

English Journalism

Syllabus
2017-18

Indian Institute of Mass Communication
Aruna Asaf Ali Marg, JNU New Campus
New Delhi-110067

POST-GRADUATE DIPLOMA IN JOURNALISM 2016-17

Introduction

1. The course will begin on **August 1, 2017** and conclude in **May, 2018**.

2. The academic session is divided into two semesters:

Ist term: August - December

IInd term: January - May.

3. Evaluation will be partly on the basis of examination in theory and partly on the basis of class assignments and practical work. A student will be expected to obtain a minimum of **40% marks** in each paper.

4. At the end of the second semester, each student must pursue an Internship with a newspaper, magazine, or any other media organization. He/She must obtain a certificate from the organisation on his/her performance during the internship period.

5. It is mandatory to attend a minimum of **75%** of the total number of classes without which a student would be debarred from appearing in the Semester-end examinations.

6. Computer literacy has become an essential part of Journalism. The Institute has two computer laboratories in which word processing, designing of newspaper, graphics and other computer skills relevant to print journalism can be learnt.

7. The Institute organises special lectures by experts both from industry and academia to update and improve the students' awareness and understanding of social, political, economic and cultural trends in the society. In addition, seminars and groups discussions are also held from time to time for the benefit of students.

S.No	Papers	Marks
1.	Communication: Concept and Process	100
2.	History of Press, Laws and Ethics	100
3.	Reporting: Concept and Process	100
4.	Editing : Concept and Process	100
5.	Reporting : Practicals	100
6.	Editing : Practicals	100
7.	PR, Advertising and Media Management	100
8.	Radio and TV Journalism	100
9.	Development Journalism	100
10.	New Media and Cyber Journalism	100
	Total:	1000

First Semester

Paper No.	Name of the Paper	Total Marks
1.	Communication : Concept and Process	100
2.	History of Press, Laws and Ethics	100
3.	Reporting : Concept and Process	100
4.	Editing : Concept and Process	100
5.	Reporting : Practical (<i>will begin in the first semester and will continue in the second semester</i>)	50
6.	Editing : Practical (<i>will begin in the first semester and will continue in the second semester</i>)	50
9.	Development Journalism (<i>will begin in the first semester and will continue in the second semester</i>)	-
10.	New Media and Cyber Journalism (<i>will begin in the first semester and will continue in the second semester</i>)	-

Second Semester

Paper No.	Name of the Paper	Total Marks
5.	Reporting Practical	50
6.	Editing : Practical	50
7.	PR, Advertising and Media Management	100
8.	Radio and TV Journalism	100
9.	Development Journalism	100
10	New Media and Cyber Journalism	100

Paper I

Communication: Concept, Process and Theories

(Theory : 80 ; Practicals/Assignments : 20)

Total Marks: 100

Objectives

- To introduce concepts, processes and theories of Communication
- To introduce communication and media research, its relevance, methods and applications

Part A

Conceptualising Communication

25 Marks

- Dimensions of Communication : *Intrapersonal, Interpersonal and Group Communication*
- Importance of Verbal and Non-verbal Communication
- Functions and Elements of Mass Communication

Models of Communication: *Classical, Intermediary, Interactive, Transactional*

- Aristotle's definition of Rhetoric, Lasswell's Model, Berlo's SMCR Model
- Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model
- Newcomb's Model of Communication, George Gerbner's Model
- Schramm's Interactive Model, Ecological Model
- Dance's Helical Spiral model

Theories and Ideologies of Mass Communication:

- Media Effects : Hypodermic Needle, Two-Step/Multi-Step Flow Theory
- Psychological and Sociological Communication Theories: Cognitive Dissonance, Selective Perception, Cultivation Theory, Gate-keeping Function, Needs and Gratification, Agenda Setting (McComb and Shaw), Online Disinhibition, Network Society, Feminist Theory
- Powerful Effects of Media: Dominant Paradigm, Diffusion Of Innovations, Spiral of Silence
- Four Theories of Press and Developmental and Democratic Participation Theory
- Critical and Cultural Theories:Hegemony, Political Economy and Frankfurt School (Adorno, Horkheimer and Habermas, Stuart Hall and Fiske)
- Social Learning Theories and Social Change
- Public Sphere and Opinion: Manufacturing Consent/ Propaganda Model (Chomsky)
- Indian Communication Theories : Concept and Process (Sahridaya and Sadharanikaran, Natya Shastra)
- International Communication Theories: Propaganda, New World Information and Communication Order, Globalisation

