

Kazi Nazrul University

B.A. (Honours)

Journalism & Mass Communication

Choice Based Credit System

Semester wise Structure

B.A. MASS COMMUNICATION & JOURNALISM (HONOURS)
PROPOSAL FOR SEMESTER WISE STRUCTURE

SEM		AECC	SEC	DSE	GE
I	CC1: INTRODUCTION TO MEDIA AND COMMUNICATION CC2: MEDIA LAWS AND ETHICS	ENVS			GE 1: ANY DISCIPLINE OTHER THAN MCJ
II	CC:3 REPORTING AND EDITING FOR PRINT MEDIA CC4: DEVELOPMENT OF MEDIA IN INDIA AND BENGAL	ENGLISH / MIL			GE 2: DISCIPLINE OTHER THAN MCJ
III	CC5: INTRODUCTION TO BROADCAST MEDIA – RADIO CC6: INTRODUCTION TO BROADCAST MEDIA – TELEVISION CC7: ADVERTISING AND PUBLIC RELATIONS		SEC – 1 RADIO PRODUCTION OR FIELD SURVEY AND ANALYSIS		GE 3: DISCIPLINE OTHER THAN MCJ
IV	CC8: INTRODUCTION TO NEW MEDIA CC9:		SEC – 2 DOCUMENTARY PRODUCTION		GE 4: DISCIPLINE OTHER THAN MCJ

	DEVELOPMENT COMMUNICATION CC10: COMPUTER APPLICATION		OR COMMUNITY OUTREACH PROGRAMME		
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V	CC11: GLOBAL MEDIA AND POLITICS CC12: INTRODUCTION TO FILM STUDIES			DSE – 1 COMMUNICATION RESEARCH AND METHODS DSE-2 PRINT JOURNALISM AND PRODUCTION DSE –3 CORPORATE SOCIAL RESPONSIBILITY	
VI	CC13: RURAL COMMUNICATION CC14: MEDIA INDUSTRY AND MANAGEMENT			DSE –4 DISSERTATION	

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**B A MASS COMMUNICATION & JOURNALISM (HONOURS)
PROPOSAL FOR SEMESTER WISE STRUCTURE**

Distribution of Credit

- *Core Course (CC) = 6 credits*
- *Discipline Specific Elective (DSE)=6 credits ;*
- *Generic Elective (GE) = 6 credits*
- *Skill Enhancement Course (SEC)= 2 credit*

SEMESTER	PAPER CODE	PAPER NAME	THEORY	PRACTICAL
I	CC1	INTRODUCTION TO MEDIA & COMMUNICATION	5	2
	CC2	MEDIA LAWS AND ETHICS	5	2
	GE 1	ANY DISCIPLINE OTHER THAN MCJ	6	0
	AECC1	ENVS	4	0
II	CC3	REPORTING AND EDITING FOR	4	4

		PRINT MEDIA		
	CC4	DEVELOPMENT OF MEDIA IN INDIA AND BENGAL	5	2
	GE 2	ANY DISCIPLINE OTHER THAN MCJ	4	4
	AECC2	ENGLISH / MIL	2	0

4

III	CC5	INTRODUCTION TO BROADCAST MEDIA – RADIO	4	4
	CC6	INTRODUCTION TO BROADCAST MEDIA – TELEVISION	4	4
	CC7	ADVERTISING AND PUBLIC RELATIONS	4	4
	SEC 1	RADIO PRODUCTION OR FIELD SURVEY & ANALYSIS	2	0
	GE 3	ANY DISCIPLINE OTHER THAN MCJ	6	0
IV	CC8	INTRODUCTION TO NEW MEDIA	4	4

	CC9	DEVELOPMENT COMMUNICATION	5	4
	CC10	COMPUTER APPLICATION	1	10
	SEC 2	DOCUMENTARY PRODUCTION OR COMMUNITY OUTREACH PROGRAMME	0	4
	GE 4	ANY DISCIPLINE OTHER THAN MCJ	6	0
V	CC11	GLOBAL MEDIA AND POLITICS	5	2
	CC12	INTRODUCTION TO FILM STUDIES	4	4
	DSE 1	COMMUNICATION RESEARCH AND METHODS	4	4
	DSE 2	PRINT JOURNALISM AND PRODUCTION		

	DSE 3	CORPORATE SOCIAL RESPONSIBILITY	4	4
VI	CC13	RURAL COMMUNICATION	4	4
	CC14	MEDIA INDUSTRY AND MANAGEMENT	4	4
	DSE 4		2	4

		DISSERTATION		

Semester I

CC1: Introduction to Media and Communication

50 Marks, 6 Credits

Unit I --Media and Everyday Life

Discussions around mediated and non-mediated communication

Media and Everyday life could cover the impact of (Educate,inform and entertain) of print,Radio,and digital media

Unit II --Communication and Mass Communication Forms of Communication, Levels of Communication:

the form of communication methods- verbal, nonverbal And the level of communication :Intra, Inter, Group, Organizational, Mass Communication Mass Communication and its Process : SMCR and Wilbur

Schram model

Normative Theories of the Press Media and the Public Sphere means: Formation of public sphere (State, market and civil society) And formation of public opinion

Unit III– Mass Communication and Effects Paradigm Direct Effects; Mass Society Theory, Propaganda

Limited Effects; Individual Difference Theory, Personal Influence Theory

Unit IV--Cultural Effects and the Emergence of an Alternative Paradigm Cultural Effects:

Agenda Setting, Effects on Audience and Society (Lasswell Model)
Propaganda:-Noam Chomsky Hypodermic model
Spiral of Silence, Cultivation Analysis

Critique of the effects

Paradigm and emergence of alternative paradigm

Unit V–Four Models of Communication,

Transmission models,

Ritual or Expressive models

Publicity Model

Reception Model : Culture and effects model- HUB MODEL

Readings:

