



॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'B++' grade

Fax : (02462) 215572

Academic-1 (BOS) Section

website: srtmun.ac.in

Phone: (02462)215542

E-mail: bos.srtmun@gmail.com

प्रस्तुत विद्यापीठ अंतर्गत संलग्नित महाविद्यालयातील आंतर विद्याशाखेतील (एम.जे.एम.एस) या विषयाचा अभ्यासक्रम शैक्षणिक वर्ष २०२१-२२ पासून लागू करण्याबाबत.

प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, प्रस्तुत विद्यापीठाच्या संलग्नित महाविद्यालयातील आंतरविद्याशाखेतील पदव्युत्तर स्तरावरील Master of Journalism & Media Science. द्वितीय वर्षाचा अभ्यासक्रम लागू करण्याबाबत मा. कुलगुरू महोदयांनी मा. विद्यापरिषदेच्या मान्यतेच्या आधीन राहून मान्यता प्रदान केली आहे. त्यानुसार सदर अभ्यासक्रम शैक्षणिक वर्ष २०२१-२२ पासून लागू करण्यात येत आहे.

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहे

. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

'ज्ञानतीर्थ' परिसर,

विष्णुपुरी, नांदेड - ४३१ ६०६.

जा.क्र.: शैक्षणिक-१/पदव्युत्तर/एम.जे.एम.एस.

अभ्यासक्रम/२०२२-२३/२६७

दिनांक : ०४.०१.२०२२.

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. अधिष्ठाता, आंतर विद्याशाखा, प्रस्तुत विद्यापीठ.
- २) मा. सहयोगी, आंतर विद्याशाखा, प्रस्तुत विद्यापीठ.
- ३) मा. कुलसचिव, यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- ४) मा. संचालक, परीक्षा व मूल्यमापन मंडळ यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- ५) मा. प्राचार्य, सर्व संबंधित महाविद्याये, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ यांना देवून कळविण्यात येते की, सदरील परिपत्रक विद्यापीठाच्या संकेत स्थळावर प्रकाशित करावे.



स्वाक्षरित/-

सहा.कुलसचिव

शैक्षणिक (१-अभ्यासमंडळ) विभाग

Swami Ramanand Teerth Marathwada University, Nanded
(NAAC Re-accredited with 'B++' Grade)



Syllabus of
Master of Journalisim & Media Science
(Second Year)
(2 years PG Degree Course)
(Affiliated Colleges)
Master of Journalisim & Media Science.

SEMESTER – 3rd

S.No	Course Code	Title	Core(C) / Elective (E)	ESA Exam Duration (hr)	Pr.	Max Marks		Total Credit
						CIA	ESA	
1	MCJ -C -1115	Audio And Video Production	C	2	25	25	50	4
2	MCJ- C-1116	Media Writing and Photojournalism	C	2	25	25	50	4
3	MCJ-C-1117	Basic Of Television	C	2	25	25	50	4
4	MCJ-C-1118	Broadcast Journalism	C	2	25	25	50	4
5	MCJ-C-1119	Law For Media	C	2	25	25	50	4
6	MCJ-C-1120*	Media Language and Printing Technology	E	2	25	25	50	4
7	MCJ-C-1121*	Rural-Civic Economic Development and Reporting	E	2		50	50	2
8		Open Elective from other department/SWAYAM/MOOC S/NPTEL/Skill Oriented Courses	OE			50		

Audio & Video Production MCJ -C -1115

Objectives:-

1. To introduce Audio & Video Medium
2. To develop Skills of Students.
3. To make student efficient in handling Audio & Video applications.

Unit-I

History of Radio in India; Radio News; News Editor; Producer, Radio Reporter; Radio Interview; Radio News Reels; Radio Feature; Applications of Audio Equipments and Software; Radio Talk; Audience Research.

Unit-II

SFX; Community Radio; Educational Radio; Radio Jockey; Recent Developments in FM Broadcast; National Programmes of All India Radio; BBC and other International Radio Stations; Radio and Newspaper: A Comparative study.

