



خواجہ معین الدین چشتی لسان یونیورسٹی، لکھنؤ، اتر پردیش، ہندوستان
स्वाजा मुईनुद्दीन चिश्ती भाषा विश्वविद्यालय, लखनऊ, उत्तर प्रदेश, भारत
Khwaja Moinuddin Chishti Language University, Lucknow, U.P., India

U.P. STATE GOVERNMENT UNIVERSITY
(Recognised Under Section 2(f) & 12(B) of the UGC Act, 1956 & B.Tech Approved by AICTE)

B.A. (Honors) Journalism & Mass Communication

Syllabus

Choice Based Credit System

Duration: Three Years

Eligibility: 10+2 (Any Stream)



DEPARTMENT OF JOURNALISM AND MASS

COMMUNICATION

FACULTY OF SOCIAL SCIENCES

KHWAJA MOINUDDIN CHISHTI URDU ARABI FARSI UNIVERSITY

Sitapur-Hardoi Bypass, IIM Road, Lucknow – 226013 (U.P)

Semester wise Structure



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 स्वजा मुईनुद्दीन चिश्ती भाषा विश्वविद्यालय, लखनऊ, उत्तर प्रदेश, भारत
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Semester	Core Subject (14)	AECC (02)	SEC (02)	DSE (04)	GE (04)
I	C1: Introduction to Journalism C2 : Introduction to media and Communication	English/MIL Communication Environmental Science			GE 1: Basics of Journalism
II	C3: Reporting and Editing for Print C4: Media and Cultural Studies	English/MIL Communication Environmental Science			GE 2: Photography
III	C5: Introduction to Broadcast Media C6 : History of the Media C7 : Advertising and Public Relations		SEC1: Radio Production		GE 3: Film Appreciation
IV	C8: Introduction to new media C9: Development Communication C10 : Media Ethics and the law		SEC 2 : Documentary Production		GE 4: Media, Gender and Human Rights
V	C11: Global Media and Politics C12: Advanced Broadcast Media			DSE 1 A: Media Industry and Management OR DSE 1 B: Development Journalism DSE 2 A: Print Journalism and Production OR DSE 2 B: Photography	
VI	C13: Advanced New Media C14 : Communication Research and Methods			DSE 3A : Multimedia Journalism OR DSE 3B: Introduction to Film Studies DSE 4: Dissertation	

SEMESTER I



C1 Introduction to Journalism (BJMC 101)

6 Credits: 5L+1T

Duration: 3 hrs.

Marks: 100 (30+70)

75 Lectures +15 Tutorials

C1 Introduction to Journalism (BJMC 101)

6 Credits: 5L+1T

Duration: 3 hrs.

Marks: 100 (30+70)

75 Lectures +15 Tutorials

Course contents:

Unit 1 - Understanding News

20L

Ingredients of News: meaning, definition, nature The news process: from the event to the reader (how news is carried from event to reader) Hard news vs. Soft news, basic elements of a news story Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 2 - Different forms of Print Journalism

20L

Penny Press, Tabloid press, Yellow Journalism, Language of news- Robert Gunning: Principles of clear writing, Sociology of News: Factors affecting News Treatment, Writing for newspapers and magazines, Vernacular press, Paid News, Media Trial, Politics of News, Neutrality and Bias in News, Agenda Setting

Unit 3 - Understanding the structure and construction of news

20L

Organizing 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, Language and principles of writing: Basic differences between the print, electronic and online journalism, Citizen Journalism

Unit 4 - Role of Media in a Democracy

15L

Responsibility of Media towards Society, Press and Democracy, Contemporary Debates and Issues relating to Media Ethics, Bodies governing media ethics

Suggested Readings:

- Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.
- M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing, 2006.
- George Rodmann. Mass Media in a Changing World; McGraw Hill Publication, 2007.
- Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications, 2006. Richard Keeble. The Newspaper's Handbook; Routledge Publication, 2006.
- भारत में जनसंचार, केवल जे कुमार, JAICO
- हिन्दी पत्रकारिता- अर्जुन सिंह
- हिन्दी पत्रकारिता पाण्डे कैलाशनाथ, लोक भारती प्रकाशन
- पत्रकारिता परिवेश एवं प्रवृत्तियाँ- पृथ्वीनाथ पाण्डे



C2 Introduction to Media and Communication (BJMC 102)

6 Credits: 5L+1T

Duration: 3 hrs.

Marks: 100 (30+70)

75 Lectures +15 Tutorials

Course contents:

Unit I - Media and Everyday Life

15L

Mobile phones, Television, Ring tones, Twitter, The Internet - discussion around media and everyday life
Discussions around mediated and non mediated communication. Nature, concept and process of communication, Types of communication, Stages of communication, Elements of communication, Communication Barriers.

Unit II - Communication and Mass Communication

20L

Forms of Communication, Levels of Communication, Mass Communication and its Process, Functions of Mass Communication, Brief introduction to Mass Media - Newspapers, Radio, Television, Photographs and Films as a means of communication. Models - Aristotle Model, SMRC model, Lasswell model, Osgood Model, Dance Model, Schram model, Gerbner's model, New Comb model, Convergent model, Gate Keeping model, Westley and Macleans model, Shanon & Weaver model, Other new communication models. Relevance of Communication models in present communication processes.

Unit III - Mass Communication and Effects Paradigm

20L

Theories of Mass Communication - Hypodermic needle theory, Personal Influence Theories (Two step & multistep Theory), Sociological theories of Mass Communication (Cultivation theory, Agenda setting Theory, Uses & Gratification theory, Dependency theory), Normative theories of mass media (Authoritarian theory, Free Press theory, Social Responsibility theory, Communist media theory, Development Communication theory, Democratic Participant Media Theory), Some other theories (Mass Society Theory, Hegemony Theory, Culture and semiotic Theory). Relevance of Communication theories in present communication processes.

Unit IV - Cultural Effects and the Emergence of Alternative Paradigm

20L

Impact of Mass Communication - Nature of Mass media effects and Society, Traditional and modern mediums of mass communication, segmentation of Audience for the purpose of communication, Technology and feedback system, Shift from Broadcasting to Narrowcasting, Polarization, Cultural Imperialism, Cultural Effects of communication- Agenda Setting, Spiral of Silence, Cultivation Analysis, Critique of the effects Paradigm and emergence of alternative paradigm.

Suggested Readings:

- Michael Ruffner and Michael Burgoon, Interpersonal Communication (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72)
- John Fiske, Introduction to Communication Studies, (Routledge 1982), pp 1-38 Dennis McQuail, Mass Communication Theory, (London, Sage, 2000), pp 1-11; 41-54; 121-133 (fourth Edition)
- Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengate Learning,



2006) pages 42-64; 71-84; 148-153; 298-236

- Kevin Williams, Understanding Media Theory, (2003), pp.168-188
- Robin Jeffrey, Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India. New Delhi: Hachette (2013)
- Ravi Sundaram, The Art of Rumour in the Age of Digital Reproduction, The Hindu, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digital-reproduction/article3792723.ece> (Unit 1 -)
- Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in No Limits: Media Studies from India, Ed. Ravi Sundaram. New Delhi: Oxford (2013)
- समकालीन वैश्विक पत्रकारिता में अखबार- प्रांजलाधर (वाणी प्रकाशन)
- जनसंचार के प्रतिरूप- सविता चट्टा
- भारत में जनसंचार एवं प्रसारण मीडिया- मधुकर लेले
- संचार के मूल सिद्धान्त- प्रकाश ओम लोक भारती प्रकाशन
- मास मीडिया और समाज - मनोहर श्याम जोशी



SEMESTER II

C3 Reporting and Editing for Print (BJMC 201)

6 Credits: 4L+2P

Duration: 3 hrs.