1. Michael Ruffner and Michael Burgoon,- *Interpersonal- Communication* (New York,
2. John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1-38 -
3. Mr. Rajesh Das & Dr. P. K Bandyopadhyay (ed.), '*Mass Media & Society in Post Globalization Period: Issues & Approaches*',
Published by:
Union Bridge Press, an imprint of Wimbledon Publishing Company Limited, UK, 2013
4. Dennis- McQuail,- *Mass Communication Theory*, (London, Sage, 2000), pp 1 11; 41 54; 121 133
(fourth Edition)Holt,RinehartandWinston1981, 21 34; 59 72
4. Baran and Davis, *Mass Communication-- Theory*, - Indian -Edition, (South West Coengate Learning, 2006) pages 42 64; 71 84; 148 153; 298 236-
5. Kevin Williams, *Understanding Media Theory*, (2003), pp.168 188
6. Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized*
Business, Politics and Ordinary Life in India. New Delhi: Hachette (2013)
7. RaviSundaram,TheArtofRumourintheAgeofDigitalReproduction,TheHindu,August 19, 2012
<http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digital-reproduction/article3792723.ece> (Unit 1)
8. Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013)

CC 2: Media Ethics and Law

50 Marks, 6 Credits

Course Contents:

Unit-I Ethical Framework And Media practice Freedom of expression (Article 19(1)(a) and Article 19(1)(2) Freedom of expression and defamation- Libel and slander

Right to Information
Working journalist act
Contempt of court

Unit 2 Media Technology and Ethical Parameters Live reporting and ethics

Ethical issues in Social media (ITAct2000, Sec 66A and the verdict of The supreme court)
Discussion of Important cases- eg; Operation Westend
Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines

Unit 3- Representation and ethics

Advertisement and Women Pornography
Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc

Unit4- Media and Regulation

Regulatory bodies, Codes and Ethical Guidelines Self Regulation

Media Content-Debates on morality and Accountability: Taste, Culture and Taboo

Censorship and media debates, Sting operations – issues and approaches. Paid and fake news, Cable TV Regulations Act, Plagiarism, IPR, Trademark, Obtaining satellite license from I&B Ministry

Unit5- Media and Social Responsibility

Economic Pressures

Media reportage of marginalized sections- children, dalits, tribals, Gender Media coverage of violence and related laws - inflammatory writing (IPC353),

Sedition- incitement to violence, hate Speech. Relevant
Case Studies on defamation, contempt of court

Essential Reading list:

- Thakurta, Paranjy Guha, Media Ethics, Oxford University Press, 2009
- Barrie McDonald and Michel Petheran Media Ethics, Mansell, 1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011
- Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
- Iyer Vekat, Mass Media Laws and Regulations in India - Published by AMIC, 2000
- William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
- Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
- Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

SEMESTER II

CC3: Reporting and Editing for Print Media

50 Marks, 6 Credits

Course contents:

UNIT 1 – Covering news

Reporter- role, functions and qualities

General assignment reporting/working on a beat; news agency reporting.

Covering Speeches, Meetings and Press Conferences

Covering of beats - crime, courts, city reporting, education, sports; citizen reporting, rural reporting, community reporting including public health & hygiene
Data journalism

UNIT 2-- Interviewing/Types of news leads

Interviewing: doing the research, setting up the interview, conducting the interview

News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification

Articles, features, types of features and human interest stories, leads for features, difference between articles and features.

UNIT 3 -- The Newspaper newsroom

Newsroom, Organizational setup of a newspaper, Editorial department

Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures

Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader

Opinion pieces, op. Ed page

UNIT 4 - Trends in sectional

news Week-end pullouts, Supplements,

Backgrounders columns/columnists, Online reporting, Reporting through mobile apps and web, InDesign / Quark Express

UNIT 5 -- Understanding media and news

Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers.

Objectivity and politics of news

Neutrality and bias in news

Readings

1. The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
2. Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
3. News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
4. Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
The Newspaper's Handbook, Richard Keeble, Routledge Publication
5. Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
News Reporting and Writing, Mencher, Melvin. McGraw Hill, NY. 2003
6. Mass Communication Theory, Denis McQuail, Sage Publications
7. Reporting for the Print media'. (2nd ed).; Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979

CC4: Development of Media in India and Bengal

50 Marks, 6 Credits

Unit 1- Growth and Development of the Press - Early days of the Press, Growth and Development of the Press in India and Abroad , Contributions of the early thinkers in colonial India - . James Augustus Hickey, James Silk Buckingham, Missionary of Baptists , William Carey

Unit 2 -Indian Press – Some Major Journals and Newspapers of Pre Independence days , Bengal Gazette, Samachar Darpan, Calcutta Journal , Sambad Kaumudi , Samachar Chandrika , Bengal Spectator Parthenon , Gyan anweshan , Sambad Pravakar , Yugantar

Unit 3- Role of Derozio , Sishir Basu & Amrita bazaar Patrika , Harish Chandra Mukhopadhyay & Hindoo Patriot , Brahma bandhab Upadhyay, role of Raja Rammohan Roy , Gandhiji as a political communicator, journalist and editor

Unit4 - Indian telegraphic Act, Press & Registration Book Act, Adams Gag (1823) , Vernacular Press Act (1878) , Press in the Post - colonial India, Adoption of New Editorial Policy Corporatization of Newspaper Houses, Social, Political and Economic Issues and the Role of the Indian Press

Unit 5- Recent development in Indian Press, Advent of Radio and Television in India, Emergence of Radio in Pre-independence period, All India Radio, Doordarshan, Magazine journalism, Press in emergency period, Cable TV and Satellite Television

Readings

1. History of Indian Journalism: J. Natarajan.
2. Journalism In India: Ranswami Parthasarathi.
3. Banglar Renaissance: Susobhan Sarkar.
5. History of Journalism- Mohit Mitra.
6. The Press- Chalapati Rao.
7. History of Indian Press: S.Natarajan.
8. Romance of Indian Journalism: J.N.Basu.

