

SUBSIDIARY (CORE) COURSES

Department of Journalism and Mass Communication

Below is the list of six courses offered by Department of Journalism and Mass Communication as Subsidiary (Core) Courses for BA (Hons.) in English. The students opting for Journalism as Subsidiary subject will be required to register for one course from the list in each semester.

Subsidiary Courses for BA Honors Program

S. No	Course Code	Course Title	Semester	Credits
1.	JMC-31	Introduction to Mass Communication	I	04
2.	JMC-32	Introduction to Journalism	II	04
3.	JMC-33	Media Laws and Ethics – Basics	III	04
4.	JMC-34	Introduction to Audio Visual Media	IV	04
5.	JMC-35	Introduction to Convergent Media	V	04
6.	JMC-36	Advertising and Public Relations	VI	04
				Total credits - 24

Semester I

Introduction to Mass Communication

Mass communication is truly a dynamic process. The drastic transformations in technology, regulation, and society are in turn creating massive changes in the world of mass media too. A communication student must understand the interactions that occur when the media interact with the mass. The aim of this course is to provide the most basic tenets to understand the whole dynamics of Mass Communication and enable the students to develop understanding on varied aspects of Mass Communication and analyze current mass communication scenario in the context of different models.

Unit I

- Communication: Definitions, Elements
- Role and Functions of communication
- Seven Cs of Communication
- Human Communication

Unit II

- Types of communication
- Levels of Communication
 - Verbal and nonverbal communication, Intra-personal, inter-personal, Group communication (GC), Group discussion
- Listening skills
- Public speaking

Unit III

- Concept of 'Mass' and 'Mass Communication'
- Function of Mass Communication
- Introduction to Mass Media
- Types of Mass Media
- Functions of Mass Media

Unit IV

- Models of Mass Communication - Lasswell, Shannon and Weaver, David Berlo's, Schramm, Osgood.
- Barriers in Communication
- Media Literacy - Basics

Suggested Readings

- Blumler, J. and E. Katz. The Uses of Mass Communication. Beverley Hills, California: Sage, 1974.
- Cherry, C. On Human Communication. Cambridge: MIT Press, 1966.
- Fiske, John. Introduction to Communication Studies. London: Routledge, 1990.

- Hinde,R. Non- Verbal Communication. Cambridge: Cambridge University Press, 1972.
- McQuail, D. Sociology of Mass Communications. Harmondsworth: Penguin, 1972.
- McQuail,Denis. Mass communication Theory. London: Sage,2010.
- McQuail, D. Communication. London: Longman, 1975.
- Schramm, Wilbur. The Process and Effects of Mass Communication. Urbane-Champaign: University of Illinois Press, 1954.
- Smith, A.G. Communication and Culture. New York: Holt, 1966.

Semester II

Introduction to Journalism

This course is designed to introduce the students to the fundamentals of journalism and help the students to develop a mastery of the basic elements of newsgathering, reporting and writing. It aims to develop skills in the students that conform to standards of news values clarity, accuracy and fairness. It will also prepare the students to understand the essentials of reporting for different beats.

Unit I

- Journalism - Introduction
- Functions of journalism
- Journalism as a profession
- Role and responsibilities of journalists

Unit II

- What is news?
- Types of News
- News values
- Elements of News: 5 Ws and 1 H
- Inverted Pyramid Model

Unit III

- What is Reporting?
- Kinds of Reporting
- Qualities of a Reporter
- News Beats
- Sources

Unit IV

- Role and functions of News Media in Society
- Structure of News Media Organization
- News Glossary

Suggested Readings

- Itule, Bruce D & Douglas A Anderson, *News Reporting and Editing*. California: McGraw-Hill Companies, 1996.
- Ahuja, B.N & S.S. Chhabra, *Reporting for Newspaper, Magazine, Radio & TV*. New Delhi: Surjeet Publications, 1989.
- Kamath, M.V, *The Journalists' Handbook*. New Delhi: Vikas Publishing House Pvt. Ltd, 1983.
- Rich, Carole, *Writing and Reporting News*. California: Wadsworth Publishing Co Inc., 2009.
- Lovach, Bill & Tom Rosentheil, *Elements of Journalism*. New York: Three Rivers Press, 2001.

