

UNIVERSITY OF DELHI

SCHEME OF ADMISSION,

SCHEME OF EXAMINATION

AND

COURSE STRUCTURE

FOR

B.A. (Honours) Journalism

Syllabus applicable to the students seeking admission to the B.A. (Hons.) Journalism Course in the academic year 2010-11 and onwards.

PREAMBLE

B.A. JOURNALISM (HONS.)

2010

The B.A. Journalism (Hons.) course was started in the University of Delhi in the year 1989. The Delhi College of Arts and Commerce was the first to start this prestigious course and today five colleges of the University of Delhi are proud to offer the same. Kamala Nehru College, Lady Shri Ram College, Kalindi College and Maharaja Agrasen along with Delhi College of Arts and Commerce are the five colleges offering this professional course.

The syllabus of this course is designed to equip the students with an intellectual and interdisciplinary approach that prepares them for the field. The learning process aims to strike a balance between the theoretical and practical approach to the field and enable the students to create a foyer in the market of contention. The syllabus was first revised in 2001 and has been revised once again in 2010 to keep pace with the growth of the media.

During its short but brilliant history, the course has carved a niche for itself and continues to be one of the most sought after courses of the University of Delhi. The overall goal is to realize not only the professional but the intellectual and creative growth of students and develop a vibrant chord with the media industry.

Content

Semester -I	
Paper-1	Communication and Mass Communication: concept and process
Paper-2	History of Communication Media
Paper-3	Introduction to Journalism
Paper-4	Indian State and Democratic Polity
Semester-II	
Paper-5	Indian Business and Economics
Paper-6	Media and Cultural Studies
Paper-7	IT and Online Journalism
Paper-8	Reporting and Editing for Print
Semester III	
Paper-9	Broadcast Journalism
Paper-10	International Politics
Paper -11	Media Laws and Ethics
Paper-12	Print Journalism and Production

Semester IV	
Paper-13	Development Communication and Rural Journalism
Paper-14	International Media Scenario
Paper-15	Advertising and Public Relations
Paper-16	Reporting and Editing for Broadcast Media
INTERNSHIP WITH ANY MEDIA ORGANISATION FOR A PERIOD OF FOUR TO SIX WEEKS	
Semester V	
Paper-17	New Media Technologies
Paper-18	Media Industry & Management
Paper-19	Communication Research Methods
Paper-20	Radio And TV Production
Semester VI	
Paper-21	Human Rights, Gender and Environment
Paper-22	Seminar on Current Issues
Paper-23	Research Dissertation
Paper-24	Research Dissertation

REVISED ORDINANCE FOR B.A.(HONS.) JOURNALISM

The B.A.(Hons.) Journalism shall be a three year full time Honours Degree Program, to be taught in six semesters, viz., semester I, II, III, IV, V and VI.

Scheme of Admission

Eligibility Conditions for Seeking Admission

Admission to the B.A. (Hons.) Journalism course shall be based on performance in **Central Admission Test** and interview which will be conducted by the University of Delhi (South Campus, Examination branch) with the help of Faculty of Applied Social Sciences & Humanities (FASSH), University of Delhi

Candidates who have passed XII class examination of the CBSE or any other examination considered equivalent by the University of Delhi shall be eligible for taking joint entrance test for admission to the B.A. (Hons.) Journalism course subject to the details of the eligibility conditions required and the admission procedure to be laid down by the University from time to time.

- a) The candidates must have passed Senior Secondary School Certificate Examination (10 +2) or an examination recognized as equivalent thereto, (with English & 3 other elective subjects) with 70% or more marks in the aggregate of these four subjects.
- b) The candidate belonging to SC, ST, CW and PC categories should secure and aggregate at least 65 marks in his/her XII class examination (65% for) in four papers including English.
- c) The candidate should have obtained pass mark in each of the four papers considered for computing the aggregate in the above mentioned subjects.
- d) Student seeking admission to the B.A. (Honours) Journalism course must produce the confirmed result and marksheet of the qualifying on the day of the counseling.
- e) The reserved category certificates of OBC (of Central List & non creamy layer), SC, ST, PC, and CW, as applicable, in the name of the candidate, must be produced on the day of counseling.

- g) Compartment cases of current year will not be considered for admission.
- h) Foreign nationals seeking admission to B.A.(Hons) Journalism course(s) against the prescribed quota of seats earmarked for them, shall have to apply through the Foreign Students Advisor, University of Delhi, Delhi - 110 007 and are exempted from the written examination, Group Discussion and Interview.
- i) Those foreign students who have acquired their minimum qualification for admission from any Indian Board, in India have to apply directly as General category candidate. They have to appear for the entrance test like general category candidates and follow the same selection process as applicable to general category and in addition fill up the foreign student application form of FSR office (downloadable from: <http://www.du.ac.in/forms/foreignstudents1.pdf>). All admission of foreign students are channeled through the Foreign Students Registry (FSR) office of University of Delhi.

Selection Process Written Central Admission Test:

- Admission to the B.A. (Hons) Journalism course will be centralized.
- The coordinator of examination, University of Delhi, South Campus will conduct the Central admission test with the help of the Dean, Faculty of Applied Social Sciences and Humanities, (FASSH) every year before the beginning of the new academic session.
- The colleges having B.A (H) Journalism will conduct the entrance test on rotation on behalf of Dean FASSH.
- The bulletin of information with the application form for central admission test will be posted on the University website every year.
- Syllabus for admission test to the B.A. (H) Journalism will be specified and placed on the Delhi University website.
- Medium of Instruction shall be English.
- The centres of examination shall be allocated by the University of Delhi only.
- Result of the Admission test will be notified by the University of Delhi. Separate merit list for SC/ST and other reserved category candidates will be prepared and notified by the University of Delhi.

Counseling and Admission of candidates for all courses:

Admission of the Colleges: The central entrance test for admission to B.A.(Hons) Journalism will be conducted by the Controller of Examinations, South Campus on the advice of the Dean, FASSII. The coordinator college will provide rank wise list of the candidates on the basis of marks in entrance test. There will be a common interview conducted by the Coordinator College and the final list of selected candidates will be prepared and placed on the website. The students can apply in the college of their choice.

1. The candidates shall be allotted the respective colleges/courses as per their merit and the choice of preference given at the time of counseling.
2. Candidates offered admission are required to deposit the fees (as applicable) on the same day / as per the allocated time along with their documents in their respective college, failing which his / her candidature will be cancelled.
3. Candidates who do not take admission during the stipulated time lose the right of admission to the college/course. Candidates not present when called to the counseling will not be entertained later.
4. At the second and third counseling, admitted candidates will be permitted a change of college/course subject to availability of seats.
5. To avail any change in their college / course preference, the candidate should have necessarily deposited fees and fulfilled the remaining admission formalities by the allocated time in their respective college, failing which the candidate loses right to admission as well as a right to exercise any choice later.
6. Right to exercise choice for admission and any change of preference for college / course will be offered to only those candidates who are present on all the days of counseling specified for their ranks.
7. In case the candidate is unable to be present on the day of counseling an authorized representative of the candidate can exercise the preference for college / course and meet other admission requirements. An application to this effect signed by the candidate should be submitted to the admission committee.

Fees for the Course

A course fee of RS. 10,000 per annum shall be charged to each student enrolled in the course. In addition, students would be required to pay the fee as applicable to the B.A.(Hons.) Journalism course at each college.

The colleges shall maintain as a separate fund, comprising of the course fee and any additional fee charged to the students of B.A.(Hons) Journalism by the college. The money available in the fund shall be used exclusively for the Development of the Department of Journalism i.e. for students teachers, infrastructure, etc. as follows. The usage of the fund shall have the approval of the committee of Journalism teachers as each college:

1. Organising of teaching, guest teaching and special lectures for the course, where necessary;
2. Organising of seminars, symposia, workshops, orientation programmes for students and teachers.
3. Organising of industrial/field visits, media industry interaction, summer training and placements;
4. Organising of student presentations, project preparation and media/research training;
5. The payment to the internal and external examiners of the project report/ Research dissertation.
6. Organising of extra-curricular activities for students to enhance team-building and inter-college interaction.
7. Preparation and purchase of study material and its copying for distribution to students.
8. Creation and maintenance of a department library.
9. Creation of department diary and any such promotional material of the course for use by the students.
10. Preparation and publishing of a student magazine/journal/newspaper.
11. Purchase/hiring of equipment to enable any of the above.
12. Creation of physical infrastructure to enable any of the above.
13. Institution of freeships and/or scholarships for needy students.
14. Attending the conference / workshop/ seminars/for Journalism teachers *University meeting*
15. Any other expenditure considered appropriate for the proper conduct of the course and for development of the students, with the approval of the Dean, FASSH, University of Delhi South Campus.

Scheme of Examination and Rules of Promotion for 2010-11 Batch onwards

Scheme of Examination

1. B.A.(Hons.) Journalism shall be a three year full time Honours degree program, to be taught in six semesters, viz., semester I, II, III, IV, V and VI. There will be 24 papers in all to be taught over the six semesters. Four (4) papers to be taught in each semester.
2. Each paper will be of 100 marks out of which 25%marks will be for internal assessment. Internal assessment will be based on written assessment, tests, case presentation, group discussion, practical exercise. Each theory paper, the written examination of three hours will be held at the end of each semester for 75 marks.
3. For each theory paper, each week, 5 Lectures of 55 minutes each and 1 tutorial of 55 minutes each for each batch of 8-10 students would be conducted. For the computer paper requiring interface with computers 2 laboratory classes of 55 minutes each would be held for each batch of 25-30 students.
4. English shall be the medium of instructions and examination.
5. No candidate shall be considered to have pursued a regular course of study unless he/she is certified by the college authorities to have attended at least two thirds of the total number of lectures, tutorials, practicals, seminars and case discussions etc., conducted in each semester during his/her course of study.
6. All students shall have to undertake Summer training for a duration of 4 to 6 weeks at the end of semester IV during Summer vacations in a media organisation.
7. An examination in all odd semester papers shall be conducted at the end of odd semesters and an examination in all even semester papers shall be conducted at the end of even semesters with only exception for the Vth semester examination to be held along with VI semester examination.
8. For Research Project-At least one external examiner/ expert shall be called at the time of viva along with the internal faculty.

Promotion Rules

1. **Internal Assessment is conducted once:** The internal assessment of each student in each paper is conducted when the student is enrolled as a regular student in the year in which the particular paper is taught. Internal assessment marks scored by the student shall remain unchanged in case the student subsequently engages in essential reappear, reappear for improvement or reappear after failing.
2. **Internal promotion performance is not considered for promotion purpose:** For the purpose of the passing and promotion of the student the marks secured by the student in the assessment shall not be considered
3. **Passing in a year:** A student shall be required to obtain at least 40% of marks in the aggregate in both the semesters together in all the eight papers to be declared passed in a particular year.
4. **Promotion to the next year without passing:** A candidate must score at least 40% of the total marks to pass in each paper. If a student fails to secure 40% marks in aggregate in both the semesters together in all the eight papers, then subject to essential reappear in a maximum of two papers in which the student has scored the least marks, if the aggregate in the remaining six papers is 40% marks or higher, the student shall be promoted to the next class with essential reappear in one or two papers. Such promoted students shall be regular students of the college if they were enrolled in the first or second years and shall be required to enroll as ex-students in they were enrolled in the third year.
5. **Passing after Promotion with Essential Reappear:** A student who is required to reappear in any paper(s) of an examination of any year at a subsequent examination may be declared to have passed the examination if by combining the marks obtained in that paper(s) at the subsequent examination with the marks obtained in the remaining papers earlier, he/she secures the minimum marks required for passing the examination of that year.
6. **Failing in a year:** A student who is not eligible for passing or for promotion with reappear shall be deemed to have failed in the particular year. The student who fails in First or Second or Third year examination shall be required to reappear in the subsequent examination on being enrolled as an ex-student as per the rules of the University.
7. **Reappearing for a failed student:** An ex-student shall be required to appear only in those papers in which he/she had failed. In case the candidate is not fulfilling the requirement of 40% he/she may repeat the whole semester or semesters.

8. **Scheduling of Papers:** An examination in all odd semester papers shall be conducted at the end of odd semesters and an examination in all even semester papers shall be conducted at the end of even semesters with only exception for the Vth semester examination to be held along with VI semester examination. No supplementary examination for any of the semester shall be conducted.
9. **Reappearing for improvement:** Reappearing for improvement in any paper is permitted subject to the condition that papers of the first and second semesters may be improved upon in the third and fourth semesters respectively and the papers of the third and fourth semesters may be improved upon in the fifth and sixth semesters respectively only exception for the Vth semester examination to be held along with VI semester examination. After passing the third year a student may choose of reappear for improvement in individual papers of the third year.
10. **Award of Degree:** Students who have secured pass in each of the three years are eligible for the award of a B.A. (Honours) degree in Journalism. Such candidates shall be classified on the basis of the combined result of semester I, II, III, IV, V and VI examinations as follows:
- Candidates securing in aggregate shall be categorised as follows:
- | | |
|-----------------------|---------------------------------|
| 75% and above | First Division with Distinction |
| 60% and less than 75% | First Division |
| 50% to less than 60% | Second Division |
| 40% to less than 50% | Third Division |
11. **Maximum period:** A candidate must qualify for the award of the degree within 5 years of his/her first admission to the course.

COMPARATIVE STATEMENT

B.A. JOURNALISM (HONS.) 2010

Semester-I	Existing Paper	Paper No.	Proposed Paper	Remarks
Paper-1	Indian Government & Politics	Paper-1	Communication and Mass Communication :concept and process	Syllabus revised; rename title and brought as paper in the same semester
Paper-2	Newspaper Journalism	Paper-2	History of Communication Media	Syllabus revised; Rename title and shifted from semester 3 to semester 1
Paper-3	Economic Development and Planning in India	Paper-3	Introduction to Journalism	New paper introduced Includes language skills
Paper-4	Communication Theory	Paper-4	Indian State and Democratic Policy	Syllabus revised; rename title and brought as paper from paper 1 in the same semester

Semester-2				Remarks
Paper-5	Social Psyche and Mass Culture (paper scrapped in the revised version)	Paper-5	Indian Business and Economics	Syllabus revised; renamed title and shifted from semester1 to semester 2
Paper-6	International Politics	Paper-6	Media and Cultural Studies	New paper introduced; portions of Social Psyche and Mass Culture (Existing paper 5 in semester 2) included
Paper-7	Basics of Information Technology	Paper-7	IT and Online Journalism	Syllabus revised, renamed title, Position retained
Paper-8	Introduction to Reporting and Editing	Paper-8	Reporting and Editing for Print	Syllabus revised; renamed title, Position retained; includes language skills
Semester-3				Remarks
Paper-9	Law, Society And Media	Paper-9	Broadcast Journalism	Syllabus revised; renamed title; Shifted from semester 5 to semester 3
Paper-10	History of Journalism	Paper-10	International Politics	Syllabus revised; renamed title; shifted from semester 2 to semester 3

Paper -11	International Media Scenario	Paper -11	Media Laws and Ethics	Syllabus revised; renamed title; position shifted from paper 9 to paper 11 in the same semester
Paper-12	Development Communication and Rural Reporting	Paper-12	Print Journalism and Production	Syllabus revised; renamed title; includes part B of Newspaper Journalism; Advanced Reporting and Advanced Editing of the existing syllabus
Semester-4				Remarks
Paper-13	Advanced Reporting (paper scrapped in the revised version)	Paper-13	Development Communication and Rural Journalism	Syllabus revised; renamed title; Position shifted from semester 2 to semester 3
Paper-14	Advertising and Public Relations	Paper-14	International Media Scenario	Syllabus revised; retained title; position shifted from semester 3 to semester 4
Paper-15	Advanced Editing (paper scrapped in the revised version)	Paper-15	Advertising and Public Relations	Syllabus revised; retained title; position shifted from paper 14 to paper 15 in the same semester
Paper-16	Media Industry And Management	Paper-16	Reporting and Editing for Broadcast Media	New paper introduced

INTERNSHIP WITH ANY MEDIA ORGANISATION FOR A PERIOD OF FOUR TO SIX WEEKS				The internship period shifted to the break after 4 th semester from the end of 6 th semester
Semester-5				Remarks
Paper-17	Press Conference (paper scrapped in the revised version)	Paper-17	New Media Technologies	New paper introduced
Paper-18	Radio and TV Journalism	Paper-18	Media Industry & Management	Syllabus revised; Position shifted from semester 4 to semester 5
Paper-19	Government Information System (paper scrapped in the revised version)	Paper-19	Communication Research Methods	New paper introduced
Paper-20	Seminar on Current Issues	Paper-20	Radio And TV Production	New paper introduced
Semester-6				Remarks
Paper-21	Project Report	Paper-21	Human Rights, Gender and Environment	New paper introduced
Paper-22		Paper-22	Seminar on Current Issues	Paper retained; position shifted from semester 5 to semester 6; fresh guidelines set
Paper-23	-----	Paper-23	Research Dissertation	Paper retained in the same semester.
Paper- 24	-----	Paper-24	Research Dissertation	(200 Marks)

Proposed revised syllabus for BA Journalism (II)

University of Delhi.

Semester-I

Paper-I

Communication and Mass Communication; Concept and Process.

Unit I Introduction to Communication

Need for communication; Psychological Perspective: Intrapersonal, Interpersonal, Group and Mass Communication; Different Stages/forms of Communication; Barriers to Communication; Verbal and Non Verbal Communication; Elements of Communication

Unit II Models of Communication

i) Berlo's Model; Lasswell's Five Questions; Osgood and Schramm model; Mathematical Model; Feedback and Processual Nature of Communication; The concept and types of Noise; Effective Communication; Meaning making in communication

ii) Gerbner's model, Newcomb's model and Westley Maclean's Gatekeeping Model

Unit III Basics of Mass Communication

Functions of Mass Communication

Theories of Mass Communication

i) Mass Society Theory;

ii) Direct Effects Paradigm and its theories;

Propaganda

Unit IV_Limited Effects Paradigm

- i)Personal Influence Theory (Two Step Flow)
- ii)Individual Difference Theory; Selective Processes
- iii)Attitude Change
- iv)Diffusion of Innovation

Critique of Effects Tradition and its alternatives

Unit V Media and the Public Sphere

Cultural Effects Paradigm

Agenda Setting Theory; Spiral of Silence; Cultivation Analysis

Normative Theories or Theories of the Press (6 theories and their relevance)

Suggested Readings

Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (Unit I)

Wilbur Schramm and Donald F. Roberts (ed) 1971, *The process and Effects of Communication*. University of Illinois Press (Covers Unit II)

John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II)

Dennis McQuail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage (Covers III, IV, V)

Baran and Davis, *Mass Communication Theory* (covers Unit III, IV, V)

Kevin Williams, *Understanding Media Theory* (Covers Unit IV and V)

Harold Lasswell, 1995, "The Structure and Function of Communication in Society." In *Approaches to Media: A Reader* Edited by Oliver Boyd Barrett and Chris Newbold. London, Arnold

Uma Narula, *Handbook of Communication: Models, Perspectives and Strategies* 2006. Atlantic Publications

Keval J. Kumar, *Mass Communication in India* by Keval J. Kumar Jayco Publications

Paper-II

History of Communication Media

Unit I Historical Context of the Emergence of Mass Media Technologies

Print, Telegraph, Photography, gramophone, cinema, radio, TV, Satellite, Telecommunications, Information Networks

Emergence of Mass Media in the Colonial Era with a Focus on India and Its Evolution in the Post colonial Era

Unit II Print Media

History of the Press in India (Colonial Period; National Freedom Movement, Post Independence Era, Post Emergency Era.

Changing Readership, Print Cultures, Language Press:

Press and the Indian State

Changing Pattern of Newspaper Economy

Recent Developments in Print Media

Unit III Sound Media

From Oral Music to Gramophone

Early history of Radio in India

History of AIR: Evolution of AIR Programming

Radio in the Context of the State's Development Agenda

Patterns of State Control; the Demand for Autonomy

Formation of Prasar Bharati

FM: Radio Privatization

Music: Cassettes to the Internet

Unit IV Visual Media

The early years of Photography, Lithography and Cinema

From Silent Era to the talkies

Cinema in later decades

The coming of Television and the State's Development Agenda

Commercialization of Programming (1980s)

Invasion from the Skies: The Coming of Transnational Television (1990s)

Changing Broadcasting Policies and Regulations

Formation of Prasar Bharati

Unit V The History of telecommunication and Informatics

New Media Technologies; Digital Media

Overview of the Contemporary Mediascape

Suggested Readings:

Social History of Media: From Gutenberg to the Internet by Asa Briggs and Peter Burke Chapter 2 and Chapter 5 Routledge and parts of chapter 7

Communications Edited by Wilbur Schramm, 1960, Univ of Illinois, Urbana, Chapter "The Natural

History of Newspaper" by Robert E. Park and "The Rise and Place of the Motion Picture" by Terry Ramsaye

International Radio Journalism by Tim Crook, 1998, Routledge, Chapter 6 "The Origins" and Chapter 8 "Early Radio Journalism"

Media Technology society: A history from telegraph to internet by Brian Winston, Routledge 1998

Elen McDonald (1968), The modernizing of communication: Vernacular Publishing in Nineteenth Century Maharashtra; *Asian Survey*, Vol 8 No 7. (July) pp 589-606

Journalism in India from the Earliest to the Present Day by Rangaswami Parthasarthy

Robin Jeffrey, *India's News Paper Revolution*

Francis Robinson (1993) Technology and Religious change: Islam and the impact of Print; *Modern Asian Studies*. Vol 27, No. 1 (Feb) pp. 229-251.

Seminar Issue October 1997, Indian Language Press

G.N.S Raghavan, (1987) Early years of PTI. PTI story: Origin and Growth of Indian Press. Press Trust of India, Bombay (page 92-119)

"Centenary of Indian Gramophone Records" by Suresh Chandvankar from *Music and Modernity* by Amlan Das Gupta (Ed) Thema

Stephen Hughes (2002) The music boom in Tamil South India, Gramophone, Radio and the making of Mass Culture' *Historical Journal of Film Radio and Television* (Oct)

Cassette Culture by Peter Manuel

Broadcasting in India by P.C Chatterjee

Neurath P. (1962) Radio Farm Forum as a Tool of Change in Indian Villages; *Economic Development of Cultural Change* Vol 10, No. 3 (pp 275-283)

Akshay Rout "AIR News: Change Beacons" from *Making News* by Uday Sahay

Satellites Over South Asia by David Page and William Crawley Chapter 2, chapter 8 and Chapter 9 (India sections, this covers both Radio and TV)

Communication Processes Vol 1: Media and Mediation Sage (2005) Ed by B. Bel, B. Das, J. Brower, Vibhoddh Parthasarthy, G. Poitevin, (Two Essays from this volume.

i) *Mediating Modernity: Colonial Discourse and Radio Broadcasting in India* by B. Das and ii) *Constructing a 'New Media Market. Merchandising the Talking Machine* by Vibhodi Parthasarathi)

Film India: Looking Back 1896-1960 by Directorate of Film Festivals

India on Television by Nalin Mehta

Transnational Television, Cultural Identity and Change (chapter 2) by Melissa Butcher Sage

Singhal, Arvind & Everett M. Rogers (1989) *India's Information Revolution*; Sage, New Delhi.

Gupta, N (1998) *Switching Channels: Ideologies of Television in India*; OUP, Delhi.

Policy

Kirk Johnson (2001) 'Media and social change: the modernizing influences of television in rural India'; Media Culture Society Vol. 23/2 pp.147-

John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation, from *Contemporary Television: Eastern Perspectives* by David French and Michael Richards (Ed) Sage

Amrita Shah, (1997) *Hype, Hypocrisy and Television in Urban India* by Vikas Publishing House

V. Vaidyanathan & S. Krishnaswamy (ed) 'IT for Change' (India Country Study) *Global Information Society Watch*

Stephen McDowell & Karik Pashupati (nd) 'India's Internet policies: ownership, control, and purposes'; Unpublished Paper.

Divya McMillin (2006) 'Outsourcing Identities: Call Centres and Cultural Transformation in India'; *Economic and Political Weekly* January 21, 2006

Gill, S.S (2004) *India's Information Revolution: A Critique*. Rupa, Delhi, 2004.

Pradipta Bagchi (2000) 'Telecommunications Reform and the State in India: The contradiction of Private Control and Government Competition'; CASI Occasional Paper #13, Center for the Advanced Study of India, University of Pennsylvania, Philadelphia (Dec.)

Paper-III

INTRODUCTION TO JOURNALISM

UNIT 1 Ingredients of news

News : meaning, definition, nature

the news process: from the event to the reader

Hard news vs Soft news, basic components of a news story

attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

UNIT 2 Journalism: A historical context

Yellow journalism

penny press

jazz journalism, gonzo journalism

alternative journalism

UNIT 3 Concepts and principles in journalism

Basic terminology, concepts in journalism

organising a news story, 5W's and 1H, Inverted pyramid

Criteria for news worthiness, principles of news selection

use of archives, sources of news, use of internet

UNIT 4 Language and principles of writing

Basic differences between the print, electronic and online journalism

Language of news

Robert Gunning : Principles of clear writing, Rudolf Flesch formula

Unit 5 Responsibility to Society

Press and Democracy

Relationship between the reader/viewer and media

Contemporary debates and issues relating to trial by media

Changing trends in Journalism: An overview (with special reference to India)

Suggested readings

News Writing and reporting for today's media. Bruce D. Hule and Douglas A. Anderson. McGraw Hill Publication

News writer's Handbook: An Introduction to Journalism, M.L. Stein, Susan Paterno & R. Christopher Burnett, Blackwell Publishing

Mass Media In a Changing World, George Rodmann McGraw Hill Publication

An Introduction to journalism, Carole Flemming and Emma Hemmingway, Vistaar Publications

The Newspaper's Handbook, Richard Keeble, Routledge Publication

Internal Assessment:

The internal assessment may be based on Practical exercises related to Unit 1, Unit 3 and Unit 4 and debates and discussions in Unit 5. Tests and assignments may be assigned to the students from all/any unit.

Paper-IV

Indian State and Democratic Polity

Unit I – Features and Philosophical Foundations of Indian Constitution

Preamble, Nature of Government-Parliamentary vs presidential. (Discuss all the aspects and theoretical constructs in brief and also with reference to the constitution Assembly debates.)

2. Citizenship, Fundamental Rights and Directive Principles of State Policy

- Citizenship Provisions within the Constitution

-Fundamental Rights (Focus on the idea of Secularism , the issue of Equality, right to Life, Right to constitutional remedies)

-Fundamental Rights and their relationship with the Directive Principles. Directive Principles and their application by the state in the past six decades.

Unit II Central Government

1. President

- How the president is elected?

- Debates on Constitutional position and powers of the President. Relation of the President with the Prime Minister.

2. Parliament

- Composition and methods of election for both Houses.

- Working of the Indian Parliament- the methods of legislation and relative powers of both the Houses

- Working of the Committee system.

3. Indian Judiciary- Structure and composition

Supreme Court- Power of Judicial Review, Judicial Activism, Issues Pertaining to the working of courts in India- Accountability and Privileges, debates on contempt of court. Need for judicial reforms. Relation between Judiciary and Legislature.

Unit III Federalism

1. Nature of Indian federalism- A debate (Fiscal, legislative and Administrative Relations)
2. Challenges before the Indian federalism-Issue of State Autonomy, Demands for the smaller states, Reorganisation of states.

Unit III Electoral Politics

1. Party System in India: Changing nature. (National Party system and regional party system -- Reasons and their impacts on the federal polity (Fragmentation of the National parties should be discussed here)
2. Election Commission and Electoral reforms.
3. Political mobilization- Caste, language, region and religion.

Unit V Local self Government in Rural India

1. Panchayati Raj system and the Issues of Grassroots Democracy in India. The philosophy behind the PRIs, Historical Journey in Post Independent India, Problems and Prospects.

Project Reports: on any of the topics related to Indian Government Politics of having contemporary relevance and Presentation of the same

Suggested Readings:

Jayal , Neeraja and Mehta, Bhanu Pratap (2010). *The Oxford companion to Politics in India* (edit), Oxford University Press: Delhi.

Baruah Sanjib, (2010). *Ethnonationalism in India : A Reader*, Oxford University Press:Delhi.

Chakrabarty, Bidyut (2006). *Forging Power:Coalition Politics in India*. Oxford: New Delhi.

Kirpal,B.N.(2000). *Supreme but not Infallible: Essays in Honour of the Supreme Court in India*. OUP: New Delhi

- Verma S.K., and Kusum(2000). *Fifty years of the Supreme Court of India: Its Grasp and Reach*. OUP: New Delhi.
- Rudolph, L and Radolph, S(1987). *In Pursuit of Lakshmi: The Political Economy of Indian State*, Chicago.
- Brass, Paul (2002). *Politics of India Since Independence*, Cambridge: New Delhi.
- Francine R Frankel, Zoya Hasan, Rajeev Bhargava and Balveer Arora, *Transforming India: Social and Political Dynamics of India*, Oxford, 2000.
- Balveer Arora and Douglas Verney(1995). *Multiple Identities in a Single Nation: Indian Federalism in Comparative Perspective*, New Delhi.
- Francine R Frankel (2004). *India's Political Economy 1947-2004: The Gradual Revolution*, OUP: New Delhi.
- Austin, Granville (2002). *Working a Democratic Constitution*, Oxford: New Delhi.
- Austin, Granville(1999). *The Indian Constitution*. OUP: New Delhi.
- Sharma, Brij Kishore (2009). *Introduction to the Constitution of India*. PHI Learning: New Delhi.
- Verma,S P(2004). *Indian Judicial System*. HPA:Delhi.
- Dua, B D and Singh, M P (2003) *Indian Federalism in the New Millennium*, Manohar: New Delhi. (with Anil Mishra) *Coalition Politics in India: Problems and Prospects*, Manohar, 2004;
- Singh, M P and Roy, Himanshu (2005). *Indian Political System*. Manak: New Delhi.
- Satyamurthy, T V(1997). *State and Nation in Context of Social Change*, OUP: New Delhi
- Palsikar, Suhash and Vora, Rajender(2007). *India's Political Parties*, Sage: New Delhi.
- Chibber, Pradeep and Kollman, Ken(2004). *The Formation of National Party Systems: Federalism and Party Competition in Canada, Britain, India and the US*. Princeton.
- The Writings of Rajni Kothari(2009). *Orient Blackswan: New Delhi*.
- Snastrri, Sandcep, K.C Suri and Yogendra Yadav(2009). *Electoral Politics in Indian States- Lok Sabha Elections in 2004 and Beyond*.
- Kohli, Atul (2001). *The Success of India's Democracy*. CUP: New Delhi.
- Shah, Ghanshyam(2004). *Caste and Democratic Politics in India*. Orient Blackswan: New Delhi.

Semester-II

Paper V

Indian Economy and Business

Unit 1: Overview of the Indian Economy

- 1) Sources of Household Income
- 2) National Income Accounting
- 3) Recent Economic Growth trends in India
- 4) Agricultural Sector and its Pricing Policy
- 5) New Industrial Policy, 1991

Unit 2: Growth and Other features of the Indian Economy

- 1) Characteristics of Development
- 2) Factors affecting development
- 3) Human Development Index
- 4) Poverty and Exclusive growth
- 5) Public Distribution System
- 6) Regulatory Institutions in India

Unit 3: Money and Finance

- 1) Introduction to Money
- 2) The Reserve Bank of India and its functions
- 3) RBI's Instruments of Control
- 4) Futures and Options Markets

Unit 4: Economics of the Public Sector

- 1) Value Added Tax
- 2) Goods and Service Tax
- 3) Budget and kinds of deficits
- 4) Fiscal Deficit
- 5) Government Debt

Unit 5: International Economics and Globalisation

International Trade Basics

- 1) Non Tariff Barriers
- 2) World Trade Organisation
- 3) Service Sector and India's Trade in Services
- 4) Depression Economics

Suggested Readings

Unit I

1. Karl E. Case and Ray C. Fair (2007). *Principles of Economics*. 8th Edition, Pearson Education Inc. [Hereafter referred to as "Case & Fair"] : Ch. 16, Pp. 357—360
2. Case & Fair. Ch. 19. Pp. 417—426 and 429—431

[In both the above readings, data pertaining to the U.S. Economy and the case studies to be omitted. Calculation procedures not to be done in detail. The conceptual clarity of variables involved is required]

3. "India's Recent Economic Growth: A closer look". R. Nagraj (2008). *Economic and Political Weekly* [EPW hereafter], April 12 2008

[Focus should be on making students understand how to analyse and interpret statistical data. Memorizing the data is not expected out of them]

4. Uma Kapila (2005-06). *Understanding the problems of Indian Economy*. 6th Edition, [Uma Kapila hereafter] Academic Foundation Press: Ch 13, Ch 19
5. Uma Kapila, Ch 22. Pp. 379—390

Unit-2

- 1) Uma Kapila, Ch. 3
- 2) Partha Dasgupta (2007), *Economics: A Very Short Introduction*, Oxford University Press: Ch 1, Pp. 14—29
- 3) *Human Development Report*, 2007-2008, Pp. 393—394; 404—410
- 4) Rohini Somanathan in Kaushik Basu, Ed. (2007), *The Oxford Companion to Economics in India*, Pp. 412—416
- 5) Bharat Ramaswami in Kaushik Basu, Ed. (2007), *The Oxford Companion to Economics in India*, Pp. 430—433
- 6) S.B. Gupta, *Monetary Economics*, S. Chand & Co. Ltd., [S.B. Gupta hereafter], Appendix H, Pp. 467—471

Unit-3

- 1) S.B. Gupta, Chapter 1
- 2) S.B. Gupta, Chapter 4
- 3) S.B. Gupta, Chapter 19
- 4) Michael R. Baye & Dennis W. Jansen, *Money, Banking and Financial Markets: An Economics Approach*, A.I.T.B.S. Publishers, Chapter 9, Pp. 297—300

Unit4

- 1) Mahesh Purohit (2007), *Value Added Tax: Experiences of India and other countries*, Chapter 1
- 2) Mahesh Purohit (2009), *A Road Map for GST*, Foundation for Public Economics and Policy Research (FPEPR), Working Paper No. 2/2009
- 3) M.M. Sury (1990), *Government Budgeting in India*, Chapter 2
- 4) Raja J. Chelliah (2003), *The Meaning and Significance of Fiscal Deficit*, in Amresh Bagchi Ed., *Readings in Public Finance*, Oxford University Press
- 5) C. Rangarajan and D.K. Srivastava (2005), *Fiscal Deficit and government Debt: Implications for Growth and Stabilisation*, EPW, July 2, 2005, Pp. 2919—2924

Unit5

N. Gregory Mankiw (2007). *Economics: Principles and Application*, 4th Edition, Cengage Learning India Pvt. Ltd., Chapter 9

["In the news" Articles and Case Studies also to be studied]

- 1) Dominick Salvatore (2008), *International Economics*, 8th Edition, Wiley-India Edition. Chapter 9. Sections to be done: 9.1, 9.2A, 9.3 (9.3E only first 2 paragraphs for the concepts of Export Subsidy and EXIM Bank), 9.4, 9.5A, 9.6B, 9.6C, 9.6D, 9.7A

[Diagrammatic Analysis and Case Studies not to be done]

- 2) Uma Kapila. Chapter 29
- 3) Rupa Chanda Ed., *Trade in Services & India: Prospects and Strategies*, Wiley-India Edition, Chapter 2, Pp. 25—47

[De-stress the data on '4 Modes' for examination point of view]

- 4) Paul Krugman, *The Return of Depression Economics and the Crisis of 2008*, Penguin Books. Chapter 9. 10

Paper VI

Media and Cultural Studies

Unit I Understanding Culture

Mass Culture, Popular Culture, Folk Culture

Media and Culture

Unit II- Critical Theories

Frankfurt School, Media as Cultural Industries

Political Economy,

Ideology and Hegemony

Unit III Representation

Media as Texts

Signs and Codes in Media

Discourse Analysis

Genres

Representation of nation, class, caste and gender issues in Media

Unit IV Audiences

Uses and Gratification Approach

Active Audiences

Reception Studies

Women as Audiences

Sub Cultures; Music and the popular,

Fandom

Unit V Media and Technologies

- i) **Folk Media** as a form of Mass Culture, live performance; Audience in live Performance
- ii) **Media technologies**; Medium is the Message; Technological Determinism; New Media and Cultural forms

Suggested Readings

AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)

John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)

Dennis McQuail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies)

Baran and Davis, *Mass Communication Theory* (covers Unit II, III and IV)

Kevin Williams, *Understanding Media Theory* (Covers Unit II, III and IV)

Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE

James Clifford, Tony Bennett, Raymond Williams, Stuart Hall, John Storey for Unit I (still have to give page numbers and exact citations) for Unit I

Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan

Parmar S. Traditional Folk Media in India, 1977, New Delhi, Geka Books

Paper VII

IT & Online Journalism

Unit I Introduction to IT and Online Journalism

Introduction to Information Technologies

Analogue and digital technology

Emerging Trends in IT

ICT-scope and role

Intranet to Internet

Unit II Understanding New Media

Impact of new media on journalism

Difference of elements between web journalism, traditional journalism and other media

Characteristics of the online writer/journalist

New roles of journalists in the Internet age

Trends in web/online journalism

Unit III Web site planning, design and the writer

Basic HTML for writers

Audience analysis

Content planning, structure

Visual Design

Copyright issues

Web page elements

Unit IV Online research and Ethical issues

Conducting online searches, research and interviews

Online searching techniques

Journalism ethics and restraint in new media

- Accuracy
- Privacy
- Fairness
- Linking
- Journalistic integrity

Citing Internet sources

Legal issues in cyberspace. Questions of Plagiarism

Using social media to engage public

Unit V Writing and editing for the Web

Overview of Web writing

Linear vs. nonlinear form

Writing for the screen vs. writing for print

Web page writing techniques

Web page style. Editing web text

Storytelling structures that work on the Web

Practical: To prepare a website of their own with exercises in Visual design, Content management, Non Linear and Linear formats.

Suggested Reading:

On Line Journalism, Tapas Ray Foundation Books

and New Media by John v.pavlik(Coulmbia University Press,2001)

Introduction Digital Journalism: Emerging Media and the Changing Horizons of Journalism.
Edited by Kevin Kawamoto(Rowman and Littlefield Publishers,2003)

Journalism to Online Journalism: Publishing News and Information by Roland De Wolk(Allyn &
Bacon,2001)

Kumar, Keval, Telecommunications and New Media Technology in India: Social and Cultural
Implication, Gazette, Volume 54 no 3, pp 267-277, 1995

Paper-VIII

Reporting And Editing For Print

UNIT 1 Covering news

Reporter- role, functions and qualities

General assignment reporting/ working on a beat

Covering of beats- crime, courts, civil administration, health, education, sports, mofussil
reporting

UNIT 2 Interviewing/Types of news/leads

Interviewing: doing the research, setting up the interview, conducting the interview

Functions of Chief of Bureau, Correspondents

News Leads/intros/ Special leads, articles, features, human interests

UNIT 3 The Newspaper newsroom

Newsroom, Organisational setup of a newspaper, Editorial department

Introduction to editing: editing symbols, functions, headlines, role of sub-editor, news editor, Editor

Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader

Opinion pieces, op. Ed page

UNIT 4 Trends in sectional news

Week-end pullouts,

Supplements, Backgrounders

Special articles, columns/columnists

UNIT 5 Understanding media and news

Sociology of news

Objectivity and politics of news

Neutrality and bias in news

Suggested readings

The Art of Editing, Basketta and Scissors, Allyn and Bacon, Publication

Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications

News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication

Modern newspaper practice: A primer on the press, F.W. Lodgson, Focal Press

Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press

The Newspaper's Handbook, Richard Keeble, Routledge Publication

Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers

Mass Communication Theory, Denis McQuail, Sage Publications

Internal assessment:

Internal assessment may be based on covering the beats and writing reports / interviewing personalities, celebrities etc. Exercises on editing copies, writing headlines, writing features, Structuring a dummy editorial page, writing editorials etc. Discussions tests, debates and tests may be held regularly.

Semester-III

Paper IX

Broadcast Journalism

Unit I Understanding Sound and Visuals

The sound medium

- Sound scape
- Sound culture
- Characteristics of Radio
- Radio-signs and codes.

The visual medium

- Image-Still to moving
- Visual Culture & Politics of Image
- Electronic Image
- Television Image
- Television News Image
- Idea of Figuration
- Edited Image /Digital image
- Changing Ecology of Images Today
- Characteristics of Television medium

Unit II Basics of Radio Production

- Radio formats- Analogue to digital
- Types of Sound-Sync, Non sync, Natural sound, Sound sourcing
- Radio Studio- Studio layout, mixer, control Panel etc.

Unit III Basics of Television Production

- Television formats-analogue to digital
- Portable television camera
- Camera Accessories
- Lens and Visualization
- Camera Movement
- Visual Grammar- Type of Shots, 180 degree rule, continuity, shot reverse shot cut away/in/Jump/Match.

UNIT IV

Writing Broadcast News

- **RADIO**

- Sources
- Elements
- News gathering processes
- Writing a radio News copy

- **Television**

- Sources/Elements/News gathering Processes.
- ENG
- SNG
- OB
- PTC
- VO/VT
- Anchor link

UNIT V

Broadcast News – Critical Issues & Debates

- Radio News & Current Affairs -AIR-Voice of India?
- Lack of commercial Model in Radio News
- Analysis of Performance of AIR News-Its Role Presentation, Content.
- Radio News- Form& Language. Evolution with Technology

Unit VI Contemporary issues in television news

- Changing character of TV news
- News as Performance & Construction
- News as event
- News gatherers as News Engineers.
- Simulated Sound in News.
- News Production Cycle.
- News as Entertainment
- Voyeurism
- Ontology and Evolution of Television News parlance
- News formulae-Crime Politics & Sex.
- 24 hr News Format.
- Language of TV News
- Newsy 'Lingo' - Breaking News, News Update, Exclusive, Prime Time News, TRP
- TV News in a POST Modern World.

Practical Exercises –

- Visiting a TV news room/ or a radio news room
- How to devise a TV and Radio Interview
- Writing and recording a radio news story and a television news story

Suggested Readings:

The Television Reader, Edited by -Robert c Allen and Arnette Hill (Ed- 2004), Routledge

Critical Ideas in TV Studio, Oxford Television Studio, John Corner, Clarendon Press (Ed-1999)

National Television Violence Study, Sage Publication (Ed-1988)

Television Handbook by Patricia Holland, Rout ledge (Ed-1997)

The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002)

A Study of Modern Television, by Andrew Crisell, Imre chapter page 1-14, and Television Genres, news and current affairs

P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987

Reading Television by John Fiske and John Hartle / Ro

Paper X

International Politics

Unit I Approaches and Concepts

1. Brief understanding of some major approaches to International Politics.
Realism, Liberalism, Marxism, and Constructivism.
2. Introducing important concepts of International Relations (in brief)--Balance of power, Collective Security, National interests, Diplomacy, Cold war,detente and Decolonization.

Unit II India's Foreign Policy

- Non- Align Movement, Changes and Continuity in Foreign policy, Relevance of NAM, India and Major Powers specially with USA and USSR and now Russia.

1. Nuclear Disarmament and India's stand on nuclear Weapons.

Unit III India and its neighbours-

1. Our relations especially with China and Pakistan. China as a new emerging power and its impact on global politics and in South Asia.
2. India and SAARC. Identify areas and issues of conflicts and co-operation.

Unit IV United Nations

1. - How does it function? What are its objectives? India's Role in U.N. Peace Keeping.
2. Security Council- its functioning A case for restructuring of the security council?
3. World Bank, IMF and other institutions, Politics of Financial Aids.

Unit V Contemporary Global Concerns

1. – Global Terrorism, Climate Change, ethnic conflicts.

Suggested Readings-

Sikri, Rajiv (2009), Challenges and Strategy: Rethinking India's Foreign Policy, OUP, New Delhi.

Harshe.Rajan and K.M. Sethi (2009), Engaging with World: Critical Reflections on India's Foreign Policy, Orient Blackswan: New Delhi.

Bajpai, Kanti (2005), International Relations in India, Orient Blackswan: New Delhi.

Pant, Harsh V. (2009), India's Foreign Policy in Unipolar World, Routledge: New Delhi.

Shridhran, P. (2007). *The India-Pakistan Nuclear Relationship: Theories of Deterrence*. Routledge: New Delhi.

Dixit, J.N. (2002). *India's Foreign Policy: Challenges to Terrorism*, Gyan Books: New Delhi.

Malik, Priyaranjani (2010). *India's Nuclear Debate: Exceptionalism and the Bomb*. Routledge: New Delhi.

John Allphin Moore, Jr and Jerry Pubantz (2008). *The New United Nations*, Pearson Education Delhi.

Goldstein, Joshua S. (Fifth Edition 2003), *International Relations*, Pearson Education : Delhi.

Taylor, Paul and A.J.R. Groom (eds. 2000), *The United Nations at the Millennium*, Continuum: London.

Gareis, Sven Bernhard and Johannes Varwiek, (2005). *The United Nations: An Introduction*, Palgrave Macmillan: Basingstoke.

Baylis, John and Steve Smith (eds.) (Third Edition 2005.). *The Globalization of World Politics*, Oxford University Press: New Delhi.

Paper XI

Press Laws and Ethics

Unit-1 State, Media and Law

- “The Fourth Estate” and the idea of democracy
- The Indian Context
- History of Press Laws in India

Unit -2 Freedom of Press and the Press Laws

- Laws - Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions
- Freedom of the press and the Constitution
- Interpretation of Press Freedom
- Right to Information
- Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression
- Article 19(1)2 reasonable restrictions to freedom of the press
- Case studies on freedom of speech with reference to media
- Issues of Privacy & Censorship
- Committees- Chanda, P.C. Joshi Committee, Varghese Committee, Bachawat Committee
- Press Commissions- First and Second
- Press laws before and after Independence

Unit III- Press laws , Acts and Regulations

- Basic terminology-affidavit, accused, acquittal, bail, conviction, defendant, evidence, Plaintiff prosecution, prima facie, subjudice
- Sedition-incitement to violence (section 121 IPC) IPC 121 read with 511
- Inflammatory writing (IPC 353)

- Defamation (IPC (499) 500) civil and criminal defamation-libel, slander
- Parliamentary privileges / Articles 105 (Parliament) Article 194 (State Legislation)
- Parliamentary Proceedings Act, e.e.
- Contempt of Court
- Press Registration of Books Act. 1867/1955 role of RNI
- Intellectual Property Rights
- Official Secrets Act 1923
- Copyright Act 1957
- Working Journalists Act
- The Press Council Act (Press council as a regulatory body- powers, guidelines etc)
- Right to Information Act 2005

Unit IV- Broadcast, Cyber and Laws pertaining to Advertisements

Laws for Broadcasting sector: Prasar Bharti Act 1990, Broadcasting Bill, Cinematography Act 1952, Cable TV Networks (Regulation) Act of 1995.

Public Policy Issues on Airwaves; Community Radio Advocacy

Cyber laws; IT Act of 2000 and Media, Convergence Bill (to be enacted), Regulatory Commissions of New Media

Advertisement and Law; Advertisement Act of 1954, Indecent Representation (Prohibition) Act, 1986, The Drugs and Magic Remedies (Objectionable) Advertisement Act of 1954, Issues of Consumer Protection, The Commercial Code of AIR & Doordarshan

Unit V-MEDIA ETHICS

Basic Ethical Theory: Historical Perspectives on Ethics

Fairness and Objectivity

Debates on Objectivity Vs Subjectivity

Self-regulation Vs Legal Regulation

Legal rights and responsibilities of Journalists

Social Responsibility of Press

Regulatory bodies like Press Council, Editor's Guild, etc.,

Issues related to Media Ethics-Media and Human Rights, Media Vs Market, Sting Journalism, Discussion on Reporting of Issues relating to Sex, Violence, Gender, Religion, Caste, etc.,

Suggested reading-

Vekat Iyer- Mass Media Laws and Regulations in India-Published by AMIC

D.D. Basu- Press Laws

Paranjoy Guha Thakurta (2009), Media Ethics, Oxford University Press,

P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press

Pavan Duggal, Cyberlaw in India. Saakshar Law Publications

Rajan, N. (ed.) (2007). 21st century journalism in India. New Delhi, Sage Publications

Anil K. Dixit (2006), Press Laws and Media Ethics, Reference Press

K.S. Venkateshwaran Mass Media Laws and Regulations in India. Published by Asian Mass Communication Research and Information Centre

Internal Assessment- The internal assessment will be done on presentations and written assignments.

Paper XII

Print Journalism and Production

Unit 1: Specialised Reporting

- Political
- Parliamentary
- International Affairs
- Interpretative reporting
- In- depth /Investigative reporting

Unit 2 : Different formats of journalism

Magazine journalism

Tabloid journalism, Celebrity/ Page3 journalism

Photo journalism/Photo-editing

Unit 3 : Newspaper production

Newspaper make-up

Design process (size, anatomy, grid, design)

Handling text matter (headlines, pictures, advertisements)

Page make-up (front page, editorial page)

Layout and format

Typography

Copy preparation

Unit 4 Technology and print

- Printing Processes : Traditional vs modern
- Desk top publishing/software for print (Quark Express, Adobe Photoshop etc.)

Unit 5 Current issues and debates

- Ethical debates in print journalism
- Contemporary issues in print journalism

Printing the newspaper(Practical Exercise)

Internal assessment:

Printing the newspaper. (This includes the entire process from the story idea to the reader.)

Suggested Readings

Principles of Art and Production, N.N. Sarkar, Oxford University Press

Professional Journalism, M.V. Kamath, Vikas Publications

Groping for ethics in Journalism, Eugene H. Goodwin, Iowa State Press

Journalism in Modern India, Ronald Wolseley, Asia Publishing House

Print Journalism: A Critical Introduction, Richard Keeble, Routledge Publication

Journalism: Critical Issues, Stuart Allan, Open University Press

A concise course in Reporting, B.N. Ahuja and S.S. Chhabra, Surjeet Publications

Semester-IV

Paper XIII

DEVELOPMENT COMMUNICATION AND RURAL JOURNALISM

Unit 1. Development: Concept, Concerns and Issues

- Concept of development;
- Characteristics of developing countries vis-à-vis development;
- Development experience in the Third World - problems of underdevelopment;
- Measurement of development;
- Human development Index;
- Physical quality of life Index
- Basic needs model;
- Theories and paradigms of development - Dominant Paradigm, Dependency paradigm, New/alternative Paradigm;
- UN millennium development goals;

Unit 2. Development Communication: Concept, issues and approaches

- Concept of Development Communication: Terms related to Development & Development Communication - Development participation, awareness, threshold, effort, awareness, discontent, motivation; sustainable development, praxis
- Genesis /Evolution of Development Communication;
- Philosophy & Approaches to Development Communication (Empathy, Diffusion, Magic Multiplier);
- Development Support Communication-Definition, genesis, areas, Wood's Triangle;
- Development support communication in India as applied to agricultural extension, health communication, population control, education and environment.
- Strategies in development communication-Case studies and experience.

Unit 3. Media & Development

- Mass Media as a tool for development;
- Problems with the use of media for development;
- Creativity in media presentation of development issues;
- Role & performance record of each medium-Print, Radio, TV, traditional media, documentaries on development issues.
- ICT & development
- Role of development agencies and NGOs in Development Communication.

Unit 4. Communication & Development: The Indian Experience

- Communication scenario;
- Development paradoxes;
- Skewed disparities;
- Social & economic development;
- Rural & Urban development;
- Role of development communication in India;
- Cyber media & development: e-governance, digital democracy & e-chaupal, development & human rights: civil society & good governance.
- Critical appraisal of development communication programmes in India such as SITTE, Kheda, Jhabua projects.
- Panchayati Raj
- Major development Issues in India-agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, slum development, water harvesting & management, safe drinking water, community development, urban sanitation, consumer awareness, Right to Information (RTI).

Unit 5. Rural Journalism

- Information needs in a rural setting;
- Rural newspapers;

- Use of traditional media for development in rural areas;
- Problems faced in communication in rural areas;
- Critical appraisal of mainstream media's reportage on rural problems and issues;
- Effective scripting for rural media;
- Rural media organizations;
- Tribal communication-specific features of tribal society;
- Information needs in tribal setting;
- Critical appraisal of mainstream media's reportage on tribal problems and issues;
- Effective scripting for tribal media; tribal media organizations.

Practicals

- Project on any development issue;
- Reporting on the development communication strategy of any NGO;
- Designing effective communication material for development;
- Preparing a multi-media campaign on a social issue.

Suggested Readings:

Rogers Everett M : Communication and Development- Critical Perspective,

Sage, New Delhi, 2000

Srinivas R.Melkote & H. Leslie Steeves: Communication For Development In The Third World.
Sage Publications.

Belmont CA : Technology Communication Behaviour, Wordsworth

Publication, New Delhi, 2001.

Dr. Anil Kumar : Mass Media and Development issues, Bharti Prakashan,

Upadhyay Varanasi, 2007.

UNDP : Human Development Report (published every year). Oxford University Press, New Delhi.

World Bank : World Development Report (published every year) Oxford University Press, New Delhi.

Wilbur Schramm : Mass Media and National Development- the role of information in developing countries. UNESCO/ Stanford University Press, 1964.

Amartya Sen : Development as freedom. Alfred A. Knopf, New York, 1999.

Daya Thussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.

D V R Murthy : Development Journalism, What Next? Kanishka Publication, New Delhi, 2007.

Ghosh & Pramanik : Panchayat System in India. Kanishka Publication, New Delhi, 2007.

Shivani Dharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.

What Do We Mean By Development: An Article by Nora C Quebral in International Development Review, Feb. 1973, P-25.

Modern Media in Social Development : Harish Khanna.

Keval J. Kumar : Mass communication in India, Jaico Publishing House, Mumbai, 2005.

Uma Narula : Development communication - Theory and Practice, Har Anand Publication, 1999.

Paper XIV

International Media Scenario

Unit 1 : The historical context

The advent of the popular media

Radio and international communication (BBC, VOA, Radio Europe, Radio Liberty)

Media during World War II (Nazi Propaganda etc.)

Unit 2 : Media until the split of USSR

Cold war-- From Communist propaganda to Capitalist persuasion

Domination of the world news agencies/ flaws in the flow of news

Demand for NWICO/ Communication debates

Mac Bride Commission and UNESCO

Unit 3 : Media before, during and post 9/11

First televised Gulf war/ CNN and Peter Arnett controversy

Media and Gulf war II /Embedded Journalism

Changing boundaries of journalism post 9/11 ; Mapping the Al Jazeera phenomenon

Emerging chaos of global news in the global public space

Unit 4 : Approaches to the rising International communication

Discourses of globalization (with respect to media)

Cultural imperialism

Implications of the liberalized global communication regime (legal, moral, cultural)

Regionalization and localization in the media market, Local and global

Unit 5 : The dawn of the internet age

- From free flow of information to free flow of commerce
- Global digital divide
- Blogging / War blogs
- Media conglomerates/monopolies (case studies - Rupert Murdoch, Ted Turner....etc.)

Internal Assessment:

The internal assessment will be based on assignments, Group discussions and tests conducted in class.

Suggested readings

International Communication: Continuity and Change – Daya Kishan Thussu, Oxford University Press

War, Media and Propaganda : Yahya R. Kamalipor and Nancy Snow by Rowman and Littlefield Publication

Communication and Society, Today and Tomorrow “ Many Voices One World” Unesco Publication

Journalism after 9/11, Barbie Zelizer and Stuart Allan, Routledge Publications

War and the media : Reporting conflict 24x7, Daya Kishan Thussu, Vistaar Publications

Reporting war : Journalism in war time, Stuart Allan and Barbie Zelizer, Routledge Publication

Globalization of Corporate Hegemony, Yahya R. Kamalipor, New York Press

Politics of news, J.S. Yadava, Concept Publishing and Co.

Media and communications in the third world countries, Zahida Hussain and Vanita Ray

Paper XV

Advertising and Public Relations

Unit 1-Introduction to Advertising

- **Meaning and definition, need, Nature, scope and functions of Advertising.**
- **Origin, Growth and development of advertising - advertising in the Global scenario**
- **Advertising as a tool of communication**-communication theories applied to advertising.
- **Role of Advertising**-in marketing (mix); in society, in Public relations, in National Economy and Development,
- **Types of advertising** Commercial & Non-commercial, Product & Consumer, Classified & Display, Retail & Wholesale, Regional, National & Co-operative, Govt. advertising Public service ad, Political advertising, Corporate/Institutional ad, Public relations ad, . financial advertising, advocacy surrogate.
- **Advertising-A critical appraisal -Economic ,cultural, Psychological and Social aspects of advertising**
- **Advertising Theories and Models**-AIDA model, DAGMAR Model ,Maslow's Hierarchy Model
- **New trends in Advertising**
- **Ethical & Regulatory Aspects of Advertising**-Apex Bodies in Advertising- AAAI,ASCI and others their codes.

Unit 2. Advertising through Print, electronic and online media

- **Types of Media for advertising** -Print , electronic, cyber, outdoor, Transit, direct, speciality. POP/In- shop media, yellow pages, cinema, traditional, inflight. Their Characteristics, Merits & Limitations
- **Media for Advertising** Media selection, Planning, Strategy and Research

- **Organisation-Advertising department vs Agency-Structure, Functions, role & importance** Agency client relationship, media buying houses, agency commission factors affecting Selection of advertising agency. Govt ad dept.
- **Market Research, Segmentation, Positioning and Targeting-**
- **Advertising Objectives** -Setting the objectives and Strategies to achieve those objectives.
- **Branding- Brand image, identity, equity**
- **Advertising Budget** -Determining advertising expenditure, process and methods of budgeting
- **Campaign Planning**-Various stages of the campaign. inter-media co-ordination
- **Media Planning, Scheduling and Research**-Selection of media category, Reach, Frequency & Impact of selected media. Cost & other factors influencing the choice of media. Media Scheduling
- **Advertising Production**- Conceptualisation, Visualisation and Creativity, elements of a copy, advertising message and its types, appeals, USP , copywriting and ad designing for print ,radio, TV and cyber media

Unit-3. Public Relations-Concept and practice

- **Meaning and Definition of Public Relations** - Its need, nature and scope, functions
- **History , growth and development of PR.**
- How PR is different from advertising, marketing, publicity and propaganda
- **Corporate Communication, tools, techniques, Difference between Corporate communication & PR**
- **Role of PR-** in developing countries, Educational and Research Institutions, rural Sector, in Defence , in Political and Election Campaigns
- **Principles of Public relations**
Tools of Public relations- use of news, speeches, special events, press release, handouts and leaflets, audiovisual media, internet, e-mail, and digital photography, corporate film, house journal, annual report, speech writing, minutes and official memo, institutional advertising.
- **Organisation of Public relations**-In house department vs consultancy.
- **PR in govt and Private sectors.**

Unit 4-PR-Publics and campaigns

PR with Internal and External publics- employees, community, industry, marketing, shareholders and investors, suppliers, govt, media, publishers, designers, photographers and printers.

PR Campaign-planning, execution, evaluation

- Research for PR
- **Managing promotions and functions**, VIP visits, public service activities, working with causes and ideas
- Role of PR in Crisis management.
- Ethical issues in PR-Apex bodies in PR- IPRA code - professionalism ,PRSI ,PSPF and their codes.

Unit 5- Govt Information systems

Govt's Print electronic ,publicity, film and related media organizations.

Govt funded centers for media learning

Practicals-

1. Design an ad copy for a product
2. Script writing for electronic media(Radio jingle, TV Commercial)
3. Planning & Designing advertising campaigns
4. Critical evaluation of advertisements
5. Planning and designing PR campaign

SUGGESTED READINGS

1. David Ogilvy, Ogilvy on Advertising ,Pan/Prion Books
2. Frank Jefkins ,Advertising Made Simple, Rupa & Co.
3. Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
4. Aaker, Myers & Batra, Advertising Management
5. Jethwaney Jaishri, Advertising , Phoenix Publishing House

6. Lewis Herschell Gordion. The Complete Advertising and Marketing Handbook. East West Books
7. Mohan Mahender Advertising Management: Concepts & Cases. Tata McGraw Hill Publishers
8. Douglas Torin. The Complete Guide to Advertising. MacMilan, London
- 9 Black Sam & Melvin L. Sharpe, Practical Public Relations, Universal
10. Jeffkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.,
11. Heath Robert L. , Handbook of Public Relations Sage Publications,
- 12 . Dennis L. Wilcoose & Glen T, Public Relations, Pearson
13. Cutlip S.M and Center A.H., Effective Public Relations. Prentice Hall
14. Kaul J.M., Nova Prakash, Public Relation in India. Calcutta

Paper XVI

Reporting & Editing for Broadcast Media

Unit I Broadcast news- Organization, Working, Radio News Rooms,

- TV News Room (Hierarchical structure, Organisation, working)
- Organization of Doordorshan & AIR
- Overview of other Departments of a Radio News channel/TV news channel.

Unit II Television News Studio & Production Techniques

- Lighting.
- Working Layout of PCR & TV Studio
- Equipment
- Responsibilities/Production Techniques
- Production process
- Studio interview, Talk show, Discussion. New bulletin
- Budgeting for Radio & TV.

Unit-III Editing –Concepts & Evolution

- Radio Editing
- Sound editing.
- Softwares, Techniques, Equipment.
- Television-Online Editing
- Offline editing –Linear, Non linear

Unit IV RADIO PRODUCTION-FORMATS & PROGRAMMES.

- Feature
- Radio Discussion
- Phone

Unit V Studying Media Audiences

- Changing profile of Radio Audience in India-
- From AM to FM
- From Loudspeaker to Mobile Radio
- Concepts of Radiocracy, Radiogeny & Radio Profiling
- Identity, Media and Multi culturalism
- Televisuality Media
- Violence and Audiences-Overview of theories & contemporary
- Formats like (reality TV etc.)
- Live Television- Live audience (Ontology, ideology etc)
- Introduction to Telefeminism
- Interactivity in Television & Radio-Contemporary Debates
- Citizen Journalism

Practical Exercises –

Conducting a Radio discussion.

Production of edited capsules (For Radio and TV)

Production of a brief news bulletin

Conducting Television Interviews, Talk Shows

Suggested Reading:

Television Field Production and Reporting, Frederick Shook, Longman Publishers, 1996

Effective TV Production, Gelard Millerson, 1993

Making News, Uday Sahay, Oxford University Press, 2006

Electronic Media by John E Craft, Fredric A Leigh and Donald G. Godfrey Arizona State University (Chapter 13 Audio and Video System Page 270 to 299)

Television Production Handbook, Herbert Zettl, Wadsworth Publishing, 2005

The Television Reader, Edited by –Robert c Allen and Annette Hill (Ed- 2004)

Critical Ideas in TV Studio, Oxford Television Studio, John Corner, Clarendon Press (Ed-1999)

Television Handbook, Patricia Holland, Rout ledge (Ed-1997)

The Radio Handbook, Carrel Fleming, Rout ledge (London & New York 2002)

A Study of Modern Television by Andrew Crisell, (Sections on Infotainment, Television Culture and Television Audiences)

Radio Journalism, Guy Starkey, Andrew Crisele Publication, Sage, 2009

Paper XVII

New Media Technologies

Unit I Introduction to New Media

- New media- Meaning and characteristics
- Interactivity and New Media
- Economics of New Media

Unit II New Media Technologies and Application

- Digitization of media- media convergence.
- Encoding and compression standards.
- Telecommunication- 3G, 4G
- Production for the internet and mobile.
- Online broadcasting technologies- webcasting, podcasting, online radio.
- Satellite radio and satellite cinema.
- Social TV, Video conferencing
- New media art- installation art, digital art etc.

Unit III

New Media and Governance

- E-Governance; Innovations in E-Governance
- New Media and National Security
- New Media as Surveillance Technology
- New Media Laws and Regulatory Frameworks

Unit IV New Media and Social Change

- Community Informatics
- Open Source Approaches
- Activism in Cyber space
- ICT's and Gender; ICT and Social Inclusion
- Case Studies (Cyber Mohalla Project)

Unit V New Media and Social Life

- Net-worked Societies
- Speed and Social Life
- Social relationship and Identity - Online and Offline
- Concepts of Virtuality; Post- Modern Virtualities
- Ideas of Virtual Space Vs Real Space
- Youth and Social Networking
- Ethical issues with Social Networking
- Globalisation and Emerging Cyber Cultures

Suggested Case Studies: E Governance in Himachal Pradesh, Gujarat

Cyber Mohalla Project by Sarai; Indy Media; Demotiv

Practicals

- 1) A observational field project on use of New media in Panchyats/ rural areas.
- 2) Creating a mobile capsule for social activism and marketing it through social networks.
- 3) Learning the basics of the production of a podcast.
- 4) Actively participate in a Cyber Media campaign or do a report on Cyber Activism
- 5) *Observational studies on Surveillance technologies, Youth and Social Networking*

Suggested Readings:

Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)

Stephen McDowell & Kartik Pashupati (nd) 'India's Internet policies: ownership, control, and purposes'; Unpublished Paper.

The Revenge of Low Tech: autolabs, telecentros and tactical media in Sao Paulo by Richard Rosas, from *Crisis Media Sarai Reader 04*

Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to Blogging" *New Media & Society*, Vol. 6, No. 1, 87-95 (2004)

Feenberg A. and M. Bakardjieva, (2004). "Virtual community: No killer implication" *New Media and Society* Vol 6(1): 37-43.

Castells, Manuel (2004) *The Network Society: a cross-cultural perspective*. Edward Elgar, MA (Chapter I. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45.)

Gill, S.S (2004) *India's Information Revolution: A Critique*; Rupa, Delhi, 2004.