9. Critique of Colonial India: Sumit Sarkar.
10. Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press, 2010), (Chapter 2 and Chapter 5)
11. Parthasarathy Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
12. Jeffrey, Robin, India's Newspaper Revolution: Capitalism, Politics and the Indian Language
13. Manuel, Peter Cassette Culture page, (Chicago, University of Chicago Press, 1993), 1---32 Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991) 39 57 age Press, (New Delhi, Oxford 2003)

SEMESTER III

CC5 Introduction to Broadcast Media – Radio

50 Marks, 6 Credits

Course Contents:

Unit 1 Development of Radio - Radio as a medium of communication , Emergence and development of Radio broadcasting , AIR and its role a medium of mass communication , AIR, BBC,VOA- management and comparative profile , internet radio, HAM Radio,

Unit 2- Radio news, Types of radio news bulletins and their structures, Style and presentation of Radio news , News reader- qualities and duties , Radio newsroom- structure and function , OB VAN, News production, Live broadcasting, News Service Division

Unit-3- Radio Programme, Radio interview, types format of interview, panel discussion, Radio talk, Radio feature, radio package, illustrated reading, Story telling

Unit 4 - Radio Production & editing - Art of scripting , uses , norms of microphones, different forms of microphones, Acoustic treatment of audio studio, Digital editing- sound card etc , Uses of Sound effects, Digital Editing consoles, audio mixing techniques Digital editing through Sound Wrap- up, cross fade , Editor & Editing- dos and don'ts , production and post-production, radio programme budget

Unit 5 - FM broadcasting, Emergences of Public & Private FM in India, Format of FM programme Popularity and acceptance of FM among audience, Market potentiality of FM programme , radio in rural India Community radio- scope and applications, Community Radio in India, Community radio in Nepal & Bangladesh , Content and coverage of rural based programme in Radio, Disaster management and radio broadcasting

Readings:

1. Chatterjee, P.C., Broadcasting in India
 2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India
 3. Bhatt, S.C., Broadcast Journalism: Basic Principles
 4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
 5. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi
 6. Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,1997
 7. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987 8.
- Radio & TV Journalism: Srivastava, K.M.

8. Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," *Economic- Development of Cultural Change*, vol 10, No. 3 (pp 275 283)
14. David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2, chapter 8 and Chapter 9.
15. Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India," *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhoda Parthasarathi, G. Poitevin (Ed.) (Sage 2005)
16. Parthasarathi, Vibhoda, "Constructing a 'New Media Market: Merchandising the Talking Machine'" in *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhoda Parthasarathi, G. Poitevin (Ed.) (Sage 2005)
17. The origin and development of broadcasting in India from Lionel Fielden to the present day – P K Bandopadhyay, B R Publishing Corp, New Delhi
18. Radio Communication at Close Range: – P K Bandopadhyay, B R Publishing Corp, New Delhi

CC6: Introduction to Broadcast Media – TV

50 Marks, 6 Credits

Course Contents:

Unit -1 History of Television

Invention to TV; Inception in different countries; Television in India; Doordarshan; Nationwide Network Formation; Programmes; Types; National; Transmission; Prasar Bharati ;Community Television ;Satellite Television Advent in India; Public Service Broadcasters

Unit 2 - Different categories of channels International / National / Regional Specialty channels; GEC Infotainment/Sports/News 24*7; Doordarshan vs private broadcasters.

Unit 3- Camera Usage in News, Basic camera shots; Camera Angles and focusing, Camera Movements; Visual Grammar; Visual Perspective, Multi cam shooting

Unit 4 - Television News and News Room, Television writing - Package, VOSOT, Anchor intro; Electronic News Gathering (ENG) & Electronic Field Production (EFP)

Elements of a Television News Story: Gathering, Writing/Reporting. Elements of a Television News Bulletins; Concept of 24*7 wheel, Preparation of Fixed Point Chart, Structure and composition of News Room.

Unit 5 -Television Programme, News; Interview; Discussion; Live Chat Shows, Talk show etc, News as Event, Performance, Construction and reconstruction

Readings:

1. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi
2. Mitchell Stephen, Holt - Broadcast News, Radio Journalism and an introduction to Television. Rinehart & Winston
3. Stuart W. Hyde, Television and Radio Announcing, Kanishka Publishers, Delhi
4. Acharya, R.N., Television in India, Manas Publication, Delhi
5. Desai M K Television in India Authors press New Delhi
6. Chatterjee P.C. Broadcasting in India, Sage, New Delhi,
7. Gerald Millerson. The Technique of Television Production, 12th ed. Focal Press, London
8. John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage, 2000)

CC7: Advertising and Public Relations

50 Marks, 6 Credits

Course contents:

Unit 1-Introduction to Advertising

Meaning and history Advertising

Importance and Functions

a) Advertising as a tool of communication,

b) Role of Advertising in Marketing mix, PR

Advertising Theories and Models – AIDA model, DAGMAR Model, Maslow’s Hierarchy Model,
communication theories applied to advertising
Types of advertising and New trends

Economic,cultural, Psychological and Social aspects of advertising
Ethical&RegulatoryAspectsofAdvertising-ApexBodiesinAdvertising-AAAI,ASCIand theircodes.

Unit 2- Advertising through Print, electronic and online media

Types of Media for advertising
Advertising Objectives, Segmentation, Positioning and Targeting
Media selection, Planning, Scheduling
Marketing Strategy and Research and Branding

Advertising department vs. Agency-Structure, and Functions
Advertising Budget

Campaign Planning, Creation and Production

Unit-3PublicRelations – Concepts and practices Introduction to Public Relations

Growth and development of PR
Importance, Role and Functions of PR
Principles and Tools of Public relations
OrganisationofPublicrelations:Inhousedepartmentvsconsultancy.
PRingovt.andPrivateSectors

Govt’sPrint,Electronic,Publicity,FilmandRelatedMediaOrganizations

Unit4-PR –Publicsandcampaigns

Research for PR

Managing promotions and functions

PRCampaign-planning,execution,evaluation
Role ofPRinCrisismanagement

Ethical issues in PR- Apex bodies in PR- IPRA code- PRSI, PSPF and their codes.

