Indian Institute of Mass Communication

English Journalism

EJ

Syllabus 2024-25

Department of English Journalism

(Effective from Academic Session:2024-2025)

Syllabus
2024-25

Indian Institute of Mass Communication
Deemed to be University
Aruna Asaf Ali Marg, JNU New Campus

New Delhi-110067

Programme Overview

The programme provides extensive training in journalism and communication, integrating theoretical knowledge with practical skills across multiple areas. It includes studies in communication theory and research, history and ethics of journalism, reporting and editing methods, media management, advertising, public relations and corporate communication. Specialized courses in digital and broadcast journalism along with development journalism equip learners for the dynamic media landscape, ensuring they emerge as skilled, knowledgeable and ethically responsible media professionals.

Programme Objectives (PO)

- To enable learners to understand and apply different communication theories and carry out detailed research leading to a project that highlights their analytical and research skills.

- To equip knowledge of historical evolution of journalism, laws that govern media and the ethical principles and regulations that ensures journalistic integrity.

- To train learners in the fundamental concepts, processes and techniques of reporting enabling them to produce accurate, engaging and well-researched news stories.

- To develop learners' skills in the concepts, processes and techniques of editing, ensuring they can effectively revise and enhance news content for clarity, coherence and impact.

- To provide hands-on experience in reporting through practical assignments, allowing learners to refine their reporting skills in real-world scenarios.

- To engage learners in practical editing assignment, developing their ability to critically assess and improve journalistic content.

- To provide in-depth knowledge of media management, advertising strategies, public relations techniques and corporate communication, preparing learners for various roles in the media industry.

- To train learners in the field of broadcast journalism such as production, presentation and dissemination of news through radio, television and digital platforms.

- To educate learners on the role of journalism in promoting social and economic development such as poverty, education, health and environmental sustainability.

- To equip learners with the skills to navigate and excel in the digital journalism landscape and the use of digital tools and technologies for news reporting and storytelling.

Programme Learning Outcomes (PLO)

After successful completion of programme, learners will be able to:

- Demonstrate the ability to critically analyze communication theories and effectively apply research methodologies in their projects, producing a well-documented research report.

- Exhibit a thorough understanding of the historical context of journalism, legal frameworks and ethical standards to apply this knowledge to contemporary media practices.

- Develop advanced skills in reporting including newsgathering, interviewing and story writing to produce accurate and engaging news articles.

- Acquire proficiency in editing for accuracy, clarity and coherence ensuring high-quality journalistic output.

- Gain hands-on experience in reporting, enhancing their ability to produce well researched and timely news stories.

- Engage in editing assignments, improving their ability to critically assess and refine journalistic content for publication.

- Exercise media management principles, advertising strategies, PR techniques and corporate communication skills for diverse roles within the media industry.

- Acquire necessary skills in broadcast journalism, covering production and distribution of news across radio, television and digital platforms.

- Apply the principles of development journalism to create stories focusing on social and economic issues such as poverty, education, health and environmental sustainability.

- Exhibit expertise in digital journalism including abilities in web design, content creation, social media interaction and the effective use of digital tools for news reporting and storytelling.

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Academic Calendar for PG Diploma Programmes- 2024-25

Commencement of Session	5th August 2024
Registration & Document Verification	5th 6th and 7th August 2024
Orientation Lectures	8th and 9th August 2024
Commencement of first semester classes	12th August 2024
Internal assignments etc.	9th to 13th December 2024
First semester examinations	16th to 20th December 2024
Semester end break	21th December to 5th January 2025
Commencement of second semester classes	6th January 2025
Internal assignments etc.	17th to 21th March 2025
Second semester examinations	24th to 28th March 2025
One month compulsory Internship/Placements	April 2025
Submission of internship certificates	30th April 2025
Announcement of final result	First week of May 2025

* Attendance for the First semester will be counted up to 6th December 2024

* Attendance for the Second semester will be counted up to 14th May 2025

Programme Structure

	Course Code	Course Title	L*	T*	P*	Total Credits	Marks		
							Theory	Practical	Total
SEMESTER I	PGDEJ001(A)	Communication Theory and Research *# Research proposal and synopsis will be of one credit; research project will be of three credits and evaluated in second semester*	3		1#	4	60	10	70
	PGDEJ002	History of Journalism, Media laws, Ethics and Regulations	3		1	4	75	25	100
	PGDEJ003	Reporting: Concepts, Processes and Techniques	3	1		4	100	-	100
	PGDEJ004	Editing: Concepts, Processes and Techniques	3	1		4	100	-	100
	PGDEJ005(A)	Reporting: Practical (Assignments will begin in the first semester and will continue in the second Semester)			2	2		50	50
	PGDEJ006(A)	Editing: Practical (Assignments will begin in the first semester and will continue in the second Semester)			2	2		50	50

* For theory, one class per week for one credit; For practical, two classes per week for one credit

	Course Code	Course Title	L*	T*	P*	Total Credits	Theory Marks	Practical Marks	Total Marks
SEMESTER II	PGDEJ001(B)	Research project			3	3		30	30
	PGDEJ005(B)	Reporting: Practical (Assignments will begin in the first semester and will continue in the second Semester)			2	2		50	50
	PGDEJ006(B)	Editing: Practical (Assignments will begin in the first semester and will continue in the second Semester)			2	2		50	50
	PGDEJ007	Media Management, Advertising, PR and Corporate Communication	3		1	4	75	25	100
	PGDEJ008	Broadcast Journalism	3		1	4	60	40	100
	PGDEJ009	Development Journalism	3		1	4	70	30	100
	PGDEJ010	Digital Journalism	3		1	4	60	40	100
		Internship Report			2	2			
	TOTAL					**45**			**1000**

* For theory, one class per week for one credit; For practical, two classes per week for one credit

COMMUNICATION THEORY AND RESEARCH

Marks 100 : Theory 60, Practical 40
Credit : 4

Course Objectives (CO)

❖ To equip learners with a comprehensive understanding of fundamental communication concepts, processes, and elements across various contexts.

❖ To explore classical and contemporary communication models to understand their relevance, application, and impact.

❖ To investigate key theories and ideologies explaining media effects on individuals and society from psychological, sociological, critical and cultural perspectives.

❖ To provide tools and methodologies for conducting qualitative and quantitative research in communication and media studies, ensuring effective research design and analysis.

