

Unit 3. Quantitative research methods: nature, uses, generalization etc. Various methods: i) Content Analysis: definition, uses and limitations; steps, unit and categories, ii) Survey Research: Descriptive and analytical surveys. Types of surveys, advantages and disadvantages, constructing questionnaire, pre-testing, data collection. Analysis; iii) Longitudinal research: types: trend analysis, cohort analysis, panel studies; iv) Experimental Research: Laboratory experiments, design; field experiments. (12 hours)

Unit 4. Sampling: universe, population and sample; types of sampling methods: probability and nonprobability sampling and their sub types; their advantages and disadvantages; measuring sampling error. (6 hours)

Unit 5. Statistics for research: importance of statistical analysis; descriptive and inferential statistics;

basic statistical terms and tests: central tendency, standard deviation, Chi square, T test, hypothesis testing etc. (12 hours)

Unit 6. Allied issues: Research ethics; research report writing; bibliography; in-text citations etc. (8 hours)

Suggested Reading:

- Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.
- Hansen, Anders et al. (2004). *Mass Communication Research Methods*. 1998: Macmillan.
- Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. California: Sage.
- Murthy, DVR. (ED.) (2008). *Media Research: Themes and Applications*. New Delhi: Kanishka.
- Rubin, Rebecca B. et al (Eds.) (2009). *Communication Research measures: A Sourcebook*. New York: Routledge.
- Sparks, Glenn B. (2006). *Media Effects Research*. (Third Edition) Boston: Wadsworth (International Edition).
- Wimmer, Roger D. and Joseph Dominick. (2006). *Mass Media Research*. New Delhi: Wadsworth (Indian Edition)

## **SEMESTER –II**

**JMC-551-MJ**

**PRINT JOURNALISM**

**CREDIT-4**

**NO OF HOURS- 60**

**COURSE OBJECTIVE**

- To explain different types of print media and different forms of writing
- To explain different forms of writing for print media
- To explain the Critically appraise practices and trends in print media
- To explain typography and other design principles
- To explain laws and ethics related to print journalism
- To explain and Recognise and develop ethical practices for print journalism

**COURSE OUTCOME**

**After completing the course students will be able to**

- Analyse different types of print media and different forms of writing
- Practice different forms of writing for print media
- Critically appraise practices and trends in print media
- Explain typography and other design principles
- Discuss laws and ethics related to print journalism
- Recognise and develop ethical practices for print journalism

Unit 1. Organization of the Newsroom: Basic features of newspapers and magazines; target audience and page structures (including special sections, supplements); organization of single/multiedition/multi-media newspaper; coordination and management functions; structure of traditional and modern newsrooms; role



and responsibilities of the Editor and others; changes in technology and work practices, challenges before print organizations. (8 hours)

Unit 2. News Writing: what is news (revision of JMC 102); changes in news values; transition from basic to advanced news writing (storytelling and new forms); news reporters: categories, rights, roles and responsibilities; news beats: introduction, mapping and new beats; cultivating sources; investigative and development reporting; use of Internet, new media and technology for reporting; use of RTI for reporting; reporting for digital editions. (12 hours)

Unit 3. News Editing: importance of editing;. value addition to news stories; news desks: roles and responsibilities; sorting and selection of agency copies; sources of news; basics of news translation; editing different types of copies; writing and editing developing stories; writing headlines and types of headlines; Visual journalism: selecting and editing photos; writing captions; photo features/stories/essays; info-graphics; designing news pages and redesign of a newspaper; Write-editdesign philosophy; editing in convergent and multimedia setup, multi-media assignment desk. (12 hours)

Unit 4. Feature and editorial writing: Difference between news and views; basic elements of features; types of features, news pegs and story ideas; research and references; writing columns and editorials; feature writing for special supplements; editing features and articles; freelance feature writing and running a feature agency. (12 hours)

Unit 5. Magazine journalism: Newspaper supplement and magazines; periodicity, special interest and niche magazines; registration process and positioning of a magazine; writing for and editing a magazine; mentoring and developing writers; planning regular and special issues; economics and management of a magazine; magazines in India and Maharashtra. (8 hours)