Unit5–SocialMediaMarketing and brand development

Social Media Technologies and Management
Integrated Marketing Communication
Developing Social Networks
Social Media Strategies, Tactics and Ethics
Social Media Tools
Measurement Strategies and ROI

Suggested readings:

1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. The Challenge of Public Relations,(2nd ed.) C K Sardana, Har Ananda Publications, 2013
7. Heath Robert L, Handbook of Public Relations, Sage Publications,
7. Wilcoxe & Glen T, Public Relations, Pearson
8. Cutlip S. Mand Center A. H., Effective Public Relations, Prentice Hall
9. Kaul J. M., Noya Prakash, Public Relation in India, Calcutta
10. Media Governance and Cultural Issues , Department of Mass Communication Burdwan University Burdwan , edited by Das, Gangopadhyay & Sengupta
11. *Media Usage in Promotional Communication* by the Department of Mass communication, University of Burdwan

SEMESTER IV

CC8: Introduction to New Media

50 Marks, 6 Credits

Unit 1 Key Concepts and Theory

Defining new media, terminologies and their meanings – Digital media, new media, online media *et al.*; Information society and new media, Technological Determinism, Computer- mediated- Communication (CMC), Networked Society.

Unit 2 Understanding Virtual Cultures and Digital Journalism

Internet and its Beginnings, Remediation and New Media technologies, Online Communities,

User Generated Content and Web2.0, Networked Journalism, Alternative Journalism; Social

Media in Context, Activism and New Media,
News portal and e Media, e Newspapers and mobile apps

Unit 3 Digitization of Journalism

Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open Source,

Digital archives, New Media and Ethics

Unit 4 Overview of Web Writing

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures

Unit 5 Visual and Content Design

Website planning and visual design, Content strategy and Audience Analysis, Brief history of

Blogging, Creating and Promoting a Blog. V-Blog, weblog

Suggested Readings:

Vincent Miller. Understanding digital culture. Sage Publications, 2011

New Media New Poetics: The Changing Interface, Dr. Buroshiva Dasgupta, Adhyayan Publishers & Distributors, 2017

Gangopadhyay S ed: Digital Media- Emerging Issues, Suhrd Kolkata 2014

Kung, L., Picard, R. and Towse: R. The internet and mass media. 1st ed. London: Sage.2008

.Lister M. Dovey, J., Giddings, S., Grant, I., & Kieran, K :New media -A critical introduction. Routledge2009

3.Fenton,N: New media, Old news: Journalism and democracy in the digital age, London: Sage2010

4.Dewdney, A., & Ride, P: The new media handbook. (1st ed.). New York, NY: Routledge.2006

5. K. Thakur – Internet Journalism Dept of Journalism Pune University Pune 2009

7.Rawat DKS: Digital Media and Communication Technology Swastik New Delhi2007

9.Nayar P:An introduction to new media and cyber cultures Wiley BlackwellUK 2010

CC9 : Development Communication

50 Marks, 6 Credits

Course contents:

UNIT 1

Development: Concept, concerns, paradigms

Concept of development

Measurement of development

Development versus growth

Human development

Development as freedom

UNIT 2

Models of development Basic

needs model Nehruvian model

Gandhian model

UNIT 3

Developing countries versus developed countries

UN millennium dev goals

Development communication: Concept and approaches Paradigms of development:

Dominant paradigm, dependency, alternative paradigm Dev comm. approaches – diffusion of innovation, empathy, magic multiplier Alternative Devcomm. approaches:

Sustainable Development

Participatory Development

Inclusive Development Gender and development

Development support comm.–definition, genesis, are a woods triangle

UNIT 4

Role of media in development

Mass Media as a tool for development

Creativity, role and performance of each media-comparative study of pre and post

liberalization eras

Role, performance record of each medium-print, radio, tv, video, traditional media

UNIT 5

Role of development agencies and

NGO sin development communication

Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; NITI Aayog

Cyber media and dev –

e governance, e chaupal, national knowledge network, ICT for dev narrowcasting
Development support communication in India in the areas of: agriculture, health&familywelfare,population,womenempowerment,poverity,unemployment,energy andenvironment,literacy,consumerawareness,RighttoInformation(RTI).

Suggested Readings:

Rogers Everett M: Communication and Development – Critical Perspective,

Sage, New Delhi, 2000

Srinivas R. Melkote & H. Leslie Steeves: Communication For Development In The Third

World, Sage Publications.

Belmont CA: Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.

Media and Communication – Practices and issues Edited by M. Chatterjee and B.L. Chowdhury, Published by S.B. Enterprises Kolkata,

UNDP: Human Development Report (published every year), Oxford

University Press, New Delhi.

World Bank: World Development Report (published every year) Oxford

University Press, New Delhi.

Wilbur Schramm: Mass Media and National Development- the role of

Information in developing countries, UNESCO/Stanford

University Press, 1964.

Amartya Sen: Development as freedom, Alfred A Knopf, New York, 1999.

Daya Thussu: Media on the move: Global flow and contra flow: Routledge, London, 2006.

D V R Murthy : Development Journalism, What Next? Kanishka Publication, New Delhi, 2007.

Ghosh & Pramanik: Panchayat System in India, Kanishka Publication, New

Delhi, 2007.

Shivani Dharmarajan: NGOs as Prime Movers, Kanishka Publication, New

Delhi, 2007.

What Do We Mean By Development: An Article by Nora C Quebral in International Development Review, Feb, 1973, P-25.

Modern Media in Social Development : Harish Khanna.

Media Usage in Promotional Communication by the Department of Mass communication, University of Burdwan

CC10: COMPUTER APPLICATIONS

50 Marks, 6 Credits

Unit 1: Ms Office_ Ms Words, Excel, Power point, Photoshop

Unit 2: Quark Xpress/ In Design

Unit 3: Designing Web Page Using HTML Multimedia Concepts and Applications.