Part B

Language and Communication

20 Marks

- Importance of Language in Mass Communication and Society
- Signs and Symbols

- Language use in different mass media
- Differences between TV, Radio, Print and Cyber language

Part C

Visual Communication

20 Marks

- Visual Communication: Concepts and Processes
- Principles and tools of visual communication
- Visual literacy and visual perception
- Use of visuals across media
- Visual journalism
- Visual manipulation and ethics

Part D

Communication and Media Research

15 Marks

Communication and Media Research: *Basic Concepts, Design & Methods*

- Areas of Research and types of Research
- Research Problem: Questions and Hypotheses
- Theoretical Framework, Literature Review and Analysis
- Primary and Secondary Research data sources
- Research Design: *Objectives, Study Area, Variables, Sampling*

Research Methods

- Quantitative Method: Survey Research methods : Structured/Semi-Structured Questionnaire, Case Studies, Content Analysis
- Qualitative Research Methods: Observation, IDIs and Interviewing Skills, FGD
- Data Analysis: Data Coding, categorizing and Interpretation
- Ratings research: Public Meters, Diary, Telephone Survey, Opinion Poll, MAP, TAM, TRP, RAM and IRS
- Media research using Internet.
- Referencing and Citation

Assignments/Practicals

20 Marks

Suggested Readings

- Dennis, M.Q.(2012).*Mass Communication Theory*, 6th South Asian Edition, Sage.
- Baran, S. J. & Davis, D. K.(2012).*Introduction to Mass Communication Theory: Foundations, Ferment and Future*, 5th Indian Edition, Cengage Learning.
- Schramm, W.& Roberts, D. F.(1971). *The process and Effects of Mass Communication*, Urbana, IL: University of Illinois Press.

- Fiske, J.(1982). *Introduction to Communication Studies*, Routledge, London.
- Williams, K.(2003). *Understanding Media Theory*, Bloomsbury Academic.
- Vivian, J. (2011).*The Media of Mass Communication*, Prentice Hall.
- Littlejohn, S.W., Foss K. A. (2008). *Theories of Human Communication*, Lyn Uhl.
- Narula, U., *Communication Models*, Atlantic Publishers, 2006
- Wimmer , R.D. and Dominick, J.R. (2005).*Mass Media Research*, Wadsworth Publishing: London.
- Kothari, C. R. (1990). *Research Methodology: Methods and Techniques*, Vishwabharati Prakashan,.
- Berger, A. A. (2000). *Media and Communication Research Methods: An introduction to qualitative and quantitative approaches*, Sage Publications and Thousand Oaks, California.
- Jackson, S.L.(2011). *Research Methods: A modular approach*, Cengage Learning.
- Yadava, J. S. (1998).*Communication Research: Some Reflections*, IIMC (Mimeo),
- Lester, P. M.(2006).*Visual Communication: image and messages*, Thomson Wordsworth.
- Harris, C.R.& Lester,P.M.(2002).*Visual Journalism: A Guide for new media professionals*, Allyn and Bacon.
- Adhikari N. *Theory and Practice of communication-Bharata Muni*, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya

Paper II

History of Press, Laws and Ethics

(Theory : 85 ; Practicals/Assignments : 15)

Total Marks : 100

Objectives

- To create conceptual understanding about the Press: its role and functioning in society
- To introduce students to legal and ethical aspects of the Press, its values and responsibility

Part A

History of Press

25 Marks

- Early history of Press & the role of the Press in the Freedom Struggle
- Role of Language press in the making of modern India
- Press since Independence
- Censorship and Press during Emergency
- Growth and Expansion of Press in India (1977-1991)
- Prominent English and Language newspapers and magazines
- News agencies in India
- Print Media in other countries (US, UK, China and Indian sub-continent)
- Future of Newspapers: Trends and Debates

Part B

Media Laws

25 Marks

- Overview of Indian Constitution: Fundamental Rights, Directive Principles of State Policy, Freedom of Speech and Expression: Article 19 (a) and I (b) Fundamental Duties
- Contempt of Court
- Privileges of Legislature
- Defamation, Libel, Slander
- Sedition and Inflammatory writings, IPC and CrPC
- Press and Books Registration Act, IPR and Copyright Act
- Broadcasting Laws: Telegraph Act, Prasar Bharati Act, Cable TV Network Regulation Act, Digitisation and Conditional Access System (CAS), Broadcasting & Advertising Codes, TRAI
- Cinematography Act
- Cyber Laws: IT Act and Regulatory Authorities
- Journalism as an Organised/Unorganised sector, Working Journalists Act, Wage Boards

