

B.A. (Honors) Multi Media and Mass Communication  
(BMMMC)

Choice Based Credit System

# **B. A. (Hons) Multi Media and Mass Communication (BMMMC)**

## **Preamble**

The new nomenclature of the course under directions of the University of Delhi, the format required by the Choice Based Credit System and the restoration of the Self-Financed nature of the Course offered only by Indraprastha College for Women (I.P. College), University of Delhi, have shaped this course. The erstwhile B.A.(Hons) Mass Media and Mass Communication (BMMMC) has yielded its core elements introduced in 2010, to the erstwhile B. A. (Hons) Journalism and Mass Communication (BJMC) in the merger of 2013-14, under directions from the University, a course now renamed as B.A.(Hons) Journalism. The situation arising from these transitions has been converted into opportunity in the design of this course, BA (Hons.) Multi Media and Mass Communication (BMMMC), suggested not only by the changed nomenclature, but also by the rapidly changing world of available media, the redefined character of communication for civil society and the specialized ways in which communication needs to be explored to meet the challenges of a nation on the move. Thus thrust areas foregrounded on the national agenda and the prospect of availing outreach policies and programs of the Govt. of India, in the areas of knowledge application and skill development, have also been important inputs in the formation of this syllabus.

The Self-financed BMMMC Course remains focused on the ground reality articulated by I.P. College in its first syllabus revision of 2010. “The curriculum is focused on imparting technical skills in various areas of mass communication and mass media, theoretical knowledge and perspectives which determine their nature and use, and a historical and social understanding of their dynamics, which is so important in a metamorphosing, unequal, globalised world where the power and ownership of the means of communication may change the fate of nations”(Babli Moitra Saraf,2010).The course remains inter-disciplinary and aims at producing a practitioner with a critical and analytical mind, who is holistically trained in theory and the praxis of communication and has hands-on training in a wide range of media technology and media practices. I.P. College has the infrastructural wherewithal to the make required facilities available to run the course.

The BMMMC Course in the first year Core paper introduces the student to the fundamentals of communication theory and models, media and communication research methodology, and to practices of journalism and hands-on print production. It seeks to provide the essential and related skills of communication and writing in English and the orientation provided by the mandatory Environmental Studies (EVS) course. The Generic Elective takes the student to the familiar areas of advertising and social media to comprehend and unpack the practices of these communicative modes.

The second year is envisaged at an incremental difficulty level. It introduces four kinds of media grammar: cinema, theatre, television and digital, with hand-on experience of editing and production for TV and in computer graphics and animation. The skills of reporting and anchoring are imparted. In the Generic Elective it touches on the role of mass media messages in a developing country like India with the emphasis on Public Service Broadcasting. The even semester intensifies the acquired learning through Development Communication and communicating disaster and its management through media. The second GE brings the social, political, historical together with media and communication in the course titled Media Moments in History.

The third year introduces as DSE two more media: radio and photography. It also includes three specialized communicative modes introduced for the first time, in the arena of fashion and communication for special needs. The Core papers concentrate on Global Media and Politics, Communication and the Plastic Arts, Integrated Marketing Communication and the Documentary.

A non-credit internship component is factored in at the end of Semester IV for the student to qualify for the degree. This is to promote the interface with industry.

The BMMMC course aims to produce communication scholars and practitioners adept at handling technology and designing/deciphering messages which align them to the demands of a growing economy and an inclusive idea of a nation set to mark its place in the world.

### **Internship after Semester IV- Non Credit, Essential**

### **The Pedagogy**

The teaching-learning of the programme would be organized through lectures, tutorials, practicals, projects, presentations, workshops, seminars and hands-on training. Practical sessions are incorporated as an important component in most of the papers, with hands-on training in the use of various equipment, such as Cameras, Editing Machines etc.

### **Evaluation**

The mode of evaluation would be through a combination of external and internal assessment in the ratio of 75: 25 respectively. Along with routine examinations, classroom participation, class assignments, project work, and presentations would also be a part of the overall assessment of the students.

### **Requirements**

This course has been designed keeping in mind that a student of Multi Media and Mass Communication needs theoretical and conceptual inputs as well as proper training in media

practice. Practical inputs have been envisaged in core papers and DSE (**ELECTIVE: DISCIPLINE SPECIFIC**) papers. Apart from this, skill based papers will allow the students to get hands-on training in print, radio, television, photography and new media.

**4 WEEKS INTERNSHIP, AFTER IV SEMESTER - PRE-REQUISITE FOR THE DEGREE**

**NOTES:**

- **ELECTIVE: DISCIPLINE SPECIFIC (DSE) - 4 (2 in Sem V and 2 in Sem VI)**
- **ELECTIVE: GENERIC (GE) - 4, (1 each in Sem I, II, III and IV)**
- **ABILITY ENHANCEMENT ELECTIVE COURSE (AEEC) (SKILL BASED) – 2 (1 in Sem III and 1 in Sem IV)**

**NOTES:**

- For Core papers, and DSE Theory: 4 classes+ 1 student presentation per paper per week
- For AEEC courses: 2 theory classes +1 presentation per paper per week
- For GE papers 2 classes + 1 tutorial per paper per week per group
- Practicals: 4 practical classes per week/per group
- Tutorials: 1 tutorial per paper per week per group
- Each practical/ tutorial group will consist of 8-10 students
- 2 practicum to be done in a practical paper
- Evaluation through presentations/ projects/ tests
- Ability enhancement elective courses: Hands on training will be provided through skill based learning.

**PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEM IN  
B.A. (HONS) Multi Media and Mass Communication**

<b>SEMESTER</b>	<b>CORE COURSE (14)</b>	<b>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) (2)</b>	<b>ABILITY ENHANCEMENT ELECTIVE COURSE (AEEC) (2) (SKILL BASED)</b>	<b>ELECTIVE DISCIPLINE SPECIFIC DSE (4)</b>	<b>ELECTIVE GENERIC (GE) (4)</b>
<b>I</b>	<b>C MMMC 01 Communication, Media and Society</b>	<b>English Communication</b>			<b>GE 1 Advertisement and Media</b>
	<b>C MMMC 02 Introduction to Journalism</b>				
<b>II</b>	<b>C MMMC 03 Communication Research</b>	<b>Environmental Science</b>			<b>GE 2 Social Media</b>
	<b>C MMMC 04 Print Media Production</b>				