Unit-III

History of Television in India; Scope of Television Journalism; TV Newsroom; News Editor; Producer; TV Correspondents; Techniques of writing TV News; TV News Production; Anchoring; Use of Clippings; TV Interview; Basic Principles of Camera Work; Live Coverage through Satellite; Effects of Television on Society.

Unit-IV

Outside Coverage; Television Documentaries; News Magazines and Talk Shows; Ethical Problems; Field Research; Interviewing, Pre-Production- Need of Balanced Presentation And Selection of Topics; Cable TV; Satellite Channels and its effects on Society; Television and Video Editing; Use of software; Soap Operas; Other Entertainment Programmes.

Reference Books:

- Writing and Producing for Television and Film: John Riber
- Television Journalism: Ivor Yorke
- Television: A Critical Review: Horace Newcomb
- The Age of Television: Carl Bode
- Broadcast Journalism: An Introduction to News Writing: Mark W. Hall
- Handbook of Broadcasting: Abbot and Rider
- News writing for Broadcast: Ed Bliss Broadcast News Producing: Brad Schultz
- Radio and Television: K.M. Srivastava

Media Writing and Photojournalism M CJ- C-1116

Unit 1.

Historical background of writing elements of Language- Writing as Coding of Contents-Language for mediated Communication

Unit 2.

Principles and Methods of effective writing, Rules of Grammar, Sentence Construction; Paragraphing, Narration, Adjectives and Adverbs, Tenses, Sequence, Logic

Unit 3.

Creativity in Writing- Features, Articles, Profiles and Interview Stories, Business Writing, Technical Writing, Letters.

Unit 4.

Shot- Focus- Shutter speed- Selection of Subject- Different types of Photographs- Action- Photo Editing- Procedure Pictures for Newspapers and Magazines- Developing Photographer's Manual and Computerized Photography

Unit 5.

News Values for Pictures- Photo Essays- Photo Lectures qualities essential For Photo Journalism; Picture Magazines, Color Photography; impact of Technology, Practical, field assignments and their Evaluation Photo Editing, Cropping, Composition, Colors, Caption, Placement of Photographs & Photo Features.

Basics of Television M CJ-C-1117

Course objectives:

1. To introduce students to Planning, production and compilation of news programmes.
2. To assist the students to understand piece-to – camera and other reporting techniques.
3. Assist students to learn visual communication concepts.
4. To familiarize students to editing for TV, moderating studio discussions.

Unit 1. Introduction to Television-- Origin and development of TV in India, Organizational structure of Doordashan, Programme composition and Satellite Television, Cable Television.

Unit-2 Visual communication Communicating with still pictures and video, shooting with TV camera, camera mounting. Colour balance, basic shots and camera movement.

Unit-3 Basic of TV production TV lighting in field, using lighting, high key and low key lighting, properties, studio sets and make-up. Video editing techniques, cut, mix and dissolve use of cutaway, AB roll editing, digital efforts and post production, planning location shoots, story board , single camera shooting, multi camera shooting, shooting and editing schedules, studio production, role of functionaries, planning studio programs, cue's and commands, formal of TV programmers, studio interview, studio discussion, studio chat shows with audience participation, studio quiz programs with audience participation, TV documentary production, corporate video production, digital editing skills.

Unit-4 Writing of television Writing to still, writing to video, reference visuals to words. TV news writing, making copy in production language. Writing for television programs. research, visualization and production script.

Unit-5- Television news editing Planning, production and compilation of news programs , writing lead, in/intro to news packages, headlines writing, teasers and promos. Voice broadcast skills, enunciation, flow , modulation. Facing a camera. Eye contact. Use of teleprompter, live studio and field interviews, moderating TV studio discussions, anchoring chat shows and cross, fire .