Semester III

Media Laws and Ethics - Basics

Good Reporting is not the only skill necessary to make a news organization reputable. To gain the trust of viewers, listeners or readers serious consideration must also be given to ethical situations that may arise during the course of reporting. In addition to that, the prevalent media laws must be well understood by every reporter editor and must be followed at all times. The objective of this course is to make the students understand, the duties/rights of a reporter/editor and various national and international laws that govern the press.

Unit I

- Constitution of India: Fundamental Rights
- Freedom of Speech and Expression under Indian Constitution
- Freedom of Speech and Expression under International Instruments
- Freedom of Media under Indian Law: Related Case Laws

Unit II

- Restrictions on Freedom of Speech and Expression
- Provisions of declaring emergency, their effects on media
- Laws of Defamation: Libel, Slander, Defences, Exceptions and Explanations

Unit III

- Copyright Laws
- Contempt of Court
- Cyber Crimes and Cyber Laws

Unit IV

- Yellow Journalism
- Ethical Issues related to media
- Code of Ethics
- Press Council

Suggested Readings

- Bandhopadhyay, P.K. & Kuldeep S. Arora. *Journalistic Ethics*. New Delhi, Media Watch Group, 2001.
- Baskhi, P.M. *Press Law: An Introduction*. New Delhi, TRF Institute for Social Sciences Research and Education Publications, 1986.
- Basu, D.D. *Law of the Press*. Nagpur, India, uWadhwa Publishers, 2002.
- Christians, Clifford G. et al. *Media Ethics: Cases and Moral Reasoning*. Boston, Pearson Education. 2009.
- Divan, Madhavi Goradia. *Facets of Media Law*. Lucknow, Eastern Book Company Publishing Pvt. Ltd., 2006.

- Gies, L. *Law and The Media: The Future of An Uneasy Relationship*. London, Routledge-Cavendish, 2007
- Harmulder, Jan R., Jonge, Fay Ac De. & Singh, P.P. *Media Ethics and Laws*. Daryaganj, New Delhi, Anmol Publications Pvt. Ltd., 1998.
- Kundra, S. *Media Laws and Indian Constitution*. New Delhi, Anmol Publications Pvt. Ltd, 2005.
- Neelamalar, M. *Media Law and Ethics*. New Delhi, PHI learning Pvt. Ltd., 2010.
- Pandey, K.S. *Battle for freedom of Press in India*. Delhi, Academic Foundation, 1991.
- Shipra, Kumari. *Indian Law and Press*. Bangalore, Omega Publishers, 2008.
- Unknown author. *Ethics, copyright and the bottom line*. New York, Eastman Kodak Company, 1992.

Semester IV

Introduction to Audio Visual Media

This course is designed to expose the students to the characteristics of Broadcast Journalism that includes Television Journalism and Radio Journalism.

Unit I

- History and Evolution of Radio
- FM
- Community Radio

Unit II

- Television: History and Evolution
- Satellite Television, SITE
- Tv Genres

Unit III

- Introduction to Photography
- Still photography-Basics
- Equipment for photography
- Photojournalism: Definition, Concept & Functions
- Difference between still photography and News photography

Unit IV

- Writing for Tv
- Writing for Radio
- Radio and Television Presentation
- Caption. Writing for pictures

Suggested Readings

- Bhatt, S. C. *Broadcast Journalism: Basic principles*. New Delhi: HarAnand Publications, 2007.
- Chatterjee, P. C. *Broadcasting in India*. SAGE Publications Pvt. Ltd.; Second Edition, 1991.
- Norberg, Eric G. *Radio programming: Tactics and strategy*. Focal Press; 1Edition, 1996

Semester V

Introduction to Convergent Media

Internet has also paved the way for the convergence of different streams of journalism on technological level which is inevitably leading towards a new form of writing and treatment of news. In short because of the internet all the four streams of journalism are now complementing each other on the one hand and fighting each other for their survival on the other. This course is aimed to introduce the students to the convergent Media and develop their skills in utilize this media for mass communication.

