

DEEN DAYAL UPADHYAY KAUSHAL KENDRA

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Voc. DIGITAL JOURNALISM

COURSE SYLLABUS

M.Voc. DIGITAL JOURNALISM**COURSE SYLLABUS – RESTRUCTURING - 2019-20 Batch onwards****SEMESTER – I**

S No.	SUBJECT CODE	SECTION	SUBJECT TITLE	T/L/P	CATEGORY	CR
1		Major Core - 1	Print Journalism	T	MC	4
2		Major Core - 2	Digital Journalism	T	MC	6
3		Major Core – 3	Reporting & Editing	L	MC	6
4		Major Core - 4	Digital Photography	L	MC	6
5		Elective Subject	A. Design skills for Media	L	ES	4
			B. Communication for Social Change	T		
6		Soft Skills	Communication & Creative Writing	T	FC	4
						30

SEMESTER – II

7		Major Core - 1	Theories of Communication	T	MC	6
8		Major Core - 2	Media Tools and Practices	L	MC	6
9		Major Core – 3	Media, Culture and Society	T	MC	6
10		Major Core - 4	Editing for Digital Media	L	MC	4
11		Elective Subject	A. Photojournalism	L	ES	4
			B. Social and Interactive Media			
12		Extra Disciplinary Elective	Graphic Design	L	EDS	2
13		Soft Skills	Life Skills Training	L	FC	2
						30

SEMESTER – III

14		Major Core - 1	Social Media Communication	T	MC	6
15		Major Core - 2	Internet Media Designing and Publishing	L	MC	6
16		Major Core – 3	Research Methodology	L	MC	6
17		Major Core - 4	Feature Writing	L	MC	4
18		Elective Subject	A. Digital Radio	L	ES	4
			B. Digital TV			
19		Extra Disciplinary Elective	Network Society and Public Policy	T	EDS	2
20		Soft Skills	Digital Communication skills	T	SS	2
						30

SEMESTER – IV

21		Major Core - 1	Mobile Journalism	L	MC	4
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22		Major Core - 2	Ethics & Laws for Digital Media	T	MC	4
23		Major Core – 3	Gender, Media and Margins	T	MC	4
24		Elective Subject	A. Mobile App Development	L	ES	4
			B. Big Data Journalism			
25		Soft Skills	Professional Skills for Media	L	SS	2
26		Project	Digital Media Project & Internship	P	PJ	12
						30

SEMESTER - I

TITLE OF THE PAPER : PRINT JOURNALISM

Course Code :

No. of Hrs/week : 4

Credits : 4

Course Objectives:

- Infusing key understanding of the traditional media.
- Providing an understanding on the history and evolution of Print in India.
- Introducing key theories in the domain of print media.

Learning Outcomes:

- A profound understanding of the traditional media in India.
- Understanding of the history and evolution of Print in India.
- Knowledge of key theories in the domain of media.

Unit 1 Definitions and Basic Understandings

Hours: 10

Journalism – Definition – Normative Theories of Press; Alternative Theories; Press as the Fourth Estate- Types of print media in India.

Unit 2 Evolution of Print in India

Hours: 15

Development of Press in India - James Augustus Hicky - Serampore Missionaries - Role of Press in Freedom Struggle – Ram Mohan Roy, Bal Gangadhar Tilak, Gandhi, Subramanya Bharati and others- Vernacular Press Act- Birth of Newspapers in India - Times of India, Amrit Bazaar Patrika, Madras Mail, The Hindu and The Statesman

Unit 3 Post Independence Era

Hours: 15

Press in Independent India; McBride Commission Recommendations; Development of Non-aligned Newspool; News Agencies in India; PTI and UNI

Unit 4 Reforms and Regulations

Hours: 10

First Press Commission and its Recommendations; Emergency and its Impact on Press;

Second Press Commission and its Recommendations; Chanda Committee; Varghese Committee; Joshi Committee

Unit 5 Legalities and Structural Issues

Hours: 10

Press Laws of India – Defamation, Contempt of Court, Working Journalists Act, Official Secrets Act, Copyrights Act; Press Council of India, Press Information Bureau, Registrar of Newspapers in India, Audit Bureau of Circulation, Readership and Circulation Statistics

Teaching Methodology

- Classroom Lectures
- Guest Lectures
- Seminar on Specific Readings

Assignments

- Write ups based on reading sessions of newspapers.
- Compiling stories from the print.
- Tasks on pioneers of print media in India.
- Presentations on theories of the press.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Essential Reading:

1. Nadig Krishnamoorthy : Indian Journalism, Mysore University, 1978.
2. Rangasamy, Parthasarathy: Journalism in India, Sterling Publishers, New Delhi, 1989.

Recommended Reading:

1. Otis, Andrew, Hicky's Bengal Gazette : The Untold Story of India's First Newspaper, Westland Publications, 2018
2. D.S. Mehta : Mass Communication and Journalism in India
3. Dhawan, Rajeev : Only the Good News
4. GNS Raghavan : The PTI story

TITLE OF THE PAPER : DIGITAL JOURNALISM

Course Code :

No. of Hrs/week : 6

Credits : 6

Course Objectives

- Understand key aspects of Digital Media and Journalism
- To harness Digital Media for news gathering purposes
- To create Awareness on ethical/legal issues on writing for Digital Media

Learning Outcomes:

- Good understanding of the digital media, terms and functioning.
- Exhibit skills to utilize digital media for journalistic writing.
- Know the grey areas which may land students into ethical/legal issues.