Unit 6. History, trends and challenges: Early history of journalism; invention of printing and emergence of newspapers; brief history of newspapers in India, brief history of Marathi journalism, role of Indian press in freedom struggle; role of the Press in democracy, development and nationbuilding; impact of technology on media and journalism, challenges before newspapers and media organizations. (8 hours)

Suggested reading:

- Kamath, M. V. 'The Journalist's Handbook'. (Reprint). Vikas: New Delhi.
- Barns, Margarita. 'The Indian Press'. George Allen and Unwin Ltd.
- Contractor, Huned. 'The art of feature writing'. Icon Publications: Pune.
- Natrajan, S. 'A History of the Press in India'. Asia Publishing House, Mumbai.
- Carole, Rich 'Writing and Reporting News A Coaching Method'. Wadsworth
- George T.J.S. 'Editing: A Handbook for Journalists'. IIMC, New Delhi.

**JMC-552-MJ**

**AUDIO AND VIDEO JOURNALISM**

**CREDIT-4**

**NO OF HOURS- 60**

**COURSE OBJECTIVE**

- To Explain hands-on training in Radio and Television News Production, enabling to pursue internships with Television Channels
- To Explain and Demonstrate the capability of making TV News bulletins, documentaries and other programs.
- To explain and Discuss the history of Radio, Television and Cinema.

## COURSE OUTCOME

After completion of the course student will be able to

- Acquire hands-on training in Radio and Television News Production, enabling to pursue internships with Television Channels
- Demonstrate the capability of making TV News bulletins, documentaries and other programs.
- Discuss the history of Radio, Television and Cinema.

### Part 1: Audio Journalism

Unit 1. Understanding audio: Types: conventional radio, internet radio, convergent news production; importance of sound and spoken word in audio journalism; using sound effectively in audio journalism; News Services Division of AIR; news on other types of radio; news podcasts; BBC, NPR etc (6 hours)

Unit 2. Writing for the ear: simple, conversational, clutter free writing; difference between writing to be read and writing to be heard; writing to suit the listeners' needs and consumption pattern; addressing linearity of presentation in radio scripts; (6 hours)

Unit 3. News-based programmes: types of news presentations: duration, frequency, coverage, topic; structure of a news programme; selection of news; use of actuality, sound bytes and reports etc.; Other formats: interviews, features, documentaries, live commentaries, magazines, news reels etc.(8 hours)

Unit 4. Understanding the medium: invention and development; strengths and weaknesses of the medium; Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, breaking news; MOJO. (8 hours)

Unit 5. Working of a news room: various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers; Convergent Newsroom; Backroom researchers, reference library or archives people, graphic artists. (8 hours)

Unit 6. TV writing style and news presentation: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information; structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor; screen presence, presence of mind, interview skills etc. (12 hours)

Unit 7. TV Interview and TV Documentary: Types of interviews: doorstep, vox-pop, eye-witness, during a news bulletin; TV interview as a separate programme format; indoor/outdoor; personality, opinion,

informative interviews; Talk shows, discussions, debates etc.; Role and responsibility of the interviewer; TV Documentary: Formats, types: nature, institutional, event-based, personality etc., RECCE, planning, shooting script, editing, narration, background music, post-production; (6 hours)

Unit 8. Overview of News Television Industry and Its Impact on Society: Major Indian and international news channels; regional language Indian channels: their role, importance and impact; local TV news operations; management of news channels, Organisational structure of the news room Doordarshan and its expansion; SITE and Kheda experiments; Entry and expansion of satellite TV, Laws governing TV broadcasting, future trends. Impact on society, Overview and introduction of all programme formats in fiction, non-fiction/news based/ entertainment, role and effect of TV on society, Television Ratings. (6 hours)

Suggested reading

- De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
- Ciignel, Hugh. Key Concepts in Radio studies. Sage.
- Hyde, Stuart. Television and Radio Announcing. Kanishka.
- Masani, Mehra. Broadcasting and the People. National Book Trust.
- Awasthi, G. C. Broadcasting in India. Allied Publications.
- Fiske, John. Television Culture. Routledge
- Mehta, Nalin. India on Television. Harper Collins
- Yorke, Ivor. Basic TV Reporting. Focal Press
- Millerson, Gerald and Jim Owens. Television Production Focal Press