Page Make Up

Unit 4: Video Editing Software - Editing Process in Adobe Premier/Pinnacle Studio/FCP

Sound Forge/Pro Tools, Sound Editing-Process

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SEMESTER V

CC11 : Global Media and Politics

50 Marks, 6 Credits

Course Contents:

Unit 1: Media and international communication:

The advent of popular media- a brief overview

Propaganda in the inter-war years: Nazi Propaganda,

Radio and international communication

Unit II: Media and super power rivalry: Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, Voice of America

Communication debates: NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, Rich–Poor

Unit III: Global Conflict and Global Media

World Wars and Media Coverage post 1990: Rise of Al Jazeera The Gulf Wars: CNN's satellite transmission, embedded Journalism 9/11 and implications for the media

Unit IV: Media and Cultural Globalization

Cultural Imperialism, Cultural politics: media hegemony and Global cultures, homogenization, the English language Glocal, Hybrid

Unit V: Media and the Global market Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide

Media conglomerates and monopolies: Ted Turner/Rupert Murdoch

Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss /Others

Suggested readings:

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

Additional Readings:

- Choudhary, Kameswar(ed) *Globalisation, Governance Reforms and Development in India*, Sage, New Delhi,2007.
- Patnaik, B.N & Imtiaz Hasnain (ed).*Globalisation: language, Culture and Media*, Indian Institute of Advanced Studies, Shimla,2006.
- Monroe, Price. *Media Globalisation' Media and Sovereignty*, MIT press, Cambridge,2002.
- Singh, Yogendra. *Culture Change in India: Identity and Globalisation*, Rawat Publication, New Delhi,2000.
- Lyn Gorman and David McLean. *Media and Society into the 21st Century: A Historical Introduction*. (2ndEdition)Wiley-Blackwell,2009.pp.82-135,208-283.

CC12 : INTRODUCTION TO FILM STUDIES

50 Marks, 6 Credits

Course Contents:

Unit 1 - Birth of Cinema - From magic lantern to moving pictures, From Lumière to Griffith , Early Hollywood: - Charlie Chaplin, Hollywood studio system

Indian cinema: early stage , Brief history of the silent era (1896-1930) Dada Shaheb Phalke . New Theatres, History of Bengali cinema, Hiralal Sen, Madan, New Theatres, Arora, Nitin Bose, Pramathesh Barua, EIMPA

Unit 2 - Stages of film making

Pre-production, Production, post-production, Film Language

Image and sound, Montage, Mise-en-scenes, different shots and relevance, camera movements

Unit 3 Classification of cinema, Film genre, Fiction and non-fiction films , Film and Society , Film as an art , Film as a medium of mass communication , Film society movement in India, Film Certification – merits and demerits

Unit 4 -Film language, Shot, scene, sequence, Camera, Lighting , Sound , Editing, Indian Masters - Satyajit Roy, Ritwik Ghatak, Mrinal Sen

Unit 5 - Film genre, Classical Hollywood cinema, German expressionism, Surrealism and cinema

(Louis Bunel), Italian Neo-realism (De Sica), Theory Bresson's School of Thought), French New Wave

Readings

1. James Monaco . How to Read a Film: Movies, Media, and Beyond. Oxford University Press. New York. 2009
2. Gordon Gray. Cinema: A Visual Anthropology. Berg. New York. 2010
3. Garth Jowett, James M. Linton. Movies as mass communication. Sage Publications, 1989. 2nd Ed.
4. Khwaja Ahmed Abbas. How Films are made. National Book Trust, 1977.
5. Mast G. & M. Cohen. Film Theory & Criticism:
6. Handbook of Film Production. Quick Jon & Tem La Bau , Macmillan, NY, 1972
7. Sarkar, Kobita. India Cinema Today: An Analysis. Sterling, New Delhi, 1975.
8. Bordwell, David.. Making Meaning: Inference and Rhetoric in the Interpretation of Cinema . Cambridge: Harvard University Press. 1989
9. Bordwell, David . The Cinema of Eisenstein Cambridge: Harvard University Press. 1993
10. Renu Saran. History of Indian Cinema. Diamond Books. 2012
11. Mr. Rajesh Das & Dr. P. K Bandyopadhyay (ed.), '*Mass Media & Society in Post Globalization Period: Issues & Approaches*',
Published by:
Union Bridge Press, an imprint of Wimbledon Publishing Company Limited, UK, 2013
12. Chalachitrer Ruprekha , Bangla Bohemian 2018 – Edited by Ritabrata Bhattacharya
13. Farashi Chalochitrer Ruprekha : Rhitobrata Bhattacharya, Saptarshi Prakashan, Kolkata
14. BANGLA CHALACHITTRA R KATHA O KAHINI, (PRATHOM PORBO) , edited by Rhitobrata Bhattacharya , Dey Book Store, Kolkata

SEMESTER VI

CC 13 :Rural Communications

50 Marks, 6 Credits

Course Contents:

Unit 1- rural development & rural society, rural vs urban- sociological, demographical and cultural perspectives, rural development and agricultural development

Unit 2 - participatory approaches of rural development, rural communication is an integrated communication strategy , model of rural communication, different kits/ tools of rural communication promotion/ rural communication for health, primary education and campaign of other related issues for rural development

Unit 3 - Gandhian view of rural development, social change and rural development, decentralization of power, people's participation, PRIs, communication strategies, communication gap in PRIs

Unit-4 decentralize planning to rural development and role of NGO s,non- agrarian activities and integrated rural development, promotion of rural industries and role of rural communication , rural cooperative and self group

Unit 5- rural media, low cost participatory media, community media in rural development, role of traditional media in rural development, development support communication, participatory video

Readings:

“New Media and New Technologies” by Lister Dovey, Giddings, Grant & Kelly. (2003).

Rosen,J.“The People Formerly Known as the Audience” What video games have to teachus about language and literacy. New York, NY: Palgrave Macmillan.

Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007.