<b>SEMESTER</b>	<b>CORE COURSE (14)</b>	<b>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) (2)</b>	<b>ABILITY ENHANCEMENT ELECTIVE COURSE (AEEC) (2) (SKILL BASED)</b>	<b>ELECTIVE DISCIPLINE SPECIFIC DSE (4)</b>	<b>ELECTIVE GENERIC (GE) (4)</b>
<b>III</b>	<b>C MMMC05</b>  <b>Exploring Hindi Cinema</b>				
	<b>C MMMC 06</b>  <b>Graphic Designing &amp; Visual Images</b>		<b>AEEC-1</b>  <b>Theatre and Communication</b>		<b>GE 3</b>  <b>Public Service Broadcasting</b>
	<b>C MMMC 07</b>  <b>Television Journalism</b>				

<b>SEMESTER</b>	<b>CORE COURSE (14)</b>	<b>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) (2)</b>	<b>ABILITY ENHANCEMENT ELECTIVE COURSE (AEEC) (2) (SKILL BASED)</b>	<b>ELECTIVE DISCIPLINE SPECIFIC DSE (4)</b>	<b>ELECTIVE GENERIC (GE) (4)</b>
<b>IV</b>	<b>C MMMC 08</b>  <b>Development Communication</b>				

	<b>C MMMC 09</b>  <b>Camera and Editing for TV</b>		<b>AEEC-2</b>  <b>Communication &amp; Disaster Management</b>		<b>GE 4</b>  <b>Media Moments in History</b>
	<b>C MMMC 10</b>  <b>Reporting and Anchoring</b>				

<b>SEMESTER</b>	<b>CORE COURSE (14)</b>	<b>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)(2)</b>	<b>ABILITY ENHANCEMENT ELECTIVE COURSE (AEEC) (2) (SKILL BASED)</b>	<b>ELECTIVE DISCIPLINE SPECIFIC DSE (4)</b>	<b>ELECTIVE GENERIC (GE) (4)</b>
<b>V</b>	<b>C MMMC 11</b>  <b>Global Politics and Media</b>			<b>DSE1</b>  <b>Radio Production</b>	
	<b>C MMMC 12</b>  <b>Documentary</b>			<b>DSE 2</b>  <b>Photography</b>	
<b>VI</b>	<b>C MMMC 13</b>  <b>Communication and the Plastic Arts</b>			<b>DSE 3</b>  <b>Communication for Special Needs</b>	

	<b>CMMMC14</b> <b>Integrated Marketing Communication</b>			<b>DSE 4</b> <b>Fashion Communication</b>	



## **CORE PAPERS**

### **SEMESTER I**

#### **C MMMC01- COMMUNICATION, MEDIA and SOCIETY**

##### **Unit I Introduction to Communication**

- **Definition and Processes**
- **Forms of Communication (verbal, non verbal, paralanguage, iconic, semiotic etc.)**
- **Levels of Communication (interpersonal, intrapersonal, group, public, mass com)**
- **Communication as Subversion (silence, satire, subterfuge)**

##### **Unit II Determinants and Shifting Paradigms**

- **Culture and Communication**
- **Semiotics and Communication**
- **Ideology and Communication**
- **Digital Communication ( SMS, E mail, Facebook, Whats App)**

##### **Unit III Mass Media and Mass Communication**

- **Normative Theories and the Public Sphere**
- **Affect and Effect ( Agenda Setting, Limited effect, Cultivation, Spiral of Silence)**
- **Encoding and Decoding**
- **Effective Communication (noise, codes, culture, technology)**

##### **Unit IV Uses and Gratification: Four Models**

- **Publicity Model**
- **Ritual Model**
- **Convergence Model**
- **Reception Model**

### **Indicative Reading List**

- **Bel, B. et al. (2005) Media and Mediation, Sage, New Delhi.**
- **Bernet, John R, (1989) Mass Communication, an Introduction, Prantice Hall.**
- **Baran and Davis, Mass Communication Theory.**
- **Cyber Mohalla from Sarai Reader: Shaping Technologies, 187 and page 190-191.**
- **Fiske,John 1982, Introduction to Communication Studies, Routledge.**
- **Gupta, Nilanjana ed.(2006)Cultural Studies, World View Publishers.**
- **McQuail, Dennis. 2000, (fourth Edition) Mass Communication Theory, London, Sage.**
- **Miller, Katherine,(2004), Communication theories: perspectives, processes and contexts, McGrow Hill.**
- **Michael Ruffner and Michael Burgoon, Interpersonal Communication.**
- **Narula,Uma (2001), Mass Communication -Theory and Practice, Har-Anand Publications,New Delhi**
- **Saraf, Babli Moitra. "In Search of the Miracle Women: Returning the Gaze". Translation and Interpreting Studies (TIS), Vol.Nos.1&2, Spring Fall 2008**
- **Small, Suzy. 2003 "SMS and Portable Text" in Sarai Reader 03: Shaping Technologies.**
- **Williams, Kevin. Understanding Media Theory.**

## **C MMMC 02 - INTRODUCTION TO JOURNALISM**

### **Unit I Journalism and Society**

- **Media and Democracy : the Fourth Estate, Freedom of Expression, Article 19 of the Constitution of India**
- **Media Consumption and News Production; Audience, Readerships, Markets**
- **Forms of Journalism: news, features, opinions, yellow, tabloid, penny press, page 3.**
- **Changing Practices: new/alternative media, speed, circulation,**

### **Unit II Principles of Journalism**

- **Social Responsibility and Ethics**
- **Positioning, Accuracy, Objectivity, Verification, Balance and Fairness**
- **Defining Spot/Action, Statement/Opinion, Identification/Attribution**
- **News vs Opinion, Hoaxes**

### **Unit III The News Process: from the event to the reader**

- **News: meaning, definition, nature**
- **Space, Time, Brevity, Deadlines**
- **Five Ws and H, Inverted pyramid**
- **Sources of news, use of archives, use of internet etc.**

### **Unit IV Language and Narrative of News**

- **Constructing the story: selecting for news, quoting in context, positioning denials, transitions, credit line, byline, and dateline.**
- **Styles for print, electronic and online journalism**
- **Robert Gunning: Principles of clear writing,**
- **Rudolf Flesch's Formula- skills to write news**

### **Indicative Reading List**

- **Adams, Sally, Gilbert, Harriett, Hicks, Wynford. Writing for Journalists, Routledge, London, 2008.**
- **Bull, Andy. Essential Guide to Careers in Journalism, Sage, London, 2007.**
- **Bruce D. Itule and Douglas A. Anderson, News writing and reporting for today's media, McGraw Hill Publication.**
- **Flemming, , Carole and Hemmingway, Emma, An Introduction to journalism, Sage, London, 2005.**
- **Franklin, Bob, Hamer, Martin, Hanna, Mark, Kinsey, Marie, Richardson, John E.: Key Concepts in Journalism Studies, Sage, London, 2005.**
- **Harcup, Tony. Journalism Principles and Practice, Sage, London, 2009.**
- **King, Graham. Collins Improve Your Writing Skills, Collins, London, 2009.**
- **Schudson, Michael: 2011, Sociology of News, W.W. Norton, New York,**
- **Schwartz, Jerry: 2002, Associated Press Reporting Handbook, McGraw-Hill, New York,**
- **Smith, Jon: 2007, Essential Reporting, Sage, London,**
- **Truss, Lynne: 2003, Eats, Shoots & Leaves, Profile Books, London, \**
- **Watson, Don: 2003, Gobbledygook, Atlantic Books, London,**
- **Willis, Jim: 2010, The Mind of a Journalist, Sage, London,**