**JMC-553-MJ**

**INTRODUCTION TO CINEMATOGRAPHY**

**CREDIT-4**

**NO OF HOURS- 60**

**COURSE OBJECTIVE**

- To Explain Language of Cinema and fundamentals of film form and content
- To Explain the relationship between theory and practice
- To Explain various fascinating aspects of Cinema
- To Explain and define the crucial fine points that make Cinema
- To Explain and create a simple script and implement a shoot based on the same

**COURSE OUTCOME**

After completion of the course student will be able to

- Students will select the Language of Cinema and fundamentals of film form and content Students will understand the relationship between theory and practice
- Students will be classify various fascinating aspects of Cinema

- Students will be able to define the crucial fine points that make Cinema
- Students will be capable to create a simple script and implement a shoot based on the same

## Unit I

- Introduction to Cinematography &
- Understanding a Frame:
- Shooting a good Still picture,
- Composition-Framing,
- Understanding & Use of color, Capturing the
- Drama, Black and white Photography.

## Unit II

- Lights & Lighting Techniques with various
- types of lights :
- Tungsten lamps, Cool Lights, HMI,
- Cyclorama/background lights, Soft Box lights.
- Use of cutter stand, black cloth and Camera
- filters. Lighting – Situations, Studio lighting for
- three cameras set up: Talk Show, Game Show,
- Available day light situations, Shooting for
- Documentary style, Face, Key, Fill, Back, High
- key lighting, Low key lighting.

## Unit III

- Various types of Lenses and its significance :
- Type of Lenses, Power of Lenses,
- Understanding the shot requirement and usage
- of a lens, Idea of perspective: Depth Of Field,
- Depth of focus, Critical understanding of Fixed
- Lens Vs. Zoom Lens, Focus pulling, 18% grey
- card, Metering, Color temperature meter.

## Unit IV

- Camera Movements: Basic grammar of shots,
- Primary Camera Movement: Pan, Tilt, Zoom,
- Character, Movement, Usage and need of Track
- and trolley, Crane, Jimmy Kip, Pull Cam,
- Managing Movements, Single camera& Multi
- camera setup | Continuity Exercise | Do's and
- don'ts of camera movements and more.

## Unit V

- Understanding digital video recording
- :Principle of video recording, Digital Recording
- Formats, Editing and compression, Digital
- sampling and storage, Technical formats of
- video- PAL, NTSC, “Time Code” in Video
- Recording, Film Stock and Processing

### **Books for Reference**

- 1. Theaters of Independence Drama by Aprna Bhargava
- 2. Art of History by Marlyin Stokstad
- 3. History of India Theatre by M. L. Vardpande
- 4. International Encyclopedia of Dance by Janne Cohen

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### **JMC-554-MJ**

### **DIGITAL JOURNALISM**

### **CREDIT-4**

### **NO OF HOURS- 60**

### **COURSE OBJECTIVE**

- To Define the principle of Web page design
- To explain the basics in web design
- To visualize the basic concept of HTML.
- To recognize the elements of HTML.
- To introduce basics concept of CSS.
- To Develop the concept of web publishing

### **COURSE OUTCOME**

After Competition of the course the students will be able to

- Define the principle of Web page design
- Define the basics in web design
- Visualize the basic concept of HTML.
- Recognize the elements of HTML.
- Introduce basics concept of CSS.
- Develop the concept of web publishing

Unit 1. Introduction to Digital Journalism: What do you mean by Digital media?; Concept of internet and its functioning; Concept of Web 2.0 and concept of interactivity; Mobile 2.0; Social networking websites; Concept of media convergence; Four types of convergence in media –technological, business, professional, content ; What is multimedia content?; Web browsers and RSS Feed; Journalism and digital media; Digital Journalism in India- e-newspapers, websites for newspapers and TV channels, emergence of online news portals. (12 hours)

Unit 2. Digital Story Telling: Introduction to cross-media news production processes; Understanding the basics of content management systems (CMS); Multi-media content generation techniques Interactive

content generation; News stories with audio-visual inputs; Call-to-action (CTA) enabled script writing and its importance; Use of interactive info-graphics; Use of Crowdsourcing and aggregation; Use of Social Media platforms; Use of hyperlinks and related data while writing and presenting a new story. (12 hours)