Suggested Reading

- Awasthy G.C. Broadcasting in India, Allied Publishers, Mumbai, 1965
- Chatter, P.C. Broadcasting and People, National Book Trust, new Delhi, 1997
- Masan, Mehra, Broadcasting and People, National sage, New Delhi, 1988
- Kumar Kewal, Mass Communication in India, Jaico Publication 2005
- Vinithakoil- Khandakekar, Indian Media Business, Response Books from Sage, 2008
- Michel Noll, TV technology- Fundamentals and future prospects.
- Tony Verla, Global television.

Broadcast Journalism MCJ-C-1118

Objectives:

1. To understand the development of broadcast journalism in India
2. Learn skill and techniques required for broadcast journalism.
3. To learn how to handle equipment – camcorder and recorder- for a story
4. Regional language broadcast journalism to be examined as a Growing and flourishing field

Course Structure --

Unit 1- Overview of TV industry in India: Doordarshan and its expansion; SITE and Kheda experiments; Entry and expansion of satellite TV; Laws governing TV broadcasting, future trends.

Unit 2- Media Literacy -History of Broadcast Journalism, Media Habits, Elements of Broadcast News, Current Events of Broad Cast Journalism.

Unit 3- Television News – preparation of script for TV news, different types of TV news Bulletins, scripting news magazines and vox populi programmes, fundamentals of TV News production, news reading and comparing exercises.

Unit 4- TV Interview: Types of interviews: doorstep, vox-pop, eye-witness, during a news bulletin; TV interview as a separate programme format: indoor/outdoor; personality, opinion, informative interviews; single camera, multi camera etc., Talk shows, discussions, debates etc.; Role and responsibility of the interviewer

Unit 5 - News Channels: Major Indian and international news channels; regional language

Indian channels: their role, importance and impact; local TV news operations; management of news channels, Organizational structure of the news room

Suggested Reading

- Robert, Kenny F. *Teaching TV Production in a Digital World*. Libraries unlimited.
- Patti M.R. *Some Aspects of Broadcast Journalism in India*. Kalyani Publishers.3
- Frank, Lezzi. *Understanding Television Production*. Prentice-Hall.
- Shrivastava H.O. *Broadcasting Technology: A Review*. Gyan Publication House.
- Tyrrell, Robert. *The Work of a Television Journalist*. Focal Press.
- Boretzky, R. A. and Yorovsky A. *Television Journalism*. International Organization of Journalists.
- Lewis, Bruce. *Technique of Television Announcing*. Focal Press.

Law for Media MCJ-C-1119

Course objective: Knowledge of media law is essential for a successful career in mass communication, not only to recognize the many legal pitfalls that face professional communicators but also to understand the legal framework that is shaping the convergence of old media industries and the emergence of new ones.

Course Outcome-

1. An understanding of the relevant constitutional freedoms, legal issues and ethical principles in mass communication,
2. Critical, creative and individual thinking.

UNIT –I

1. Historical background of Freedom of Speech and expression in India
2. Constitutional framework of freedom of Speech and expression in India
3. Constitution of India related with Media - Media and the Constitution – This part would look at A/19 (1) (a) of the Indian Constitution, which guarantees a free speech and expression, in the backdrop of A/19(2), which lays down the ‘Reasonable Restrictions’ to the exercise of such Rights. The different concomitant Rights associated with A/19(1)(a) like Right to Broadcast, Right to Criticize, Right to Advertise etc., will be looked at.

UNIT –II Right to Privacy, Defining Privacy, Privacy and the right to free speech, The law on privacy in India, Right to Information, Laws and the licence secrecy, Judicial recognition of the right to information, Salient features of The Right to Information Act, 2005

UNIT –III Contempt of Court Contempt of Courts Act 1971

Defamation civil and criminal law of defamation, provisions of Indian Penal Code with reference to sedition Right to Information Parliamentary Privileges,

UNIT-IV Official Secrets Act 1923, Press and registration of Books Act 1867 ,Working Journalists and other newspapers employees,Cinematograph Act, 1953; Prasar Bharti Act

UNIT –V Media Ethics:

Media's ethical problems including privacy, right to reply, sting operations Guarding against communal writing and sensational and yellow journalism, Freebies, bias, coloured reports Ethical issues related with ownership of media and national, transnational monopoly, Private treaties between media and corporate houses Role of Press Council of India and its broad guidelines for the press, paid news Codes suggested for the media by Press council, Editors Guild of India, Advertising Council of India, PRSI, NBA Accountability and independence of Media.