Marks: 100 (30+50+20)

60 Lectures +30 Practical

Course contents:

Unit 1 - Covering news

15L

Reporter- role, functions and qualities General assignment reporting/ working on a beat; news agency reporting. Covering Speeches, Meetings and Press Conferences, Covering of beats- crime, courts, city reporting, local reporting, hospitals, health, education, sports

Unit 2 - Different Forms of Writing

15L

Interviewing: doing the research, setting up the interview, conducting the interview, News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification Articles, features, types of features and human interest stories, leads for features, difference between articles and features.

Unit 3 - The Newsroom

15L

Newsroom, Organizational setup of a newspaper, Editorial department, Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader Opinion pieces

UNIT 4 - Understanding media and news

15L

Week-end pullouts, Supplements, Backgrounders columns/columnists. Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers. Objectivity and politics of news, Neutrality and Bias in news

Practical I –

2 Credit: 2P

Duration: 1 hr.

Marks: 20

30 Practical

Objectives of the Course

1. To develop an understanding of various formats of reporting
2. To learn the skills of identifying story ideas
3. To enhance the skill of writing

Practical Assignments:

- Covering the beats and writing reports
- Conducting interviews within/outside the campus
- Editing news stories, Writing Headlines



- Structuring dummy newspaper
- Writing articles/features/letter to the editor
- Prepare qui on current affairs and media related news
- Conducting/Participating in Debates and discussion on current issues

Suggested Readings

- The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
- Vir Bala Agarwal & V.S.Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi
- The Newspaper's Handbook, Richard Keeble, Routledge Publication
- Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
- News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
- Mass Communication Theory, Denis McQuail, Sage Publications
- Reporting for the Print media'. (2nd ed) . ;Felder, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979
- पत्रकारिता एवं संपादन कला- एन0 सी0 पन्त (राधा पब्लिकेशन)
- समाचार संकलन एवं प्रकाशन, बघुवा पी. यूनिवर्सिटी पब्लिकेशन
- सूचना संचार एवं समाचार मुकुल श्रीवास्तव, NRBC Publication
- समाचार फीचर लेखन एवं सम्पादन कला- डॉ0 महेन्द्र कुमार मिश्र

C4 Media and Cultural Studies (BJMC 202)

6 Credits: 5L+1T



Duration: 3 hrs.

Marks: 100 (30+70)

75 Lectures +15 Tutorials

Course contents:

Unit 1 - Understanding Culture

20L

Understanding culture - Mass Culture, Popular Culture, Folk Culture Media, Elite Culture, Commercial Culture and Cyber culture. Technological Determinism; New Media and Cultural forms, Media culture and Power, Hybrid Culture, Colonialism, Post colonialism, Nationalism, Postmodernism.

Unit 2 - Critical Theories

20L

Frankfurt School, Media as Cultural Industries Semiotic School, Roland Barthes: Meaning of text messages, Marshall MacLuhan: Medium is the Message; Political Economy of media, Ideology and Hegemony. Folk Media as a form of Mass Culture, live performance.

Unit 3 - Representation

20L

Media as Texts, Signs and Codes in Media, Discourse and Analysis, Understanding media culture, Genres Representation of nation, class and caste issues in Media. Gender, Media and Culture, Public Sphere and Public Media, Corporatization and Globalization of Media.

Unit 4 - Audiences

15L

Uses and Gratification Approach, Reception Studies, Active Audiences, Women as Audiences, Sub Cultures; Music and the popular, Fandom. Audience in live Performance Media technologies.

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) John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009
- Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV) Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE James Clifford, Tony Benett, Raymond Williams, Stuart Hall, John Storey
- Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan
- Traditional Folk Media in India, 1975, New Delhi, Geka Books
- समाचार का भाषा विज्ञान-रमेश कुमार वर्णमाल
- मास मीडिया और समाज- श्री मनोहर श्याम जोशी



SEMESTER III

C5 Introduction to Broadcast Media (BJMC 301)

6 Credits: 5L+1T

Duration: 3 hrs.

Marks: 100 (30+70)

75 Lectures +15 Tutorials

Course contents:

Unit 1 - Basics of Sound

20L

Concepts of sound-scape- sound culture, Types of sound-Sync- Non-Sync- Natural sound- Ambience Sound, Sound Design-Its Meaning with examples from different forms, Sound recording techniques, Introduction to microphones, Characteristics of Radio as a medium. Elements of a Radio News Story: Gathering-Writing/Reporting- Elements of a Radio News Bulletins. Working in a Radio News Room, Introduction to Recording and Editing sound (Editing news based capsule only)

Unit 2 - Basics of Visual

20L

What is an image?, electronic image, television image, Digital image, Edited Image (politics of an image) What is a visual?(still to moving), Visual Culture, Changing ecology of images today, Characteristics of Television as a medium. Public Service Broadcasters - AIR and DD News - Voice of India (Analysis of News on National Broadcasters), Changing Character of Television News (24 -hrs news format, News Production cycle, News 'Lingo', News 'Formulae') , News as Event, Performance and Construction

Unit 3 - Writing and Editing of Radio News

10L

Elements of a Radio News Story: Gathering- Writing/Reporting- Elements of a Radio News Bulletins- Working in a Radio News Room, Introduction to Recording and Editing sound (Editing news based capsule only)

Unit 4 - Writing and Editing of Television News

25L

Basics of a Camera- (Lens & accessories)- Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept), Visual Grammar: Camera Movement- Types of Shots- Focusing- Visual Perspective- Elements of a Television News Story: Gathering- Writing/Reporting, Elements of a Television News Bulletins, Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule)

Suggested Readings:

- Zettl Herbert, Television Production Handbook. (Pg.nos: 20-80, 85-135)
- Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)
- P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)
- The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47- 105)
- रेडियो पत्रकारिता सिधदान्त एवं कार्यपालिका- चक्रधर कण्डवाल
- रेडियो मीडिया कार्यक्रम प्रसारण टेक्नॉलोजी ए०के० सिंह रेशभ पब्लिकेशन
- रेडियो प्रोग्राम एवं प्रोडगशन तकनीक, ए०के० सिंह यूनिवर्सिटी पब्लिकेशन

Suggested Resources & Documentaries

News Bulletins in English and Hindi on National and Private channels (as teaching material) -Documentary- 'The future of Television News.'

C6 History of the Media (BJMC 302)



Duration: 3 hrs.

Marks: 100 (30+70)

75 Lectures +15 Tutorials

Course contents:

Unit 1 - History of Print Media

20L

Media and Modernity: Print Revolution, Telegraph, Morse code, Yellow Journalism, Evolution of Press in United States- Great Britain and France, History of the Press in India: Colonial Period, National, Freedom Movement, Gandhi and Ambedkar as Journalists and Communicators.