Unit – 1 Advanced Understanding of the Digital Journalism **Hours: 22**

Evolution of Digital Media: Arpanet project, Worldwide Web, Artificial Intelligence - Five pillars of digital writing - Tweeting/Instagramming/Snapping with purpose

- SEO basics, headlines, analytics, aggregation, curation – Convergence, using mobile for story telling – Diffusion of innovation – Globalization.

Unit – 2 Various Arms and Techniques of Digital Journalism **Hours: 18**

Social Media, Gateway for News – Attention Economy- Art of blogging – Immersion/immersive Journalism - Click bait journalism – Hybrid news- Niche sites and audience fragmentation – News sources and reporting techniques of the digital era – Graphical story telling.

Unit – 3 Practical Exercises **Hours: 12**

Live blogging and real time reporting – Branding yourself and media – Multimedia story telling techniques – e-papers/magazines – User experience in digital journalism - Citizen Journalism.

Unit – 4 Niche Areas and the Future **Hours: 18**

Internet and Political Mobilization, Public Opinion, Network Society - New Voice for Marginalized Sections and Political Dissent – Encrypted news sharing, deep web, dark web – Using metrics for coverage decisions – Immediacy vs accuracy.

Unit – 5 Politics, Ethics and Legalities **Hours: 12**

Digital Media ethics and legalities - Obscenity, Pornography and Privacy – Digital manipulation, image, audio, video – digital/social marketing, socio-political-gender aspects of trolls, paid trolls – Corporatization of digital media - cross media ventures.

Teaching Methodology

- Classroom Lectures

- Guest Lectures
- Seminar on Specific Readings

Assignments

- Identify Major News Aggregating Websites
- Discuss Readings on Digital Media
- Analyze a Specific Area of Social Media Usage
- Apply Wide Variety of Digital Techniques for Distribution of News

Evaluation Methodology

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Essential Reading:

1. Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound, by Lynda Felder, Peachpit Press
2. Online Journalism, Principles and Practices of News for the Web, by James C. Foust, Holcomb Hathaway Pubs
3. Journalism Next: A Practical Guide to Digital Reporting and Publishing by Mark Briggs, Sage Publications

Recommended Reading:

1. Creeber, Glen and Martin, Royston. Digital Cultures: Understanding New Media, McGraw Hill, United Kingdom, 2009
2. Prensky, Marc. Digital Natives, Digital Immigrants On the Horizon, University Press, MCB October 2001, Vol. 9 No. 5
3. Eds. Throes, Eina and Allan, Stuart. Citizen Journalism: Global Perspectives, Peter Lang, New York, 2009
4. Eds. Bolaer, Megan. Digital Media and Democracy: Tactics in Hard Times, MIT Press, Cambridge, 2008
5. Eds. Rosenberry, Jack and John, Breton St. Public Journalism 2.0: The Promise and Reality of a Citizen Engaged Press, Routledge, United Kingdom, 2010

TITLE OF THE PAPER : REPORTING AND EDITING

Course Code :

No. of Hrs/week : 4

Credits : 4

Course Objectives:

- Students will be introduced to the concept of News.
- Student will be taught the basic principles of reporting.

- Students will be exposed to the art of gathering news and disseminating the same.

Learning Outcomes:

- Students will be able to understand and analyse, what is news.
- Student will be able to identify the news value and report.
- Students will be able to have hands on experience on different reporting beats.

UNIT 1 - Understanding News

Hours: 15

What is news - Functions of News - News values - Elements of Newsworthiness - Types of News - Characteristics of a news story - Changing dimensions of news reporting in the digital age – Journalism in the Indian context.

UNIT 2 - Principles and Techniques of Reporting

Hours: 25

Online, offline gathering news - Maintaining sources, online and offline - News agencies - Involving public in news gathering - 5 w's and H - Inverted pyramid structure of the news story - Anatomy of the news story – Functions of headline and types of headlines - lead and kinds of lead – News writing styles – problems and pitfalls in reporting – Attribution - Follow ups – Structure of a newspaper - Competing with citizen journalists – Digital and physical ways and means of verifying news.

UNIT 3 - Types of Reporting

Hours: 20

News beats and kind of beats – Digital news beats - News feature – Investigative reporting – Editorial - Letters to Editor - Moderating comments on digital platforms - Roles and qualities of a journalist in the digital era – Issues involved in reporting National, International and regional news.

UNIT – 4 Editing

Hours: 20

Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance. 20

UNIT - 5 Laws and Ethics

Hours: 15

Freedom of speech – Role of press, digital platforms and social media in Indian society - Ethics in news reporting and writing - Crisis of credibility in the digital era – Ethics in utilizing user generated content.