Unit I

Understanding Communication

- Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication
- Levels of Communication: Intrapersonal, Interpersonal and Group Communication, Mass Communication, Online Communication
- Verbal and Non-verbal Communication: Types and importance
- Barriers to Communication
- Importance of Language
- Semiotics: Signs and Symbols
- Language use in different mass media

Unit II

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

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

Unit III

Theories and Ideologies of Mass Communication

- Media Effects: Hypodermic Needle, Two-Step/Multi Step, Flow Theory, Gatekeeping
- Psychological Theories: Individual Difference Theory, Selective Exposure, Selective Perception, Selective Retention and Cognitive Dissonance
- Sociological Communication Theories: Cultivation Theory, Agenda Setting Theory and Needs and Gratification Theory
- Powerful Effects of Media: Dominant Paradigm, Diffusion of Innovations, Spiral of Silence Normative Theories of Press
- Critical and Cultural Theories: Hegemony, Political Economy & Frankfurt School (Adorno, Horkhiemer & Habermas and Fiske), Birmingham School (Richard Hoggart, Stuart Hall, Raymond Henry Williams)
- 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 order and post-Cold War Development, New World Information and Communication Order, Globalization, Telecommunication and Development, Soft Power

Unit IV

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

Unit V

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, Parametric and Non-Parametric tests
- Ratings research: Public Meters, Diary, Telephone Survey, Opinion Poll, MAP, TAM, TRP, RAM and IRS Media research using Internet.
- Digital Research Tools
- Referencing and Citation

Practical

Research Project (1 credit for research proposal/synopsis in 1st semester; 3 credits for project in second semester)

Learners will conduct research under guidance of internal/external faculty members as allocated. Each student will have to submit a synopsis for evaluation in 1st semester and dissertation has to be submitted by end of the second semester. Learners can choose a topic related to Communication/ Media studies/Media organizations/ Print/ Electronic/Digital Media/ Development Journalism/ Entrepreneurship/ International Relations and related areas.

Course Learning Outcomes (CLO)

After successful completion of this course, learners will be able to:
- ❖ Understand and explain different levels and types of communication, including verbal and non-verbal forms and address common communication barriers.
- ❖ Analyze and compare classical and modern communication models and apply models to real-world scenarios to enhance understanding.
- ❖ Evaluate media impact through various theories and discuss media power concepts like hegemony and political economy.
- ❖ Design and conduct research projects using various methodologies and develop skills in data collection, analysis and interpretation.

Suggested Readings
- ❍ Adhikari, N. (2014). Theory and Practice of communication-Bharata Muni, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.
- ❍ Baran, S. J. & Davis, D. K. (2012). Introduction to Mass Communication Theory: Foundations, Ferment and Future, 5th Indian Edition, Cengage Learning.
- ❍ Berger, A. A. (2000). Media and Communication Research Methods: An introduction to qualitative and quantitative approaches, Sage Publications and Thousand Oaks, California.
- ❍ Chawla, A. (2021). Introduction to Mass Communication. Pearson.
- ❍ Fiske, J. (1982). Introduction to Communication Studies, Routledge, London.
- ❍ Hansen, A., Cottle, S., & Machin, D. (2013). Media and Communication Research Methods: An

Introduction, Palgrave Macmillan.

○ Hargie, O., & Dickson, D. (2003). Skilled Interpersonal Communication: Research, Theory, and Practice. Routledge. https://doi.org/10.1604/9780415227193

○ Harris, C. R. & Lester, P. M. (2002). Visual Journalism: A Guide for new media professionals, Allyn and Bacon.

○ Hayhoe G. F., Hughes M. A., Hayhoe, G. F. (2018). A Research Primer for Technical Communication: Methods, Exemplars, and Analyses, Routledge.

○ Jackson, S.L. (2011). Research Methods: A modular approach, Cengage Learning.

○ Kothari, C. R. (1990). Research Methodology: Methods and Techniques, Vishwabharati Prakashan.

○ Kumar, J. K. (2020). Mass Communication in India, Jayco Publications.

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

○ Lester, P. M. (2006). Visual Communication: image and messages, Thomson Wordsworth.

○ Littlejohn, S.W., Foss K. A. (2008). Theories of Human Communication, LynUhl.

○ McQuail, D. (2000) (fourth Edition) Mass Communication Theory, London, Sage

○ Narula, U. (2006). Handbook of Communication: Models, Perspectives and Strategies Atlantic Publications.

○ Schramm, W. and Roberts D. F. (ed) (1971). The process and Effects of Communication, University of Illinois Press.

○ Vivian, J. (2011). The Media of Mass Communication, Prentice Hall.

○ Williams, K. (2003). Understanding Media Theory, Bloomsbury Publishing (US).

○ Wimmer, R. D. and Dominick, J. R. (2005). Mass Media Research, Wadsworth Publishing: London.

HISTORY OF JOURNALISM, MEDIA LAWS, ETHICS AND REGULATIONS

Marks 100 : Theory 75, Practical 25
Credit : 4

Course Objectives (CO)
- ❖ To understand key journalism terms, concepts, and functions, and their role in democracy.
- ❖ To analyze the growth and development of the press in India and compare it with global trends.
- ❖ To instruct learners on the key media laws in India, including their implications, importance of objectivity and ethical challenges.
- ❖ To delve into the principles, significance and complexities of media ethics, including ethical codes of conduct and strategies for resolving ethical issues.
- ❖ To acquaint learners with a variety of media organizations, professional bodies and regulatory authorities, both within India and on an international scale.

Unit I
Introduction to Journalism
- Journalism: Terminology, Concept, Objective and Functions
- Elements and Foundations of Journalism
- Role of Journalism in Society: Journalism and Democracy: Concept of Fourth Estate
- Functions of Journalism: Credible-Informational Journalism and Critical-Investigative-Adversarial Journalism
- Transparency, accountability and citizenship
- Nation and Democracy
- Diversity and Pluralism

Making Sense of News: Politics, Economics and Sociology of News
- Formulating Public Opinion and Role of Citizenship
- Journalism: Issues and Contemporary Debates
- Journalism in Changing Times: As a Mission, Profession and Business
- Future of Journalism

Types of Journalism
- Watchdog Journalism, Advocacy Journalism, Investigative Journalism, Data Journalism, Community Journalism, Development Journalism, Citizen Journalism, Alternative Journalism, Non-profit Journalism, Entrepreneurial Journalism

- Yellow Journalism, PR Journalism, Tabloid Journalism, Activism vs Journalism

Journalism and Critical Thinking
- Logic, Evidence and Rationality
- Observation and Questioning
- Arguments and Analysis
- Dealing with Numerical information and Data
- Searching Truth: Role of Research

Unit II
History of Journalism
- Early history of Press & the role of the Press in the Freedom Struggle
- Impact of Gandhi on Indian Newspaper
- 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); History of Mass Media
- Committees and commissions
- Prominent English and Language newspapers and magazines
- Case Studies- Indian Media Organizations.
- News agencies in India
- Print Media in other countries (US, UK, China and Indian sub-continent)
- Future of Newspapers: Trends and Debates
- International Media Scenario

Unit III

Media Laws, Ethics and Regulations

- Overview and Salient Features of Indian Constitution: Fundamental Rights, Directive Principles of State Policy, Freedom of Speech and Expression: Article 19 (I) (a) and 19 (2) Fundamental Duties
- Official Secrets Act, 1923
- IPR and Copyright Act 1957
- Contempt of Court 1971
- Press Council of India Act 1978
- Privileges of Legislature
- RTI 2005
- Defamation: Libel, Slander
- Sedition and Inflammatory writings
- Bharatiya Nyaya Sanhita, 2023 (BNS), Bharatiya Nagarik Suraksha Sanhita, 2023 (BNSS)
- Broadcasting Laws
- Cyber Laws: IT Act 2000 and amendments 2008, Intermediary Guidelines 2011
- Information Technology (Intermediary Guidelines and Digital Media Ethics Codes) Rules, 2021
- Journalism as an Organized/Unorganized Sector, Working Journalists Act1955, Wage Boards Major Debates & Court Cases - Case studies /Majithia wage board 2019/Amendments in labour laws (Related/ applicable to media persons)
- Framework and guidelines for use of social media for Government. Ministry of Communication and Information Technology, India
- Any new regulations (as amended from time to time)
- Regulatory Authorities