Media Language and Printing Technology MCJ-C-1120*

Unit 1-

Origin and Development of Marathi Language, Importance of DevnagariScript and its use in Indian Languages, Hindi as a National language and itsImportance, Co-relation between Hindi and Marathi Language, English as anInternational Language, Language of Knowledge

Unit 2-

Writing skills required for Marathi, Specialty of Marathi, Hindi and EnglishLanguage, Different styles of Marathi, Hindi, English Writings, Marathi, Hindi,English Prose, Poetry: Some important Trends and Authors- Poets.

Unit 3-

Style of Newspaper writing in Marathi, Hindi and English, Editorial writing ofEminent Marathi, Hindi, English Journalists, Language abilities for News andFeature writings in Marathi, Hindi, English,Contentsand Intro and Headlines ofMarathi News, Writing features in its Linguistics skills, Trends in Marathi,Hindi, English Feature writing and News story writing.

Unit 4-

Printing Methods: Letterpress, Cylinder, Rotary, Gravure screen, Offset,Plate Making, Types of Papers, Magazine layout,Pagination,Designing andPrinting of Cover Pages; Safety measures in Printing Press, Digital Print.

Unit 5-

Color Correction- Color Positives-ColorNegatives; Preparation of Bromides;Art Pulls, current Trends in Color Printing.

Rural-Civic Economic Development and Reporting MCJ-C-1121*

Unit 1-

Rural Reporting: Agricultural- Practices, Problems and Policies, Caste, Community Relations,Rural-Urban Relations, Water-shed Development & other Activities of Govt. & NGO.

Unit 2-

Civic Reporting: Functions- Social, Cultural, Political, Seminars, Workshop, Symposia,Civic problems (Such as Sanitation, Health, Education, Law and Order, Police, Hospitals etc)

Unit 3-

Economic Development: Concept and General Perspective, Common Characteristics of Underdevelopment, India as a Developing Economy, And its International standing, Developing Countries & their Problems.

Unit 4-

Strategies of Development, Balanced v/s Unbalanced, Growth Strategy, wage Goods Strategy, Basic-needs Strategy, Heavy import substitution Strategy, Export led growth Strategy, Developmental issues of backward Regions of Maharashtra / India / world, Issue of Economic Recession & Globalization Capital accumulation as a factor in economic growth, Role of Education in Economic Development, Population and Economic Development (The Two Way Relationship) Aspects of Human Development Education, Poverty and Inequality of Income Distribution (with special reference to India); Problems associated with these and Approaches towards their Solution, Changes in the sectoral distribution of National Income, Per capita income and Labor force since Independence. Assessment of the Indian developing Countries growth experience with respect to these.

Unit 5-

Development Reporting: Reporting Social issues, Controversies, Development Program Implementation and Impact, Feedback and Evaluation.

SEMESTER – 4TH

S.No	Course Code	Title	Core(C) / Elective (E)	ESA Exam Duratio n (hr)	Pr.	Max Marks		Total Credit
						CIA	ES A	
1	MCJ -C -1122	Environmental Journalism	C	2	25	25	50	4
2	MCJ- C-1123	Agriculture Journalism	C	2	25	25	50	4
3	MCJ-C-1124	Commercial Communication	C	2	25	25	50	4
4	MCJ-C-1125	Film Studies	C	2	25	25	50	4
6	MCJ-C-1126*	Folk Media And Communication	E	2	25	25	50	4
7	MCJ-C-1127*	Global Politics And The Media	E	2		50	50	2
5	MCJ-C-1128	Media Attachment (Internship) Or Dissertation				100		
8		Open Elective from other department/SWAYAM/MOOC S/NPTEL/Skill Oriented Courses	OE			50		

Environmental Journalism MCJ -C -1122

Unit 1- Environment and development: What is environment? Basic concepts and perspectives, global local issues. Environment and society, relation with development, economy and health, sustainable development Need of environment journalism, future prospective, National Geographic to New media.