Teaching Methodology

Classroom Lectures, Workshops, Interaction with Journalists, Industry Visit

Assignments:

- Written Assignments
- Class tests and Quizzes
- Editing Copies.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Essential Reading:

1. Briggs, Mark, *Journalism 2.0*, Knight Foundation, 2007
2. Harrower, Tim, *Inside Reporting, A Practical guide to the craft of journalism*, McGraw Hill Education, 2012.
3. Mencher, Melvin, *Basic News Writing*, Universal Book Stall, New Delhi, 2002
4. Crump, Spencer, *Fundamentals of Journalism*, Mc-Graw Hill Book company, 1974
5. Saxena, Sunil, *Headlines Writing*, Sage Publications India, 2006

Recommended Reading

1. Hodgson, F.W. *News Sub-editing*, Focal Press, 1998
2. Mencher, M. *News Reporting and Writing*, Dubuque, 1991
3. Stone, G. *News Gathering*. Harper Collins, 1992
4. Rich, E. *Writing and Reporting News: Coaching Methods*, Thomson Learning, 2000
5. Ward, Mike. *Journalism Online*, Oxford, Taylor and Francis 2013

TITLE OF THE PAPER : DIGITAL PHOTOGRAPHY

Course Code : 19PDJ1MC04

No. of Hrs/week : 6

Credits : 6

Course Objectives:

- To understand the elements and concepts of photography.
- To get a practical orientation and hands-on training in basic photography.

Learning Outcomes:

- Students will be able to have a passion for photography
- Students will be able to learn the art of taking photographs.

UNIT 1: Fundamentals of Photography

Hours: 18

History of Photography. History of Camera. Definition -Key concepts in Photography. Working of a D/SLR camera.

Unit 2: Types of camera, Structure, Features of the camera **Hours: 18**

Understanding of Exposure. Aperture, Shutter & ISO Correlation. Depth of Field

Unit 3: Study on Lighting **Hours: 18**

Indoor Lighting Techniques. Equipments used. Light Measuring Devices. Props and Elements to support lighting. Outdoor Lighting. Understanding Kelvin values. Colour and Lighting. Colour theory

Unit 4: Aesthetics: Composition and styles of photography **Hours: 18**

Various Framing Techniques. A Study on Works of eminent photographers – James Nachwey, Raghu Rai, Annie Leibovitz, etc.

Unit 5: Film Developing and Printing Process **Hours: 18**

Digital Photography: Types & Functions of Sensor, Menus and Options in DSLR and Digital Photography Colour management & Post Production.

Teaching Methodology:

Practical Sessions coupled with group works, outdoor and indoor exercises and photo-exhibitions.

Assignments

- Photo Exercises
- Photo Album
- Photo Exhibition

Evaluation

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Essential Reading:

1. Barbara London Jim Stone John Upton, [2010] Photography (10th Edition), Pearson, New York.
2. Terry Barrett, [2005] Criticizing Photographs: An Introduction to Understanding Images, McGraw-Hill, New York.
3. Robert Hirsch, [2008] Seizing the Light: A Social History of Photography, McGraw-Hill.
4. Tony Northrup, [2012] DSLR Book: How to Create Stunning Digital Photography, Mason Press.

5. Ben Long, [2012]Complete Digital Photography, Sixth Edition, Delmar Cengage Learning, U.S.

Recommended Reading:

1. George Haines, [1992]Learning Photography, Hamlyn publishing Group, London.
 2. Michael Langford, [1986]Basic Photography, Focal Press, London.
 3. John Hedgeco, [1979]Complete Photography Course, Fireside Book, New York.
 4. Peterson, Bryan. *Understanding Exposure: How to Shoot Great Photographs with Any Camera*, Amphoto Books, New York, 2010.
 5. Adams, Ansal. *The Camera*, Little Brown Publishers, 1995
 6. Kelby, Scott. *The Digital Photography Book*, Peachpit Press Book, 2013
 7. Alesse, Craig. *Basic 35 mm Photo Guide*, Amherst Media Book,2002
 8. Harman, Doug. *The Digital Photography Handbook*, Quercus Publishing, UK, 2016
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TITLE OF THE PAPER : DESIGN SKILLS FOR MEDIA

Course Code : 19PDJ1ES01

No. of Hrs/week : 4

Credits : 4

Course Objectives

- Introduce Basics of Graphic Designing Using Adobe CC
- Impart Skills for Image Creation and Editing Techniques for Web
- Create and Enhance Photographs, Web and Mobile App Designs, 3D Artwork

Learning outcomes

- Demonstrate an effective transference of ideas.
- Recognize and apply aesthetic principles within stock files and original works, respectively.
- Engage in multi-disciplinary collaborative work team structures;
- Demonstrate discipline-based design ideas verbally, visually and digitally
- Demonstrate professional competence/depth of knowledge within their field of study.

Unit – 1 Managing the layers

Hours:12

Foundations of digital imaging, interface and workspaces, use the Selection tools, Using Layers to manage your documents, Selections with the Select tools and Mask feature.

Unit – 2 Image restorations**Hours: 12**

Use Masks for more versatile selections and compositions, Improve photos with Colour Correction and Image Adjustments, Retouch photos with the Healing Brush and Clone Stamp tools, Optimizing output graphics for different media

Unit – 3 Uses of Brushes**Hours: 12**

Use Smart objects to create advance compositions, Retouch and correct images, Use Camera Raw on multiple file formats, Explore the Brush tool settings, Create Custom brushes for unique effects

Unit – 4 Web banner**Hours: 12**

Use Vector paths for precise selections, using Channels, Colour Management issues, Making Animated GIFs, Text formatting with styles, Explore Advanced Tools & Options Bar, Manipulate images, layers and effects Leverage Photoshop Smart Objects.