Unit 3. Data Journalism: Defining Data Journalism; Concept and its use in current scenario; Importance of data journalism; Understanding and finding data sources; Defining data story; Playing with numbers and presenting them into words; Data Analysis and understanding Data Patterns; Writing data story; Data visualisation and its importance; Introduction to softwares like MS Excel Infogram etc. (12 hours)

Unit 4. Mobile Journalism: Understanding the features of Smart- phones; Telling compelling stories / photo stories using mobile devices, rich multi-media enabled apps, storytelling methods for mobile consumers; Tools and best practices for editing and posting videos for mobile platforms; Mobile Journalism and its advantages; Understanding the skills required for mastering in mobile journalism; Managing the journalistic work flow with mobile (12 hours)

Unit 5. Business of Digital Journalism: Understanding impact of digital media and social media on journalism; Shrinking size of newsrooms and digital news business; Economics of digital journalism; Understanding the business models for digital platforms, Emerging trends related with business of digital platforms; Corporate and their interests in Digital Journalism: Facebook Journalism Project, Google News Initiative. (6 hours)

Unit 6. Socio- Political impacts of Digital Journalism: Digital Journalism and digital social movements; Digital Journalism and Politics 2.0; Digital Media and Politics – Practises and impacts; Digital media and elections; Social media and elections in India (6 hours)

References:

- Al Jazeera Media Training and Development Centre, Mobile Journalism.
- Briggs, Mark. Journalism 2.0. J Lab and Knight Citizen News Network.
- Feldman, Tony. An Introduction to Digital Media. Routledge.
- Howard, Alexander. The Art and Science of Data-Driven Journalism, Tow Centre for Digital Journalism
- Handbook for Media, General Elections To The 17 th Lok Sabha 2019, Election Commission of India
- New Media and Politics, Sage

**JMC-560-MJ**

**DEVELOPMENT COMMUNICATION**

**CREDIT-2**

**NO OF HOURS- 30**

**COURSE OBJECTIVE**

- To explain the concept and importance of development
- To distinguish between communication and development communication
- To describe use of different media in development communication

**COURSE OUTCOME**

## **AFTER COMPETITION OF THE COURSE**

- Students will be able to recognize and explain the concept and importance of development
- Students will be able to distinguish between communication and development communication
- Students will be able to describe use of different media in development communication

Unit 1: Understanding Development. Concept of Development; Meaning and definitions of development; Process of development; Characteristics of developing societies; Difference between developed and developing nations; Role of UN Agencies in development; Millennium Development Goals; Sustainable Development Goals; Problems and issues in development.

Unit 2: Development and Indian Thoughts. Indian models of development- Mahatma Jyotirao Phule's Model of Development, Dr. Babasaheb Ambedkar's Model of Development, Gandhian Model of Development, Nehruvian Model of Development, Indian Five-Year Planning Model of Development; Niti Aayog's Model of Development.

Unit 3: Development Communication. Concept of development communication; Evolution, Role and relevance of development communication; Goals of development communication; Approaches to development: Modernisation Paradigm, Dependency Paradigm, Alternative Paradigm, Development-support Communication, Participatory Communication and its impact on society, Empowerment Communication; Development Communication Experiments in India; Role of television in development communication in India.

Unit 4: Role of the Media. Sustainable strategies in development communication; Media for development- Empathy, Diffusion of innovation, media as a magic multiplier; Traditional media for development communication; Community Media for development communication, ICT for development communication; Social media for development communication; Designing messages for development communication; Audio-visual content for development communication

Unit 5: Development Journalism. Rise of Development Media Theory; Thinking for Development writing; Strategy for development writing; Process of writing for the development; Characteristics of Development Journalism; Traits and working attitudes of a development journalist.