**Written Examination**

**SEMESTER II**

**CMMMC 03 COMMUNICATION RESEARCH**

**Unit I Introduction to Communication Research**

- **Definition, Role and Function**
- **Basic and Applied Research**
- **Role of Theory in Research**
- **Ethical Issues and Questions**

**Unit II Some Research Methodologies**

- **Quantitative - Qualitative Methods**
- **Content Analysis**
- **Archival Methods**
- **Ethnographic Methods**

**Unit III The Survey: Readership, Audience, Consumers**

- **Survey: Schedule, Sample**
- **Focus Groups, Questionnaire Design**
- **Field work, Telephone Polls, Online Polls.**
- **Primary and Secondary data**

**Unit IV Presenting Research:**

- **Writing a proposal – research question, thesis statement**
- **Tools of Data Collection**
- **Data Analysis: Statistical-Coding and Tabulation, Non-Statistical-Descriptive and Historical**
- **Bibliography and Citation**

## **Indicative Reading List**

- **Asa Berger, Arthur, Media Research Techniques, Sage Publications, 1998.**
- **Croteau David and Hoynes Pine, William, Media/Society: Industries, Images and Audiences Forge Press.**
- **Kothari, C.R , Research Methodology: Methods and Techniques, New age International Ltd. Publishers.**
- **Wimmer and Dominick, Mass Media Research Thomson Wadsworth.**

## **Written Examination**

## **Practical- Project+ Viva**

## **C MMC 04 PRINT MEDIA PRODUCTION**

### **Unit I Trends in Print Journalism**

- **Agenda setting role of newspapers- Ownership, Revenue, Editorial policy,**
- **Citizen Journalism, Investigative journalism**
- **Sting operations and Celebrity/ Page 3 journalism.**
- **Ethical debates in print journalism - Paid news, Advertorials**

### **Unit II Specialised Reporting**

- **Business**
- **Parliamentary**
- **Agriculture /Rural**
- **International Affairs**
- **Entertainment**

### **Unit III Production of a Newspaper**

- **Planning for print : size, anatomy, grid, design**
- **Format, typography, copy, pictures, advertisements**
- **Plotting text: headlines, editing pictures, captions**
- **Page-making : Front page, Editorial page, Supplements**

#### **Unit IV Technology and Print**

- **Technology and Page making techniques: layout, use of graphics and photographs)**
- **Printing Processes: Traditional vs modern**
- **Desk Top Publishing : Quark Express, Coral Draw, Photoshop etc**
- **The Invention of the Printing Press**

#### **Indicative Reading List**

- **Kamath, M.V. Professional Journalism, Vikas Publications**
- **Goodwin, Eugene H. Groping for ethics in Journalism, Iowa State Press**
- **Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)**
- **Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984.**
- **Sarkar, N.N. Principles of Art and Production, Oxford University Press**
- **Stuart Allan, Journalism: Critical Issues, Open University Press**

#### **Written Examination**

#### **Practical**

### **SEMESTER III**

#### **C MMMC05 EXPLORING HINDI CINEMA**

##### **Unit I Historical Overview:**

- **The Parsi Theatre**
- **The Silent Era and The Talkie**
- **Narrating the Nation in Hindi Cinema**
- **Romance and Social Mores: “Heroes and Heroines”**

##### **Unit II Some Significant Turns**

- **New Wave Cinema and The Formula Film**
- **The Angry Young Man**
- **The Indian Diaspora and Bollywood**
- **Contemporary Bollywood Cinema**

### **Unit III The Hindi Film Song**

- **Cinematic Narrative and the Song (theme, mood, story, relief, interior monologue subversion)**
- **Aesthetics: Rasa and Abhinaya, Raga and Tala**
- **The Score – Lyrics, Music, Singer**
- **Entertainment and the Public Imagination**

### **Unit IV Hindi Cinema- Two case studies**

#### **Suggested screenings**

- **Do Bigha Zamin/Bandini**
- **Sahab, Bibi, Ghulam/ Pyaasa,**
- **Awara/Shri 420**
- **Mughal-e-Azam/Pakeeza**
- **Deewar/ Zanjeer**
- **Koi Mil Gaya/Krish**
- **HTHK/DDDJ/Maine Pyar Kiya**
- **Sholay/Amar Akbar Anthony**

#### **Indicative Reading List**

- **Bose, Mihir . Bollywood: a history. Tempus. 2006.**
- **Griffiths, Alison "Discourses of Nationalism in Guru Dutt's Pyaasa," Deep Focus, 6.**
- **Manschot, Johan; Vos, Marijke de . Behind the scenes of Hindi cinema: a visual journey through the heart of Bollywood. KIT. 2005.**
- **Mazumdar, Ranjani "Rage on Screen" from her Bombay Cinema: An Archive of the City. Minneapolis and London: University of Minnesota Press, 2007 .**
- **Rajadhyaksha, Ashish "Indian Cinema: Origins to Independence," in Geoffrey Nowell Smith, ed. The Oxford History of World Cinema. New York & Oxford: Oxford University Press.**
- **Ramachandran, T. M. 70 years of Indian cinema, 1913–1983. CINEMA India-International. June 1985.**

#### **Written Examination**

## **C MMMC 06 GRAPHIC DESIGNING AND THE VISUAL IMAGE**

### **Unit 1 Communication and Graphics**

- **Principle and Theory of Design and Graphics**
- **Layout: concepts and types**
- **Working with color: theory of colors**
- **Pixel and Resolution : Vector and Bitmap Graphics**

### **Unit 2 Digital Images**

- **Working with Images**
- **File Formats of Images**
- **Editing Images, Morphing and Manipulation**
- **Creating Special Effects**

### **Unit 3 Working with Software for Visual Imaging**

- **Adobe Photoshop**
- **Corel Draw**
- **Adobe In design**
- **Using Image for Motion and Video Graphics**

### **Unit 4 Production**

- **Book Cover**
- **Posters**
- **Tabloid**
- **Preparing Text Graphics/ 2D Graphics**