Unit – 5: Web Design Techniques**Hours: 12**

Introduction to Design Space ,Design Principles – Elements - Graphic Composition Mobile App & Web Designs - Design Tools - Production Workflow, Copyright Rules for Artwork.

Teaching Methodology

- Classroom Lectures
- Lab Sessions
- Presentations
- Sample Exercises

Assignments

- Repair Two Photographs
- Create a Flyer for an Event
- Create Visiting Card & logo
- Create a Web Banner
- Create an Image for Social Media
- Mimic a Movie Poster
- Design Album Cover Artwork with Decorative Patterns
- Create an own Design Creating Website
- Creating Portfolio

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Essential Reading:

1. Hughes, John F. *Professional Computer Graphics: Principles and Practice*, Wesley Publications, Boston Addison, 2013
2. Beard, Jason. *The Principles of Beautiful Web Design*, Site Point Books, Melbourne, 2010
3. Rankin, John R. *Computer Graphics Software Construction*, Prentice Hall Publications, Australia, 1989

Recommended Reading:

1. Adobe Resources Photoshop
2. <https://www.adobe.com/in/products/photoshop.html>, promoid=PC1PQQ5T&mv=other
Illustrator: <https://www.adobe.com/in/products/illustrator.html>
InDesign: <https://www.adobe.com/in/products/indesign.html>

TITLE OF THE PAPER : COMMUNICATION FOR SOCIAL CHANGE

Course Code : 19PDJ1EL01

No. of Hrs/week : 4

Credits : 4

Course Objectives:

- To understand the theories of development
- To gain exposure about the various development communication projects in India

Learning Outcomes:

- Students will grasp the need for development communication
- Students will visualize/conceptualise the execution of development communication projects

Unit I Understanding the Basics **Hours: 12**

Concept of Development; Theories of development: Social, Political and Economic theory; Models of development: Western, Eastern, Gandhian, Nehruvian

Unit II Approaches Towards Development Communication **Hours 12**

Dominant paradigm of development; The modernization and dependency approach – Daniel Lerner, Wilbur Schramm, Everett M Rogers ; Need-based approach; Sustainable development; Human development approach; Rights based approach and participatory approach to development

Unit III Indian Perspectives **Hours: 12**

Emergence of Development Communication in India –Communication for nation building; Diffusion of innovation; Extension approach; Role of Everett M.Rogers and Wilbur Schramm in Development Communication in India; Development Communication Experiments – SITE, KHEDA Project, JABUA Project,SEWA and others

Unit IV Media as an Agent of Change

Hours: 12

Radio and TV Development programmes – Agriculture, Health, Hygiene, Education, Environment, Cultural Preservation, National Integration, Eradicating Social Evils, Beliefs in Superstition; Participatory Communication – Need and significance of participatory communication

Unit V Application Oriented Approach

Hours: 12

Community radio as a tool of development – Case Studies; Cyber media and development: E-governance, digital democracy and E-chaupal.

Teaching Methodology:

Classroom Lectures
Audio Visual Presentations
Group Discussion

Assignments:

- Written Assignments
- Class tests and Quizzes
- Case Presentation

Evaluation:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Essential Reading:

- India's Communication Revolution: From Bullock Carts to Cyber Marts by Arvind M Singhal, SAGE India
- Blurred Vision: Development Communication and Community Radio in India by Vinod Pavarala,
- History of Indian Broadcasting Reform by Sevanti Ninan, Oxford University Press
- Development Communication in Practice: India and the Millennium Development Goals by J.V. Vilanilam, Sage India

- Communication for Development: Theory and Practice for Empowerment and Social Justice by Srinivas Raj Melkote, SAGE India
- Development Communication & International Communication by Ganga Sagar Singh, Hindustan Publishing Corporation

Recommended Reading:

- India's Communication Revolution: From Bullock Carts to Cyber Marts by Arvind M Singhal, SAGE India
- Blurred Vision: Development Communication and Community Radio in India by Vinod Pavarala,
- History of Indian Broadcasting Reform by Sevanti Ninan, Oxford University Press
- Development Communication in Practice: India and the Millennium Development Goals by J.V. Vilanilam, Sage India
- Communication for Development: Theory and Practice for Empowerment and Social Justice by Srinivas Raj Melkote, SAGE India
- Development Communication & International Communication by Ganga Sagar Singh, Hindustan Publishing Corporation

TITLE OF THE PAPER : COMMUNICATION AND CREATIVE WRITING

Course Code :

No. of Hrs/week : 4

Credits : 4

Course Objectives:

- To educate students on the various Communication processes and types and thereby refining their attitude towards personal and professional success.
- To empower students to interact, participate, involve in all written and oral presentations and assignments.
- To learn the principles of generating ideas and creative writing-beginning with paragraphs to writing short stories and essays.

Learning outcomes:

- to communicate in speech and writing following the process of communication and overcoming the barriers.
- To be able to give presentation and attend viva more assertively.
- To have understood the importance of perennial learning and interactive listening.

Unit-1: Basic Principles of Communication

Hours: 12

Introduction-Understanding Communication-The Communication purpose/goal, process, barriers, channels and types. Importance of Communication in the 21st century.

Unit-2: Introduction to speaking and presentation skills**Hours: 12**

Self-introduction and concept introduction techniques – selling and negotiation skills, effective listening, effective reading, rebuttals, FAQs, for power presentations.

Nonverbal communication and behavior in GDs, public speaking and interviews.

Unit-3: Introduction to Writing**Hours: 12**

The power of words in thinking, speaking and writing- same words as different parts of speeches. Styles of writing, types of compositions, appreciation of stories and poems.

- R. K. Narayan's short story, *The Axe*
- Native American poem, *How to make Good Baked Salmon from the River*
- An Extract from the French novella, *The Man Who Planted Trees*

Unit-4: Types of Writing**Hours: 12**

Creative writing (processes and challenges of creative writing). Fictional and Non-Fictional writings- Short Story Writing and Poetry Compositions. Media writing- Characteristics of Print and Broadcast Media, New media, Travel internet, mobile phones and writing for blogs.

Unit -5: Grammar for eloquent communication**Hours: 12**

Subject verb agreement, prepositions, tenses, active passive voice, direct indirect speech and punctuation. Describe the organization's health, safety and security policies and procedures.

Teaching Methodology:

- Student presentations orally and written
- Classroom Lectures
- Group Discussion
- Workshops
- Guest Lectures

Assignments:

- Extensive Creative Writing Projects
- Group Production of Literary Magazine
- Short paragraphs and idea generation and development into stories.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Essential Reading:

1. Adair, John. *Effective Communication*. London: Pan Macmillan Ltd., 2003
2. Prasad, H. M. *How to Prepare for Group Discussion and Interview*. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2001.
3. *The Cambridge Introduction to Creative Writing*- DAVID MORLEY, Cambridge University Publications, First edition, 2007
4. *The Cambridge Introduction to Creative Writing*- DAVID MORLEY, Cambridge

Recommended Reading:

1. Guffey, Mary Ellen. Essentials of Business Writing. Ohio: SouthWestern College Pubg., 2000.
 2. Strunk, William, Jr. and White, E.B. The Elements of Style, 3rd ed. (Macmillan, 1979)
 3. Barkas, J.L. How To Write Like a Professional (Arco, 1984).
 4. Rules for Writers (Book 7), Bedford/St. Martin's; 7th edition (2011)
 5. Kumar.J. Keval, (2008). Mass Communication in India, JAICO Publication India Pvt. Ltd
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SEMESTER - II**TITLE OF THE PAPER** : THEORIES OF COMMUNICATION**Course Code** :**No. of Hrs/week** : 6**Credits** : 6**Course Objectives:**

- To introduce various conceptual frameworks to study communication
- To provide insights into theoretical, critical, and analytical approaches.
- To understand key concepts of leading media theorists.

Learning Outcomes :

- Students learn to appreciate different strands of thought in communication studies
- Students gain analytical skills to interpret media/communication texts
- A critical understanding of theorists and their works.

Unit I Basic Elements**Hours: 18**

Definition of Communication ; Types and Elements of Communication ; Forms of Communication; Human Communication – Haptics, Chronemics, Kinesics, Proxemics, ; Barriers to Communication

Unit II Theories models**Hours: 18**

Models of Communication: Lasswell's Model, SMCR Model, Shannon-Weaver Model, Osgood and Schramm Circular Model, Westley Maclean Model, Gerbner's Model, Comb's model, Neumann's model.

Unit III Impact of Media**Hours: 18**

Mass Media Effects & Uses: Limited-Effects Perspectives, Critical and Cultural Approaches; Hypodermic Needle Theory; Two Step Flow Theory; Gate Keeping; Cultivation Theory; Agenda Setting; Uses and Gratification Approach.

Unit IV Various Schools of Thoughts

Hours: 18

Toronto School of Thought – Harold Innis and McLuhan, Critical theory of Frankfurt School – Theodor Adorno, Max Horkheimer and Walter Benjamin, Cultural Studies Theory of Birmingham School – Stuart Hall

Unit V

Marxism- Critical Marxism- Functionalism.

Teaching Methodology:

- Classroom Lectures
- Audio Visual Presentations
- Group Discussion

Assignment:

- Written Assignments
- Class tests and Quizzes
- Case Presentation

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Essential Reading:

1. Asa Berger, Arthur, Essentials of Mass Communication Theory
2. Dennis Davis and Stanley J Baran. *Mass Communication Theory (Wadsworth Series in Mass Communication and Journalism)*. (2005). Wadsworth Publishing Co Inc.
3. Blunder, J. and E. Katz, The Uses of Mass Communication. Thousand Oaks, CA: Sage, 1974

Recommended Reading:

1. David Holmer, Communication Theory-Media, Technology and Society, Sage Publication, London, 2005.
 2. Denis McQuail, An Introduction to Communication Theories, Sage Publication, New Delhi, 1994.
 3. Melvin C.Defleur, Theories of Mass Communication, Longman, New York, 1992.
 4. Wimal Dissanayake, Communication Theory – The Asian Perspective *McQuail's Reader in Mass Communication Theory* (2013). Denis McQuail. Sage Publications.
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TITLE OF THE PAPER : MEDIA TOOLS AND PRACTICES

Course Code : 19PDJ2MC02

No. of Hrs/week : 6

Credits : 6

Course Objectives:

- Students will be introduced to the basics of video production.
- Student will be taught the how to handle a camera, audio and lighting.
- Students will be taught the basics of editing.

Learning Outcomes:

- Students will be able to understand the working of a video camera.
- Student will be able to create a short film/PSA.
- Students will be able to edit their shot film/PSA

Unit – 1 Introduction to Camera

Hours: 20

Video Camera Types, Formats and convergence, Basics of Video Camera and camera of handheld devices - Video Camera Operations - Parts of the Camera, Mounting Devices, Camera Shots, Camera Angles, Camera Movements, Studio Setup and Operations – Tradition and new forms of camera lens - Single Camera and Multi-camera Setup.

Unit – 2 Composition Techniques

Hours: 10

Rule of Third, 180-Degree rule, Framing, Aspect Ratio, Framing Subject - Lead Room, Headroom, Lens filters, anticipating editing. **Audio for video** – Nature of sound, Microphones, Types of microphones, Controlling audio, production sound.

Unit – 3 Lighting Techniques

Hours: 15

Indoor, Outdoor, Artificial, Natural Light, Hard and Soft Lights, Reflectors, Colour temperature compensation, Lightweight light supports, Lighting instruments.

Unit – 4 Production Techniques**Hours: 20**

Pre-production, Production Three Stages in Television Programmes, Format - Concept Preparation, Segments, Break Ups, Run order, Script and Storyboard - Idea Development and Research for Production.

Unit – 5 Post Production**Hours: 25**

Introduction to Video Editing, Grammar of the Editing - Purpose of Editing, Basic Editing Principles, Basic editing Techniques, Different Editing Styles, Offline Editing, Online Editing, Introduction to Video Editing Software - Adobe Premiere Pro – Open source editing softwares – Mobile softwares.

Teaching Methodology

Classroom Lectures, Studio Sessions, Workshops

Assignments

Practical Exercises in Handling Video Cameras
Indoor and Outdoor Assignments on Taking Shots

Evaluation Methodology

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Essential Reading:

1. Bernard, Robert L. *Practical Videography: Field systems and troubleshooting*, Focal press, London
2. Herbert, Zettle. *Television Production Handbook*, Wordsworth Publishing Co
3. De Fossard Esat and Riber John, '*Writing and Producing for Television and Film*', Saga Publications.

Recommended Reading:

1. Belavadi Vasuki, 'Video Production', Oxford University Press.
2. Millerson Gerald, 'Television Production', Focal Press.

TITLE OF THE PAPER : MEDIA CULTURE AND SOCIETY**Course Code** : 19PDJ2MC03**No. of Hrs/week** : 6**Credits** : 6

Course Objectives:

- To understand the intersection of society and media.
- To get a cultural understanding on the influence of media.
- Theoretical perspectives on media and society.

Learning Outcomes:

- Students would have a better learning about the society and media.
- Students would have a better understanding on the influence of culture and technology.
- Students would understand the agenda set by media.

Unit 1 Basic Concepts**Hours: 18**

Key Concepts: Ideology, Hegemony, Subalternity, False Consciousness; Ideological State Apparatuses; Discipline and Power

Unit 2 New Approaches**Hours: 18**

Approaches to Understanding Culture - Mathew Arnold, Marx, and Adorno/Walter Benjamin - Raymond William on Culture; Basics of Semiotics; Roland Barthes on Myth

Unit 3 Political and Feministic Perspectives**Hours: 18**

Politics of Representation; Feminist Perspectives on Media – Laura Mulvey, Julia Kristeva, Luce Irigaray and Elaine Showalter; Media and Marginalised;

Unit 4 A Subaltern View**Hours: 18**

Introduction to Subaltern Studies; Gayatri Chakraborty Spivak, Gyanendra Pandey; Scholarship on caste, identity and gender.

Unit 5 Inter Cultural Influences**Hours: 18**

Globalisation and Media – Convergence, Conglomeration; Impact of Corporatisation of Media; Post-truth Politics and Media; Information Society

Teaching Methodology:

- Class room lectures
- Seminars
- Powerpoint presentations

Assignments:

- Write ups on LPG.
- Analysing major media houses.
- Write ups on media and politics.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Essential Reading:

1. Williams, Raymond. **The Technology and the Society** (*The Anthropology of Media: A Reader*, eds. Kelly, Askew and Richard R Wilk, Blackwell Publishers, Massachusetts, 2002), pp. 27-40.
2. McLuhan, Marshall. **The Medium is the Message** (*The Anthropology of Media: A Reader*, eds. Askew Kelly and Richard R Wilk, Blackwell Publishers, Massachusetts, 2002), pp. 18-26.

Recommended Reading:

1. Benjamin, Walter. **The Work of Art in the Age of Mechanical Reproduction** (*Illuminations*, ed. Hannah Arendt, 219-226. Cape, 1955/1970)
2. Adorno, Theodore and Horkheimer's Max. **The Culture Industry: Enlightenment as Mass Deception** (*Dialectic of Enlightenment*, 1944)

TITLE OF THE PAPER : EDITING FOR DIGITAL MEDIA

Course Code : 19PDJ2MC04

No. of Hrs/week : 4

Credits : 4

Course Objectives:

- Students will be introduced to the concept of Copyediting.
- Student will be taught the basic principles of Copyediting.
- Students will be exposed to the stylesheets.

Learning Outcomes:

- Students will be able to edit a news story.
- Student will be able to check the language.
- Students will be able to format and proofread manuscripts.

Unit 1 - ABC of Copyediting**Hours: 10**

Copyeditor's responsibilities and principal tasks, hand mark manuscripts, edit on-screen, reference books, newsletters and online resources for copy-editors –Editing for long form and short form writing.

Unit 2 - Editorial Style**Hours: 10**

Punctuation. Spelling and Hyphenation, Capitalisation, Numbers and Numerals, Quotations, Acronyms, Abbreviation and symbols - Using acronyms – Liberties in breaching grammar, using short forms for editorial and stylistic purposes.

Unit 3 - Language editing**Hours: 15**

Grammar – Principles and Pitfalls, Beyond grammar – Applying editing for various genres, print and digital

Unit 4 – Formatting**Hours: 10**

Balancing between styles and Rules, Formatting a manuscript, type written text, typed with digital tools.

Unit 5 – Editing and Proofreading electronically and digitally**Hours: 15**

Editing with computers and handheld devices – Editing machine translations.

Teaching Methodology:

Classroom Lectures, Workshops, Interaction with Journalists, Industry Visit

Evaluation:

Internal 50% - CA I (30) & CA II (30) = 60 Marks and Third Component = 40 Marks

External 50% - End Semester Evaluation – Project 60; Viva-voce 40; Total 100 Marks

Essential Reading:

1. Einsohn, Amy, *The Copyeditor's Handbook*, University of California Press, 2000
2. Gilad, Susan, *Copyediting and Proofreading for Dummies*, Wiley Publishing, Inc., 2007.

Recommended Reading

1. Ellis, Barbara G. *The Copy Editing and Headline Handbook*. New York: Perseus Books Group, 2001.

2. Fellow, Anthony R. and Thomas N. Clanin. 2nd ed. *Copy Editor's Handbook for Newspapers*. Englewood, CO: Morton Publishing, 2002. Stone, G. *News Gathering*. Harper Collins, 1992
 3. Davis, Foster and Karen F. Dunlap. *The Effective Editor: How to Lead Your Staff to Better Writing and Better Teamwork*. St. Petersburg, FL: Poynter Institute, 2000.
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TITLE OF THE PAPER : PHOTOJOURNALISM

Course Code : 19PDJ2ES01

No. of Hrs/week : 4

Credits : 4

Course Objectives

- Imbibe Visual News Storytelling
- Acquire Skills to Write for Photographs
- Explore Digital Archiving and Photo-editing Techniques

Learning Outcome

- Students will be able to learn visual storytelling
- Students will be able to grow in creative imagination
- Students will be able to appreciate and build a passion for photojournalism

Unit 1: Introduction to Photography

Hours: 12

Basics of Photography - Camera Equipment and Accessories - File Formats - Photo Techniques, Specialized Lighting Equipment - Tethering and Other Studio Techniques - News Photography. Navigating Access, Crowd Sourced Photography - Elements of Visual News Storytelling - Role of Photojournalist in a Newsroom

Unit 2: Types of News Photography

Hours: 12

Spot News - General News - Street Photography - Off-beat Photography - Documentary Photography - War and Crime Photography - Disaster Photography - Photography for Specialized/Niche Publications - Photojournalism, Editorial and Page Design Coordination

Unit 3: Photo-editing Softwares

Hours: 12

Editing Works of Photography. Adobe Photoshop - ACDsee Photo-editor - Web-based Photography Platforms - Use and Misuse of Technology

Unit 4: Writing for Photographs

Hours: 12

Captions, Description - Photo Feature, Photo Essay – Portfolio - Digital Archiving and Management of Photographs

Unit 5: Ethics of Photojournalism

Hours: 12

Copyright & Practical Exercises in Photojournalism

Teaching Methodology:

- Studio Sessions
- Lab Sessions
- Workshops

Assignments

- Practical Exercises in News Photography
- Preparing Photo-feature
- Digital Archiving
- Photo-editing

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Essential Reading:

1. Kobre, Kenneth Photojournalism: The Professional's Approach, Focal press, London, 2002
2. Parrish, Fred. Photo Journalism: An introduction, wadsworth Thomson,
3. Eisman, Dugan and Grey, Read World Digital Photography, Pearson/prentice Hall

Recommended Reading:

1. Loengard, John. Life Photographers: What they saw. Bulfinch Press, 1998
2. Steel, Andy. The World's Top Photographers Photo Journalism: And the Stories behind Their Greatest Images, Rotovision, 2006

TITLE OF THE PAPER : SOCIAL AND INTERACTIVE MEDIA

Course Code : 19PDJ2ES02

No. of Hrs/week : 4

Credits : 4

Course Objectives

- To understand how social/interactive media works.
- Online content creation
- Describe the impact of social media on identity formation.
- Share an Overall View of Interactive Media.

Learning Outcomes:

- Ability to create, share and promote content online.
- Understand aspects of positive/negative impact social, interactive media has on the individual.
- Create content and interact with the target audience.

Unit – 1 Definitions, Foundations and Their Extensions

Hours: 12

Digital Revolution - Digital Literacy – Interactive and Insta publishing, tools and practices - Digital media in everyday relationships - Personal and professional connections in the digital age.

Unit – 2 Digital Space and the Individual

Hours: 12

Identity formation and social media - Social perspective, participation and power relations in social media - Design perspective - Virality and social interaction - Twitter users, context collapse, and the imagined audience.

Unit – 3 Attention Economy: Challenges, Opportunities and Risks

Hours: 12

The marketplace of attention: How audiences take shape in a digital age, Challenges posed by attention based economy – Network society and privacy - The Challenges and Opportunities for Spotting Credibility in a Digital World - Applied Issues in Investigative Interviewing, Eyewitness Memory, & Credibility Assessment.

Unit – 4 Networking in the Digital Era

Hours: 12

Social networking, social media, blogs, Insta Messaging Apps, Online polls, comment moderation, Question-answer forums, Trolls and related ethical issues.

Unit – 5 Decoding Digital Era: The Present and Future

Hours: 12

Audience engagement, models-economic, cultural and political - Theories and practices – Socio-political usage of social media - Opinion formation, persuasion & algorithms – Artificial Intelligence – Internet of things - Electronic literature – Flash fiction, micro fiction, hyper text fiction, twitter fiction – Transhumanism.

Teaching Methodology

- Classroom Lectures
- Seminars and Presentations

- Guest Lectures
- Interaction with Industry Experts

Assignments

- Group Discussion
- Seminars and Presentations
- Content Writing and Development

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Essential Reading:

1. Social media: A Critical Introduction, by Fuchs Christian, SAGE Publications
2. Social Media and the ‘Spiral of Silence’ by Hampton K.N., Rainie L., Lu W., Dwyer M., Shin I., Purcell K., Pew Research Center
3. Interactive Media for Sustainability by Roy Bendor, Palgrave Macmillan

Recommended Reading:

1. Seeing Ourselves Through Technology - How We Use Selfies, Blogs and Wearable Devices to See and Shape Ourselves by Walker Rettberg Jill, Palgrave Macmillan
2. The spiral of silence: public opinion, our social skin by Noelle-Neumann Elisabeth, Univ. of Chicago P.
3. Interactive Media Use and Youth: Learning, Knowledge Exchange and Behavior by Elza Dunkels, Gun-Marie Franberg and Camilla Hallgren, SCOPUS

TITLE OF THE PAPER : GRAPHIC DESIGN

Course Code :

No. of Hrs/week : 2

Credits : 2

Course objectives

- Develop and deepen your design process
- Explore, develop and experiment within your own particular areas of interest.
- Have a clear understanding and knowledge of the contemporary design practice

Learning outcomes

- Experimentation with media/materials/technologies/techniques
- Evidence of visual experimentation
- Use of visual language and appropriate use of media and techniques;
- Exploration of technologies.
- Production of finished outcomes.

Unit – 1: Graphic design

Hours: 15

Graphic design and interactive media- principles of graphic design information design — promotional design- identity design- magazine design- the design process- design aesthetics.

Unit – 2: Common uses of graphic design

Identity (logos and branding), Publications (magazines, newspapers and books), Print advertisements, posters, Website graphics and elements, signs and product packaging, kiosk layout.

Unit – 3: Clean Plate

Hours: 30

Selection tools, Input/output formats and color spaces. Canvas size vs. Image size, Resizing and resampling images, Layer and blending modes, Selection tools, cropping images, Essential keyboard shortcuts, Retouching techniques, Contrast and Color balance, histogram. Alpha channels

Unit – 4: Working with 3D

Hours: 20

Working with Video and 3D files, Texture Painting for 3D objects: Revisiting clone brush and Healing brush, Texture painting. Manipulations: Advanced Layer Manipulations, Image Optimization, understanding animation and making moving images, Animated GIF Images.

Unit – 5: Graphic project design cycle

Hours: 15

Situation analysis- design – submission and approval – implementation and monitoring- appraisal- implantation – monitoring and advancement- improvisation of design.

Teaching Methodology:

Classroom Lectures, Lab Sessions, Preparation of Dummy Pages, Designing Exercises

Assignments:

- Web Design
- Logo work
- Print designs
- Business cards
- Packing designs

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Essential Reading:

1. <http://cglab.ca/~morin/teaching/2405/notes/crap.pdf>
2. https://designopendata.files.wordpress.com/2014/05/graphicdesigntheory_helenarmstrong.pdf

Recommended Reading:

1. Adobe Resources Photoshop
<https://www.adobe.com/in/products/photoshop.html?promoid=PC1PQQ5T&mv=other>
Illustrator: <https://www.adobe.com/in/products/illustrator.html>
InDesign: <https://www.adobe.com/in/products/indesign.html>
 2. <https://faculty.washington.edu/farkas/dfpubs/Farkas-Farkas-Graphic%20Design-Ch11Principles%20of%20Web%20Design.pdf>
 3. <https://d3ui957tjb5bqd.cloudfront.net/ebooks/BeginnersGuidetoBranding.pdf>
 4. <https://testconso.typepad.com/files/brands-and-branding-csg2.pdf>
 5. http://www.vernimmen.com/ftp/Francesca_Bulgarelli_Master_Thesis.pdf
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