Suggested resources:

- Jadhav, R. (2018). Harvesting Hope In The Suicide Zone- Women Who Challenged Drought, Death and Destiny . New Delhi: Bloomsbury India.
- Loo, E. (2009). Best Practices of Journalism in Asia . Singapore: Konrad-Adenauer-Stiftung.
- Madhok, M. (2018). Media and Development- The Road Ahead. New Delhi: New Century Publications .
- Manyozo, L. (2012). Media, Communication and Development . New Delhi : Sage Publications .
- Melkote, S. R., & Steeves, H. L. (2015). Communication for Development . New Delhi: Sage

- Mody, B. (1991). *Designing Messages For Development Communication*. New Delhi: Sage Publications .

**JMC-561-MJ**

**GENDER AND MEDIA**

**CREDIT-2**

**NO OF HOURS- 30**

**COURSE OUTCOME**

**AFTER COMPETITION OF THE COURSE STUDENTS WILL BE ABLE TO**

- Recognize diversity across **audiences, content** and **producers** of media
- Identify stereotypes of gender, race, class, and sexual identity in media portrayals
- Locate examples of **framing, intersectionality, and symbolic annihilation** in media
- Analyze texts in context of cultural and social identities, considering how reality is socially and discursively constructed by media
- Discuss **media literacy** in contemporary terms, in light of 21st century developments in online cultural production and new media

Unit 1: Concept of Social Construction of Gender; Concepts of Spheres- Public and Private, Division of Labour, Patriarchy, Equality, Equity, Empowerment, Participation, Discrimination, Violence, Rights

Unit 2: Gender inequality/Discrimination and Media: Issues of Visibility and Invisibility, Portrayal and Representation, Gender in MSM and Alternate Media; Sensitivity for Coverage of Gender issues: issues of class, caste, religion, poverty, sexual minorities; Subjectivity of Gender- Matters of: Bias, prejudice, perceptions of communicator.

Unit 3: Gender and Media: Women as news subjects, bodies and objectification; Media Professionals, Decision makers in Media organisations, Member of media audiences; Implications of Gender-Media Relationship: Socialisation, Stereotyping, Omission and commission.

Unit 4: Gendered audiences and fan cultures; gender, power and identity in the era of digital communication.

Unit 5: Media created by gendered groups- Women, Sexual Minorities; Role of Agencies and Institutions for Gender Equality- Projects and Organizations.

Suggested resources:

- Carter Cynthia and Linda Steiner (2004) *Critical Readings in Media and Gender*, OUP, Maidenhead.
- Carter Cynthia, Linda Steiner, Lisa McLaughlin (2013) *The Routledge Companion to Media and Gender*, Routledge,
- Chaudhuri Maitrayee (2017) *Refashioning India: Gender, Media, and a Transformed Public Discourse*, The Orient Blackswan.
- DasguptaSanjukta, Dipankar Sinha and SudeshnaChakravarti (2011) *Media, Gender and Popular Culture in India: Tracking Change and Continuity*, Sage, New Delhi.



- Ross Karen (2012) *The Handbook of Gender, Sex, and Media*, Editor, 13 March 2012, Print ISBN:9781444338546 |Online ISBN:9781118114254 |DOI:10.1002/9781118114254, Wiley Blackwell.

**MC-560-MJ**

**CRIME JOURNALISM**

**CREDIT-2**

**NO OF HOURS- 30**

**COURSE OUTCOME**

After completion of the course students will be able to

- Understand the history, origin, scope and definition of crime, its relevance in the present scenario and its relation to other social sciences.
- Understand the interdisciplinary nature of Criminology and the role of criminologist in the criminal justice system.
- Describe the different schools of Criminology and critically identify the contribution of each school of thought for the growth and development of Criminology.
- Describe the different typologies of crime including crimes against body, crimes against property, contemporary crimes like cybercrime, white collar crime, etc.
- Apply the concept of crime and criminal behaviour to understand juvenile delinquency

Unit 1: The ethics of crime and justice coverage. fairness and objectivity, avoiding sensationalism and integrity; conflicts of interest, interesting versus important. Balancing justice: justice to victim and the accused: no assumption of guilt or innocence. Undivided loyalty. Eliciting emotion on camera. Concept of E-governance. Fundamentals of Cyber Media.

Unit 2: Law enforcement machinery. Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc. Important sections of IPC. terminology and jargon, procedures of registering a crime. Prisons and jails. Sensitive law and order situation: agitations, congregations for various reasons, elections. Deployment of extra forces etc.

Unit 3: Covering Crime. Types and definitions. Police Investigation techniques: from conventional to modern. Cognizable and non-cognizable offences. Basic principles of crime reporting. do's and don'ts. News values: new, unusual, interesting, significant and about people. Developing sources, verifying facts. Reporting agitations, riots. Possible risks and precautions. Sensitivity on child-related stories, Sting Operation - prescribed notions of journalism, Victim's right to privacy, Role and views of experts. Use of drones- ethics and laws. Types of cyber crimes- cyber grooming, cyber bullying, remote access attacks, attacks via smartphones, cyberwarfare. Conflict reporting (Armed and Social Conflict, Region, Community and Human Rights), Special challenges in crime reporting.

Unit 4: Covering Courts. Structure of judicial system in India. Hierarchy, functions and jurisdictions of each court. Granting of bail to accused. Types of cases heard in courts. Tribunals, consumer and family courts. PILs, appeals etc. Zero Fir.

Unit 5: Contemporary crime journalism. Crime shows on TV. Emphasis on crime reporting in newspapers. Its impact. Media influencing investigations and/or court proceedings? Trial by media. Media's role in getting justice delivered, recent examples.

Suggested resources:

- Chakarvarthy, Jagadish. Cyber Media Journalism Emerging Technologies. Authors Press.
- Jain, Ravi Kumar. Cyber Forensics: Tools & Practices. ICFAI University Press.
- <http://osou.ac.in/eresources/DJMC-02-Block-03.pdf>
- <https://ohrh.law.ox.ac.uk/drone-journalism-and-regulatory-challenges-in-india/>

**JMC-561-MJ**

**CULTURE JOURNALISM**

**CREDIT-2**

**NO OF HOURS- 30**

**COURSE OBJECTIVE**

- To explain and Discuss the relationship between media and culture using different theories
- To Explain and Review, analyse the relevance of the different theories studied to contemporary times
- To Analyse the ways in which media, culture and society influence each other citing examples
- To Explain the rise and influence of the Frankfurt School and the Birmingham School; trace the beginnings and the evolution of cultural studies
- To explain the critique ideological structures in society including those of gender, race, caste, class; discuss how

**COURSE OUTCOME**

**After completion of the course students will be able to**

- Discuss the relationship between media and culture using different theories
- Review and analyse the relevance of the different theories studied to contemporary times
- Analyse the ways in which media, culture and society influence each other citing examples
- Explain the rise and influence of the Frankfurt School and the Birmingham School; trace the beginnings and the evolution of cultural studies
- Critique ideological structures in society including those of gender, race, caste, class; discuss how the media propagates this

Unit 1: Theoretical background. Traditional definitions of art. The real world vs. the artistic world. A model for the understanding of how art functions. The primary (creative) arts vs. the secondary (interpretive) arts. Classifications of the arts into the auditory, the spatial, and the symbolic. What is culture? Importance of culture in a society and in an individual's life. Difference between culture and tradition. Understanding various aspects of Indian Culture and their scope.

Unit 2: Introduction to various arts. Dance, theatre, music, painting, sculpting, literature. Different forms- classical and folk, Indian and western, fusion etc. Origin and development of these art forms and their contemporary status. Culture and New media.

Unit 3: Cultural reporting. Why a specialised beat? Current scenario of cultural reporting in Marathi, other regional languages and English print media. Difference between reporting and criticism. Styles of writing for different forms, requirements and expectations from culture reporters/ critics. Qualities of an ideal critic etc.

Unit 4: Covering culture for other media. Scope and pattern of Cultural reporting in other media T.V, Radio etc. New age media and cultural reporting.- internets, blogging, tweeting, mobile usage etc.

Suggested reading:

- Birdwood George Cm. "The Arts of India". Cosmo Publication.
- Maheswary S.R.. "Society And Culture". Rajat Publications.
- Bhargav Gopal. "Encyclopedia of Art And Culture In India". Isha Books Publishers.
- Sayre, Henry M., (2002), Writing About Art, Prentice Hall, New Jersey
- Barnet, Sylvan, (2005), A Short Guide To Writing About Art, Pearson, New York
- Tichener, Campbell B., (2005), Reviewing The Arts, Lea, London.