Unit 2 - Media in the Post Independence Era

10L

Emergency and Post Emergency Era, Changing Readership, Print Cultures, Language Press, Recommendation of Indian Press Commissions, Rise of Newspaper houses, Consolidation of Indian Newspapers, Rise of Conglomerates

Unit 3 - Sound Media

20L

Emergence of radio Technology, The coming of Gramophone, Early history of Radio in India, History of AIR: Evolution of AIR Programming, Penetration of radio in rural India- Case studies, Radio Ceylon, Patterns of State Control; the Demand for Autonomy, FM: Radio Privatization, Music: Cassettes to the Internet, Community Radio

Unit 4 - Visual Media

25L

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) Formation of Prasar Bharti

Suggested Readings:

- Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press, 2010) (Chapter 2 and Chapter 5)
- Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
- Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991) -39-57
- Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," Economic Development of Cultural Change, vol 10, No. 3 (pp 275-283)
- BB. Bel, B. Das, J. Brower, Vibhodh Parthasarthy, G. Poitevin (Ed.) (Sage 2005)
- भारत में जनसंचार और प्रसारण मीडिया रेग स्वामी पार्या सारथी- भारत में पत्रकारिता इतिहास -मधुकर लेले
- John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in Television in Contemporary Asia by David French and Michael Richards (Ed) (Sage, 2000).
- Seminar Issue October 1997, Indian Language Press G.N.S Raghavan, Early years of PTI, PTI story: Origin and Growth of Indian Press, (Bombay, Press Trust of India, (1987), 92-119



C7 Advertising and Public Relations (BJMC 303)

6 Credits: 4L+2P

Duration: 3 hrs.

Marks: 100 (30+50+20)

60 Lectures +30 Practical

Course contents:

Unit 1 - Introduction to Advertising

15L

Meaning and history Advertising Importance and Functions a) Advertising as a tool of communication, b) Role of Advertising in Marketing mix, PR Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising Types of advertising and New trends Economic, Cultural, Psychological and Social aspects of advertising Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their code, Consumer Courts

Unit 2 - Advertising through Print, Electronic and Online Media

15L

Types of Media for advertising, Advertising Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling Marketing Strategy and Research, Branding, Advertising department vs. Agency-Structure, Functions of Advertising Agency, Budgeting, Campaign Planning, Creation and Production of Advertisement, Online Advertising

Unit 3 - Public Relations-Concepts and Practices

15L

Introduction to Public Relations Growth and development of PR, Importance, Role and Functions of PR Principles and Tools of Public Relations, Organisation of Public relations: In house department vs consultancy. PR in govt. and Private Sectors, Government's Print, Electronic, Publicity, Film and Related Media Organizations, Role and Qualities of PR

Unit 4 - PR-Publics and Campaigns

15L

Research for PR, Managing promotions and functions, PR Campaign-planning, execution, evaluation, Role of PR in Crisis management Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes, Integrated Marketing Communication, Crisis Management, Community Relations and CSR, Social Media Technologies and Management, Integrated Marketing Communication, Developing Social Networks, Social Media Strategies, Tactics and Ethics, Social Media Tools, Measurement Strategies and ROI

Practical II –

2 Credit: 2P

Duration: 1 hr.

Marks: 20

30 Practical

Objectives of the Course

4. To develop an understanding of Advertising and PR practices
5. To learn the skills of planning Advertising and PR campaigns
6. To help the students prepare Advertising and PR strategies

Practical Assignments:

- Design an ad copy for a product
- Script writing for electronic media (Radio jingle, TV Commercial)



- Planning & Designing advertising campaigns
- Critical evaluation of advertisements
- Writing a press release
- Planning and designing PR campaign
- Assignment on crisis management

Suggested Readings

- David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
- Frank Jefkins, Advertising Made Simple, Rupa & Co.
- Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
- Jethwaney Jaishri, Advertising, Phoenix Publishing House
- Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications
- Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta
- विज्ञापन डॉट काम. सेठी रेखा वाणी
- हिन्दी विज्ञापन संरचना एवं प्रभाव, मोहन सुमित वाणी प्रकाशन
- प्रभावी जनसम्पर्क- डॉ० मनोहर प्रभाकर, डॉ० संजीव भानावत



SEMESTER IV

C8 Introduction to New Media (BJMC 401)

6 Credits: 5L+1T

Duration: 3 hrs.

Marks: 100 (30+70)

75 Lectures +15 Tutorials

Course contents:

Unit 1 - Key Concepts and Theory

20L

Defining New media, terminologies and their meanings – Digital media, New media, Online media, Overview of Online Journalism, Virtual Culture, Information society and new media, Technological Determinism, Computer-mediated-Communication (CMC), Networked Society.

Unit 2 - Understanding Virtual Cultures and Digital Journalism

20L

Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media, Citizen and Participatory Journalism

Unit 3 - Digitization of Journalism

20L

Tools of online Journalism, Ethical Challenges in Online Journalism, Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open Source, Digital archives, Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems(CMS), Social Networking and Media Activities

Unit 4 - Visual and Content Design

15L

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures, Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

Suggested Readings:

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.
- O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>
- Grossman, "Iran Protests: Twitter, the Medium of the Movement"
- Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.
- नए जनसंचार के माध्यम और हिन्दी, सुधीर पचौरी, अचला शर्मा, BBC World Series
- इण्टरनेट एवं भू-मीडिया टेक्नोलॉजी ए0के0 सिंह, आदी बुक्
- The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
- Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian
- Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380.



C9 Development Communication (BJMC 402)

6 Credits: 5L+1T

Duration: 3 hrs.

Marks: 100 (30+70)

75 Lectures +15 Tutorials

Course contents:

Unit 1 - Development: Concept, concerns, paradigms

15L

Concept of development, Measurement of development, Development versus growth, Human development, Development as freedom, Models of development - Basic needs model, Nehruvian model, Gandhian model Panchayati Raj, Developing countries versus developed countries, UN millennium Development Goals, Sustainable Development Goals

Unit 2 - Development communication: Concept and Approaches

20L

Paradigms of development: Dominant paradigm, dependency, alternative paradigm Dev comm. approaches – diffusion of innovation, empathy, magic multiplier Alternative Dev comm. approaches: Sustainable Development Participatory Development Inclusive Development Gender and development Development support comm. – definition, genesis, area, woods triangle

Unit 3 - Role of Media in Development

25L

Mass Media as a tool for development Creativity, role and performance of each media-comparative study of pre and post liberalization eras Role, performance record of each medium- print, radio, tv, video, traditional media Role of development agencies and NGOs in development communication Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Cyber media and dev – e-governance, e chaupal, national knowledge network, ICT for Development, Narrow casting, Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI), Strategies for designing messages for print, CommUnit y radio

Unit 4 - Rural Journalism

15L

Information needs in rural areas; Use of traditional media for development in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on rural problems and issues; Specific features of tribal society; Information needs in tribal setting; Critical appraisal of mainstream media's reportage on tribal problems and issues; Television programmes for rural India (Krishi Darshan) Using new media technologies for development. Development Journalism and rural reporting in India

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.
- Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan, 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.



خواجہ معین الدین چشتی لسان یونیورسٹی، لکھنؤ، اتر پردیش، ہندوستان
स्वाजा मुईनुद्दीन चिश्ती भाषा विश्वविद्यालय, लखनऊ, उत्तर प्रदेश, भारत
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- 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.
- Kiran Prasad. Communication for Development: Reinvesting Theory and Action (2 volumes,) BRPC: New Delhi. 2009
- Uma Narula. Development Communication: Theory and Practice. HarAnand. 2004
- Modern Media in Social Development : Harish Khanna.
- कृषि पत्रकारिता, पी बधुवा, यूनिवर्सिटी पब्लिकेशन



C10 Media Ethics and the Law (BJMC 403)

6 Credits: 5L+1T

Duration: 3 hrs.

Marks: 100 (30+70)

75 Lectures +15 Tutorials

Course contents:

Unit I - Ethical Framework and Media practice 15L

Freedom of expression (Article 19(1)(a) and Article 19(1)(2) Freedom of expression and Defamation- Libel and slander, Issues of privacy and Surveillance in Society, Right to Information, Fair Trial/Trial by Media Intellectual Property Rights, Media Ethics and Cultural Dependence

Unit 2 - Media Technology and Ethical Parameters 20L

Live reporting and ethics Legality and Ethicality of Sting Operations, Phone Tapping etc Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court) Discussion of Important cases-eg- Operation Westend Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines

Unit 3 - Representation and Ethics 20L

Advertisement and Women Pornography Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc, Codes and Ethical Guidelines Self Regulation Media Content- Debates on morality and Accountability: Taste, Culture and Taboo Censorship and media debates

Unit 4 - Media and Social Responsibility 20L

Economic Pressures Media reportage of marginalized sections- children, dalits, tribals, Gender, Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition- incitement to violence, hate Speech. Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists

Essential Reading list:

- Thakurta, Paranjay Guha, Media Ethics, Oxford University Press, 2009
- Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011
- Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
- Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
- आधुनिक पत्रकारिता के विविध आयाम-डॉ० बी०आर०बारड एवं डॉ० डी०एम० दोमडिया
- प्रेस विधि और साइबर लॉ-जादान योगेश अनामिका पब्लिकेशन



SEMESTER V

C11 Global Media and Politics (BJMC 501)

6 Credits: 5L+1T

Duration: 3 hrs.
Course contents:

Marks: 100 (30+70)

75 Lectures +15 Tutorials

Unit 1 - Media and International Communication:

15L

The advent of popular media- a brief overview, Propaganda in the inter-war years: Nazi Propaganda,, Radio and international communication, Rise of International News Agencies, Imbalances in Global Information

Unit 2 - Media and Super Power Rivalry

20L

Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, Voice of America, Communication debates: NWICO, McBride Commission and UNESCO, Unequal development and Third World concerns: North-South, Rich – Poor

Unit 3 - Global Conflict and Global Media

20L

World Wars and Media Coverage post 1990: Rise of Al Jazeera, The Gulf Wars: CNN's satellite, transmission, embedded Journalism, 9/11 and implications for the media, Major International TV Channels – BBC, CNN, FOX, CBC, Media Conglomeration – Time Warner, Walt Disney Corporation, News Corporation, Sony

Unit 4 -- Media and Cultural Globalization

20L

Cultural Imperialism, Cultural politics: media hegemony and Global cultures, homogenization, the English language, Local/Global, Local/Hybrid, Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide, Media conglomerates and monopolies: Ted Turner/Rupert Murdoch, Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Others

Suggested Readings:

- Daya Kishan Thussu. International Communication: Continuity and Change, Oxford University Press, 2003
- Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004
- Communication and Society, Today and Tomorrow “ Many Voices One World ” Unesco Publication, Rowman and Littlefield publishers, 2004
- Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and Francis Publication, 2012
- Daya Kishan Thussu .War and the media : Reporting conflict 24x7, Sage Publications, 2003
- Stuart Allan and Barbie Zelizer. Reporting war : Journalism in war time, Routledge Publication, 2004
- Yadava, J.S, Politics of news, Concept Publishing and Co.1984.
- Zahida Hussain and Vanita Ray. Media and communications in the third world countries,Gyan Publications,2007



C12 Advanced Broadcast Media (BJMC 502)

6 Credits: 4L+2P

Duration: 3 hrs.
Course contents:

Marks: 100 (30+50+20)

60 Lectures +30 Practical

Unit 1 - Public Service Broadcasting

15L

Public Service Model in India (Policy and laws), Introduction of News, Commercial and Entertainment, Global Overview of Public Service Broadcasting, Autonomy of Broadcasting in India, Audience Segmentation, Community Radio, Community Video, Participatory, Communication Campus Radio

Unit 2 - Private Broadcasting

15L

Private Broadcasting Model in India; Policy and Laws Structure, Functions and Working of a Broadcast Channel Public and Private partnership in television and Radio programming (India and Britain case studies), Radio Jockey, Role and Responsibilities, Digitalization of Radio in India

Unit 3 - Broadcast Genres

15L

Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre, Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time, Viewership Rating: TAM, TRP, Constructing reality through TV

Unit 4 - Broadcast Production

15L

Radio Scripting - Radio Magazine, Interview, Talk Show, Discussion, Feature, Phone in Programs, (Radio) Writing and Producing for Radio Public Service Advertisements, Jingles, Teasers and Promos, TV Talk Shows, Script Writing, Video Editing and Shooting Techniques, Mixing Genres in Television Production Music Video for social comment/as documentary, Mixing ENG and EFP, Reconstruction in News based Programming

Practical III –

2 Credit: 2P

Duration: 1 hr.

Marks: 20

30 Practical

Objectives of the Course

- 1. To develop an understanding of Advanced Broadcasting techniques**
- 2. To learn the skills of writing for Radio and TV**
- 3. To help the students understand the techniques of producing broadcasting content for Radio and TV**

Practical Assignments:

- Presentation of different genre programs in Radio/ TV
- Presentation about PSBT and such organizations
- Preparing different Radio and TV scripts
- Pre production and production Radio and TV scripts
- Preparing radio and TV news capsule
- Editing Radio and TV programs

Suggested Readings:



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- Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
- Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: Focal Press Focal Press)Pg-95-133, 179-212 C
- AmbrishSaxena, Radio in New Avatar-AM to FM,(Delhi: Kanishka) , Pg-92-138, 271-307 D. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press ,2012) 3-17, 245-257, 279-286
- E. Herbert Zettl, Television Production Handbook, (Delhi : Akash Press, 2007) 190-208 F.Vinod Pavarala, Kanchan K Malik, FACILITATING COMMUNITY RADIO IN INDIA: Profiles of NGOs and their Community Radio Initiatives Other Voices (New Delhi: Sage, 2007)
- G. Mc Leash, Robert, Radio Production (US: Taylor & Francis)



SEMESTER VI

C13 Advanced New Media (BJMC 601)

6 Credits: 4L+2P

Duration: 3 hrs.