Unit IV

Media Ethics

- Principles and Ethics: Role and Importance
- Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence), Conflict of Interest
- Ethical issues: notions and debates; post-Truth
- Understanding Fake News: Issues, Challenges and Techniques to deal with fake news
- Hate speech
- Journalists' Code of Conduct: Some Model of Code of Conduct (RTDNA, SPJ, NBA etc.)
- Journalistic Norms by PCI
- Digital Ethics Code 2021
- Resolving Ethical Dilemmas: Different Methods
- Dealing sensitively with women issues and other marginalized communities 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

Media Regulation

- Regulatory practices in developed democracies
- Debates and Controversies related to Media Regulation: Ownership, Distribution, Investment and Content Regulation
- Regulation of Broadcast, Press and Web: Challenges and Issues
- Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation
- Press Ombudsman: Readers' Editor

Unit V

Media Organizations and Professional bodies

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

Concept and Philosophy
- Government Media Organization set-up PIB, Bureau of Outreach & Communication
- (DAVP, DFP, Song and Drama Division) Films Division
- Supporting services like research, reference and feedback
- State Government Information and Public Relations Dept.

Practical Assignments
- Learners have to do two case studies of media laws and study the recent cases.
- Learners have to submit a case study on any media organization- traditional/ digital/ Professional bodies/ News agencies (Regional/ National/ International)
- Learners need to submit stories/ case studies based on investigative stories/ data or evidence-based journalism.

Course Learning Outcomes (CLO)
After successful completion of this course, learners will be able to:
- ❖ Demonstrate a thorough understanding of journalism's terminology, concepts, objectives, and its societal and democratic roles.
- ❖ Analyze key events and influential figures in the historical development of journalism, comparing the evolution of the press in India and globally.
- ❖ Interpret and apply the legal framework and ethical principles that govern journalism, addressing both laws and ethical challenges.
- ❖ Evaluate the importance of media ethics, utilizing ethical codes of conduct and strategies to resolve ethical dilemmas in journalism.
- ❖ Identify and describe the roles of various media organizations and regulatory authorities, analyzing their impact on journalism practices and media regulation.

Suggested Readings

- ❍ Bagchi, P. (2000). 'Telecommunications Reform and the State in India: The contradiction of Private Control and Government Competition'; CASI Occasional Paper #13, Center for the Advanced Study of India, University of Pennsylvania, Philadelphia.
- ❍ Basu, D. D. (1966). Introduction to the Constitution of India, SC Sarkar & Sons Pvt Ltd, Calcutta.
- ❍ Basu, D. D. (2006). Law of the Press, Prentice Hall, New Delhi.
- ❍ BraithWaite, N. (1995). The International Libel Handbook: A Practical Guide for Journalists, Ed. Butterworth-Heinemann Ltd, Oxford.
- ❍ Centenary of Indian Gramophone Records" by Suresh Chandvankar from Music and Modernity by Amlan Das Gupta (Ed) Thema.
- ❍ Chatterji, P.C. (1991). Broadcasting In India, SAGE Publications.
- ❍ D'Souza, Y. K. (1998). Principles and Ethics of Journalism and Mass Communication, Commonwealth Publishers, New Delhi.
- ❍ Dahiya, S. (2021) The House That ZEE Built, Rupa Publications, New Delhi.
- ❍ Dahiya, S. (2022). Indian Media Giants: Unveiling The Business Dynamics of Print Legacies.
- ❍ Das, B. (2005). Mediating Modernity: Colonial Discourse and Radio Broadcasting in India
- ❍ Dhavan, R. (1987). Only the Good News: The Law of the Press in India, Manohar Publications, New Delhi.
- ❍ Dixit, A. (2006). Press Laws and Media Ethics, Reference Press, Delhi.
- ❍ Dua, M. R. (2000). Press As Leader of Society, IIMC.
- ❍ Duggal, P. (2002). Cyber law in India, Saakshar Law Publications.
- ❍ Film India: Looking Back 1896-1960 by Directorate of Film Festivals
- ❍ Gill, S. S. (2004). India's Information Revolution: A Critique; Rupa, Delhi.
- ❍ Gupta, N. (1998). Switching Channels: Ideologies of Television in India; OUP, Delhi.

- Hughes, S. (2002). The music boom in Tamil South India, Gramophone, Radio and the making of Mass Culture, Historical Journal of Film Radio and Television.
- Iggers. J. (1998). Good News, Bad News: Journalism Ethics and the Public Interest, Westview Press, Oxford.
- International Radio Journalism by Tim Crook, 1998, Routledge, Chapter 6 "The Origins" and Chapter 8 "Early Radio Journalism".
- Iyer, V. (2000). Mass Media Laws and Regulations in India, AMIC Publication.
- Jeffrey, R. (2000). India's Newspaper Revolution, Oxford University Press, New Delhi.
- Johnson, K. (2001). Media and social change: the modernizing influences of television in rural India: Media Culture Society Vol. 23/2.
- Kumar, P. (2020). The Future Newsroom. New Delhi. Kitabwale.
- Manuel, P. (1993). Cassette Culture, The University of Chicago Press.
- McDonald, E. (1968). The modernizing of communication: Vernacular Publishing in Nineteenth Century Maharashtra; Asian Survey, Vol 8 No 7. (July) pp 589-606.
- McMillin, D. (2006). 'Outsourcing Identities Call Centres and Cultural Transformation in India'; Economic and Political Weekly January 21, 2006.
- Mehta, A. (2007). Indian Journalism: Keeping It Clean, Rupa, New Delhi.
- Menon, P. K. (2005). Headlines from the Heartland: Reinventing the Hindi Public Sphere, Sage.
- Menon, P. K. (2005). Journalistic Ethics, Pointer Publishers, Jaipur,
- Natarajan, J. (2000). History of Indian Press, Publications Division.
- Neurath, P. (1962). Radio Farm Forum as a Tool of Change in Indian Villages; Economic Development of Cultural Change Vol. 10, No. 3 (pp 275-283).
- Parthasarthi, V. (2005). Constructing a 'New Media Market: Merchandising the Talking Machine.
- Raghavan, G.N.S. (1987). Early years of PTI, PTI story: Origin and Growth of Indian Press, Press Trust of India, Bombay (page 92-119).
- Ramachandra, G. (2010). Makers of Modern India, Penguin, New Delhi.
- Robinson, F. (1993). Technology and Religious change: Islam and the impact of Print; Modern Asian Studies, Vol 27, No. 1 (Feb) pp. 229-251.
- Shah, A. (1997). Hype, Hypocrisy and Television in Urban India by Vikas Publishing House.
- Shrivastava, K. M. (2005) Broadcast Journalism in the 21stCentury, New Dawn Press, New Delhi.
- Singhal, A & Rogers, E.M. (1989). India's Information Revolution; Sage, New Delhi.
- Srivastava, K. M. (2005). Media Ethics- Veda to Gandhi and Beyond, Ministry of Information and Broadcasting, Government of India.
- Vilanilam, John V. "The Socio-Cultural Dynamics of Indian Television: From SITE to Insight to Privatisation." French and Richards 1996 (1996): 335pp.
- Winston, B. (1998). Media Technology society: A history from telegraph to internet, Routledge.