Part C

20 Marks

Media Organisations

- Press Council of India (1st and 2nd Press Commission recommendations)
- International Bodies: IPI, UNESCO,
- Broadcast Regulatory bodies and TRAI, BRAI, IBF,
- Media Associations and Organisations: INS, Editors Guild, IFWJ, NUJ (I), IJU, NBA, BEA, etc. Trade Union Rights in Media

- Government Information Systems: Concept and Philosophy
- Government Media Organisation set-up (PIB, DAVP, DFP, Song and Drama Division, Films Division, etc.)
- Supporting services like research, reference and feedback
- State Government Information and Public Relations Dept.

Part D

15 Marks

Media Ethics

- Principles of Ethics
- Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence), Conflict of Interest
- Ethical issues: notions and debates ; Post-Truth
- Resolving Ethical Dilemmas: Different Methods
- Right to Privacy, Sting Journalism, Yellow Journalism
- Paid news, Private Treaties, Media Net
- Issues and Challenges of media regulation
- Journalists' Code of Conduct, Self-regulation, Ombudsman
- Pros and Cons of Media Activism ; Trial by Media
- Participatory Journalism
- Fake News: Issues, Challenges and Techniques to deal with fake news

Internal Assessment

15 Marks

Suggested Readings

- Rao, M. C. (1974). The Press, National Book Trust.
- Rangaswami , P.(1989). History of Journalism, Sterling Publications.
- Natarajan, J. (2000). History of Indian Press, Publications Division.
- Basu, D.D.(2005). Press Laws, Prentice Hall.
- Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication.
- Thakurta, P.G. (2009).Media Ethics, Oxford University Press.
- Duggal, P. (2002). Cyber law in India, Saakshar Law Publications.
- Kiran,R.N.(2000). Philosophies of Communication and Media Ethics: Theory, Concepts and Empirical Issues, Lbr Publications.
- Dua, M.R. (2000). Press As Leader of Society, IIMC.
- Srivastava, K.M. (2005). Media Ethics- Veda to Gandhi and Beyond, Ministry of Information and Broadcasting, Government of India.
- Jeffrey,Robin (2000) India's Newspaper Revolution, Oxford University Press, New Delhi.
- Menon, P. K. (2005). Headlines from the Heartland: Reinventing the Hindi Public Sphere, Sage Publication, New Delhi

Paper III
Reporting: Concept and Process

Total Marks : 100

Objectives

- *To impart theoretical and practical knowledge about reporting, including specialised beats*
- *To enable students to write for all kinds of media. Emphasis is given on skill training in information gathering, processing and delivering*

Part A

20 Marks

News Reporting

- Concept of News, Elements and structure of news reports
- Types of news: *Hard and Soft*
- News Leads and their types
- Inverted pyramid style, feature style, sand clock style and nut graph
- Covering press conferences and writing from press releases, events and meets
- Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting
- Differences in reporting for Newspapers / News agencies, TV, Radio, Websites

Part B

20 Marks

News Set-up

- Reporting department in newspapers, magazines, agencies, radio and TV
- Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief
- Role and importance of news sources, attribution
- Cultivating, verifying and dealing with sources of news
- Ethical aspect of Sourcing News and Reporting

Part C

20 Marks

Specialized Reporting and Beats

- Understanding Beats and their categories
- City reporting: City and local news
- Crime Reporting: sources and related laws
- Reporting Political Parties and Politics, Legislative (covering Assembly and Parliament), Legal Reporting
- Specialised reporting: Defence, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, etc
- Reporting Conflict: Armed and Social Conflict, Region, Community and Human Rights

Part D

20 Marks

Economy and Finance Reporting

- Forms of Economic Reporting, Financial Reporting and Markets
- Concept of GDP, Growth and Inflation, Constituents of GDP
- National Budget
- Indicators of Economy: Index of Industrial Production, Infrastructure Index, External Sector: Balance of Payments, Current Account, Capital Account

- Banking: Public Sector, Private Sector and Foreign Banks, PLR, Bank Rate, Repo and Reverse Repo Rate, CRR, SLR.
- Markets: Sensex/Nifty, Capital Market
- Regulators: SEBI, EPI Index: Industry Bodies such as FICCI, CII, etc.