Marks: 100 (30+50+20)

60 Lectures + 30 Practical

Course contents:

UNIT 1 - Basics of New Media

15L

Defining New Media, Frameworks – Genres and Environments Understanding New Media Ecologies, Trans-medial Storytelling, Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, Gaming and Player Culture, Virality and Memes, et al.; guerrilla media; curating media, festival, media spaces, Information Society and New Media, Computer Mediated Communication (CMC), Networked Society

UNIT 2 - Sociology of the Internet and New Media

15L

Social Construction of Technology, Utopian-Dystopian Interface, Digital inequalities – Digital Divide and Access, Economy of New Media - Intellectual value; digital media ethics, new media and popular culture, Networked Journalism, Activism and New Media, Alternative Journalism, Hyper local Journalism, User Generated Content

UNIT 3 - Critical New Media

15L

Who controls New Media, Questions surrounding net neutrality and related issues, Surveillance and the state, Cyber Security and issues of privacy, the Internet and public sphere - politics and public sphere in the digital age, Social Networking and Media Activities, Ethical Challenges in Online Journalism

UNIT 4 - Participatory culture

15L

Convergence Culture - social media and participatory media culture, digital fandom and online community ies, Identity, Gender and new media- digital media and identities, new media campaigns, Blogging, Linear and Non Linear Writing, video, podcast, video blog, photo blog, blogs and microblogs, digital storytelling, visual and content design of digital media, social media marketing and publicity

Practical IV –

2 Credit: 2P

Duration: 1 hr.

Marks: 20

30 Practical

Objectives of the Course

- 1. To develop an understanding of Advanced New Media**
- 2. To learn the skills of writing for New Media**
- 3. To help the students understand the techniques of producing content for New Media**

Practical Assignments:

- Producing New Media content
- Preparing and Maintaining a Blog
- Working on Online Storytelling Techniques
- Working on an observational field project on use of new media in Panchayats/rural areas like the



Bharat Broadband Project leading to a monograph/short is also recommended.

- Students will also prepare a mobile capsule for social activism, market it through social networks & actively participate in a Cyber Media campaign.

Suggested Readings:

- “New Media and New Technologies” by Lister Dovey, Giddings, Grant & Kelly. (2003).
- Rosen, J. “The People Formerly Known as the Audience” What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.
- Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007.
- Bosker, “Randi Zuckerberg: Anonymity online has to go away”
- Negroponte, N. (1996). Being Digital, Part 3 [pp. 163-233]
- Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. New York, NY: NYU Press.
- May, Keenan & Peter Newcomb. (2008, July) How the Web was won. Vanity Fair, retrieved from <http://www.vanityfair.com/culture/features/2008/07/internet200807>
- “Privacy vs. the Internet: Americans Should Not Be Forced to Choose” (ACLU report, 2008)
- Nakamura, “Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet”
- मीडिया और बाजारवाद- राम शरण जोशी- राधा कृष्ण प्रकाशन



C14 Communication Research and Methods (BJMC 602)

6 Credits: 5L+1T

Duration: 3 hrs.
Course contents:

Marks: 100 (30+70)

75 Lectures +15 Tutorials

Unit 1 - Introduction to Research

20L

Definition, Role, Function, Scope and Importance of Research, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature, Significance of Research,), Formulation of Research Problem, Types of Research, Basic Components of Research – Title, Introduction, Framework, Methodology, Research Design, Variables, Sample, Chapterization.

Unit 2 - Methods of Media Research

15L

Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research, Clinical Studies, Marketing Research, Questionnaire and Schedules, People's Meter, Diary Method, Field Studies, Readership and Audience Surveys Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research

Unit 3 - Sampling

20L

Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data- Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work, Media Research – evaluation, feedback, feed forward, media habits – public opinion surveys, pre election studies and exit polls, Pre test and Pilot Test, Designing Research Instrument

Unit 4 - Methods of analysis and report writing

20L

Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography Writing the research report, Statistical Techniques of Data Analysis - techniques , coding and tabulation, non-statistical methods – descriptive, historical ,statistical analysis – parametric and non-parametric , uni-variate, bi-variate, multi-variate ,tests of significance, levels of measurement , central tendency, tests of reliability and validity , SPSS and other statistical packages.

Suggested Readings:

- Wimmer, Roger, D and Dominick, Joseph,R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.
- Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998. - John Fiske. Introduction to Communication Studies, Routledge Publications,1982.
- Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
- Bertrand, Ina and Hughes, Peter. 2005. Media Research Methods; Audiences, institutions, Texts. New York; Palgrave
- संचार और मीडिया शोध-डॉ० विनीता गुप्ता- वाणी प्रकाशन
- शोध विधियां जैन एम०के०, यूनिवर्सिटी पब्लिकेशन



SEC 1 (Skill Enhancement Course)

Semester III

Radio Production (BJMC 304)

2 Credits: 1L+1P

Duration: 3 hrs.

Marks: 50 (35P+15 In)

15 L +15 P

Course contents:

Unit 1 - Broadcast Formats

7L

Public service advertisements*, Jingles*, Radio magazine*, Interview, Talk Show, Discussion, Feature, Documentary, News Reel, Phone in Program, Music Program, Commentary, Speech Elements, Special Audience Programs, Radio Writing Techniques, Elements of radio news, Storyboarding, Types of sound effects, mixing and dubbing techniques, voice modulation, common errors in pronunciation, pitch, diction, creative storytelling, Special Effects, Creating Visual Images, Audio studio and its equipment, Nature and types of microphone, Console, Recorder, Digital Boards, Internet Radio

Unit 2 - Stages of Radio Production

8L

Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing, Pre-Production – (Idea, research, RADIO script), Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges), Editing, Creative use of Sound Editing,. Compilation of bulletins, radio production team members their role and responsibility.

Practical IV –

1 Credit: 1P

Duration: 1 hr.

Marks: 35

15 Practical

Objectives of the Course

1. To develop an understanding of Advanced Broadcasting techniques
2. To learn the skills of writing for Radio
3. To help the students understand the techniques of producing broadcasting content for Radio

Practical Assignments:

- Preparing scripts for different genre programs of Radio
- Pre production and production of radio scripts
- Preparing radio news capsule

Suggested reading list-

- Aspinall, R. (1971) Radio Production, Paris: UNESCO
- Flemming, C. (2002) The Radio Handbook, London: Routledge



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- Keith, M. (1990) Radio Production, Art & Science, London: Focal Press
- McLeish, R. (1988) Techniques of Radio Production, London: Focal Press
- Nisbett, A. (1994) Using Microphones, London: Focal Press
- Reese, D.E. & Gross, L.S. (1977) Radio Production Work, London: Focal Press
- Siegel, E.H. (1992) Creative Radio Production, London: Focal Press
- Vinod Pavarala & Kanchan K. Malik: Other Voices; The Struggle for Community Radio in India, Sage
- रोडिया मीडिया कार्यक्रम प्रसारण टेक्नॉलाजी सिंह A.K. रेशव बुक्स
- रेडियो प्रोडक्शन, परमवीर सिंह
- रेडियो प्रोग्राम एवं प्रोडक्शन, टेक्नीक यूनिवर्सिटी पब्लिकेशन



SEC 2 (Skill Enhancement Course)
Semester IV
Documentary Production (BJMC 404)

2 Credits: 1L +1P

Duration: 3 hrs.

Marks: 50 (35P+15 In)

15L+15P

Course contents:

Unit 1 -- Understanding Documentary

8L

Understanding Documentary Film, Introduction to Realism, Debate; Observational and Verite documentary, Documentary movements in India; Role of NFDC and Films Division; Role of CBFC in India, Introduction to Shooting styles Introduction to Editing styles, Structure and scripting the documentary

Unit 2 -- Documentary Production

7L

Documentary Production, Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography, Writing a concept: telling a story, Treatment, Writing a proposal and budgeting

Practical V –

1 Credit: 1P

Duration: 1 hr.

Marks: 35

15 Practical

Objectives of the Course

1. To understand the purpose of making a documentary
2. To learn different formats and techniques of documentary making
3. To learn pre production and production processes of making a documentary

Practical Assignments:

- Shooting a short film (5-6 minutes)
- Editing the same with video editing software

Suggested Readings:

- Charles Musser “Documentary” in Geoffrey Nowell Smith ed The Oxford History of World Cinema Oxford University Press: 1996, 322-333
- Michael Renov “The Truth about Non Fiction” and “Towards a Poetics of Documentary”
- Aparna Sharma: Documentary Films in India; Critical Aesthetics at Work; Palgrave, Macmillan
- Trisha Das How to Write a Documentary Double Take by PSBT
- विडीयो प्रोडक्शन, प्रतिमा एवं सिधदान्त, सिंह गोपाल, अनामिका पब्लिकेशन

Suggested Screenings

- Michael Moore: Roger and Me
- Nightmail by Basil Wright
- Bombay Our City by Anand Patwardhan
- Black Audio Collective City of Photos by Nishtha Jain Films by PSBT



Semester V

DSE 1: (Elective Discipline Specific)

DSE 1 A: Media Industry and Management (BJMC 503 A)

6 Credits: 5L+1T

Duration: 3 hrs.

Marks: 100 (30+70)

75 Lectures +15 Tutorials

Course contents:

UNIT - 1 Media Management: Concept and Perspective

15L

Concept- origin and growth of Media Management, Fundamentals of management, Management School of Thought, Media Unit as a corporate entity, Media Unit as a corporate entity, Ownership of media houses, Types of ownership - proprietary, family-owned, run by trust, cross-media ownership, Conglomeration and Convergence, Media chains, Role of Managing Director, Editorial Board and Editorial Policy, Role of Managing Editor

UNIT - 2 Media Industry: Issues & Challenges

20L

Media industry as manufacturers- Manufacturing Consent- news and content management, Market Forces- performance evaluation (TAM, TRP, BARC and HITS) and Market shifts, RNI, Audit Bureau of Circulation (ABC), National Readership Survey (NRS), Electronic Media Management, TRAI, Broadcasting Bill, Sources of Revenue of Newspapers

UNIT - 3 Structure of news media organizations in India

20L

Role responsibilities & Hierarchy, Workflow & Need of Management, Shift Patterns, Circulation & Guidelines, Media Organization - Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect), advertising (marketing), personnel management, production

UNIT - 4 Media Economics, Strategic Management and Marketing

20L

Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics, Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces, Foreign equity in Indian media (including print media) Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers, Indian and International Media Giants- Case Studies

Suggested Readings

- Vinita Kohli Khandeka, Indian Media Business, Sage
- Pradip Ninan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- John M. lavine and Daniel B. Wackman, Managing Media Organisations
- व्यवसायिक संचार- डॉ० पी०के० अग्रवाल, डॉ० ए०के० मिश्रा साहित्य भवन पब्लिकेशन

DSE 1: (Elective Discipline Specific)



DSE 1 B: Development Journalism (BJMC 503 B)

6 Credits: 5L+1T

Duration: 3 hrs.

Marks: 100 (30+70)

75 Lectures + 15 Tutorials

Course contents:

Unit 1 - Concept of Development and Development Journalism 20L

The meaning of development; first world, second world and third world; models of development, major development paradigms -dominant paradigm – its rise and fall – alternative paradigm – participatory approach, Definitions, nature and scope, evolution of development journalism, agriculture extension. development support communication, information dissemination and education, behavior change, social marketing, social mobilization. Communication for social change, media advocacy, new age media and development journalism. participatory development journalism development journalism pre and post liberalization

Unit 2 - Development Stories 20L

Development with a human face, content, development message, development news story and features, writing headlines and captions, innovative leads. Research and planning, Developing a strong news sense, recognizing a good story, packaging of the development story, development feature writing. Conflict of interests, mobilizing support for development

Unit 3 - Media specific Development Coverage 15L

The differences in approach between print and broad cast development journalism, packaging attractive ideas, visuals and documentation. Folk media, community radio for local development, niche newspapers and magazines. Development communication agencies and websites

Unit 4 - Issues in Development 20L

Economic development, liberalization, privatization and globalization. Environment and climate change, impact on agriculture and food security, energy security, environmental sustainability, mass displacements and migration. Urban and rural development, water and waste management, health, education, employment, housing, transport.

Suggested Readings:

- Manual of Development Journalism – Alan Chalkley. Participatory Communication, Working for change and development Shirley A.White, K Sadanandan Nair and Joseph Ascroft. Development Communication and Media Debate
- Participatory Video, Images that Transform and Empower – Shirley A. White (Editor).
- Television and Social Change in Rural India – Kirk Johnson.
- Communication, Modernization and Social Development– K. Mahadevan, Kiran Prasad, Ito Youichi and Vijayan K. Pillai.
- Everybody Loves a Good Drought – P. Sainath.

Semester V DSE 2 (Elective Discipline Specific)



DSE 2 A : Print Journalism and Production (BJMC 504 A)

6 Credits: 4L+2P

Duration: 3 hrs.

Marks: 100 (30+50+20)

60 Lectures + 20 Practical

Course contents:

Unit 1 - Specialized Reporting

15L

Writing on various Social issues, Fashion, Music and Art, Health, Environment, Crime, Business/Economic Parliamentary Political, Investigative journalism/ Sting operations and related case studies Impact of Technology on newspapers and Magazines, Ethical debates in print journalism: ownership and control

Unit 2 - Production of Newspaper

15L

Principles of Layout and Design: Layout and format, Typography, Copy preparation Design process (size, anatomy, grid, design) Handling text matter (headlines, pictures, advertisements) Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

Unit 3 - Technology and print Modern Printing Processes

15L

DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe In Design etc.)

Picture Editing and Caption Writing

Unit 4 - Advanced Newspaper and Magazine Editing

15L

Classification of Newspapers and Magazines, Designing for Newspaper and Magazine, Current trends in Newspapers and Magazines with respect to content, Photographs and Cartoons in Newspapers and Magazines

Practical VI –

2 Credit: 2P

Duration: 1 hr.

Marks: 20

30 Practical

Objectives of the Course

1. To understand the techniques of pre production and production in print
2. To learn different software of designing newspaper and magazine pages
3. To be able to design print materials

Practical Assignments:

- Designing different pages of a newspaper
- Designing Cover page of a magazine
- Design and Produce Lab Journal of the Department

Suggested Readings

- Editing: A Handbook for Journalists – by T. J. S. George, IIMC, New Delhi, 1989
- News Reporting and Editing by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
- Professional Journalism, by M.V. Kamath, Vikas Publications
- Journalism: Critical Issues, by Stuart Allan, Open University Press
- Modern Newspapers practice, by Hodgson F. W. Heinemann London, 1984
- Principles of Art and Production, by N.N. Sarkar, Oxford University Press

DSE 2 (Elective Discipline Specific) DSE 2 B: Photography (BJMC 504 B)



6 Credits: 4L+2P

Duration: 3 hrs.

Marks: 100 (30+50+20)

60 Lectures + 30 Practical

Course contents:

Unit 1 - History of Photography

10L

Definition and origin of Photography, Camera and its Evolution, Modernization of Photography and its use in Mass Media, Invention of Digital Photography

Unit 2 - Photography and Lighting

20L

Cameras, Lenses, Tripods, Monopods, Camera bags, Digital storage. Different types of lighting-Natural lighting and Artificial Lighting, The reflection of light, Recommended equipment for outdoor lighting, Introduction to indoor lighting and Photographing

Unit 3 - Types of Photography and Photojournalism

20L

News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography, The basics of photojournalism and importance of context in photojournalism

Unit 4 - Editing

10L

Photo editing software: Microsoft Office Picture Manager, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

Practical VII –

2 Credits: 2P

Duration: 1 hr.

Marks: 20

15 Practical

Objectives of the Course

1. To understand the basic techniques of photography
2. To learn different software for photo editing
3. To understand the working of various cameras and lenses
4. To be able to design print materials

Practical Assignments:

- Practicing different kinds of photography
- Editing the photographs using photo editing software

Suggestive Readings:

- The Photography Book by Editors of Phaidon Press, 30 April 2000
- All about Photography by Ashok Dilwali, National Book trust, Year of Publication:2010 New Delhi
- Practical photography by O.P. SHARMA HPB/FC, 14 March 2003
- The Photographer's Guide to Light by Freeman John Collins & Brown, 2005
- Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely Planet



DSE 3 (Elective Discipline Specific)

SEM VI

DSE 3 A: Multi-Media Journalism (BJMC 603 A)

6 Credits: 4L+2P

Duration: 3 hrs.

Marks: 100 (30+50+20)

60 Lectures +30 Practical

Course contents:

Unit 1 - Introduction to Multimedia

20L

Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity

Unit 2 - Print Process of Production:

20L

Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Interviewing Techniques, on Screen: Rule of thirds, focal point, Composition., Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and cutlines as an important part of storytelling. placements & Visual Design

Unit 3 - Audio & Video Content

10L

Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming

Unit 4 - Mobile journalism

10L

Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer.

Practical VII –

2 Credits: 2P

Duration: 1 hr.

Marks: 20

30 Practical

Objectives of the Course

- 1. To understand multimedia content**
- 2. To learn about different multimedia platforms and their audience**
- 3. To prepare content for different multimedia platforms**

Practical Assignments:

- Submit a Final project incorporating elements from all the Units —developing a story and adding audio, photo and video to compliment it for online publication



Suggested readings:

- Savage, Terry Michael, and Karla E. Vogel. An Introduction to Digital Multimedia. Jones & Bartlett Publishers, 2013.
- Christin, Anne-Marie, ed. A History of Writing: From Hieroglyph to Multimedia. Flammarion-Pere Castor, 2002.
- Korolenko, Michael. Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson. 2005.
- Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press, 2006.
- टी0पी0 पत्रकारिता पुस्तक माला, खबरे विस्तार से डॉ0 श्याम कश्यप एवं मुकेश कुमार,
- इलेक्ट्रॉनिक पत्रकारिता, डॉ0 अजय कुमार सिंह
- टेलीविजन पत्रकारिता, सिध्दान्त एवं कार्य प्रणाली- संजय गौड़



DSE 3B: Introduction to Film Studies (BJMC 603 B)

6 Credits: 4L+2P

Duration: 3 hrs.

Marks: 100 (30+50+20)

60 Lectures + 30 Practical

Course contents:

Unit I - Language of Cinema

20L

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element Genre and the development of Classical Hollywood Cinema

Unit II - Film Form and Style

10L

German Expressionism and Film Noir Italian Neorealism, French New-Wave

Unit III - Alternative Visions

10L

Third Cinema and Non Fiction Cinema Introduction to Feminist Film Theory, Auteur Film Theory, Authorship Theory with a special focus on Ray and Kurusawa

Unit IV- Hindi Cinema

20L

Early Cinema and the Studio Era 1950s -Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave Globalisation and Indian Cinema Film Culture

Practical VIII –

2 Credits: 2P

Duration: 1 hr.

Marks: 20

30 Practical

Objectives of the Course

4. To appraise films and filmmakers from a technical, aesthetic and cultural point of view
5. Develop proficiency in recognizing and describing film techniques
6. To develop the ability to differentiate between multiple film forms, genre and techniques

Practical Assignments:

- Identify the elements of the films screened
- Write a critique on a selected films and directors
- Create a 2 minute film based on a pre determined treatment

Recommended Screenings or clips

- Rear Window by Alfred Hitchcock (Language of Cinema)
- Battleship Potempkin by Sergei Eisenstein (Language of Cinema)
- Man with a Movie Camera by Dziga Vertov
- Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism)
- Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
- PatherPanchali by Satyajit Ray



- The hour of the Furnaces by Fernando Solanas
- Nishant by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)
- Pyaasa by Guru Dutt
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Suggested Readings:

- Andre Bazin, "The Ontology of the Photographic Image" from his book What is Cinema Vol. I Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
- Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book Film Form: Essays in Film Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63
- Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in Thomas Elsaesser, ed. Early Cinema: Space, Frame, Narrative. London: British Film Institute, 1990, 86-94.
- David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. Narrative, Apparatus, Ideology. New York: Columbia University Press, 1986, 17- 34.
- Paul Schraeder "Notes on Film Noir" in John Belton ed. Movies and Mass Culture New Brunswick, New Jersey: Rutgers University Press: 1996 pg.153-170
- Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in Film Theory: An Introduction. Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129.
- Richard Dyer "Heavenly Bodies: Film Stars and Society" in Film and Theory: An Anthology Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617
- Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998
- Global Bollywood by Anandam P. Kavoori and AswinPunanthambekar Eds. New York: New York University Press. 2008

DSE 8: Dissertation (BJMC 604)

6 Credits

Marks: 100 (30 In+70 Practical)

30 Tutorials + 60 Practical

- Students will undertake a micro research project (7000 to 8000 words) on any topic of social, political, cultural interest. The dissertation must have proper chapter scheme, referencing and bibliography.
- Students will have to prepare a suitable presentation (12 – 15 slides) on the topic of dissertation for Viva - Voce.

Elective Generic:



GE 1: (Elective Generic)

Semester I

Basics of Journalism (BJMC 104)

6 Credits: 5L+1T

Duration: 3 hrs.

Marks: 100 (30+70)

75 Lectures +15 Tutorials

Course contents:

Unit 1 - Understanding News

20L

Understanding News Ingredients of news News: meaning, definition, nature, The news process: from the event to the reader (how news is carried from event to reader) Hard news vs. Soft news, basic components of a news story, Sources of News, Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline

Unit 2 - Historical Perspective of News

15L

Different forms of print-A historical Perspective, Yellow journalism, Penny press, tabloid press, Language of news- Robert Gunning: Principles of clear writing, Paid News, Trial by Media, Gatekeepers, Agenda Setting, News Agencies – Role and Types.

Unit 3 - Structure and Construction of News

20L

Understanding the structure and construction of news, Organizing a news story, 5W's and 1H, Inverted pyramid, Criteria for news worthiness, principles of news selection, Lead and Headlines, Use of archives, use of internet, News, Feature and Article, Editorial Page, Role and Responsibility of an Editor, Sub Editor and Reporter, Editorial Page, Letter to the Editor, Column and Columnist

Unit 4 - Contemporary Issues of News

20L

Different mediums-a comparison Language and principles of writing: Basic differences between the print, electronic and online journalism, Citizen journalism, Role of Media in a Democracy, Responsibility towards Society, Contemporary debates and issues relating to media Ethics in journalism, PCI, Editors Guild etc.

Readings

- Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000
- M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing, 2006
- George Rodmann. Mass Media in a Changing World; McGraw Hill Publication, 2007
- Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications, 2006
- Richard Keeble. The Newspaper's Handbook; Routledge Publication, 2006

(Elective Generic)

Semester II

GE 2: Photography (BJMC 204)



6 Credits: 4L+2P

Duration: 3 hrs.

Marks: 100 (30+50 +20)

60 Lectures + 30 Practical

Course contents:

Unit 1 - History of Photography

10L

Definition and origin of Photography, The birth of Camera and its evolution, Modernization of Photography and its use in Mass Media, Invention of Digital Photography

Unit 2 - Equipments and Lighting

15L

Cameras, Lenses, Tripods, Monopods, Camera bags, Digital storage, Different types of lighting-Natural lighting and Artificial Lighting, The reflection of light, Recommended equipment for outdoor lighting, Introduction to indoor lighting and Photographing

Unit 3 - Types of Photography and Photojournalism

15L

News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography, The basics of photojournalism and importance of context in photojournalism

Unit 4 - Editing

20L

Photo editing software: Microsoft Office Picture Manager, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

Practical IX –

2 Credits: 2P

Duration: 1 hr.

Marks: 20

30 Practical

Objectives of the Course

1. To understand the basic techniques of photography
2. To learn different software for photo editing
3. To understand the working of various cameras and lenses
4. To be able to design print materials

Practical Assignments:

- Practicing different kinds of photography
- Editing the photographs

Suggestive Readings:

- The Photography Book by Editors of Phaidon Press, 30 April 2000
- All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi
- Practical photography by O.P. SHARMA HPB/FC, 14 March 2003
- The Photographer's Guide to Light by Freeman John Collins & Brown, 2005
- Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely Planet

(Elective Generic)

Semester III

GE 3: Film Appreciation (BJMC 305)

6 Credits: 4L+2P

Duration: 3 hrs.

Marks: 100 (30+50+20)

60 Lectures +30 Practical



Course contents:

Unit 1 - Language of Cinema

15L

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element Difference between story, plot, screenplay

Unit 2 - Film Form and Style

15L

German Expressionism and Film Noir, Italian Neorealism, French New-Wave Genre and the development of Classical Hollywood Cinema, Third Cinema and Non Fiction Cinema, Introduction to Feminist Film Theory, Auteur- Film Authorship with a special focus on Ray or Kurosawa

Unit 3 - Hindi Cinema

20L

Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave, Globalisation and Indian Cinema, Contributions of Eminent Filmmakers: Sergei Eisenstein, Akira Kurosawa, Charles Chaplin, Satyajit Ray, Mrinal Sen, Ritwik Ghatak. Landmarks of Indian Cinema: Pather Panchali, Gupi Gyne Bagha Byne, Megha Dhaka Tara, Subarnarekha, Akaler Sandhane, Guide, Sholey, Jane Bhi Do Yaaro, Albert Pinto Ko Gussa Kiyun Ata Hain, Dahan, Chitragada., The multiplex Era Film Culture, Growth of Regional Cinema in India

Unit 4 - Stages of Film Production

10L

Pre-production, production, and post-production methods; Basic camera use in films; Principles of film editing: Aesthetic, technical; Use of Software in Film editing; Film marketing.

Practical X –

2 Credits: 2P

Duration: 1 hr.

Marks: 20

30 Practical

Objectives of the Course

1. To appraise films and filmmakers from a technical, aesthetic and cultural point of view
2. Develop proficiency in recognizing and describing film techniques
3. To develop the ability to differentiate between multiple film forms, genre and techniques

Practical Assignments:

- Identify the elements of the films screened
- Write a critique on a selected films and directors
- Create a 2 minute film based on a pre determined treatment

Recommended Screenings or clips

Rear Window by Alfred Hitchcock (Language of Cinema) , Battleship Potempkin by Sergei Eisenstein (Language of Cinema), Man with a Movie Camera by Dziga Vertov, Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism), Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir), Pather Panchali by Satyajit Ray, The hour of the Furnaces by Fernando Solanas, Nishant by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave), Pyaasa by Guru Dutt



خواجہ معین الدین چشتی لسان یونیورسٹی، لکھنؤ، اتر پردیش، ہندوستان
स्वाजा मुईनुद्दीन चिश्ती भाषा विश्वविद्यालय, लखनऊ, उत्तर प्रदेश, भारत
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U.P. STATE GOVERNMENT UNIVERSITY
(Recognised Under Section 2(f) & 12(B) of the UGC Act, 1956 & B.Tech Approved by AICTE)

Suggested Readings:

- Andre Bazin, “The Ontology of the Photographic Image” from his book What is Cinema Vol. I Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
- Sergei Eisenstein, “A Dialectic Approach to Film Form” from his book Film Form: Essays in Film Theory (Edited and Translated by Jay Leyda) San Diego, New York, London:
- A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63
- Jill Neldes: An Introduction to Film Studies; Psychology Press
- Satyajit Ray: Our Films Their Films



(Elective Generic)
Semester IV

GE 4: Media, Gender and Human Rights (BJMC 405)

6 Credits: 5L+1T

Duration: 3 hrs.

Marks: 100 (30+70)

75 Lectures +15 Tutorials

Course contents:

Unit 1 - Media and the social world 15L

Media impact on individual and society, Democratic Polity and mass media, Media and Cultural Change

Rural-Urban Divide in India, grass-roots media

Unit 2 - Gender 25L

Conceptual Frameworks in Gender studies, Feminist Theory, History of Media and Gender debates in India (Case studies), Media and Gender, Media and Masculinity, Media: Power and Contestation, Media exposure and Gender Construction, Media stereotypes in newspaper, Gender & Advertising, Indecent representation of women in media (Act), Feminist movement and Media Studies

Unit 3 - Public Sphere 15L

“Public sphere” of the disempowered, Media and Social Difference: class, gender, race etc, Genres – Romance, Television, Soap Opera, Sports

Unit 4 - Media and Human Rights 20L

Human Rights- Theoretical perspectives, Critique, Universal Declaration of Human Rights, Human Rights and Media (Case Studies), Major Human Rights Issues in India, National Human Rights Commission, RTI

Suggested Readings:

- UN Centre for Human Rights, Human Rights Training: A Manual on Human Rights Training Methodology (New York: UN, 2000).
- UN Centre for Human Rights, Minority Rights (Geneva: World Campaign for Human Rights, 1998).
- UNESCO, Human Rights of Women (Paris: UNESCO, 1999).
- Basu, D.D., Human Rights in Constitutional Law (New Delhi: Prentice Hall, 1994).
- Nagendra Singh, Enforcement of Human Rights (Calcutta : E L House, 1986).
- UNESCO, Yearbook on Human Rights