REPORTING: CONCEPTS, PROCESSES AND TECHNIQUES

Course Objectives (CO)
- ❖ To develop foundational skills in news reporting, including diverse reporting techniques and writing styles.
- ❖ To introduce learners to specialized reporting areas such as politics, economics and culture, enhancing expertise in distinct reporting fields.
- ❖ To provide comprehensive knowledge of economic and financial reporting, covering terminology, market analysis, and economic indicators.
- ❖ To explore innovative journalistic approaches, including data-driven storytelling and emerging technologies like virtual reality and drones.
- ❖ To enhance proficiency in various writing forms such as feature articles, interviews, opinion pieces, and specialized reports for magazines and supplements.

Unit I

Understanding News and Reporting Techniques
- Fundamentals of Reporting
- Types of Reporting: Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting
- Concept of News: Elements, Values, Characteristics and Qualities
- 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
- Differences in reporting for Newspapers / News agencies, TV, Radio, Websites Cultivating, verifying and dealing with sources of news
- Sourcing News: Role and importance of news sources, attribution, Ethical aspect of Sourcing News and Reporting

Traditional Newsroom Set-up vs. Integrated News Room
- Reporting department in newspapers, magazines, agencies, radio and TV Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief
- Understanding the SPADE workflow of an integrated newsroom
- Roles in an integrated newsroom
- Production of all formats
- Assembly and post producing content depending on the medium
- Engagement with audience and distribution of content

Unit II

Specialized Reporting and Beats
- Understanding Beats and types of Specialized Reporting
- City reporting, Crime Reporting, Political Parties and Politics, Government and Parliamentary, Legislative, Legal and Court Reporting, Defense, International Affairs, Conflict and War, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, Health Reporting, Business, Sports, Travel and Food Reporting etc.

Photo Journalism
- 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

Unit III

Economy and Finance Reporting

- Overview of economic reporting, Forms of Economic Reporting, Financial Reporting and Markets
- Terminologies used in financial markets such as NIFTY, SENSEX, commodities, derivatives, exchange traded funds, BSE, NSE and several financial instruments. Knowledge of world markets such as NIKKEI, NASDAQ, NYSE, Wall Street etc.
- Macroeconomics: Concept of GDP, Growth and Inflation, Constituents of GDP, depreciation etc.
- Microeconomics with focus on development economics like agriculture, education, health etc. National Budget
- Indicators of Economy: Index of Industrial Production, Infrastructure Index, External Sector:
- Balance of Payments, Current Account, Capital Account
- How to read company balance sheets, P&L etc. to be able to anchor business shows and report on markets.
- Banking: Public Sector, Private Sector and Foreign Banks, PLR, Bank Rate, Repo and Reverse Repo Rate, CRR, SLR.
- Regulators: SEBI, EPI Index: Industry Bodies such as FICCI, CII, etc.

Unit IV

Innovation in Reporting and Journalism

- Evidence Base Reporting
- Reporting Data: Dealing with Data, Decoding Data, Analyzing and Interpreting Data, Finding & Writing Story from Data, Incorporating and Presenting Data in News Story/Feature/Opinion pieces, sources of data.
- Concepts of Automated Storytelling
- Virtual Reality and immersive Journalism,
- Mobile Video Journalism,
- Use of Drones in Journalism, Drone Legalities
- Wearable Journalism

Unit V

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

Course Learning Outcomes (CLO)

After successful completion of this course, learners will be able to:

- ❖ Apply diverse reporting techniques and writing styles effectively across different media platforms.
- ❖ Demonstrate advanced skills in specialized reporting, producing in-depth coverage of diverse topics with depth and clarity.
- ❖ Interpret economic data and financial market information accurately for informed reporting and analysis.
- ❖ Utilize innovative storytelling methods and technologies to enhance journalistic practice and audience engagement.
- ❖ Produce high-quality feature articles, interviews, and opinion pieces, showcasing proficiency in various journalistic writing formats and genres.

Suggested Readings

- Aamidor, A. (2002). Real Feature Writing, Lawrence Erlbaum Associates Publishers.
- Dahiya, S. (2021). Beat Reporting and Editing: Journalism in the Digital Age, SAGE publication
- Dahiya, S., & Sahu, S. (2024). Mastering Beats in Journalism: Specialized Reporting, Editing and Emerging Technologies in the Digital Era. Pearson Education.
- Farrell, M., Cupito, M. C. (2010). Newspapers: A Complete Guide to the Industry (Vol. 6) Peter Lang Inc.
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- Flemming, Hemmingway. (2005). An Introduction to Journalism, Vistaar Publications.
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- Thomas, E. C. (2018), Business and Financial Journalism, IIMC Publication, New Delhi.
- Thornburg, R. M. (2010). Producing Online News: Digital Skills, Stronger Stories. CQ Press.
- Trujillo, T. (2017). Writing and Reporting News You Can Use, Routledge.

EDITING: CONCEPTS, PROCESSES AND TECHNIQUES

Course Objectives (CO)
- ❖ To equip learners with essential skills in journalism editing, emphasizing ethics and the distinctions between print and broadcast media.
- ❖ To familiarize learners with the structure and operations of news desks, focusing on roles, responsibilities, and managing news flow in integrated newsrooms.
- ❖ To train learners in news selection, editing techniques, headline writing, and combating fake news.
- ❖ To introduce principles of visual communication, layout design, and newspaper printing crucial for effective news presentation.
- ❖ To prepare learners for strategic editorial planning, policy development, and effective human resource management in media organizations.

Unit I
Understanding 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 copy editing
- Challenges for the Editor: bias, slants and pressures

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

Unit III
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
- How to identify fake news
- Dealing with fake news
- Art of fact checking

Unit IV
Visual Communication
- 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

Layout Design
- Principles of Layout, Design
- Typography, Color and Graphics
- Newspaper Printing Process and printing terminology
- Typography, colour and visual representation
- Principles of graphics and their importance
- Newspaper printing methods, Different types of printing machines.

Unit V

Managing News Room
- Future and forward Planning
- Editorial content Management
- Editorial policy and Strategy
- HR management
- Innovation in Editorial management

Course Learning Outcomes (CLO)
After successful completion of this course, learners will be able to:
- ❖ Demonstrate proficiency in ethical editing practices to enhance news quality and credibility.
- ❖ Evaluate and analyze the organizational structures and functions of news desks to optimize newsgathering and dissemination processes.
- ❖ Apply effective news selection, editing and headline writing techniques to produce clear, accurate and engaging news stories.
- ❖ Create visually engaging news presentations using principles of visual communication, layout design, typography and graphics.
- ❖ Develop strategic editorial plans and implement effective management practices to meet journalistic objectives and adapt to evolving media landscapes.

Suggested Readings
- ❍ Baskette, Floyd, K. (1992). The Art of Editing. Allyn and Bacon Publication
- ❍ Bowles, A. D. (2011). Creative Editing, Wadsworth
- ❍ Click, Baird. (1994). Magazine Editing &Production, WCB Brown &Benchmark.
- ❍ Dahiya, S., Sahu, S. (2024). Mastering Beats in Journalism: Specialized Reporting, Editing and Emerging Technologies in the Digital Era. Pearson Education.
- ❍ Farrel, M. (2010). Newspapers: A Complete Guide to the Industry, Peter Lang.
- ❍ Hicks & Homes, (2001). Sub-editing for Journalists, Routledge.
- ❍ Hodgson, F. W. (1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
- ❍ Johnson, K., Radosh, J. (2016). Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising, and Public Relations. Routledge.
- ❍ Prasad, S. (1993). Editors on Editing/HY, National Book Trust.
- ❍ Rogers, G. (1993). Editing for Print, Mocdonald Book.
- ❍ Shrivastava, K. M. (1987). News Reporting and Editing, Sterling Publishers.
- ❍ Whitaker, W. R., Smith, R. D., Ramsey, J. E. (2000). Media Writing, Routledge.

REPORTING PRACTICAL

Marks 50 : Practical 50
Credit : 2

Course Objectives (CO)
- ❖ To provide learners hands-on-skills in reporting
- ❖ To gain practical experience in conducting interviews, writing profiles, features and human-interest stories.
- ❖ To develop the ability to write across various genres including op-eds, editorials, articles, and academic research papers.

News Reporting
- Intro/Lead writing, Headline writing
- Assignments on News reporting, covering events, speech/ meeting, covering writing based on press releases, press conferences
- Interviews, obituaries, profiles based on field assignments.
- Production of at least 5 Lab Journals
- Writing features and human-interest stories, backgrounders
- Op-ed articles/ Editorials/ Articles/ Middles/ Columns/ Research articles for academic journals
- Writing for news magazines/Letters to the Editor

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.

Note:
- Assignments will be given by faculty members from time to time. For lab journals, class will be divided into groups, and groups will produce lab newspapers periodically.
- Editing stories and lab journals will carry marks.
- Out of 50 marks, 30 marks will be for assignments by internal faculty through continuous evaluation, and 20 marks will be for practical exam and viva to be conducted by an external examiner.

Course Learning Outcomes (CLO)
After successful completion of this course, learners will be able to:
- ❖ Acquire practical skills in news reporting, including writing leads, headlines, and covering events and press releases.
- ❖ Gain hands-on experience in conducting interviews, writing profiles, features, and human-interest stories.
- ❖ Demonstrate proficiency in writing op-eds, editorials, articles and academic research papers.

REPORTING PRACTICAL

Course Objectives (CO)
- ❖ To develop expertise in diverse topics through beat-specific lab journals (e.g., Defense, Science, Education) and innovative niche publications.
- ❖ To understand the role of public health communication in journalism, explore ethical considerations, and learn research methods for accurate health reporting.

Specialized Reporting
- Production of 5 Beat specific Lab Journals: News and Specialized- Defense/ Science/ Education/Fashion and lifestyle/ Technology etc.
- Bring out any two niche publication (Innovative)
- Writing for websites /blogs/ mobile/radio, TV and digital.
- Videography

Critical Appraisal Skills (CAS) in Public Health Journalism (With UNICEF)
- Overview of Public Health Communication
- Ethics and Values of Health Journalism/ Communication
- Research in Health Journalism

Workshop on Mobile Journalism (MOJO) and Data Journalism
- Submission of 2-3 MOJO reports
- Submission of 2-3 evidence-based stories using data

Note:
- Assignments will be given by faculty members from time to time. For lab journals, class will be divided into groups, and groups will produce lab newspapers periodically.
- Editing stories and lab journals will carry marks.
- Out of 50 marks, 30 marks will be for assignments by internal faculty through continuous evaluation, and 20 marks will be for practical exam and viva to be conducted by an external examiner.

Course Learning Outcomes (CLO)
After successful completion of this course, learners will be able to:
- ❖ Demonstrate specialized expertise through beat-specific lab journals and innovative niche publications, showcasing proficiency in journalistic research and reporting.
- ❖ Apply principles of public health communication in journalism, incorporating ethical considerations and research methods for accurate health reporting.

EDITING PRACTICAL

Marks 50 : Practical 50
Credit : 2

Semester I (A)

Course Objectives (CO)
- ❖ To impart hands-on-training on copy writing, editing work and layout designing.

Editing Assignments
- Copy editing
- Rewriting Headlines
- Rewriting Intro/lead writing
- Layout designing of Lab Journals
- Preparing the layout of the front, back and other pages of a newspaper and a magazine using Adobe CS (In-design, Photoshop, etc.).

- Editing assignments

Photography Assignments
Note: Out of 50 marks, 30 marks will be for assignments by internal faculty through continuous evaluation, and 20 marks will be for practical exam and viva to be conducted by an external examiner.

Course Learning Outcomes (CLO)
After successful completion of this course, learners will be able to:
- Demonstrate proficiency in copywriting, editing work and layout designing for effective journalistic practice.

Marks 50 : Practical 50
Credit : 2

Semester II (B)

Course Objectives (CO)
- ❖ Provide hands-on experience in photography and videography assignments to enhance practical proficiency in capturing and editing visual media for journalistic applications.

Learning various software used in editing and photography
- Application of various software like Indesign, Photoshop, Adobe Premier Pro and Audition
- Video editing
- Sound editing
- Image processing and colour correction
- Designing content for various media platforms.

- Photography and Videography Assignments.

Note:
- Out of 50 marks, 30 marks will be for assignments by internal faculty through continuous evaluation, and 20 marks will be for practical exam and viva to be conducted by an external examiner.

Course Learning Outcomes (CLO)
After successful completion of this course, learners will be able to:
- ❖ Demonstrate proficiency in capturing and editing visual media using photography and videography techniques for journalistic purposes

MEDIA MANAGEMENT, ADVERTISING, PR AND CORPORATE COMMUNICATION

Marks 100 : Theory 75, Practical 25
Credit : 4

Course Objectives (CO)
- ❖ To understand the evolution and management of media globally and in India, including ownership patterns and organizational functions.
- ❖ To explore the fundamentals of advertising including theories, ethical considerations and the impact of digital technologies on advertising strategies.
- ❖ To study the principles and practices of public relations, examining its role in shaping public opinion, utilizing various communication models and tools.
- ❖ To define corporate communication roles, focusing on internal and external communication, crisis management and digital media integration.
- ❖ To analyze the role and operations of government media organizations in public communication and support services.

Unit I

Media as an Industry
- Concept of Media management, Origin and Growth
- Media management in the Global Scenario
- Development of Media Organization as an Industry in India
- Characteristics of Media Industry, Consolidation and Convergence
- Ownership Patterns in India
- Functions of various Departments of Media Organizations
- Media Management models

Media and creative Industry
- Advertising/ PR Industry in India
- Ownership patterns in the Ad/ PR Industry
- Mergers and Acquisitions in the industry
- Changing Advertising Revenue Models in the Industry etc.
- Diversifying Business Models in Media Industry

Entrepreneurial Journalism/Innovation and Small Business Management
- Concept of Entrepreneurial Journalism
- Fundamentals of Business for Entrepreneurial Journalism, focusing on core principles of finance and management;
- New Business Models for News/ Journalism/ Media Organizations
- Entrepreneurial Incubator, in which learners will develop a model business
- Technology immersion, which studies relevant technological trends in the industry
- One week Apprenticeship with a startup, where learners spend time working at a startup (optional- During First semester break)
- Case Studies of Indian Business Models

Unit II

Advertising Concepts
- Definitions, Meaning, Genesis, History and Nature
- Role, Objectives, Functions, and Significance
- Advertising as a tool of communication
- Role of advertising in Marketing mix, PR
- Types of Advertising and Classification of Advertising, Factors determining advertising opportunity of a product/ service/idea, Types of Appeals and Advertising Messages
- Advertising Theories and Models- AIDA Model, DAGMAR Model, Maslow's Hierarchy Model, Communication theories

applied to advertising
- Copy writing for advertising
- Advertising and Society, Economic, Cultural, Psychological, Gender, Ethical aspects
- Embedded Advertising and Surrogate advertising
- Advertising Statutory Bodies in India, Role of AAA and ASCI and the study of various codes of conduct and case studies
- Laws and Ethics in Advertising

Advertising in the Digital Age
- New Advertising Formats
- Programmatic Advertising
- Artificial Intelligence, Machine learning and RPA- Robotic Processes in Advertising Industry.
- Mobile-first advertising, App Marketing
- Brands and Branding
- Integrated Marketing Communication
- Profiling the Target Audience
- Creative Appreciation

Unit III
Understanding PR and Emerging Trends
- PR–History, Definitions, Concepts, Role, Scope, Functions, New Emerging Trends
- Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other
- Understanding various concepts, viz., PR, Press Agentry, Publicity, Propaganda
- Models of Public Relations
- Public Relations Theories: rhetoric and persuasion, dialogic theory, systems theory, critical theory and structuration theory
- The Power of Public Opinion and Persuasion
- Defining publics/stakeholders
- PR Practice and Process In-house and PR Consultancy
- PR as a Source of News
- Tools of Media Relations - Press conferences, Press meet/tours, Press

releases, Backgrounders, Rejoinders, Feature writing, Video news releases, Blog writing, etc.; Selection of media in reaching out to its various publics

Unit IV
Corporate Communication
- Concept & functions of Management, Basics of Planning and Decision Making, Organization management
- Corporate Communication: Definitions, Concepts, Role, Scope, Functions
- Internal and External Communication
- Corporate Social Responsibility and Sustainable Development
- Crisis Communication
- Media Relations
- cross-cultural and intercultural communication
- Digital Media in Corporate Communication

Unit V
Government Information and Publicity System
- Need for Government Information and Publicity System
- Basic Philosophy and Percepts of Government Information and Publicity System
- Management and Operations
- Supporting Services like backgrounds research, reference and feedback
- Govt. Media organizations in India and their working

Practical
- Case Studies of Advertising and PR Agencies in India
- Media Management Case studies
- Crisis Communication simulation on a current issue
- Production of theme-based Campaigns (Group exercise)
- Event Management- Organize an Event for EJ Department

Course Learning Outcomes (CLO)

After successful completion of this course, learners will be able to:

- ❖ Develop understanding on global and Indian media evolution, management, ownership patterns and organizational functions.
- ❖ Acquire insights into advertising, ethical implications and the transformative impact of digital technologies on advertising strategies.
- ❖ Gain proficiency in public relations practices through various communication models and strategic tools.
- ❖ Analyze government information systems, emphasizing their role in public communication strategies including research and feedback mechanisms.

Suggested Readings

- ◌ Aaker, D.A., Myers, J.G., Batra, R. (1996). Advertising Management. Prentice Hall, University of Michigan
- ◌ Cees, B. M., Riel, Van, Fombrun, Charles J. (2007). Essentials of Corporate Communication.
- ◌ Chunawalla, S. A. (2023). Advertising Theory and Practice, Himalaya Publishing House.
- ◌ Cutlip S. M., Center A. H. (1995). Effective Public Relations, Prentice Hall Cutlip London.
- ◌ Dahiya, S. (2023). Digital First: Entrepreneurial Journalism in India, OUP UK.
- ◌ Douglas, T. (1984). The Complete Guide to Advertising. United Kingdom: Macmillan.
- ◌ Fernandez, J. (2004). Corporate Communications: A 21st Century Primer, Response Books, New Fisher, D (1999). Communication in Organizations, Jaico Publishing House, Mumbai.
- ◌ Hirsch, P. B., & Goodman, M. B. (2010). Corporate Communication: Strategic Adaptation for Global Practice. Peter Lang
- ◌ Imam, S. (2002). The Making of Advertising: Gleanings from Subhas Ghosal. India: Macmillan India.
- ◌ Jefkins, F. (2016). Advertising: Made Simple. United Kingdom: Elsevier Science.
- ◌ Jethwaney, J (2010). Corporate Communication Principles and Practice, New Delhi, Oxford University Press.
- ◌ Jethwaney, J (2016) Social Sector Communication in India - Concepts, Practices and Case Studies, Sage, New Delhi.
- ◌ Jethwaney, J and Jain S, (2012) Advertising Management, Oxford University Press, New Delhi.
- ◌ Jethwaney, J and Sarkar, N. N. (2015). Public Relations Management, Sterling, New- Delhi.
- ◌ Kaul J.M., Noya Prakash, Public Relation in India, Calcutta
- ◌ Lewis, H. G. (1998). The Complete Advertising and Marketing Handbook: Your Twenty-first Century Advertising and Marketing Manual is Available Right Now. United States: Bonus Books.
- ◌ Ogilvy, D. (1983). Ogilvy on Advertising. United Kingdom: Pan.
- ◌ Ogilvy, D. (2023). Ogilvy on Advertising. United Kingdom: Welbeck Publishing.
- ◌ Wilcox, D. L., Cameron, G. T., Reber, B. H. (2015). Public Relations: Strategies and Tactics, Updated Edition. (n.p.): Pearson Education.
- ◌ Oliver, S. (2008). Public Relations Strategy, Kogan Page, Social Sector Communication
- ◌ Smith, R. D. (2020). Strategic Planning for Public Relations, Routledge

BROADCAST JOURNALISM

Marks 100 : Theory 60, Practical 40
Credit : 4

Course Objectives (CO)
- ❖ To understand radio broadcasting evolution and operational characteristics, including AM, FM, Community Radio and Internet Radio.
- ❖ To learn radio production techniques from analogue to digital formats and develop skills in writing for radio news, features, interviews and discussions.
- ❖ To explore the role and management of community radio stations, focusing on local broadcasting and podcasting.
- ❖ To study the history and characteristics of television in India, including TV news channel structures and production functions.
- ❖ To develop skills in writing for television, including news gathering, audio-video editing, and production techniques for news, talk shows, and documentaries.