Unit 2- National perspective: India's national environment policy, background, principles, instruments institutions involved. Center versus states, national and local issues, conflict resolution and cooperation, situation in Maharashtra. Role of NGOs, advocacy for environment protection, people's rights and environment, traditional Practices and modern ways to protect environment, public awareness

Unit 3- Climate change: Why and how of global warming, basic terminology. Impact of climate change, Response of the communities and governments, need for international cooperation, the IPCC, Kyoto and protocols, politics of development, developed vs. developing nations. GHG emissions, Carbon credit and carbon trading, ecological footprint. Reporting climate change, developing sources and insight, assessing impact global warming on local level.

Unit 4- Biodiversity: What is biodiversity? Importance and impact. Wild life, endangered species, needs conservation, natural habitats and communities. Reporting nature and biodiversity, diversity of issues, style format, India specific issues.

Unit 5- Water Pollution and Waste management: Water as a vital resource, pollution of water bodies, Sanitation and sewage treatment plants, industrial waste. World water situation and conflict potentials, degradation and desertification. Waste management in cities and semi-urban setup, problems and solutions. Toxic and hazardous waste, scale and problem, basic convention.

Unit 6- Environment and Energy: Energy security, energy and development, hydro and coal power generation, its impact on environment patterns of energy consumption, transmission losses and efficient use. Renewable energy sources: solar, wind, sea tides, etc. Nuclear Energy: history hopes and dreams, health and safety issues, problem of radioactive waste, nuclear technology, industry and economy, world scenario and India.

Agriculture JournalismMCJ- C-1123

Unit 1-

New trends in agriculture: emerging fields related to agriculture. Trends of 'Bio's in Agriculture tech, Bio-fertilizers, biocontrol, bio-fuel, etc). Advents in genetic engineering in agriculture and its effects and media coverage thereof.

Unit 2-

Agriculture as applied science: Introduction of Closely related sciences, various subjects compris agriculture in totality. Allied subjects including livestock, poultry, fishery, sericulture etc. Understanding crop trends and market trends. Introduction to Urban agriculture, agricultural legislation.

Unit 3-

Importance of allied businesses in agriculture: Various agri-based industries and their coverage in livelihood of farmer. Horticulture, Forestry and other streams like Apiculture, Olericulture, Pomology etc...

Unit 4-

What is Agro-journalism? Scope of Agro-journalism in various media. Understanding various sources of information in agriculture, use of research journals and original contribution for exclusiveness of information understanding agro-climatic regions and significance; problems of famers with respect to it.

Internal Assessment: Study of media coverage of agriculture, visits to farms and agricultural research centres, interviews with farmers etc.

COMMERCIAL COMMUNICATIONMCJ-C-1124

Prerequisite:

- Any media student who has completed course on Information Technology
- Any student who understands and uses social media technology
- Any student who wish to understand ways to start earning from communication
- Any person working in any industry who wants to increase sale
- Any person who wants to build his image and get developed as a brand

Course Outcome:

C01 – Understand commercial aspects of communication

C02 – Understand ways of starting earnings from communication

C03 – Prepare economic model of communication

C04 – Develop and image as a brand

Unit I – Introduction to Commercial Communication

Communication in digital era, Business Communication Model, Economy of new media, Imparting Knowledge, Creating Awareness, Shaping Attitudes, Stimulating a want or desire, Frequently Used Terminology

Unit II – Audience Reception

Advertisements- Need Analysis, Perceptions, AdSense Audience Research, Habits, Media Research, Specific/Intended Audience Measurement, Consumer Market

Unit III – Brand Creation and Management

Introduction to Brand, History of Brands, Brand Creation

Unit IV – Entertainment, Promotion Campaigning

Introduction to Entertainment, Audience Perception, States of mind Projecting an image, Planning, Execution, Reporting, Designing, Effecting a sale Selecting what to use when: Social Media

Unit V – Corporate Social Responsibility

Introduction to CSR, Acts, Laws, Survey of CSR, Role of media in CSR

Film StudiesMCJ-C-1125

Objectives

1. This paper provides students with an understanding world and Indian cinema.
2. To familiarize students with different types of Film Style & Mode of Production.
3. To acquaint the students with the world , Indian and Marathi classical cinemas.
4. To accustom media students with film appreciation and film society movement.

Unit 1- What is cinema:

Definition of cinema. The concept of persistence of vision. Films Relationship to each of the arts: music, dance, literature, theatre, architecture, photography and Painting. The relationship between film and 20th- century art movements: impressionism, Cubism, surrealism.

Unit 2- Visual literacy:

The vocabulary of film: shot, scene, sequence, frame, composition in Depth, point of view, transitions, Miser-en-scène etc. The tools of expression- frequency and Number of shots, the size of the subject in the frame, the angle of view, composition and balance, The use of lighting and color, the movement of camera and lens.

Unit 3- The beginning and the experiments:

Lumiere Brothers, Thomas Edison, Georges Méliès, Edwin S. Porter. Silent Film: D. W. Gruffith, Buster Keaton, Charlie Chaplin. The Rise of Hollywood Classics. European Avant Garde films: Sergei Eisenstein, Louis Bunuel. Italian Neorealism . The French New Wave. Latin American and Asian Films Suggested Reading: Film Genre: Theory & Criticism by Barry Keith Grant Selected essays from Movies & Methods by Bill Nichols A History of the Cinema: From its Origin to 1970 by Eric Rhode The Classical Hollywood Cinema: Film Style & Mode of Production to 1960 by David Bordwell, Kristin Thomson Janet Staiger

Unit 4- Film history: Development of film in India. Important directors and Their contribution to world cinema, film companies and films. Indian cinema: V.

Santarem, Satyajit Ray, Shyam Benegal, Ritwik Ghatak, Girish Karnad, Raj Kapoor, Guru Dutt, Adoor Gopal Krishna, Mrinal Sen., Bimal Roy, Basu Bhattacharya, Maniratnam, and contemporary. trend-setting directors. in Marathi cinema: V. Shantaram, Jabbar Patel, Dada Kondake , Sumitra Bhave, Mahesh Manjarekar and Nagraj Manjule.

Unit 5- Film Studies: Film appreciation, analysis, criticism etc. Reviewing films for various Media. Censorship: need, relevance, Censor Board. Influence of cinema on society, culture, arts., Film institutions: NFDC, NFAI, FTII, Film Festivals Authority of India, Children Film Society. Film Society movement, International film festivals. Films as an industry. Interrelationship of Film industry with other media.

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
- Sergei Eisenstein, “A Dialectic Approach to Film Form” from his book *Film Form: Essays in Film Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-634

- Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films, "in Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990, 86-94.
- Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129
- नांदगावकर सुधीर, सिनेमासंस्कृती, एशियन फिल्म फाउंडेशन, मुंबई.
- गोणारकर राजेंद्र, गुरुदत्तचा प्यासा, शब्ददान प्रकाशन, नांदेड.

FOLK MEDIA and Communication MCI-C-1126*

Unit-I Introduction to Folk Media] : Folk media: Meaning & definition , Nature and Scope of Folk media , Characteristics of folk media, Folk Arts as Mass Communication Media

Unit III Types of Folk Media: Types of folk media: Dance, theatre & music, Folk theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila and Jatra , Folk music: Bengal, Gujarat & Maharashtra, Folk dance: Garba, Tamasha & Lavani

Unit III: Fairs & Festivals: Origin of Folk Media, Types of Festivals: Seasonal & Cultural , Importance of Fair & Festivals ,Features of Fairs, Characteristics of Traditional Media and Folk Media

Unit-IV Many aspects of Folk Media: Merits & demerits of folk media ,Influence of modern media (radio & TV) on folk media ,Folk media for promoting literacy, and social change. Cultural values

UNIT-V Role of various Folk forms like folk music, folk songs, folk dances, folk theatre in social and cultural development, Cultural and cultural heritage, Meaning and definition, Role of Folk Media in transmission of cultural values and social traditions

BOOK'S

Theories of Mass Communication : De Fleur and B. Rokeach

2. Mass Communication Review Yearbook (Vol. 3) : Whitney, Wartella and Windohl

3. Reading in Mass Communication : Emery Smithe

4. Mass Media Today : Subir Ghosh

5. Communication and the Traditional Media : IIMC

6. Communication Between Cultures : Larry A

7. Media and Society : R.K. Ravindran

8. Text book of Mass Communication and Media : Uma Joshi

Media Attachment (Internship)MCI-C-1128

Media attachment of 100 marks (25 marks for opendefense and 75 marks for other work)

75 marks is divided in following manners –

15 marks for attendance in media house,

15 marks for news writings(he/she shall submit handwritten copy and printed copy of news/article etc, page layout and overall presentation

25 marks for selection of news/articles

20 marks is for overall attitude+ presentation+ knowledge of candidate towards media house)

OR

Dissertation MCI-C-1128

Each student will have to submit a report in any area of mass communication detailed in the curriculum under the guidance of a faculty member. The objective of the dissertation is to enable students to have an in-depth knowledge of a subject of their choice. It should be a research based effort and should Endeavour to create new knowledge in any area of mass communication. The dissertation will evaluate by external examiner and viva will taken by him/her the dissertation must be around 140 pages or more. The dissertation may be conducted in any one of the following specializations:-

i) Print Media

ii) Electronic Media

iii) New Media

iv) Advertising

v) Public Relations

vi) Mass Communication

vii) Films

viii) Audio Visual Communication

XIV) Sports Journalism

X) T.V. Reporting

The marks distribution for the dissertation shall be as under:

1. Report - 75 Marks

2. Viva Voce - 25 Marks

Global Politics & The Media MCI-C-1127*

Objectives:

- Understand how media negotiate and leverage space in the global market place. The focus is also on the ways in which historically, media are globalised in environments and situations of conflict.
- The student able to be oriented towards an understanding of media operations in the global market place and the polemics of culture and identity that accompany them.

Unit 1:

Media and Globalization: Themes and Issues Globalization: barrier-free economy, multinationals and development, technological, Advances, telecommunication, globalization of TV formats, Global networks: information society, network service economy, movement of intangibles, The Cold War, Vietnam war/USSR; communication debates: NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, Rich – Poor, Us-Them, Digital Divide Deterritorialisation and issues of identity; decolonization, neo-colonization; cultural, imperialism

Unit II:

Media and the Global Market Trans-world production chains and BPOs /Call Centers 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?

Unit III:

Global Conflict and Global Media World Wars and Media Coverage: the rise of Radio-Propaganda and persuasion The Gulf Wars: CNN's satellite transmission, embedded Journalism 9/11 and implications for the media

Unit IV:

Ideology, Culture and Globalization, Cultural politics: media hegemony and legitimating of media driven global cultures, homogenization, And the English language Local/Global, Local/Hybrid, Rise of Regionalism: Al-Jazeera; Regional initiatives Hacking; Wiki Leaks

References Books:

- Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow “ Many Voices One World” Unesco Publication, Rowman and Littlefield 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: Routledge Publication, 2004.
- Lee Artz and Yahya R. Kamalipour. The Globalization of Corporate Media Hegemony, New York Press, 2003.