Unit I

- Emergence of Internet as a tool of communication
- How online media differs from print and broadcast
- Shifting from paper to digital media
- How internet works

Unit II

- Evolution of Online Journalism
- Online Journalist –Responsibilities and Challenges
- Reporting for Web
- Digital Story-telling

Unit III

- Advent of Web 2.0
- Social Media Networking Sites & its impact on Journalism
- Blog, blogger and blogging.
- Podcasting,
- Vlogging

Unit IV

- Ethical consideration in Convergent Media
- Terminology in Convergent Media
- Citizen Journalism

Suggested Readings

- Hall, Jim. *Online Journalism: A Critical Primer*. London: Pluto Press, 2001.
- Callahan, Christopher. *A Journalist's Guide to the Internet*. London: Allyn and Bacon, 1999.
- Pandey, V. C. *Information and Communication Technology & Education*. Delhi. Isha Books, 2007.
- Quinn, Stephen. *Digital Sub-editing & Design*. Oxford: Focal Press, 2001.
- Sharma, Vakul. *Handbook of Cyber Law*. India: Macmillan, 2006.
- Chakravathy, Jagdish. *Cyber Media Journalism: Emerging Technology*. Delhi: Authors Press, 2003.
- Ward, Mike. *Journalism Online*. London: Focal Press, 2002.
- Meeske, D Milan. *Copywriting for the Electronic Media: A Practical Guide*. Australia: Wadsworth Publishing Co Inc: 6th Edition, 2008.

- Bradshaw, Paul and Rohumaa, Lisa. *The Online Journalism Handbook*. UK: Routledge; 1st Edition, 2011.
- Halavais, Alexander. *Search Engine Society*. Polity; 1 Edition, 2008.
- Jenkins, Henry. *Convergence Culture*. US: NYU Press; Revised Edition, 2008.
- Waldman, Simon. *Creative Disruption*. Financial Times/Prentice Hall; 1 edition, 2010.

Semester VI

Advertising and Public Relations

Objective

Advertising and public relations which are the growing fields in mass communication and there is a huge demand in contemporary world for these professionals. The course is aimed to introduce the students to the theoretical insights and practical skills in the field of advertising and public relations. The course will also help the students to prepare themselves as professionals with an expertise in strategic handling of tactics, tool and channels for information distribution and retrieval, to build relationships with individuals and target groups or “publics” through planned action and communication via mass media, new media and alternative media.

Unit I

- Advertising: Definition, Meaning & Concept
- Role and functions of Advertising
- Brief history & growth of Advertising especially in India
Types and Classification of Advertising

Unit II

- Advertising media
- Advertising Agency: Structure & Functions.
- Ethical Issues in Advertising

Unit III

- PR: Definition, Meaning & Concept
- Functions of PR
- Brief History of Public Relations in India
- PR practitioners – Profile
- Internal and External publics

Unit IV

- Difference and Similarities between Advertising, PR, Marketing, Publicity and propaganda
- PR Tools for communication
- Laws in Advertising & PR

Bibliography

- Aggarwal, C.D. *Media and Advertising*. Delhi: Mohit Publications, 2008.
- Roman, Kenneth and Jane Mass. *How to Advertise*. New York: St. Martin's Griffin, 2005.
- Vilanilam, J.V. and A.K. Varghese. *Advertising Basics! A Resource Guide for Beginners*. New York: Sage, 2004.
- Fernandez, Joseph. *Corporate Communications*. New York: Sage, 2004.
- Tellis, Gerard. *Effective Advertising*. New York: Sage, 2004.

- Vilanilam, J.V. *More Effective Communication*. New York: Sage, 2000.
- Butterick, Keith. *Introducing Public Relations*. New York: Sage, 2011.
- Lawson, Russell. *The PR Buzz Factor*. London: Kogan Page, 2006.

- *Black Sam, Practical Public Relations IsacPitam, 1970.*
- *Burton Paul, Corporate Public Relations, Reinhold New York, 1966.*
- *Jetwani, Varma, and Sarkar, PR concept and strategies tools, sterling, 1994*
- *Kaul J. N. PR in India, New Delhi.*