Unit I

Radio Broadcasting
- Introduction to Radio: The world of sound and main features of radio broadcasting
- Understanding Sound medium: Sound scape, Sound culture, Characteristics of Radio
- 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 organization and structuring

Unit II

Radio Production and Writing
- Introduction to Radio production: Radio formats- Analogue to digital, Types of Sound-Sync, Non-sync, Natural sound, Sound sourcing, Radio Studio- Studio layout, mixer, control Panel etc.
- Writing for radio; Sources, Elements, News gathering processes, Writing a radio News copy Compiling radio news bulletins; Techniques of editing and presenting radio news
- Radio news magazine, News features, Discussion and talk programmes,

Interviews, Sound bytes & dispatches and Radio Bridge programme production

Unit III

Community Radio
- Community Radio: Role and Function of CR, management of community radio/ Radio news organization, structure and function.
- Podcast

Unit IV

Television Broadcasting
- Introduction to Television: Characteristics of Television broadcasting; History of TV in India:
- Understanding visual medium: Image-Still to moving, Visual Culture & Politics of Image, Electronic Image, Television Image, Television News Image, Idea of Figuration, Edited Image /Digital image, Changing Ecology of Images Today, Characteristics of Television medium
- 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

- Organizational structure of TV news channel: TV newsroom and TV news production desk and functions

Unit V

Television Production and Writing
- Writing for the visual medium: Sources/Elements/News gathering Processes-ENG, SNG, OB, PTC, VO/VT, Anchor link
- Thinking audio and video; Writing anchor leads; Editing bytes, procuring and editing visuals; Broadcast styles and techniques of writing
- Introduction to TV Production: Television formats-analogue to digital, Portable television camera, Camera Accessories, Lens and Visualization, Camera Movement, Visual Grammar- Type of Shots, 180-degree rule, continuity, shot/reverse shot/cut away/in/Jump/Match.

- News bulletins; News features; News and current affairs; Talk shows and magazine programmes; Anchoring: delivery, pronunciation, voice modulation and diction

Practical

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
- Documentary Production (short)

Course Learning Outcomes (CLO)

After successful completion of this course, Learners will be able to:
- ❖ Analyze the evolution and growth of radio broadcasting in India, and understand technological aspects of radio broadcasting.
- ❖ Produce and edit radio content effectively, utilizing sound sourcing and editing techniques to create engaging radio programs.
- ❖ Demonstrate practical skills in operating community radio stations, focusing on community engagement and local content creation.
- ❖ Understand TV broadcasting technologies and production workflows, identifying key roles within a TV newsroom environment.
- ❖ Apply principles of visual grammar and production aesthetics in television programming, including camera operations, editing, and presentation skills.

Suggested Readings

- ❍ Beyond Commercial Logic' by Independent Film and Video from Seminar, Vol. 455, July 1997 (For debate on Public Service Broadcasting).
- ❍ Boyd, A., Stewart, P., Alexander, R. (2012). Broadcast Journalism: Techniques of Radio and Television News. Netherlands: Taylor & Francis.
- ❍ Chatterji, P. C. (1991). Broadcasting In India: P C Sage Publications.
- ❍ Claiming the Real: The Documentary Film Revisited by Brian Winston, 1995, Indiana University Press Page 11-14.
- ❍ Elwyn, E. (1977). Radio: A Guide to Broadcasting techniques, Barrie and Jenkins.
- ❍ Fleming, C. (2002). The Radio Handbook, Routledge.
- ❍ French, D., Richards, M. (2000). Television in Contemporary Asia. India: SAGE Publications.
- ❍ Hirsch, R. (2008). Light and Lens: Photography in the digital age, Taylor and Francis

❍ Joseph, K. V. (2010). Economics of Culture Industry: Television in India, Shipra Publications, New Delhi.

❍ Kalbfeld, B. (2000). Associated Press Broadcast News Handbook. McGraw-Hill Education

❍ Kasturi, S & Vardhan, P.B. (2018). Broadcast Journalism: The Golden Mean of Mess Media, Dominant Publishers & Distributors Pvt Limited.

❍ Luthra, H. K. (1987). Indian Broadcasting, Publications Division, New Delhi

❍ Mandy, D. (2000). Radio in Global Age, Polity Press, Cambridge.

❍ Masani, M. (1976). Broadcasting and the People, National Book Trust.

❍ Narayan, S. (2014). Globalisation and Television: A Study of the Indian Experience 1990-2010, Oxford University Press.

❍ Nicholas, B. (2001). Introduction to Documentary. Indiana University Press

❍ Page, D., Crawley, W. (2001). Satellites Over South Asia: Broadcasting, Culture and the Public Interest. India: SAGE Publications.

❍ Papper, R.A. (1995). Broadcast News Writing style book, 5th Edition, Pearson Education, London.

❍ Pavarala, V., Malik, K. K. (2007). Other voices: the struggle for community radio in India. India: SAGE Publications.

❍ Price M. E., Verhulst, S. G. (2000). Broadcasting Reform in India: Media Law from a Global Perspective. Oxford University Press.

❍ Rajan, N. (2005). Practising Journalism: Values, Constraints, Implications, Sage Publications.

❍ Rober, M. (2000). An Introduction to writing for Electronic Media: script writing essentials across the Genres, Focal Press, Oxford.

❍ Sahay, U. (2006). Making News, Oxford University Press.

❍ Saksena, G. (1996). Television in India: Changes and challenges, Vikas Publishing.

❍ Singhal, A., Rogers, E. M. (1989). India's Information Revolution; Sage, New Delhi.

❍ Srivastava, K. M. (2005). Broadcast Journalism in the 21st Century, Sterling Publications, New Delhi.

❍ The Open Frame Reader: Unreeling the Documentary film by Rajiv Mehrotra, By PSBT (several short articles)

❍ Thompson, R. (2004). The Broadcast Journalism Handbook: A television news survival guide, Oxford.

❍ Thussu, D. K. (2007). News and Entertainment, Sage Publication.

❍ White, T. (1996). Broadcast News Writing, Reporting and Producing, Focal Press.

DEVELOPMENT JOURNALISM

Marks 100 : Theory 70, Practical 30
Credit : 4

Course Objectives (CO)
- ❖ To understand development paradigms and perspectives of media and communication.
- ❖ To evaluate the roles and contributions of international organizations and NGOs in development.
- ❖ Analyze India's economic, social justice, and environmental development challenges.
- ❖ Explore the political and social dimensions of India's social sectors along with governmental programs and social development indices.
- ❖ Develop practical skills in developmental journalism and apply reporting techniques across print, broadcast and digital media platforms.