Bosker, “Randi Zuckerberg: Anonymity online has to go away

” Negroponte, N.(1996).BeingDigital,Part3[pp.163-233]

Jenkins,Henry.(2006).Convergence Culture: Where Old and New Media Collide. New York, NY: NYU Press.

May,Keenan&PeterNewcomb.(2008,July)HowtheWebwaswon.VanityFair,retrieve d from <http://www.vanityfair.com/culture/features/2008/07/internet200807>

“Privacy vs. the Internet: Americans Should Not Be Forced to Choose” (ACLUreport,2008)

Nakamura, “Race In/For Cyber space: Identity Tourism and Racial Passing on the Internet”

CC14 : Media Industry and Management

50 Marks, 6 Credits

Course contents:

UNIT - 1 Media Management: Concept and Perspective

- Concept, origin and growth of Media Management
- Fundamental so fmanagement
- Management School of Thought

UNIT - 2 Media Industry: Issues & Challenges

- Media industry as manufacturers- Manufacturing Consent, news and content management.
- Market Forces, performance evaluation(TAM,TRP,BARCandHITS)andMarketshift s
- Changing Ownership patterns
- Government-Media Interface
- Media Management practices followed by Indian and Global Media Organisations

UNIT - 3 Structure of news media organizations in India.

- Role, responsibilities & Hierarchy
- Workflow & Need of Management
- Shift Patterns, Circulation & Guidelines

UNIT - 4 Media Economics, Strategic Management and Marketing

- Understanding Media Economics-Economic thought, The oretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces
- FDI (policies & Practices)
-

- **UNIT - 5** Distribution / Circulation Management Process, promotion and Evaluation
- Media audiences and credibility
- Legal perspectives in Media management
- Issues related to Paid news, lobbying, pressure group influence, Corporatisation and Politicisation of Media

Indian and International Media Giants-Case Studies

Suggested Readings

Vinita Kohli Khandeka, Indian Media Business, Sage

Pradip Ninan Thomas, Political Economy of Communications in India, Sage

Lucy Kung, Strategic management in media, SAGE

DennisF.Herrick, Media Management in the age of Giants, Surjeet Publications

Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method, Wiley-Blackwel John M. Lavine and Daniel B. Wackman ,Managing Media Organisations

Media Organisation Management , by Choudhury Loho Biplap, Unique Books International; First Edition (2008)

Semester III

SEC 1: Radio Production

50 Marks, 2 Credits

Course contents:

Unit 1 - Broadcast Formats

Public service

advertisements* Jingles*

Radio magazine*

Interview

Talk Show

Discussion

Feature

Documentary

Unit 2: Broadcast Production Techniques

Working of a Production Control Room & Studio:

Types and functions, acoustics, input and output chain, studio console: recording and mixing.
Personnel in Production process–Role and Responsibilities

Unit 3- Stages of Radio Production Pre-Production –
(Idea, research, RADIO script) Production- Creative
use of Sound; Listening, Recording, using archived
sounds, (execution, requisite, challenges)

Editing, Creative use of Sound Editing.

Suggested Exercise- Producing any Radio format mentioned in the Unit 1.

(Duration-5 minutes).

*Only introductory in nature. These formats will be dealt with in detail in
Advanced Broadcast paper.

Suggested reading list-

2. Aspinall, R. (1971) *Radio Production*, Paris: UNESCO.
3. Flemming, C. (2002) *The Radio Handbook*, London: Routledge.
4. Keith, M. (1990) *Radio Production, Art & Science*, London: Focal Press.
5. McLeish, R. (1988) *Techniques of Radio Production*, London: Focal Press.
6. Nisbett, A. (1994) *Using Microphones*, London: Focal Press.
7. Reese, D. E. & Gross, L. S. (1977) *Radio Production Work*, London: Focal Press.
8. Siegel, E. H. (1992) *Creative Radio Production*, London: Focal Press.

OR

Field Survey and Analysis

50 Marks, 2 Credits

Definition, nature and characteristics of field survey,
 Introduction to research methodology for field survey
 Collective data analysis and framing of groups – $\frac{3}{4}$ number of students,
 definition of problems (any contemporary social issue)
 Accuracy and objectivity should be maintained, data should be primary, 50 number of stratified samples ,
 data interpretation and presentation through power point

Semester: IV

SEC 2: Documentary Production 50 Marks, 2 Credits

Unit1:

Understanding the Documentary

Introduction to Realism Debate

Research and Introduction to Shooting styles

Introduction to Editing styles

Structure and scripting the documentary

Unit2-Documentary Production

Pre-Production

Researching the Documentary

Research: Library, Archives, location, life stories, ethno graphy Writing a concept: telling a story
Treatment

Writing a proposal and budgeting

Suggested Practical Exercise- Shooting a documentary (5-6 minutes) and Editing the same.

Readings: Erik Barnow and Krishnaswamy Documentary

Charles Musser “Documentary” in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333

Michael Renov “The Truth about Non Fiction” and “Towards a Poetics of Documentary” in

Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and

London: Routledge: 1993, 1-36

Trisha Das *How to Write a Documentary Double Take* by PSBT

Suggested Screenings Michael Moore: *Roger and Me* Nanook of the North by Robert J Flaherty *Night mail* by Basil Wright *Bombay Our City* by An and Patwardhan *Black Audio Collective City of Photos* by Nishth Jain Films by PSBT

or

Community Outreach Programme

50 Marks, 2 Credits

It helps to promote the students to understand the community and to address the contemporary social issues through communication .