Lewis Peter M. and Jones, Susan, " *From the Margins to the Cutting Edge: Community Media and Empowerment* ", (eds.) (2006) Cresskill, NJ: Hampton, 256 pp

Van Dijk, J. A. G. M. " *The Network Society : Social Aspects of New Media*", Sage Publications, 2005

Jal Chitra. Water Map: Soft ware for Rural Water Management by Vikram Vyas from *Shaping Technologies Sarai Reader 03* (page 292-296)

The Face of The Future: Biometric Surveillance and Progress by Rana Das Gupta in *The Cities of Everyday Life, Sarai Reader 02* (page 290-296)

Why activists cannot afford to neglect the Internet by Arun Mehta from *The Public Domain Sarai Reader 01* (P 140-146)

Paper XVIII

Media Industry Management

Unit 1 Media Management: Concept and Perspective

- Concept of management
- Classical and modern school of management
- Functions and Principles of good management
- Origin and growth of media management
- Development of media organizations as an Industry in India
- Media management in the global scenario
- Political economy and media industry

Unit 2 Media Industry –An overview

- Media industry's manufacturers(content and consent)
- Ownership patterns in India
- Characteristics of media industries
- Consolidation and convergence
- Mission and vision of Media Organisations
- Structure of newspaper organizations, news agencies, magazines, Radio and TV.
- Functions of various departments of these media organizations
- Media audiences and credibility
- Media Management Models
- Government-Media Interface- Policies and regulations

Unit 3. Media Economics and Marketing

- Financial Management and budgeting
- Sales, Marketing and Market analysis
- Developing strategies for product, promotion, pricing, penetration and distribution.
- Sources of revenue-circulation and advertisements
- Problems of finance
- Market Position of performance evaluation(TAM, TRP and HITS)
- Problems of finance

Unit 4 Entrepreneurship, Media managers and workforce

- Arranging equipment and personnel for a new media enterprise
- Personnel management in media organisations
- Qualities and Functions of media managers
- planning and goal setting
- Entrepreneurial freedom and challenges
- Unionism in media companies
- Concepts of Leadership and motivation in the media

Unit-5- Media management: Insights, Practices and challenges

- Legal, ethical and Social responsibility in Media management
- Case studies of Media Organisations

Practical :

- 1.To prepare a project on the management strategies adopted by any one newspaper and one television channel.
- 2. Case studies of different media organizations
- 3. Written assignments and Presentations

Suggested Reading:

1. Media Management in the age of Giants-Dennis F. Herrick(Surjeet Publications)
2. Media Industries-History, Theory and Method(Edited By- Jennifer Holt and Alisa Perren)(Wiley- Blackwell)
3. Managing Media Organisations-John M. Lavine and Daniel B. Wackman
4. Newspaper Management- Gulab Kothari
5. Making News- Uday Sahay
6. Management of Electronic Media- Alan B. Albarran
7. Strategic management in media – LucyKung, SAGE
8. Marketing Of Newspapers - Padmaja R, Kanishka Publishers Distributors
9. The Fundamentals Of Marketing Edward Russel., Ava Publishing

Paper XIX

Communication Research and Methods

Unit I Introduction to Research

Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)

Unit II Methods of Media Research

Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Textual and Discourse Analysis; Rhetorical Research, Narrative Analysis; Historical Methods.

Unit III Sampling

Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Errors and Distributions in the Findings.

Tools of data collection: Primary and Secondary data- Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

Unit IV Data Analysis Techniques: Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical)

Unit V Ethnographies and other Methods

Readership and Audience Surveys; Ethnographies; Media Research as a Tool of Reporting Ethical Perspectives of Mass Media Research; Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography

Practical Exercise

Forming the Research Question; Writing an Abstract; Class Presentations of proposed research (these should be tied to the dissertations that students are planning to undertake in the 6th semester)

Suggested Readings:

Mass Media Research by Wimmer and Dominick; Thomson Wadsworth

Media Research Techniques by Arthur Asa Berger, 1998, Sage

Introduction to Communication Studies by John Fiske, 1982, Routledge

Media/Society: Industries, Images and Audiences by David Croteau and William Hoynes Pine Forge Press (For Case Studies)

Paper XX

Radio & TV Production

UNIT I Public Broadcast Model

- Public Broadcasting Model in India-Evolution, Concept, Policy, legal framework, Purpose, Funding, Ownership, Access.
- Public Broadcasters in India
 - AIR
 - Doordarshan (SITE TO SATELLITE)
- Global Overview - Britain, Netherland, South Africa, Arab Nations
- Democratization of Media- Participatory communication Videos
- Community Radio
- Campus Radio
- Changing Media Form & Future of PSBT

Unit II-Private Broadcasting-Emergence and Impact

. Private Broadcasting in India-Evolution, Policy, Legal Framework, Purpose, Funding, Access.

- Commercial Radio-FM Broadcasting.
- Private Vs Public Debate-

Unit III Radio Genres and Advanced Production

-Radio Drama

-Radio Documentary

UNIT IV. Advanced Television Production

- Documentary film making
- How to produce a Documentary
- New Forms & Experiments with the Documentary form.
- Camcorder cults.
- Documentary as counter Cinema.

Unit V- Production

- Production of Television Documentary

Practical Exercises

- Production of edited capsules (For Radio and TV)
- Production of Documentary (as mentioned in Unit V)
- Students should visit a Campus Radio or a Community Radio and do collaborative productions in Radio Talk/Radio Drama/Radio Documentary

Suggested Reading:

News and Entertainment, Daya Kishan Thussu, Sage Publication, 2007

'Beyond Commercial Logic' by Independent Film and Video from *Seminar*, Vol. 455, July 1997
(For debate on Public Service Broadcasting)

Making News, Uday Sahay, Oxford University Press, 2006

The Open Frame Reader, Unreeling the Documentary Film by Rajiv Mehrotra, by PSBT (several short articles)

Other Voices: The Struggle for Community Radio in India by Vinod Pavravala and Kanchari Malik, Sage

'The Dynamics of Social Change: The Role of Television' from *Television in Contemporary Asia* by French Richards, SAGE

Other Voices: The Struggle for Community Radio in India by Vinod Pavravala, Sage

Broadcasting In India: P C Chatterji, Sage Publications, 1991

Satellites Over South Asia: Broadcasting, Culture and the Public Interest - David Page, William Crawley, Sage Publications, 2001

K. Sadanandan Nair & Shirley White (Ed) *Perspectives on Development Communication*, Sage, New Delhi

Singhal, Arvind & Everett M. Rogers (1989) *India's Information Revolution*, Sage, New Delhi.

Monroe Price & Stefaan Verhulst (Ed.) *Broadcasting Reform in India*, OUP, Delhi

Introduction to Documentary by Bill Nichols, 2001, Indiana University Press, page 1 to 49

Claiming the Real: the Documentary Film Revisited by Brian Winston, 1995, Indiana University Press Page 11-14

Satellites Over South Asia: Broadcasting, Culture and the Public Interest - David Page, William Crawley, Sage Publications, 2001

Practising Journalism: Values, Constraints, Implications, Nalini Rajan, Sage Publications, 2005

<http://www.indiatogether.org/2006/nov/sbv-cradio.htm> (community Radio)

Internship -4-6 weeks(mandatory)During the summer break

Semester VI

Paper XXI

Human Rights, Gender and Environment

1. **Understanding Social Equality:** caste, gender, ethnicity and class as distinct categories and their relations.
2. **Human Rights:** Meanings, UN Declarations, Human Rights and Indian constitution. National Human Rights Commission. Human rights and marginalised groups. Human Rights Movement in India.
3. **Gender:** Understanding the structures of Patriarchy. Economic and Political empowerment of Women in India. Laws and Institutions related to Women rights.
4. **Environment and Sustainable Development.** UN environmental programmes. Policies and Programmes of protecting Environment in India.
5. **Globalization and its impact** on Workers, Peasants, Dalits and Adivasis.

Suggested readings-

Agrawal, Anil and Sunita Narain(1991). *Global Warning and Unequal World: A case of Environmental Colonialism*, Centre for Science and Environment, Delhi.

Baxi, Upendra (2002). *The Future of Human Rights*. OUP, New Delhi.

Beteille, Andre(2003). *Antinomies of Society: Essays on Ideology and Institutions*. OUP: New Delhi.

Geetha,V (2002). *Gender*. Stree Publications: Calcutta.

Guha Ramchandra and Madhav Gadgil (1993). *Environmental History of India*. University of California Press: Berkeley.

Menon, Nivedita (2000). *Gender and Politics in India*. OUP: New Delhi.

Shah, Nandita and Nandita Gandhi (1992). *Issues at Stake: Theory and Practice in Contemporary Women's Movement in India*. Kali for Women: Delhi.

Datta, Kusum(2007). *Women's Studies and Women's Movement in India Since the 1970s: An Overview* Kusum Datta, The Asiatic Society: Delhi.

Ray, Raka(1999). Fields of Protests: Women's Movements in India. University of Minnesota Press.

Kishwar, Madhu (1999) Off the Beaten Track: **Rethinking Gender Justice for Indian Women**. OUP:New Delhi

Agnes, Flavia (1999) **Law and Gender Inequality: The Politics of Women's Rights in India**. Oxford University Press.

Kumar, Radha **The History of Doing, An illustrated Account of Movements for Women's Rights and Feminism in India, 1800-1990,**

Paper XXII

Seminar on Current Affairs

During the course of the semester each student will be required to do an in-depth study of a topic and present it as a seminar.

- Seminar presentations on topics assigned by the teacher.
- Students should also submit individual assignments on these topics.
- The Final presentations should be made in the presence of the class, the teacher concerned and at least one more teacher/ expert.
- Marks to be allotted to the student in continuous internal evaluation by the teacher as well as on the final presentation in the presence of the expert.

Break-up of marks

1. Continuous evaluation based on attendance, consistency and participation in seminar discussions -50 marks
2. Final Presentations – 50 marks

Paper XXIII and XXIV

Research Dissertation

Maximum Marks for the Dissertation (paper 23 and 24) are 200

Break up:

External Evaluation 100 marks

Internal Evaluation 50 marks

Viva Voce 50 marks

I) The committee recommends that the students should be encouraged to begin work on their dissertations in the V semester as practical exercises for Paper 19.

II) The committee recommends that the internal faculty's hours for dissertation supervision must be included in their weekly time table hours. It should be made mandatory for the students to meet the dissertation supervisor twice a week. Internal Evaluation should be tied to their regularity and consistency.

III) The colleges should form a committee of external evaluators as well as examiners for Viva Voce consisting of journalists, media critics as well as academics. Each member of the committee should be given at least two dissertations to evaluate to facilitate a comparative analysis.

Instructions for Paper Setter/Moderator

- Maximum Marks 75
- Time 3 hours
- Total Questions 5 questions of 15 marks each

Internal assessment- Internal assessment of all the papers will be done on written assignments, presentations in class and practical exercises mentioned above.