Unit I
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.)

Unit II
Development Organizations
- UN organizations, MDGs, Digital Divide, NGOs, Civil Society
- Evaluation of Government/ Public Sector Flagship Programmes, International Policy Initiatives for Developmental Journalism: UNDP, UNESCO, UNICEF, Asian Development Banks and Commonwealth of Learning (COL)
- Community and Alternative media
- Communication for National Development

Unit III
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, Urbanization 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

Unit IV
Social Sector
- Education and Health as Political Issues: Basic Services and Rights; Constitutional Rights; Education, Health and Social Change; India in a Comparative Perspective; Liberalization, Market and Basic Services
- Livelihood Issues: Land, Agriculture, Food, Water, Biodiversity, Energy: Livelihood Right
- 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

Unit V

Skills and Techniques for Developmental Journalism

- Developing Story Ideas: Balancing multiple perspectives, different angles, bringing a human-interest angle, looking for qualitative evidence, unsung heroes and sheroes, both criticism and appreciation

of development initiatives, Positive/ Constructive Journalism

- Sources for Developmental Stories- Governmental and Non-Governmental Sources such as corporate, non-profits, social entrepreneurs and institutions, Research and Documentation, Interviews and Group Discussions
- Reporting Skills for Developmental Stories; Tools and Techniques of Reporting and Writing Developmental stories, Features and Articles for Print, Broadcast and New Media.

Practical

Assignment on Development related issues

- Each student will have to submit three assignments on Major development Issues in India. The assignments will be of 1500-2000 words each

Course Learning Objectives (CLO)

After successful completion of this course, learners will be able to:

- ❖ Analyze and critique different development paradigms and perspectives.
- ❖ Evaluate the roles and impacts of international organizations, NGOs and governmental programs in development.
- ❖ Interpret and explain India's economic and social development challenges.
- ❖ Assess the effectiveness of governmental programs and policies in promoting social development and equality.
- ❖ Apply advanced reporting skills and techniques to produce well-researched and balanced developmental stories across various media platforms.

Suggested Readings

- Belmont, C. A. (1987). Technology Communication Behaviour, Wordsworth
- Dreze, J., Sen, A. (1995). India: Economic Development and Social Opportunity, Oxford University Press, Delhi.
- Dreze, J., Sen, A. (2013). An Uncertain Glory: India and its Contradictions, Princeton University, USA.
- Ghosh, R. (1999). Panchayat System in India: Historical, Constitutional and Financial Analysis. India: Kanishka Publishers, Distributors.
- Jayal, N.G., Pai, S. (2001). Democratic Governance in India: Challenges of Poverty, Development and Identity, SAGE, Delhi.
- Kaviraj, S., Khilnani, S. (2002). Civil Society: History and Possibilities, Cambridge University Press, Delhi.
- Khan, A.M. (1997). Shaping Policy: Do NGOs Matter?: Lessons from India, PRIA, Delhi.
- Kumar, K. J. (2006). Mass communication in India, Jaico Publishing House, London,

- Mahajan, G. (1998). Democracy, Difference & Social Justice, Oxford University Press, Delhi.
- Melkote, S. R., Steeves, H. L. (2015). Communication for Development: Theory and Practice for Empowerment and Social Justice, SAGE India.
- Melkote, S. R., Steeves, H. L. (2001). Communication for Development in the Third World: Theory and Practice for Empowerment. India: SAGE Publications.
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DIGITAL JOURNALISM

<div align="right">

Marks 100 : Theory 60, Practical 40
Credit : 4

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Course Objectives (CO)
- ❖ To understand the fundamental concepts of digital media with an emphasis on navigating and securing the digital landscape.
- ❖ To explore the evolution and current trends in online journalism and the use of digital tools for reporting and data analysis.
- ❖ To analyze social media policies and practices while understanding the ethical and practical aspects of social media use.
- ❖ To develop skills in content writing, editing, and management for new media.

Unit I

Introduction to Digital Media
- 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 Cybercrime, Malware, Phishing and Identity Theft.

- Overview of the Digital Industry

  Open-source data collection and analysis.
- Challenges and opportunities for a newsman: gatekeepers to news guides;
- Awareness regarding techniques of Digital Marketing: News Aggregator: Search Engine Optimization, Search Engine Marketing, Email Marketing and Digital Audience

Unit II

Online Journalism
- Concepts and evolution of Internet as a medium
- Convergence 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
- Application for Journalists: Blogs, Portals, Websites, Social Media platforms, Wikis, etc.
- Media literacy
- Misinformation and Disinformation, fact checking and online verification
- Google news labs- Digital tools
- Computer Assisted Reporting (CAR),

Unit III

Social Media (SM)/ Policies and Citizen Journalism
- Social Media Policies
- Social networking; Introduction to social profile management products: Meta, LinkedIn.
- Social media publishing- Content writing and Audience: Facebook, Twitter, Threads, Instagram, YouTube, Sound cloud
- How to create a professional profile
- SM Etiquettes. How to write / share content on SM
- Social Media monitoring
- How to use hash tags; Tagging
- Social Collaboration: virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing

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- Citizen Journalism: Concept, Case studies
- Net Neutrality

Unit IV
Content Writing for New Media
- Overview of Web writing
- Linear vs. nonlinear form
- Writing for the screen vs. writing for print
- Structure of a web report
- Web page writing techniques
- Content writing, editing, reporting and its management
- Web page style, Editing web text
- Storytelling structures that work on the Web
- Content for different delivery vehicles
- Multi-media and interactivity
- Writing with hyperlinks
- Content management & content management systems
- Planning and designing of WebPages, Blogs, e-newspaper, e-magazine

Unit V
Journalism and Emerging Technologies
- Storytelling and immersive journalism
- Artificial Intelligence, Virtual reality, Internet of things
- RPA- Robotic Process, Robot journalism or Automated journalism
- Animations, VFX and Gaming
- Mobile journalism, drone journalism
- Podcasting
- Blockchain technology, chatbots
- Social outreach apps, live video platforms, text to video creation,
- Data Journalism and visualization of data, Big Data
- Digital Entrepreneurship

Practical
- Creating and designing content for online platforms, blogs, developing web designs including web version of lab journals.
- Assignments related to fact checking/ online verification
- Writing stories using data

Course Learning Outcomes (CLO)
After successful completion of this course, learners will be able to:
- ❖ Apply the fundamental concepts of digital media, including web design, content management systems and digital tools.
- ❖ Analyze the evolution and current trends in online journalism and demonstrate proficiency in media literacy and fact-checking.
- ❖ Evaluate social media policies, create and manage professional social media profiles and understand the ethical and practical implications of citizen journalism.
- ❖ Develop and edit content for new media platforms and manage multimedia storytelling using content management systems.
- ❖ Explore and leverage emerging technologies such as AI, VR and data visualization in journalism and pursue opportunities in digital entrepreneurship.

Suggested Readings
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