The objective of the paper

- To understand the community and their work
- To develop the social responsibility
- To gains skills in mobilizing community participants

Activities of the program:

- ☐ Field survey to determine the development program policies of communication
- ☐ Developing the data bank of different communities of the selected area
- ☐ Audio visual documentation of their lives and occupation
- ☐ Presentation of research project (in written form, word limits within 2000)

DSE 1: Semester V**Communication Research & Methodology****50Marks, 6 Credits****Unit I – Introduction to Research**

Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)

Unit II – Methods of Media Research Qualitative-Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

Unit III – Sampling

Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

Unit IV - Methods of analysis and report writing Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography Writing the research report

Unit V - Ethnographies and other Methods Readership and Audience Surveys Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research

Readings:

- Wimmer, Roger, D and Dominick, Joseph, R. *Mass Media Research*, Thomson

- Wadsworth,2006,pgs1-60;65-81;83-98.
- Arthur Asa Berger. *Media Research Techniques*, Sage Publications,1998.
 - John Fiske. *Introduction to Communication Studies*, Rout ledge Publications,1982.
 - David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press(For Case Studies)Amazon,2002.
 - Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age InternationalLtd.Publishers,2004, pgs1-55;pgs95-120.
 - Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods; Audiences, institutions, Texts*. New York; Palgrave.

DSE2

Print Journalism and Production

50 Marks, 6 Credits

Course contents:

Unit 1: Specialized Reporting

Business/economic Parliamentary

Political

Unit 2: Trends in Print journalism

Investigative journalism/ Sting operations and related case studies Impact of Technology on newspapers and Magazines Ethical debates in print journalism: ownership and control.

Unit 3: Production of Newspaper

Principles of Layout and Design: Layout and format, Typography, Copy preparation

Design process (size, anatomy, grid, design)

Handling text matter (headlines, pictures, advertisements)

Pagemake-up(PrintandElectroniccopy)(Frontpage,EditorialpageandSupplements)

Unit 4: Technology and print

Modern Printing Processes

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

Picture Editing and Caption Writing,

Unit5: Advanced Newspaper and Magazine Editing

Classification of Newspapers and Magazines Current trends in
Newspapers and Magazines with respect to content Photographs and
Cartoons in Newspapers and Magazines

Suggested Readings

1. *Editing: A Handbook for Journalists*—by T.J.S. George, IIMC, New Delhi, 1989
2. *News Reporting and Editing* by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
3. *Professional Journalism*, by M. V. Kamath, Vikas Publications
4. *Groping for ethics in Journalism*, by Eugene H. Goodwin, Iowa State Press
5. *Journalism: Critical Issues*, by Stuart Allan, Open University Press
6. *Modern Newspapers practice*, by Hodgson F.W. Heinemann London, 1984.
7. *Principles of Art and Production*, by N.N. Sarkar, Oxford University Press

DSE 3: Corporate Social Responsibility

50 Marks, 6 Credits

Unit 1-concept of corporate & organization, corporate governance,
corporate and management, issues of corporate communication

Unit 2 –identify the stakeholder, Grunig's theory, public and stakeholder,
stakeholder's relationship, communication tools and strategies for stakeholder
relations

Unit 3- Corporate crisis, crisis plan management and crisis communication,
corporate branding and brand promotion

Unit 4- Corporate social responsibility, issue and approaches, P3 Theory, theory
of utility, profit and philanthropic approach – a debate on CSR, CSR budget,
social audit, CSR and media relations, CSR promotion and role of NGOs

Suggested Readings

1. Kaul, J. M.—Public Relation in India, Naya Prokash, 1976
2. Jethwaney, I. N. & Others—Public Relations : Concept, Strategies, Tools, Publisher: New Delhi : Sterling Publishers Private Limited, 2005
3. Black, Sam—Practical Public Relations, Prentice Hall Trade; Revised edition (April 1983)
4. Moore & Kalupa: Public Relations: Principles, Cases & Problems , Richard d Irwin: 1985
5. Crisis Management : Leading in the New Strategy Landscape, Second Edition, Rawat Publications , 2013
6. Danny Moss, Barbara DeSanto ,Public Relations : A Managerial Perspective, Rawat Publications , 2011
7. Corporate Communications — Joseph Fernandez. New Delhi: Response Books, 2004.
8. Excellence in Public Relations and Communication Management ; edited by James E. Grunig, Routledge 2008
9. . The SAGE Handbook of Public Relations, edited by Robert L. Heath, Sage, 2000
10. The Routledge Handbook of Critical Public Relations , edited by Jacquie L'Etang, David McKie, Nancy , 2015
11. Philip Kotler . Marketing management. Prentice Hall of India, 2000

DSE4 , Dissertation 50 Marks, 6 Credits

Word limit- 5000 (min)

Related with any discipline of Mass communication

Research problem, methodology, data analysis, observation

Bibliography (APA 6th style)

Powerpoint presentation followed by VIVA VOCE (conducted by 2 External examiners along with 1 Internal examiner)

Semester I

GE: 1 Basics of Journalism, 50 Marks, 6 Credits

Course contents:

Unit 1 - Understanding News

Ingredients of news

News: meaning, definition, nature

The news process: from the event to the reader (how news is carried from event to reader)

Hard news vs. Soft news, basic components of a news story

Attribution, embargo, verification, balance and fairness, brevity, dateline, creditline, byline.

Unit2-Differentformsofprint-AhistoricalPerspective Yellow journalism Penny press, tabloid press
Language of news-Robert Gunning: Principles of clear writing, Rudolf Flesch formula-skills to write news

Unit3-UnderstandingthestructureandconstructionofnewsOrganisinganewsstory,5W's and 1H, Inverted pyramid Criteria for news worthiness, principles of news selection Use of archives, source soft news, use of internet

Unit 4 – Different mediums-a comparison

Language and principle soft writing: Basic differences between the print, electronic and online Journalism Citizen Journalism

Unit 5 - Role of Media in a Democracy

ResponsibilitytoSocietypressandDemocracyContemporarydebatesandissuesrelatingto

media Ethics in journalism

Readings

1. BruceD.ItuleandDouglasA.Anderson.*Newsritingandreportingfortoday's media*; Mc Graw Hill Publication,2000.
2. M.L. Stein, Susan Paterno & R.Christopher Burnett. *Newswriter's Handbook: An Introduction to Journalism*; Blackwell Publishing,2006.
3. George Rodmann. *Mass Media in a Changing World*; Mc grawHillPublication,2007.
4. CaroleFlemmingandEmmaHemmingway.*AnIntroductiontoJournalism*;Vistaar Publications,2006.
5. RichardKeeble.*TheNewspaper'sHandbook*; Rout ledge Publication,2006.