Part E

20 Marks

Other Forms of Writing

- Feature: Definition, characteristics, types: news and non-news features
- Process of feature writing: Ideas and Research
- Tools and Techniques of Feature Writing
- Interview: Types and Techniques
- Opinion Writing: Editorial, Op-ed page and Middle
- Special articles, Weekend pullouts, Supplements,
- Backgrounders, Reviews (Books/Films/Documentaries)
- Magazine Reporting: Current trends, style and future

Suggested Readings

- Parthasarathy , R.(1994). *Here is the News: Reporting for Media*, Sterling Publishers.
- Stovall , J.G.(2011). *Journalism*, Prentice Hall.
- Stein, P.& Burnett (2000), *News writer's Handbook: An Introduction to Journalism*, Blackwell Publishing.
- Itule & Anderson (2002). *News Writing and reporting for today's media*, McGraw Hill Publication
- Flemming and Hemmingway(2005), *An Introduction to journalism*, Vistaar Publications.
- Joseph and Sharma (2006). *The Media and Women's Issues*, Second Edition, SAGE Publication Pvt. Ltd.
- Richard, K.(2000). *The Newspaper's Handbook*, Routledge Publication.
- George, A. H.(1990). *News Writing*, Kanishka Publications.
- Frost, C.(2001). *Reporting for Journalists*, Routledge, London.
- Garrison, B.(2000). *Advanced Reporting*, LEA.
- Hakemulder, J.& Singh, J. R.(1990), *News Agency Journalism*.
- Natarajan and Chakraborty: Oyvkuatuibs(1995): *Defence Reporting in India: The Communication Gap*, Trishul Publications .
- Aamidor A. (2002). *Real Feature Writing*, Lawrence Erlbaum Associates Publishers.
- Thomas, EC(2001). *Economic and Business Journalism* , Sterling Publishers Pvt. Ltd.
- Kuhn & Neveu (2008). *Political Journalism, : New Challenges*, New Practice,London.
- Randall, D.(2005). *The War Correspondent*, London.
- Harrington , W.(1997). *Intimate Journalism: The Art and Craft of Reporting Everyday Life*, SAGE Publications, Inc,
- Shrivastava, K. M. (1987). *News Reporting and Editing*, Sterling Publishers.
- Trikha, N.K, *Reporting*, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.
- Madhok Madhuri *News Agency Journalism*, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.

Paper IV
Editing: Concepts and Processes

Total Marks: 100

Objective

- *To provide students theoretical and practical inputs about editing for all forms of media writing*

Part A

25 Marks

Editing

- Editing: concept, process and significance
- Editorial Values: objectivity, facts, impartiality and balance
- Concept of news and news making
- Difference between newspaper/ radio and TV news editing
- Challenges for the Editor: bias, slants and pressures

Part B

25 Marks

News Desk

- Editorial structure of newspaper/magazines/ news agencies /radio and TV
- Editorial hierarchy and job of various functionaries
- Functioning of news desk
- Integrated Newsroom
- News Flow and Editing: Role and Responsibility of Gatekeepers
- Sources of News
- Managing the news flow

Part C

25 Marks

Editing Process

- News selection: News Value and other parameters
- Handling of news copy
- Planning and visualization of news
- Rewriting news stories
- Headlines and intro
- Stylebook and Style sheet
- Use of synonyms and abbreviations
- Importance of Grammar

Part D

25 Marks

Layout Design and Photo Journalism

- Principles of Layout, Design
- Typography, Color and Graphics
- Newspaper Printing Process and printing terminology

- History and evolution of Photo journalism
- Understanding camera, lenses and accessories
- Photographic Composition, principles and grammar
- Concept and techniques of Photo Feature and Caption Writing
- Photographic Coverage of News and Events

Suggested Readings

- Rogers, G.(1993). *Editing for Print*, Mocdonald Book.
- Prasad, S.(1993). *Editors on Editing/HY*, National Book Trust.
- Hodgson, F. W.(1987). *Sub editing: A Handbook of Modern Newspaper Editing & Production*, Focal Press.
- Click & Baird(1994). *Magazine Editing &Production*, WCB Brown & Benchmark.
- Hicks& Homes,(2001). *Sub-editing for Journalists*, Routledge.
- Bowles, A. D.(2011). *Creative Editing*, Wadsworth
- Farrel, M (2010) *Newspapers: A Complete Guide to the Industry*, Peter Lang.
- John, Marydasan (2015) *Editing Today: Rules, Tools and Styles*, Media House, New Delhi

Paper- V
Reporting: Practical

Total Marks: 100

Objectives

- *To provide the students hands-on-skills in reporting*
- *Students will be expected to do reporting practicals and writing assignments.*
- *Students will be expected to learn how to write Features, Op-eds, Middles and Editorials.*

News Reporting

20 Marks

- Speech/ meeting reporting, event reporting, covering writing based on press releases, press conferences
- Interviews, obits, profiles based on field assignments.

Specialised Writing

30 Marks

- Writing features and human interest stories, backgrounders
- Oped articles
- Editorials
- Articles
- Middles
- Columns
- Research articles for academic journals

Writing across media

20 Marks

- Writing for news magazines
- Writing for websites
- Writing for blogs
- Writing for mobile
- Letters to the Editor/Comments on website

Note: Each student is expected to write at least 50 assignments including one research paper. Assignments will be given by faculty members.

Critical Appraisal Skills (CAS) in Public Health Journalism

30 Marks

- Overview of Public Health Communication
- Ethics and Values of Health Journalism/Communication
- Research in Health Journalism
- Data Journalism

Will be conducted in a workshop mode

Paper VI
Editing: Practical

Total Marks: 100

Objectives

- *To impart hands-on-training on editing work and photography*
- *Students will be expected to learn re-writing copy*

Editing Assignments

50 Marks

- Copy editing
- Writing Headlines
- Intro/lead writing
- Layout

Preparing the layout of the front, back and other pages of a newspaper and a magazine using QuarkXpress, Adobe CS (In-design, Photoshop, etc).

- Rewriting assignments

Photography Assignments

25 Marks

Learning basic skills of photography and shooting exercises

- Photo coverage of news events on the campus or outside
- Shooting and preparing Photo Feature along with write-up.

Lab Journals

25 Marks

For lab journal assignments, the class will be divided into groups. Students will produce Lab newspapers periodically.

Paper VII
PR, Advertising and Media Management
(Theory: 85; Practicals/Assignments: 15)

Total Marks : 100

Objectives

- *To discuss the symbiotic relationship between Media and PR/CC*
- *To understand the role of advertising in the financial sustenance of Media Institutions and its impact on Media objectivity and fairness*
- *To discuss how PR/CC and Advertising can be of value to Journalism and vice-versa*

Part A

Marks 20

Public Relations and Corporate Communication

- History, Concept, Definitions, Role and Changing Trends in PR and CC.
- PR and Media – A Symbiotic or Adversarial Relationship
- Target Audience Segmentation
- Internal and External Communication- Tools and methods
- PR Department/Agency Structure, Role and Functions
- PR as a Source of News for Media –How does it work
- Media Relations Management
- Writing for media (Press Releases, Press Notes, Rejoinders etc)
- Public Relations in Public and Private sector
- Corporate Social Responsibility: Concepts, Scope and Case Studies
- Crisis Communication
- Social Marketing in Indian Context
- Laws and Ethical Issues in PR
- Professional bodies in PR: PRSI, PRPA, professional codes of ethics
- PR in the digital age

Part B

Marks 15

Government Information and Publicity System

- Need for Govt. Information and Publicity system
- Basic Philosophy and percepts of Govt. Information and Publicity System
- Management and operations of the system, organizational setup
- Supporting services like backgrounders, research, reference and feedback
- Media Organisations: PIB, DAVP, RNI, Films Division, Song and Drama Division

Part C

Marks 20

Advertising

- Role, Scope, Concepts, Definitions, Objectives and Classification
- Current Discourse on Media and Advertising: Impact on News Objectivity and Fairness
- Ad Agency structure, various departments and functions
- The Process of Advertising
- Brand Management- The basics
- Television Channels and Newspapers emerging as brands

- Social and Economic Impact of Advertising
- Concepts of Media Planning and Buying
- Professional Bodies in Advertising – AAAI, ASCI, code of ethics etc.
- Laws and Ethical Issues in Advertising
- Advertising in the Digital Age

Part D

Marks 15

Media Business Management

- Introduction to Media Management and Media Economics
- Ownership Patterns
- Management of Media Organizations – Case Studies of Media Organisations
- Economic and Marketing of Media Organisations: Circulation, Advertising and Changing Dynamics in Marketing of Newspapers and News Channels (the race for TRPs and Eyeballs)

Part E

Marks 15

Creativity, Campaign Planning and Production (Practicals)

- Understanding Creativity in Advertising/Communication: Creative Brief, Ideation and Brainstorming
- Case studies
- Campaign Planning & Production

Practical

Marks 15

- Crisis Communication simulation on a current issue -5 marks
- Production of theme-based Campaigns (Group exercise) -10 marks

Suggested Readings

- Jethwaney, J and Jain S, (2012) Advertising Management, Oxford University Press, New Delhi.
- Jethwaney, J(2010). Corporate Communication Principles and Practice, New Delhi, Oxford University Press.
- Fernandez, J (2004). Corporate Communications: A 21st Century Primer, Response Books, New Delhi.
- Fisher, D (1999). Communication in Organisations, Jaico Publishing House, Mumbai.
- Cutlip, S (1995). Effective Public Relations, et al, London.
- Ghoshal, Subhash and McMillan (2002). Making of Advertising.
- Ogilvy David(1997). Ogilvy on Advertising, Prion Books, London
- Jethwaney, J and Sarkar, N N (2015). Public Relations Management, Sterling, New- Delhi.
- Oliver, Sandra(2008). Public Relations Strategy, KoganPage, Social Sector Communication in India - Concepts, Practices and Case Studies.
- Jethwaney, J (2016) Social Sector Communication in India - Concepts, Practices and Case Studies, Sage, New Delhi, 2016.
- Cees, B. M., Riel, Van, Fombrun and Charles J. (2007). Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management Reputation, Routledge Publication.

Paper VIII
Radio and Television Journalism

Total Marks:100

Objective

- *Students will learn the process and practice of Radio and TV Journalism, involving reporting, editing, presentation and production.*

Part A

25 Marks

Radio Broadcasting

- Introduction to Radio: The world of sound and main features of radio broadcasting; Radio frequencies: SW, MW, FM transmission; Different types of radio: AM, FM, Community Radio, Internet Radio.
- Evolution and growth of broadcasting in India: Public Service Broadcasting/FM broadcasting: functioning of channels organisation and structuring/Community Radio: Role and Function of CR, management of community radio/Radio news organization, structure and function.
- Writing for radio; Compiling radio news bulletins; Techniques of editing and presenting radio news.
- Introduction to Radio production: Radio news magazine, News features, Discussion and talk programmes, Interviews, Sound bytes & dispatches and Radio Bridge programme production

Part B

25 Marks

Television Broadcasting

- Introduction to Television: Characteristics of Television broadcasting; History of TV in India: SITE, Terrestrial, Cable and Satellite; Channel Distribution: MSOs, CAS, HITS, DTH, IPTV; TV on mobiles: 3G & Notebook, 4G; Contemporary Trends in the Indian TV industry: Public service TV Broadcasting; Commercial broadcasting
- Organisational structure of TV news channel: TV newsroom and TV news production desk and functions
- Writing for the visual medium: Thinking audio and video; Writing anchor leads; Editing bytes, procuring and editing visuals; Broadcast styles and techniques of writing
- Introduction to TV Production: News bulletins; News features; News and current affairs; Talk shows and magazine programmes; Anchoring : delivery, pronunciation, voice modulation and diction

Practical

50 Marks

TV and Radio Exercises

- Radio news
- Reporting of events and recording of sound bytes
- Writing and editing of news reports
- Recording of voice casts
- Production of bulletins in groups

- TV news
- Writing, presenting and recording of PTCs
- Copy editing and video editing of news reports
- Writing and recording of voiceovers
- Packaging, production of bulletins in groups

Suggested Readings

- Elwyn, E.(1977). *Radio: A Guide to Broadcasting techniques*, Barrie and Jenkins.
- Masani, M.(1976).*Broadcasting and the People*, National Book Trust.
- Saksena, G.(1996). *Television in India: Changes and challenges*, Vikas Publishing.
- Fleming , C.(2002). *The Radio Handbook*, Routledge.
- Boyal , A.(1999), *Broadcast Journalism*, OUP.
- White, T.(1996). *Broadcast News Writing, Reporting and Producing*, Focal Press.
- Ivor Y.(1995). *Television News*, Focal Press, Oxford.
- Boyd, A. (2000), *Broadcasting Journalism: Techniques of Radio & television News-* 5th Edition, Focal Press, New Delhi,
- Srivastava, K. M.(2005). *Broadcast Journalism in the 21st Century*, Sterling Publications, New Delhi.
- Thompson, R.(2004).*The Broadcast Journalism Handbook: A television news survival guide*, Oxford.
- Papper, R.A.(1995). *Broadcast News Writing style book*, 5th Edition, Pearson Education, London.
- Rober, M. (2000). *An Introduction to writing for Electronic Media: script writing essentials across the Genres*, Focal Press, Oxford.
- Joseph, K. V.(2010). *Economics of Culture Industry: Television in India*, Shipra Publications, New Delhi.
- Luthra, H. K.(1987). *Indian Broadcasting, Publications Division*, New Delhi.
- Mandy, D.(2000).*Radio in Global Age*, Polity Press, Cambridge.
- Hirsch, R.(2008). *Light and Lens: Photography in the digital age*, Taylor and Francis
- Narayan, S (2014) *Globalisation and Television: A Study of the Indian Experience 1990-2010*, Oxford University Press.

Paper IX

Development Journalism

Total Marks: 100

Objectives

- *To inform the students about the different perspectives on development, specific national development issues and programs and the role of communication and media in it*
- *To learn the art and craft of covering development issues*

Part A

25 Marks

Development: Theory and Practice

- Development Discourse: An overview of different Paradigms and Perspectives: Dominant, Dependency and Participatory
- Development Yardsticks/Indices: Sustainable Development, Human Development, Gender sensitive, Conflict- free, etc
- Rights-based approach to Media and Development: Right to Information, Right to Free Expression, diversity, multiplicity, participation, accountability, transparency
- Development and Communication (Rogers, Schramm, etc)
- Development organizations: UN organisations, MDGs, Digital Divide, NGOs, Civil Society
- Community and Alternative media

Part B

25 Marks

India's Development Paths and Dilemmas:

- Economic Development and Social Justice: Development, Freedom and Opportunity; The Government, the State and the Market; Public Policy and poverty
- Environment and Development: Environmental Issues in the development era; Environmental Governance; Environmental Politics and Issues; Valuing Nature; Environmental Rights, Urbanisation Issues
- Growth, Poverty and Unemployment: Economic Growth in India; Issues of Poverty and Unemployment in contemporary India; Poverty Alleviation and Equality; the Market and Common Goods; Wealth Creation and Distribution
- Education and Health as Political Issues: Basic Services and Rights; Constitutional Rights; Education, Health and Social Change; India in a Comparative Perspective; Liberalisation, Market and Basic Services
- Livelihood Issues: Land, Agriculture, Food, Water, Biodiversity, Energy: Livelihood Rights; Agricultural workers and Farmers in India; Land, Water and Livelihood; Energy and Livelihood; Urban Livelihoods; Community Rights
- Gender Issues: Gender equality and social progress; Women, Employment and Economic Growth; Women and Land Rights; Women: Deprivation and Critical Issues; Women's Movements
- India's Social Development and Government Programmes: A Critical Overview: Social Development: Key Issues; Social Development programmes and their impact; Social Development: A Comparative perspective; Social Development and Reforms; Social Development Index

Part C

25 Marks

Development Journalism: Reporting skills for development stories

- Sources for Development Stories: Governmental and non-governmental sources; Field work; Research; Documentation; Interviews; Group Discussion and other conventional and non-conventional sources
- Tools and Techniques of Diverse Development Reporting and Writing
- Different types of Development stories: News, Features and Reports
- Dealing with data and statistics

Part D

25 Marks

Research Project on Development related issues

Each student will have to submit a dissertation of approx. 10,000 words by the last week of February 2018. The research topic must be finalised in the first Semester. Students will conduct research under guidance of internal/external faculty member.

Students are encouraged to participate in seminars and conferences related to the development domain.

Suggested Readings

- Dreze, J.& Sen, A.(1995). *India: Economic Development and Social Opportunity*, Oxford University Press, Delhi.
- Jayal, N.G.& Pai, S.(2001). *Democratic Governance in India: Challenges of Poverty, Development and Identity*, SAGE, Delhi.
- Mahajan, G.(1998). *Democracy, Difference & Social Justice*, Oxford University Press, Delhi.
- Stiglitz, J. E(2002). *Globalization and its Discontents*, W.W. Norton & Company, USA.
- Dreze, J.& Sen, A.(2013). *An Uncertain Glory: India and its Contradictions*, Princeton University, USA.
- Tankha, B. (Ed.) (1995). *Communications and Democracy*, Southbound, Cendit.
- Sainath, P.(1996). *Everybody loves a good drought: stories from India's poorest districts*, Penguin Books, Delhi.
- Traber, M.(1986). *The Myth of the Information Revolution: Social and Ethical Implications of Communication Technology*, Sage, London.
- Khan, A.M. (1997). *Shaping Policy: Do NGOs Matter?: Lessons from India*, PRIA, Delhi.
- Kaviraj, S. & Khilnani, S.(2002). *Civil Society: History and Possibilities*, Cambridge University Press, Delhi.

Paper X
New Media and Cyber Journalism

Total Marks: 100

(Theory: 60 Marks, Practical: 40 Marks)

Objectives

- *To develop understanding of digital information patterns, use and scope*
- *To enable the students to write for the web platforms*

Part A

15 Marks

Introduction to New Media

- Components of computers; Input devices, Processing devices, Output devices, concept of hardware & software (applications & system software) Computer memory, Storage devices.
- Application software: Word processing, Spreadsheet, Image Editing.
- Introduction to the Internet, World Wide Web (WWW), Search Engines.
- Overview of the New Media Industry
- Introduction to Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Multimedia elements and Interactivity.
- Web Content Management System, Wordpress/ Joomla
- Digital Tools for Journalists (Document Cloud, Overview, Timelines, Wordle, etc.)
- Overview of open source culture and software, Open Source Licenses (Creative Commons)
- Security issues in using digital technology (Malware, Phishing, Identity Theft)

Part B

15 Marks

New Media Journalism

- Concepts and evolution of Internet as a medium
- News on the web: newspapers, magazines, radio and TV newscasts on the web
- Changing paradigms of news; emerging news delivery vehicles; job profiles; integrated newsroom
- Data Journalism: Computer Assisted Reporting (CAR), Visualisation of data, Open source data collection and analysis.
- Challenges and opportunities for a newsman: gatekeepers to news guides;
- Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Part C

10 Marks

Social Media and Citizen Journalism

- Social networking; Introduction to social profile management products: Facebook, LinkedIn.
- Social Collaboration: virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing
- Social publishing: Flickr, Instagram, Youtube, Sound cloud
- Citizen Journalism: Concept, Case studies.
- Blogging: a brief history of blogs, blogs as narratives, bloggers as journalists and ‘opinionists’.

Part D

10 Marks

Writing for New Media

- Digital story-telling formats
- Content writing, editing, reporting and its management
- Structure of a web report
- Content for different delivery vehicles
- Multi-media and interactivity
- Writing with hyperlinks
- Content management & content management systems
- Storyboarding and planning
- Planning and designing of WebPages, Blogs, e-newspaper, e-magazine

Part E

Mobile Journalism

Marks 10

- Mobile Story-telling
- Shooting on and for mobile phones
- Overcoming limitations of mobile phones
- Editing on mobile phones
- Ethics and best practices in mobile journalism

Workshops: Data Journalism, Digital Marketing, Mobile Journalism, Google Newslab

Practical

Marks 40

- Creating and designing content for online platforms, Blogs, developing web designs including web version of lab journals, Blogging

Suggested Readings

- Marshall, P. D. (2004). *New Media Cultures*, Oxford University Press.
- Dewdney, A. & Ride, P. (2006). *The New Media Handbook*, Routledge, London.
- Felix, L. Stolarx, D. (2006). *Video blogging & Podcasting*, Focal Press.
- Mirabito, M., Morgenstern, B. L. (2004). *New Communication Technologies*, Focal Press.
- Schmidt, E. & Cohen, J. (2013). *The New Digital Age*, John Murray.
- Ward, M. (2002). *Journalism Online*, Focal Press.
- Thornburg, R. M. (2011). *Producing Online News: Stronger Stories*, CQ Press, Washington.
- Hall, J. (2001). *Online Journalism, A Critical Primer*, Pluto Press, London.
- Shrivastava, K. M. (2013). *Social Media in Business and Governance*, Sterling Publishing
- Narayan S, Narayanan S (2016) *India Connected: Mapping the Impact of New Media*, Sage Publication.