### **Indicative Reading List**

- **White Alex W , The Elements of Graphic Design (Second Edition).**



- **Hearn D. & Baker P. M. Computer Graphics, Prentice – Hall, New Jersey, 2001.**
- **Villamil , John & Molina, Louis. Multimedia: An Introduction, Prentice – Hall, New Delhi, 2001.**

**Written Examination**

**Practical +Viva**

## **C MMC 07 TELEVISION JOURNALISM**

### **Unit I Television in India**

- **News, Information and Entertainment – Doordarshan**
- **Audience Segments and Cultural Impact**
- **Satellite TV and Private TV Channels**
- **24 X 7 News**

### **Unit II Television News Gathering**

- **The Camera - News for TV**
- **Finding the Story and Sources**
- **Packaging**
- **Ethical issues in TV Journalism**

### **Unit III Formats and Types for TV programmes**

- **Theories of Visual Literacy: Gestalt, Semiotics**
- **Reporting Skills, Research and Editing**
- **Use of graphics and special effects**
- **Positioning the Camera for TV shots**

## **Unit IV The Construction of Real Life**

### **Presenting Reality**

- i. News/Debates/ Opinions**
  - ii. Breaking News**
  - iii. Interviews**
  - iv. The Soap**
- Constructing Reality in Reality Shows**
  - Consuming Television**
  - Measurement of Viewership: TAM, TRP etc**

### **Indicative Reading List**

- Boyd, Andrew. Broadcast Journalism, Oxford.**
- Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc.1981.**
- Kumar, Keval J. Mass Communication in India, Jaico Publishing House.**
- Lawrence Lorenz, Alfred & Vivian John. News Reporting and Writing, Pearson Education.**
- Mankekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999.**
- Trevin, Janet, Presenting on TV and Radio, Focal Press.**
- Yorke, Ivor, Television News (Fourth Edition), Focal Press.**

### **Written Examination**

**Practical- Project+ Viva**

## **C MMMC 08 DEVELOPMENT COMMUNICATION**

### **Unit 1 Social Change and Issues in Development**

- **Global Parameters of Development and India**
- **Global and Regional Initiatives –Millennium Development Goals, human rights, social inclusion, gender, ecology and sustainable development, public health, family welfare**
- **Communication and Social Change**
- **Media and Social Marketing**

### **Unit II Strategic Approaches to Development Communication**

- **Development Support Communication-RTI, Social Audits, Grass-root activism, Whistleblowers, NGOs, other agencies**
- **Wood's Triangle**
- **Multi-Media Campaigns, radio, cyber-media, KAP Gap**
- **Diffusion of Innovation; Magic Multiplier; Empathy**

### **Unit III Paradigms of Development Communication**

- **Linear Models - Rostow's Demographic transition, transmission**
- **Non-Linear - World System Theory, Marxist Theory**
- **Dependency Paradigm – centre-periphery, unequal development, development under development**
- **Alternative Paradigms –participatory, think local/act global think global/act local**

### **Unit IV Development Communication- Praxis**

- **Designing the Message for Print**
- **Community Radio and Development**
- **TV and Rural Outreach**
- **Digital Media and Development Communication**

#### **Indicative Reading List**

- **Gupta V.S. Communication and Development, Concept Publication, New Delhi.**
- **Ganesh S. lectures in Mass Communication, India Publishers, 1995.**
- **Murthy D V R Development Journalism, What Next? Kanishka Publication, New Delhi.**
- **Melkote Srinivas R. & H. Leslie Steeves. Communication for Development in The Third World, Sage Publications.**
- **Joshi Uma. Understanding Development Communication, Dominant Publishers, New Delhi.**

#### **Written Examination**

**Practical- Project+ Viva**

### **C MMMC 09 CAMERA AND EDITING FOR TV**

#### **Unit I Camera**

- **Camera Structure**
- **Different Lenses and their Characteristics**
- **Camera Perspective & Movement**
- **Operating Techniques**

#### **Unit II TV Lighting Equipment and Techniques**

- **Fundamental Lighting Concepts**
- **Types of Lights**

- **Studio Lighting Procedures**
- **Lighting Objectives**

### **Unit III Pictorial Elements**

- **Concept of Pictorial Design**
- **Sets and Graphics**
- **Scene Elements**
- **Use of Graphic Design**

### **Unit IV Editing**

- **Introduction to Video Editing**
- **Broadcast stages of Video Editing**
- **Timeline Video Editing**

### **Indicative Reading List**

- **Anderson , Gary H. Video Editing and Post Production, Focal Press, London, 1993.**
- **Gupta, R. G. Audio and Video Systems, Tata Mc Graw – Hill, New Delhi , 2003.**
- **Jackman, John.ighting for Digital Video and Television 2010.**
- **Millerson , Gerald . Video Camera Techniques (Media Manuals), Focal Press , London.**
- **Musberger, Robert B. Single-camera Video Production.**

### **Written Examination**

**Practical + Viva**

## **CMMMC 10 REPORTING AND ANCHORING**

### **Unit I Introduction to Reporting**

- **Principles of Reporting**
- **Functions and Responsibilities**
- **News elements vis-a-vis Reportage**
- **Qualities of a Reporter**

### **Unit II Reporting Types & Techniques**

- **News gathering technique**
- **Reporting- Types of News Reports**
- **Reporting- Accident, Courts, Society, Culture, Politics, Sports, Education,**
- **Reporting- Conferences/ Seminars/ Workshops, etc**

### **Unit III Anchoring**

- **Target audience and research in Public Speaking**
- **The Voice and the Microphone**
  - Breathing and articulation**
  - Voice and its function**
  - Pitch/tone/intonation/inflection/ fluency**
- **Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/ corporate videos**
- **Body language, Studio autocue reading & Recording the voice**
- **Talk Show Host/ Moderator- Legal pitfalls (what NOT to say)**

### **Unit IV Production**

- **Reporting from the field**

- Peace to camera- meaning, importance and use
- Vox Pop- meaning and use
- Techniques of Television Interview

#### **Indicative Reading List**

- Herbert Zettl , Television Production Handbook.
- Allen , Robert c and Hill Annette Hill ,The Television Reader, Routledge, Ed- 2004.
- News Bulletins in English and Hindi on National and Private Channels (as teaching material).
- Debates and Talk Shows on National and Private Channels (as teaching material).

#### **Written Examination**

**Practical + Viva**

## **SEMESTER V**

### **CMMMC 11 GLOBAL POLITICS AND MEDIA**

#### **Unit I Media and Globalisation**

- Globalisation : barrier-free economy, multinationals and development
- Technological advances, telecommunication
- Globalization of TV formats
- Global networks: information society, network service economy, movement of intangibles

#### **Unit II Media and the Global Market**

- Trans-world production chains and BPOs /Call Centres
- Media conglomerates and monopolies: Ted Turner/Rupert Murdoch
- Global and regional integrations: Zee TV as a Pan-Indian Channel
- Entertainment: Local/ Global/Hybrid - KBC/Big Boss/Others?

#### **Unit III Global Conflict and Global Media**

- **World Wars and Media Coverage-the rise of Radio-propaganda and persuasion**
- **The Gulf Wars: CNN's satellite transmission, embedded Journalism**
- **9/11 and implications for the media**
- **26/11 and implications for the media**

#### **Unit IV Ideology, Culture and Globalisation**

- **Cultural politics: media hegemony and legitimization of media driven global cultures, homogenization, the English language**
- **Rise of Regional Initiatives: Al-Jazeera**
- **Hacking ;WikiLeaks, Media Executions**
- **Freedom of Expression debates**

#### **Indicative Reading List**

- **Choudhary, Kameswar (ed) Globalisation, Governance Reforms and Development in India, Sage, New Delhi.**
- **Kamalipor, Yahya R. Globalization of Corporate Hegemony , New York Press.**
- **Monroe, Price. Media Globalisation' Media and Sovereignty, MIT press, Cambridge, 2002.**
- **Kamalipor, Yahya R and Snow Nancy ,War, Media and Propaganda, Rowman and Littlefield Publication.**
- **Patnaik, B.N &ImtiazHasnain(ed) Globalisation: language, Culture and Media, Indian Institute of Advanced Studies, Shimla, 2006.**
- **Singh, Yogendra . Culture Change in India: Identity and Globalisation, Rawat Publication, New Delhi, 2000.**
- **Thussu, Daya Kishan Continuity and Change , Oxford University Press.**



- **Unesco Publication, Communication and Society, Today and Tomorrow “Many Voices One World”.**
- **Yadava, J.S. Politics of news, Concept Publishing and Co.**
- **Zelizer Barbie and Allan Stuart, Journalism after 9/11, Routledge Publications.**

### **Written Examination**

## **C MMC 12 DOCUMENTARY**

### **Unit 1 Documentary Theory**

- **Understanding the Documentary**
- **Observational and Verite documentary**
- **The performative/fictive in Documentary: Using re-enactment/reconstruction**
- **Ethics and Representation**

### **Unit II Pre-Production**

- **Researching the Documentary**
- **Modes of Research: Library, Archives, location, life stories, ethnography**
- **Writing a concept: telling a story**
- **Script Writing, Treatment**
- **Writing a proposal and budgeting**

### **Unit III People and Techniques**

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- **The Documentary Crew**
- **Equipment**
- **Scripting**
- **Sound for Documentary**

### **Unit IV Video Documentary Production**

- **The Documentary Camera**
- **Shooting styles**

- Production details and logistics
- Editing styles

### Indicative Reading List

- **Badley, W.Hugh. The Techniques of Documentary Film Production, London , Focal Press.**
- **Barnow Erik and Krishnaswamy Documentary.**
- **Das Trisha How to Write a Documentary.**
- **Ellis , Jack EC, A New History of Documentary Film.**
- **Mehrotra, Rajiv , The Open Frame Reader: Unreeling the documentary Film Ed. by PSBT.**
- **Rabiger, Michal, Directing the Documentary.**
- **Renov Michael “The Truth about Non Fiction” and “Towards a Poetics of Documentary” in Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London: Routledge, 1993.**

### Written Examination

#### Practical

(One Film 8-10 min.)+Viva

## SEMESTER VI

### CMMMC 13 COMMUNICATION AND THE PLASTIC ARTS

#### Unit 1 Communicating with the Public

- Plastic Arts as Mass Media
- Architecture
- Sculpture
- Paintings

#### Unit II Public Art and the Public Space

- The Chowk/Piazza
- The Wall
- The Sidewalk
- The Garden

### **Unit III The March of Empire**

- **Power and the Semiotics of Scale**
- **Monuments and Triumphalism**
- **The Memorial**
- **The Colosseum/The Red Fort/Taj Mahal/ India Gate**

### **Unit IV The Language of Faith**

- **Temples, Churches, Mosques, Stupa**
- **Iconography**
- **Frescoes and paintings**
- **Khajuraho/The Sistine Chapel/Birla Mandir**

### **Written Examination**

#### **Practical-Project**

**Practical: Project to study any two forms of the plastic arts as mass communication with two specific examples.**

**Sources: The pedagogy of entire Course will be interactive and with LCD projection and PPT presentation, based on material available online.**

### **Indicative Reading List**

- **Baneerjee , Jitendra N. Development of Hindu Iconography, Munshiram Manoharlal Publishers, 1956.**
- **Canon, Jon. The Secret Language of Sacred Spaces: Decoding Churches, Cathedrals, Temples, Mosques and Other Places of Worship Around the World, 2013.**
- **Cummings Cathleen Decoding a Hindu Temple: Royalty and Religion in the Iconographic Program of the Virupaksha Temple, Pattadaka .**
- **Didron, M. Milligston E. J. (Translator) .Christian Iconography or The History of Christian Art in the Middle Ages Part 1 , Kessinger Publishing, 2003.**
- **Dev ,Krishna. (Author), Lall, Darshan (Photographer). Sculptural Art of Khajuraho , Antique Collectors Club Ltd , 1994.**

- **Dukanović Zoran Public Art in Public Space. ACADEMICA - Akademical group, Edition Avangarda, Belgrade.**
- **Dixon -Andrew Graham. Michelangelo and the Sistine Chapel, Skyhorse, 2009.**
- **Moore, Albert C. Iconography of Religions: An Introduction**
- **Tajuddin ,Mohamad,Rasdi Mohamad. Rethinking the Mosque in the Modern Muslim Society.**
- **Walker, John A. Art in the Age of Mass Media, 2001.**
- **Merrifield, Mary P. The Art of Fresco Painting in the Middle Ages and the Renaissance, NOOK Book.**

## **C MMMC 14 INTEGRATED MARKET COMMUNICATIONS**

### **Unit I Understanding Integrated marketing Communication**

- **Meaning and concept**
- **Key features, Objectives and components of IMC**
- **Theoretical Underpinnings and Models of IMC**
- **Benefits and Barriers**

### **Unit II - Promotional Elements and Tools**

- **Understanding Promotional mix.**  
**IMC tools**
- i. **Personal selling**
- ii. **Advertising**
- iii. **Public Relations**
- iv. **Direct and Database Marketing**
- v. **Sales promotion**
- vi. **Online communication / Interactive marketing**

### **Unit III - Marketing Communication**

- **The Marketing concept**
- **Segmentation, Targeting and positioning**
- **Developing Marketing Strategy- SWOT analysis, Strategic planning process**
- **Consumer Behaviour**

### **Unit IV - IMC Plan and Campaigns**

- **Developing IMC Plan / Campaign planning**
- **Situation analysis, Market research and formulating objectives**
- **Campaign creation and Production**

- **Media Planning, selection, budgeting and scheduling**

### **Indicative Reading List**

- **Kotler, Philip and Keller, Lane, Designing and Managing Integrated Marketing Communication.**
- **Egan J., Marketing Communications, Thomson, 2007.**
- **Fill C, Marketing Communications: Interactivity, Communities and content 5th ed., FT Prentice Hall, 2009.**
- **Pickton D & Broderick A, Integrated marketing communications 2ND ED., Pearsons, 2009.**
- **Ramaswami V.S and Namakumari S, Marketing Management, Planning, implementation and control, 3<sup>rd</sup> edition, Macmillan.**

### **Written Examination**

### **Practical- Project+ Viva**

## **ELECTIVE DISCIPLINE SPECIFIC –DSE**

### **DSE I RADIO PRODUCTION**

#### **Unit I Growth of Radio**

- **What is Radio?**
- **Evolution of Radio—Amateur and HAM to FM and Digital**
- **Radio Broadcast in India**
- **Radio and Democracy- participatory, community-driven, special-needs, development communication, distress and disaster.**

#### **Unit II The Grammar & Aesthetics of Radio**

- **Radio formats (simple and complex)**
- **Radio features, documentaries & magazines**
- **Writing for Radio- idiom of the spoken word**

#### **Unit III Sound for Radio**

- **Voice behind the mike –different types of mikes**

- **Sound –Frequency and Wave length**
- **Journey of Sound-Analogue and Digital**
- **Special effects-Menu and Synthesis**

#### **Unit IV Production for Radio**

- **Pre-Production – (Idea, research, RADIO script, storyboarding, proposal writing, budget, floor plans, pilot)**
- **Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges)**
- **Editing, Creative use of Sound Editing**

#### **Indicative Reading List**

- **Chatterjee , P.C. The adventures of Indian Broadcasting, Konark.**
- **Luthra ,H.R. Indian Broadcasting, Publication Division.**
- **Mc Liesh, Robert.Radio Production, Focal Press.**
- **Saxena ,Ambrish, Radio in New Avatar –AMTO FM, Kanishka Publishers, New Delhi.**

**Written Examination  
Practical+ Viva**

## **DSE II STILL PHOTOGRAPHY**

### **Unit I The Photograph**

- **Invention and Implications**
- **Photography, the photograph and culture**
- **The Black and White, Color and its Impact**
- **Image and Text- The Captioned Photo**

### **Unit II Photographic equipment, controls & tools**

- **Camera: point & shoot, SLRs, DSLRs, SLDs, SLT, Mirrorless, Digital**
- **Camera Settings, Menus, Exposure, Shooting modes and their significance**
- **Photographic Optics: Lenses their use, types & specifications**
- **Aperture - role & significance in image making**
- **Kinds of Shutters - significance & application**
- **ISO settings and their significance**
- **White Factor**
- **Depth of field as an image making tool**

### **Unit III Understanding Light and its Uses**

- **Light: Visible spectrum, Colour temperature, units & significance in photography**
- **Quality of light: hard light soft light**
- **Lighting equipment: On camera flash, its use and limitation, studio flash, and accessories**
- **Lighting ratio**
- **Types of lights: indoor, outdoor & mixed**
- **Three point lighting**

### **Unit IV Production**

- **Photography/ Photoshop**
- **Cropping, Morphing, Picasa/faststone**
- **Pixel & Megapixels**
- **Working with image & text**

### **Indicative Reading List**

- **Butler, Yvonne V. The Advanced Digital Photographer's Handbook, Focal Press.**
- **Berger, J. Ways of Seeing, Harmondsworth, Penguin, 1972.**
- **Langford, Michael. Fox, Anna,. Smith, Richard Sawdon. Langford's Basic Photography: The Guide for Serious Photographers, July 23, 2010, Revised 9<sup>th</sup> Edition.**
- **Edwards, Steve. Photography: A Very Short Introduction, Oxford.**
- **Sontag, Susan. *On Photography*, London: Penguin, 2008.**

**Written Examination  
Practical+ Viva**

## **DSE III COMMUNICATION FOR SPECIAL NEEDS**

### **Unit I Defining Special Needs**

- **Disability and the Question of Access**
- **The Discourse of Marginalization (gender, poverty, access)**
- **The Indian Scenario**

### **Unit II Communication and Media for the Differently-Abled- 1**

- **The Visually Challenged**
- **Braille/JAWS**
- **White Stick/ Tactile Tracks**

### **Unit III Communication and Media for the Differently-Abled- 2**

- **The Hearing Impaired**
- **Sign Language**

### **Unit IV The Question of Inclusion**

- **State, Institutions and Civil Society**
- **Strategies of Intervention in Developed Countries**
- **The Way Forward in India**

### **Indicative Reading List**

- **Daniels, Marilyn. Dancing with Words: Signing for Hearing Children Literacy, Bergin & Garvey, 2000.**
- **Laprelle, Lorie, Lynn. Standing on My Own Two Feet, Blind Children's Center, 2009.**
- **Laura, Greene, Dicker, Eva B. Discovering Sign Language, Gallaudet University Press, 1990.**
- **Ling, by Daniel. Speech and the hearing-impaired child**



- Messing, Lynn S (Editor), Campbell, Ruth (Editor). *Gesture, Speech, and Sign*, Oxford University Press, 1999.
- Presley Ike, D'Andrea, Frances Mary,. *Assistive Technology for Students who are Blind or visually impaired: A Guide to Assessment*, American Foundation for the blind, 2009.
- Rogow, Sally. *Language, Literacy and Children with Special Needs*, Pippin Publishing 1997.
- Swenson, Anna M. *Beginning with Braille: A Balanced Approach to Literacy*, American Foundation for the Blind, 1999.

#### On Line Links:

- Kohama, A *Inclusive Education in India: A Country in Transition* [intldept.uoregon.edu/wp-content/.../](http://intldept.uoregon.edu/wp-content/.../)
- Lal, Rubina, *Disabilities: Background & Perspective* [infochangeindia.org/disabilities/...](http://infochangeindia.org/disabilities/...)
- Willings, Carmen, [teachingvisuallyimpaired.com](http://teachingvisuallyimpaired.com). Wilko Heuten , Niels Henze , Susanne Boll , Martin Pielot. *Tactile Way finder: A Non-Visual Support System for Way finding* , [www.uni-oldenburg.de/.../Heuten2008-NordiCHI-Tactile-Wayfinder.pdf](http://www.uni-oldenburg.de/.../Heuten2008-NordiCHI-Tactile-Wayfinder.pdf)
- Unesco ,*Special needs education and community-based* [www.unesco.org/education/pdf/281\\_74.pdf](http://www.unesco.org/education/pdf/281_74.pdf)

Written Examination  
Practical – Project+Viva

## DSE IV FASHION COMMUNICATION

### Unit I Fashion as Communication

- Fashion & Lifestyle
- Fashion as a Visual Language
- Creativity and Design
- Culture and Consumption- Aspiration and Gratification

### Unit II Fashion Journalism

- Writing the Fashion Feature
- Graphic design for Fashion
- Fashion Photography
- The Audio-visual clip

### **Unit III Advertising and Public Relations**

- Visual merchandising/ retail experience design,
- Exhibition and display design,
- Brand management of Fashion Industry
- Fashion Advertising and Promotion

### **Unit IV The Fashion Industry**

- Structure and Financial Model
- Understanding Market Segments
- Location of Communicators
- Making a Portfolio

### **Indicative Reading List**

- Barthes, **Roland**, Carter, **Michael**. (Editor), Stafford, **Andy**, (Translator). **The Language of Fashion**, Bloomsbury Academic, 2006.
- Barnard, **Malcolm**. **Fashion Theory: An Introduction**, Routledge, 2014.
- Barnard, **Malcolm**. **Fashion as Communication**, Routledge, 2002.
- Hethorn, **Janet**. (Editor), Ulasewicz, **Connie**. **Sustainable Fashion: Why Now?: A conversation exploring issues, practices, and possibilities**, Fairchild Books, 2008.
- Kapferer, **Jean-Noël**. **Bastien Vincen t. The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands (Hardcover)** Kogan Page, 2009.
- Welters **Linda** (Editor) , Lillethun, **Abby**. **The Fashion Reader**, Bloomsbury Academic, 2011.

### **Written Examination**

### **Practical (Project) +Viva**

## **ABILITY ENHANCEMENT ELECTIVE COURSE -AEEC**

### **AEEC I THEATRE AND COMMUNICATION**

#### **Unit 1. Communication and the Public**

- **Orality and Performance : speech, song, dance, visual effects**
- **Entertainment and Information - jatra, bahrupiya, nautanki,**
- **Religion and the Theatrical- Ramleela, Krishna Leela**
- **Theatre as Subversion - Colonial Rule and the Dramatic Performances Act of 1876**
- **Theatre as Resistance**

#### **Unit II Locales and Spectators**

- **The Marketplace- Commedia dell'arte**
- **The Street Corner- Nukkad Natak**
- **The Mobile Tableaux- Jhaki, processions**
- **The Theatre and its architectonics –Classical Greek, Modern**

#### **Unit III Theatrical Techniques as Communication**

- **Brecht's Alienation Effect**
- **Dario Fo's Act III**
- **The Mask in Classical Greek Drama**
- **Bibek in the Jatra of Bengal**
- **The Chorus**
- **The Sutradhar**
- **The Vidushak and Shakespeare's Clown**

#### **Unit IV Theatre as Self-Expression**

- **Devising a Message**
- **Writing a Script**
- **Designing a Set**
- **Performing a Scene**

### **Indicative Reading List**

- **Amodio, Mark C. Writing the Oral Tradition: Oral Poetics and Literate Culture in Medieval England , ND University of Notre Dame Press, 2004.**
- **Bauman, R. Story, Performance and Event: Contextual Studies of Oral Narrative, Cambridge University Press, 1986.**
- **Beardsley, M. C., "Aspects of Orality: A Short Commentary", New Literary History 8,3 Spring 1977.**
- **Dundes, A. (ed.), The Study of Folklore, Englewood Cliffs, NJ: Prentice Hall, 1965.**
- **Emigh, John. Masked Performance: The Play of Self and Other in Ritual and Theatre, University of Pennsylvania Press, 1996.**
- **Graham Ley, A Short Introduction to the Ancient Greek Theater. Revised Edition. Chicago: The University of Chicago Press, 2006.**
- **Hansen, Kathryn. Grounds for Play: The Nautanki Theatre of North India , Berkeley: University of California Press, 1992.**
- **Minchin, Elizabeth. Orality, Literacy and Performance in the Ancient World , Brill Academic Publishers,2011.**
- **Sarakāra ,Suśānta , Āhsāna Nājamula . Origin and Development of Jatra Loknatya o Sangskritik Unnayan Kendro, 1994.**
- **Thorne Gary , Stage Design: A Practical Guide ,Crowood Press, 1999.**
- **Schechter Joel Popular Theatre: A Sourcebook, Routledge, 2013.**
- **Willett, John (edited and translated). Brecht on Theatre the Development of an Aesthetic, Hill and Wang, New York.**

### **Written Examination**

## **AEEC II COMMUNICATION AND DISASTER MANAGEMENT**

### **Unit I Introduction**

- **Disaster and Disaster Preparedness.**
- **The Politics of Disaster**
- **The Economy of Disaster**
- **Response: Rescue, relief and rehabilitation**

### **Unit II Technology and Disaster communication**

- **Emergency Response HAM radio and community radio, internet, email, mobile, social media, blogging;**
- **Information Communication Technology (ICT) - computer, television, radio, applications like distress communication and deploying bio-surveillance etc. ICT systems are also used for modelling and predicting outcomes based on real data.**
- **Geo-Informatics Technology (GIT), GIS. GPS**

### **Unit III Natural Disaster and role of Media**

- **The Nepal Earthquake of April 2015**
- **The Kashmir Floods Oct 201**
- **The Orissa Cyclone 2014?**
- **Uttarakhand Disaster 2013**

### **Unit IV Man-made Disaster and role of Media –a case study**

- **Bhopal Gas Tragedy/Chernobyl/Holocaust/ Hiroshima**

### **Indicative Reading List**

- Alexievich, Svetlana, Keith Gessen (translator). **Voices from Chernobyl: The Oral History of a Nuclear Disaster**, Picador, 1997.
- Benson, Charlotte and Clay, Edward. **Understanding the Economic and Financial Impacts of Natural Disasters**, World Bank Publications, 2004.
- Carter, W. Nick. **Disaster Management A Disaster Manager's Handbook** Asian Development Bank.
- Chouhan, L.B, Alvares, Claude. **Bhopal - The Inside Story**, Apex Press, 2004.
- Dominique, Lapierre, Moro, Javier **It was Five Past Midnight in Bhopal**, HPB/FC; 1st Indian pbk. ed, 2001.
- Gupta, Harsh K. (Editor) **Disaster Management**, Universities Press 2003.
- Gopi, Satheesh. **Global Positioning System: Principles And Applications** Tata McGraw-Hill Education, 2005
- Karim Hassan A.(ed) **Big Data: Techniques and Technologies in Geoinformatics**, CRC Press 2014.
- Luite, Achyut I **Understanding Disaster Management in Practice with reference to Nepal**, Practical Action, 2010.
- Mukhopahyaya, Asim Kumar, **Crisis and Disaster Management Turbulence and Aftermath**, 2009
- Медведев Григорий, Medvedev Grigori. **The Truth About Chernobyl**, Basic Books, 1979.
- Nomura, Ted. **Hiroshima: The Atomic Holocaust: An Illustrated History**, Antarctic Press and Mindvision, 2014.
- Rabbany, Ahmed EI. **Introduction to GPS: The Global Positioning System**, Artech House, 2002.
- Sarangi, Aruna. **ICTs in Disaster**, Neha Publishers and Distributers, 2010.
- Sylves, R. **Disaster Policy and Politics: Emergency Management and Homeland Security**, CQ Press, 2008.
- Wise, Stephen. **GIS Fundamentals**, CRC Press, 2013.

#### On Line Links:

- Narain Sunita, Bhushan Chandra. **A continuing disaster**, [www.downtoearth.org.in/content/30-years-after-bhopal-gas-tragedy](http://www.downtoearth.org.in/content/30-years-after-bhopal-gas-tragedy)

#### Written Examination

## **GE I ADVERTISEMENT AND MEDIA**

### **Unit I Introduction**

- **The Advertisement as Communication**
- **Capitalism and the Advertising Industry**
- **Theories of Advertising - Information, Service, Ideology**
- **Grammar of Advertisements – print, audio-visual**

### **Unit II Models of Advertising**

- **AIDA model**
- **DAGMAR model**
- **Maslow's Hierarchy model**

### **Unit III Advertising through Print, Electronic and Online media**

- **Types of media for advertising**
- **Segmentation, Positioning and Targeting**
- **Media selection, Planning , Scheduling**
- **Market strategy and Branding**

### **Unit IV The Ad Agency-Practices**

- **Profile of the advertising professional**
- **Encoding the Ad**
- **Cultural Codes**
- **Ethical Issues in Advertising –Regulatory Bodies**

### **Indicative Reading List**

- **Chunawalla. Advertising Theory and Practice, Himalaya Publishing House.**
- **Jefkins, Frank. Advertising Made Simple, Rupa& Co.**
- **Jethwaney, Jaishri. Advertising, Phoenix Publishing House.**
- **Ogilvy, David. Ogilvy on Advertising, Pan/Prion Books.**

- Goldman, R. Reading Ads Socially, London Routledge, 1992.

## Written Examination

### GE II SOCIAL MEDIA

#### Unit 1 Social Media- a new paradigm

- The Digital Experience – mobile, cyberspace, online, apps
- Technology and Literacy Redefined - Internet, Intranet, www.
- The User & The Fourth Screen- representation & reproduction
- Changing Character of Communication-Ethical Issues?

#### Unit II Social Media Technologies & Applications

- Analogue and digital technology
- Digitization of media
- Media convergence
- ICT-scope and role

#### Unit III Types of Social Media

- Facebook, Twitter
- Wordpress, Blogger
- YouTube, Docs, Drive, Hangouts, social bookmarking, slideshare,
- Skype, Building communities-pages & channel

#### Unit IV Impact of Social Media

- Internet/Online activism
- Citizen Journalism
- Cyber crime
- Democratization /Digital Divide
- Audience analysis & Content planning

#### Indicative Reading List

- Bennett,W.Lance. New Media Power: The Internet and Global



**Activism 2003.**

- **Castells. Manual The Network Society: a cross-cultural perspective, Edward Elgar, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45), 2004.**
- **Kahn, R and D Kellner, “New Media and Internet Activism: From The Battle of Seattle to Blogging’ *New Media & Society*, Vol. 6, No. 1, 2004.**
- **Lister Martin .New Media – A critical Introduction. Routledge, 2009.**

**Written Examination**

**GE III PUBLIC SERVICE BROADCASTING**

**Unit I Issues in PSB**

- **Definitions and Mappings**
- **Revenue Models**
- **Global Overview of Public Service Broadcasting**
- **Public Service Model in India: Policy and Laws**

**Unit II State Initiatives and Interventions**

- **All India Radio**
- **Doordarshan**
- **Films Division**
- **The Prasar Bharti Bill**

**Unit III Participatory Communication**

- **Community Radio, Campus Radio**
- **Community Video**
- **Citizen Journalist**
- **Digital Media and ICT**

#### **Unit IV Case studies:**

- **Public Service Broadcasting Trust, (PSBT) India**
- **British Broadcasting Corporation (BBC)**

#### **Indicative Reading List**

- **Chatterjee P.C, Broadcasting in India, New Delhi, Sage 1987.**
- **The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002.**
- **Saxena ,Ambrish, Radio in New Avatar- AM to FM, Kanishka Publishers .**

#### **Written Examination**

### **GE IV MEDIA MOMENTS IN HISTORY**

#### **Unit I Media and Society**

- **Media impact on individual and society**
- **Democratic Polity and mass media**
- **Media and Cultural Changes**
- **Rural-Urban Divide in India: grass-roots media**

#### **Unit II Media and Democracy**

- **Mediated Democracy**
- **Civic ritual**
- **Secularization of entertainment**
- **Creation of Public opinion**

#### **Unit III Media Moments in History**

- **Dandi March**
- **Tryst with Destiny' broadcast**
- **Fall of Berlin War**
- **The Emergency in India**

#### **Unit IV Public Sphere and its critique**

- **“Public sphere” of the disempowered?**

- **Media and Social Difference : class, gender, race etc.**
- **Genres – Romance, Television , Soap Opera, Sports**

### **Indicative Reading List**

- **Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press.**
- **Balnaves, Mark, Stephanie Donald, and Brian Shoesmith. Media. theories and approaches: A global perspective. Palgrave-Macmillan. 2009.**
- **Entman, Robert,(eds) Mediated Politics:Communication in the Future of Democracy, Cambridge University Press.**
- **Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011.**
- **Sreberny, Annebelle. “Society, culture, and media: Thinking comparatively” in *The SAGE handbook of media studies*, Sage. 2004.**
- **Sundaram, Ravi. "Recycling modernity: pirate electronic cultures in India." *Third Text* 13, no. 47 ,1999.**

### **Written Examination**