Semester II

GE 2Photography, 50 Marks, 6 Credits

Course Contents:

Unit I: History of Photography Definition and origin of Photography The birth of Camera and its evolution Modernization of Photography and its use in Mass Media Invention of Digital Photography

Unit II: Equipments of Photography Cameras Lenses Tripods Monopods Camera bags
Digital storage

Unit III: Lighting The different types of lighting-Natural lighting-and Artificial Lighting

The Reflection of light Recommended equipment for outdoor lighting Introduction to indoor

Lighting and Photographing

Unit IV: Types of Photography and Photo journalism News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography The basics of photojournalism and importance of context in photojournalism

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

Suggestive Readings:

The Photography Book by Editors of Phaidon Press, 30 April 2000. All about Photography by Ashok Dilwali, National Booktrust, Year of Publication: 2010
New Delhi.

Practical photography by O.P. SHARMA HPB/FC (14 March 2003).

The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

Lonely Planet's Best Ever Photography Tips by Richard T'Anson published by Lonely Planet

Semester III

GE 3: Film Appreciation

50 Marks, 6 Credits

Course Contents:

Unit I- Language of Cinema

- -

Language of Cinema I– Focus on visual Language: Shot, Scene, Mise en scene, Deep focus, Continuity Editing, Montage

Language of Cinema II– Focus on Sound and Colour: Diegetic and Non-Diegetic Sound; Off

Screen Sound; Sync Sound; the use of Colour as a stylistic Element

Difference between story, plot, screenplay

Unit II- Film Form and Style

German Expressionism and Film Noir

Italian Neorealism

French New-Wave

Genre and the development of Classical Hollywood Cinema

Unit III- Alternative Visions

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

Unit IV--Hindi Cinema

1950s Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)

The Indian New-Wave

Globalisation and Indian Cinema, The multiplex Era

Film Culture

Recommended Screenings or clips

Unit I

o *Rear Window* by Alfred Hitchcock (Language of Cinema)

- o *Battleship Potemkin* by Sergei Eisenstein(Language of Cinema)
 - o *Man with a Movie Camera* by Dziga Vertov
 - o *Germany Year Zero* directed by Roberto Rossellini (Italian Neo Realism)
 - o *Metropolis*byFritzLang/*DoubleIndemnity*byBillyWilder(*GermanExpressionism*and *Film Noir*)
 - o *Pather Panchali* by Satyajit Ray
 - o *The hour of the Furnaces* by Fernando Solanas
- Unit IV
- o *Nishant* by Shyam Benegal /*Aakrosh* by Govind Nihalani (Indian New wave) o
 - Pyaasa* by Guru Dutt

Suggested Readings:

Andre Bazin, "The Ontology of the Photographic Image "from his book *What is Cinema Vol. I* Berkeley, Los Angeles and London: University of California Press: 1967, 9-16

SergeiEisenstein, "ADialecticApproachtoFilmForm"fromhisbook*FilmForm:Essaysin*

Film Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63 Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genre sin Early Films, "in Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990, 86-94.

David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in

Philip Rosen, ed. *Narrative, Apparatus, Ideology*. New York: ColumbiaUniversityPress,1986,17-34.

Paul Schraeder "Notes on Film Noir" in John Beltoned. *Movies and Mass Culture* New Brunswick,New Kersey: Rutgers University Press: 1996 pg.153-170

RobertStam,"TheCultoftheAuteur,"""TheAmericanizationofAuteurTheory,"

"Interrogating Authorship and Genre, "in *Film Theory: An Introduction*. Massachusetts &Oxford: Blackwell Publishers: 2000, 83-91 & 123-129.

Richard Dyer "Heavenly Bodies: Film Stars and Society" in *Film and Theory: An Anthology* Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617

Ideology of Hindi Film by Madhava Prasad. New Delhi: Oxford University Press. 1998
*Global Bollywood*byAnandamP.KvooriandAswinPunanthambekarEds.NewYork:New YorkUniversityPress.2008

Semester IV

GE 4: Documentary Production

50 Marks, 6 Credits

Unit1: Understanding the Documentary

Introduction to the debate on realism

Six Modes of Documentary Representation:

Participatory, Expository, Observational, Performative, Reflexive, and Poetic Ethical

Debate in the Documentary Encounter

Defining the Subject/Social Actor/Participant

Voice in the Documentary: Problematic of 'Voice of God' Narrator & Different Posturings of the Narration, Participant, Filmmaker, & Audience

Camcorder Cults Documentary

Unit2-Documentary Production: Pre-Production

Researching the Documentary

Research: Library, Archives, location, lifestories, ethnography

Writing a concept: telling a story

Writing a Treatment, Proposal and Budgeting

Structure and scripting the documentary Issue so

fFunding and Pitching Issues of Primary and

Secondary Audience

Unit3-Documentary Production: Production

Documentary Sound

Documentary Cinematography—are sponive filmic encounter Location Research

Technologies and Techniques

Shooting Schedule, Shot Breakdown, & Callist Production Team, Meetings, Checklist

Crowd Funding

Unit4-Documentary Production: Post-Production

Grammar of editing Transitions: Scenic Realism & Sound Effects and Visual Effects Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy Distribution and Exhibition Spaces (Traditional and Online)

Festivals and International Market

Box office documentaries

Suggested Practical Exercise–Making a short documentary (5-10minutes).

Readings:

Erik Barnow and Krishnaswamy Documentary

Charles Musser “Documentary” in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333

Michael Renov “The Truth about Non-Fiction” and “Towards a Poetics of Documentary” in

Michael Renov. *Theorizing Documentary* AFI Film Readers, New York and London:

Routledge: 1993, 1-36

Trisha Das *How to Write a Documentary Double Take* by PSBT

DOX magazine

Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington.