CENTRAL UNIVERSITY OF RAJASTHAN

DEPARTMENT OF CULTURE AND MEDIA STUDIES

M.A. in Culture & Media Studies
Programme Structure

S. N.	Sub Code	Title of the Course	Type of Course (C/E)	Credits	Contact hours/week			ESE (hour)		CIE (50%)		ESE (60 %)
					L.	I.L.	P	T	P	ST (20)	IA (20)	
	First Semester											
1	CMS 401	Introduction to Cultural Studies	C	4	2	2		T		-	50%	50%
2	CMS 402	Visual Communication	C	4	2	2		T		-	50	50
3	CMS 403	Communication: Concept and Process	C	4	2	2		T		-	50	50
4	CMS 404	Video Production	C	4	2	2		T		-	50	Pro. 50%
5	CMS 405	Journalism: Theory and Practice	C	4	2		2		P	-	50.00 %	50
6	CMS 406	Fundamentals of Photography	E	4	2		2		P		50.00 %	Pro.5 0%
7	CMS 407	Basics of Visual Design	E	4	2		2		P	-	50	50
8	CMS 408	Media, Culture & Society	E	4	2	2					50	50
9	CMS 409	International and Intercultural Communication	E	4	2	2					50	50
10	CMS 410	Folk Media	E	4	2	2					50	50
11	CMS 411	Information Revolution and Globalisation	E	4	2	2					50	50
	Second Semester											
12	CMS 412	Communication Research	C	4	2	1	1				50	Pro.5 0%

No	Code	Title	Type									
13	CMS 413	Documentary Film	C	4	2	1	1				50	Pro. 50%
14	CMS 414	Video Post-production	C	4	2		2				50	Pro. 50%
15	CMS 415	Aesthetics of Film	C	4	2	2					50	50
16	CMS 416	Cultural Studies: Application and Approaches	E	4	2	1	1				50	Pro. 50%
17	CMS 417	Writing for Media	E	4	2		2				50	Pro. 50
18	CMS 418	Digital & Multimedia Communication	E	4	2	1	1				50	Pro. 50%
19	CMS 419	Understanding Rajasthan	E	4	2	2					50	50
20	CMS 420	Media Law & Ethics	E	4	2	2					50	50
	Third Semester											
21	CMS 501	Indigenous Culture	C	4	2	1	1				50	Pro. 50%
22	CMS 502	Understanding Indian Cinema	C	4	2	2					50	50
23	CMS 503	Development Communication	C	4	2	2					50	50
24	CMS 504	Seminar Course on Dissertation & Production	C	4		2	2				50	50
25	CMS 505	Heritage and Museum Studies	E	4	2	2					50	50
26	CMS 506	Advertising and Corporate Communications	E	4	2	2					50	50
27	CMS 507	Media Organisation & Management	E	4	2	1	1				50	Pro. 50%
28	CMS 508	Web Journalism	E	4	2		2				50	Pro. 50%
29	CMS 509	Production of Fiction Film	E	4	2		2				50	Pro. 50%
30	CMS 510	Economic & Data	E	4	2	1	1				50	50

		Journalism										
	Fourth Semester											
31	CMS 511	Media Internship	C	8			8				50	50
32	CMS 512	Production	C	8			8				50	Pro 50
33	CMS 513	Dissertation	C	8			8				50	Pro 50

** **Based upon the option selected by the student in the Third Semester to do Production OR Dissertation, he/she has to continue with the similar option in the fourth semester as well.C = Compulsory Course ; E = Elective/Optional Course; L = Lecture;I.L = Integrated Lecture; P = Practical; Pro = Project; EoSE = End Semester Exam**

SEMESTER ONE
Course Code: CMS 401
Course Title: Introduction to Cultural Studies
Credit: 04

Course Objectives

      This course explores the relationship between culture and the meaning-making process that begins with the premise that culture is neither neutral nor natural. It will introduce students to the basic concepts and theoretical developments within Cultural Studies, with an aim to impart critical perspectives, which would help them to critically analyse their own cultural landscapes. The course focuses not just on the theories, methods, significant figures and debates in cultural studies but also on the possibilities offered by the field to rethink our world and unsettle the taken-for-granted assumptions.

Learning Outcome

- Students will have a clear understanding about the key concepts of cultural studies that can be employed in media analysis.
- Students will be able to view culture not only as a way of life but as contested site for human discourse and action.
- It will equip students to interrogate how meaning is produced, represented, and consumed in the process of constructing and inhabiting a culture.
- Students will be able to explore and articulate themselves as cultural beings and not simply technology handling personnel.

Module 1: Understanding Cultural Studies (15 hrs)
This module will provide a historical overview of the cultural studies approach with a special emphasis on the relevance of this approach in media analysis. The origin of cultural studies in India and its relevance in understanding the relationship between culture and communication will be studied.

Lecture Topics:

- Origin and Development of Cultural Studies.
- Variants of Cultural Studies.
- Cultural Studies in India.
- Culture and Communication.

Reading List

1) Barker, Chris. 2005. Cultural Studies: Theory and Practice. London: Sage Publications (Part One – Foundation of Cultural Studies, pg.1-54).
2) During, Simon. 1993. 'Introduction', in Simon During (ed.), *Cultural Studies Reader*, London: Routledge, p.1-28.
3) Mukhopadhyay, Bhaskar. 2006. Cultural Studies and Politics in India Today. *Theory, Culture & Society*, Vol.23 (7-8): 279-292.
4) Sen, Amartya (2004) 'How Does Culture Matter' in Vijayendra Rao and Michael Walton (eds.) C*ulture and Public Action,* New Delhi: Permanent Black, p.37-58.
5) Williams, Raymond.(1983) Excerpts from 'Culture', Keywords, Rev. Ed. New York: OUP, pp. 87-93 and 236-8.
6) Carey, James W. 2009. Communication as Culture. Essays on Media & Society. New York & London: Routledge Publications (Chapter 1 – A Cultural approach to Communication, pg.11-28; Chapter 2 – Mass Communication and Cultural Studies, pg.29-52).

Module 2: Core ideas in Cultural Studies (15 hrs)
The students will understand and analyse the major theories and concepts that both influenced and came out of cultural studies in this module. It will introduce them to key concepts of cultural studies that would enable them to develop a cultural studies approach to understand media and its effects.

Lecture Topics
- Base and Superstructure
- Culture Industry
- Public Sphere
- Culture and Ideology
- Discourse and Counter-Discourses
- Culture, Power, and Knowledge
- Hegemony and Counter-Hegemony

Reading List

1) Adorno, Theodor & Max Horkheimer. 2001. The Culture Industry. Selected Essays on Mass Culture. NewYork: Routledge.
2) Adorno, Theodor W. 2009. 'Culture Industry Reconsidered' in Sue Thornham, Caroline Bassett and Paul Marris (ed) *Media Studies: A Reader* (3rd Edition): Edinburgh University Press, p.15 – 21.
3) Habermas, Jurgen .2009. 'The Public Sphere' in Sue Thornham, Caroline Bassett and Paul Marris (ed) *Media Studies: A Reader* (3rd Edition): Edinburgh University Press, p.45 - 51
4) Rajagopal, Arvind .2009. 'The Public Sphere in India. Structure and Transformation' in Arvind Rajagopal (ed) The Indian Public Sphere. Readings in Media History: Oxford University Press, p.1-28.
5) Gramsci, A. 2006. 'The Concept of Ideology' in Meenakshi.G.Durham and Douglas.M.Kellner (ed.) Media and Cultural Studies. Key Works (Revised Edition). UK &USA: Blackwell Publishing, pp.13-17
6) Althusser, L. 2006. 'Ideology and Ideological State Apparatuses. Notes toward an Investigation' in Meenakshi.G.Durham and Douglas.M.Kellner (ed.) Media and Cultural Studies. Key Works (Revised Edition). UK &USA: Blackwell Publishing, pp.79-88.

Module 3: Cultural Studies and Politics of Representation (15 hrs)
Using the key concepts and theoretical framework of cultural studies learnt in the previous module, the topics in this module will focus on the applicability of those concepts in understanding the production of textual knowledge and construction of social meanings and cultural practices.

Lecture Topics
- Orientalism
- Colonialism
- Post-colonialism
- Hybridity
- Subaltern Perspective

Reading List

1) Said, Edward. 1978.*Orientalism*. NewYork: Pantheon Press (Introduction).
2) Balagangadhara, S.N.2012. Reconceptualising India Studies. New Delhi: Oxford University Press. (Chapter-2:The Future of the Present: Rethinking the Post-Colonial Project,pp.34-59; Chapter-4: Colonialism and Colonial Consciousness,pp.95-120)
3) Loomba, Ania (2007) 'Hybridity', in Colonialism/ Postcolonialism, London: Routledge, p.145-153.
4) Loomba, Ania (2007) 'Can the Subaltern Speak', in Colonialism/ Postcolonialism, London: Routledge, p.192-204.

Module 4: Sites of Cultural Studies (15 hrs)
Students will be introduced to sites like popular culture, nation, modernity, and post-modernity through a cultural studies approach. It would enable students to develop new insights to understand the construction of nation, culture, media and popular culture.

Lecture Topics
- Popular Culture
- Nationalism
- Post-Nation
- Modernity
- Post-Modernity

Reading List

1) Poitevin, Guy.2010. 'From the Popular to the People' in Bernard Bel, Jan Brouwer, Biswajit Das et.al (ed) Communication, Culture and Confrontation. New Delhi:Sage Publications: pp.3-12.
2) Rege, Sharmila.2014. 'Understanding Popular Culture: The Satyashodhak and Ganesh Mela in Maharashtra' in Susan Vishvanathan (ed) Culture and Society, Sage: New Delhi.
3) Anderson, Benedict.1991. Imagined Communities. Verso: London.
4) Chatterjee, Partha.1991.'Whose Imagined community' in The *Nation and Its Fragments, Colonial and Post Colonial Histories*, Princeton.
5) Aloysius, G. 1997. Nationalism without a Nation, Delhi: Oxford University Press. (Ch 4: Nationalism- The movement for transfer of power & Ch 5: Nationalism- Competing Ideologies and Contrasting Visions)
6) Nanda, Subrat K. 2014. Cultural Nationalism in a Multi-National Context: The Case of India in Susan Visvanathan (ed) Culture & Society, Sage: New Delhi:pp.215-237.

7) Appadurai, Arjun .1997. *Modernity at Large. Cultural Dimensions of Globalization*. Oxford University Press: Delhi (Chapter 8: Patriotism and its Future & Chapter 9: The Production of Locality)
8) Pandian, MSS .2009. 'Nation Impossible' in *Economic and Political Weekly,* Vol. XLIV, No 10.
9) De Alwis, Malathi. 2009. Postnational Location as Political Practice', in *Economic and Political Weekly,* Vol. XLIV, No 10.
10) Deshpande, Satish.2004. Contemporary India. New Delhi:Penguin Books. (Chapter-2.Mapping a Distinctive Modernity, pp.25-47).

SEMESTER ONE
Course Code – CMS 402
Course Title – Visual Communication
Credits – 04
Course Objective
The course will introduce students to communication in a creative and innovative perspective through visual imagery and media. It will critically explore visual images and media narratives, to understand how they are constructed in and through relationships of power and resistance. It would also facilitate a critical engagement with contemporary visual culture in India. It aims to move beyond analysis of specific texts in order to historicize and understand the larger cultural meanings that have been assigned to the visual.

Learning Outcome
By the end of the course, students will be able to –
- Build up their visual vocabulary to identify how images circulate in society.
- Develop a broad understanding of the power of visual images.
- Analyse visual images – photograph, paintings, films,videos in dynamic ways.
- Cultivate the skill and techniques for communicating through visuals

Module 1 : Communication, Meaning and Signs
This module introduces to the basics of semiotics- the study of signs, through the key concepts of visual culture and works of cultural theorists. It would enable the students to know how images are constructed through codes and how they get circulated and accepted in the society.

Lecture Topics:
- Semiotics
- Signs and Symbol
- Codes and its Types
- Syntagmatic and Paradigmatic Relations
- Denotation and Connotation

Reading List:
1) Chandler, Daniel.1999.Introducing Semiotics. (E-book available at -
http://s3.amazonaws.com/szmanuals/bb72b1382e20b6b75c87d297342dabd7)
2) Barthes, Roland.1964. Elements of Semiology. Hill & Wang Publishers (Introduction & Chapter-1)
3) A.A. Berger.1982. Chap 1: Semiology in *Media Analysis Techniques*, Sage.

4) Marita Sturken and Lisa Cartwright.2001. Chap 1: Practices of Looking- Image, Power and Politics in *Practices of Looking*, Oxford.

5) Stuart Hall.1986. Encoding: Decoding in Hall,s et al, (eds) *Culture, Media, Language*, Hutchinson.

6) Fiske, John.2002.Introduction to Communication Studies. London & New York: Routledge (Chapter - 4 Codes, pp.64-82; Chapter-5 Signification,pp.85-98)

Visual Texts:

Monteiro and Jayasankar, *Identity: The Construction of Selfhood*, 21 mins, 1994

Monteiro and Jayasankar, *Naata*, 45 mins, 2003

Ranjini Majumdar and Shikha Jhingan, The Power of the Image series: *The Villain in Melodrama*, 30 mins, 1997

Module 2: Image, Myth and Power

This module will make the students understand the creation, circulation and sustenance of images in our everyday lives. It would suggest the role of myth, power structure, and economy that reinforces the consumption of visual images.

Lecture Topics:
- Myth and Visual Culture.
- Image Construction
- Consumer Culture
- Advertisement Visuals
- Photography Analysis

Reading List:

1) Roland Barthes.1999. Rhetoric of the Image in Jessica Evans and Stuart Hall (eds) *Visual Culture- The Reader*, Open University.

2) Marita Sturken and Lisa Cartwright, Chapter 6, Consumer Culture and the Manufacturing of Desire in *Practices of Looking*, *op cit.*

3) Barthes, Roland. 2000b[1961a]. "The Photographic Message" In a Barthes Reader, ed. Susan Sontag, 211-217 London: Vintage

4) Bazin, Andre, 1967. 'The Ontology of the Photographic Image" in What is Cinema? Vol. I Trans. Hugh Gray, 9-16. Berkeley: University of California Press.

5) Parayil Sujith 2003. "Photography and Colonial Modernity in Keralam" In Space, Sexuality and Postcolonial Studies: Papers from Cultural Studies Workshop, Calcutta: Centre for Studies in Social Sciences: 97-120.

6) Pinney, Christopher. 2004. "Half- Seen in Advance: Picture Production in Independent India, 1950-2000". In 'Photos of the Gods': The Printed Image and Political Struggle in India, 145-200.. New Delhi: Oxford University Press

7) Jain, Kajri. 2010. The Ritual Management of Desire in Indian Bazaar Art. In Bernard Bel, J.Brouwer, B.Das, V.Parthasarathi, G.Poitevin (Ed), *Communication, Culture and Confrontation*, New Delhi: Sage Publications: 339 – 364.

Visual Texts:

Sut Jhally, Slim Hopes, 30 mins, 1995

Kitchen Stories, 95 mins, 2003

Avinash Deshpande, *The Great Indian School Show*

Anjali Monteiro and K.P. Jayasankar, *YCP 1997*, 42 mins, 1997.

Module 3: Symbolic Communication

The students will learn the concepts related to practices of looking into the images in this module. It would sensitise them towards a more humane approach of visual production negating their prejudices.

<u>**Lecture Topics:**</u>
- Ways of Seeing
- Gaze
- Panopticon
- Psychoanalysis and Visual Culture
- Body in Visual Culture

Reading List
1) Berger, John .1972. *Ways of Seeing*. Chapter – 1, 3 & 5.
2) Laura Mulvey, Visual Pleasure and Narrative Cinema in Evans *op cit*
3) Lewis, Reina.2002. 'Looking Good: The Lesbian Gaze and Fashion Imagery' in Nicholas Mirzoeff (ed) The Visual Culture Reader (2nd Edition), London & New York: Routledge,pp.654-668.
4) Halberstam,Judith.2002. 'The Transgender gaze in Boys Don't Cry' in Nicholas Mirzoeff (ed) The Visual Culture Reader (2nd Edition), London & New York: Routledge,pp.669-676.
5) Michel Foucault, Panopticism in Evans *op cit*
6) Sturken, M et al, Spectatorship, Power and Knowledge, in *Practices of Looking*, *op cit*

<u>**Visual Texts:**</u>

Reena Mohan, *Skin Deep*, 83 mins, 1998

Pravin Kumar, *Naina Jogin: The Ascetic Eye,*59 mins, 2006

Ranjini Majumdar and Shikha Jhingan, The Power of the Image series: *Whatever Happened to the Vamp*, 30 mins, 1997

Alfred Hitchcock, *Rear Window,* 112 mins, 1954

Module 4: Visual Communication in Digital Age

This module emphasises on the extension of offline communication to online platforms where digital images are created and shared adding a new understanding of visual aesthetics.

Lecture Topics:
- Simulacra
- Cyberspace
- Digital Images

Reading List
1) Baudrillard, Jean. 2002. Simulacra and Simulations. in Nicholas Mirzoeff (ed) The Visual Culture Reader (2nd Edition), London & New York: Routledge,pp.145-146.
2) Batchen, Geoffrey. 2002. 'Spectres of Cyerspace' in Nicholas Mirzoeff (ed) The Visual Culture Reader (2nd Edition), London & New York: Routledge,pp. 237 – 242.
3) Murray,Susan.2008. Digital Images, Photo Sharing and our shifting notions of everyday Aesthetics, Journal of Visual Culture, Vol.7(2): 147-163.

4) Skoda,Uwe and Lettman,Birgit.2017. India and its Visual Culture. Community, Class & Gender in a Symbolic Landscape, Sage Publications.

Visual Texts:
Sabeena Gadihoke, **Three Women and a Camera,** 56 mins
Nishta Jain, **City of Photos**, 60 mins, 2005.

SEMESTER ONE
Course Code – CMS 403
Course Title – Communication: Concept and Process
Credits – 04

Course Description

Communication being one of the significant aspects in media, this course will help students understand various communication theories and its relation with journalism. This course will establish the connection between the theory and the practice of mass communication and mass media. It will cover vast ground beginning with the first models of communication that were suggested in the Euro- American world to the latest theorization of communication. It will also look extensively at trends in de-westernizing communication and media studies with special focus on Indian approaches to communication and media.

Course objective

The objective of this course is to:

- Explain the meaning of communication and why human beings communicate.
- Explain different types of communication
- Know the various channels of distributions of Mass Communication
- Explain important theories of communication
- Explain various models of communication

Students learning outcome:

After successfully completing this course the student would be able to:

- Develop a practical understanding of the various theories and models of Communication.
- Understand the effects of mass communication on society, audiences and people.
- Develop the sociological and psychological understanding of the society.
- Apply communication model and theories to critically analyse real world issues and employ practical, innovative solutions.

Module 1: Introduction to communication and Process: This module will make the students learn the meaning, types, functions, and barriers of communication that would facilitate better understanding of communication process. It would also introduce to the student the different ways of media function in

different social set up. This module also deals the corporatization of media which will help students to understand media business scenario.

Lecture Topics: **Lectures- 10**

Communication: Historical overview, Concept, Definition, Process, Scope, Elements and Functions, Nature of Human Communication, Verbal and Non-Verbal Communication, Types of Communication and Barriers of Communication, Mass Communication: 'Mass' Concept, Defining Mass Media; Typologies of Audiences; Functions of Media; Normative media systems; The Changing Media Landscape in India; Media chains, Monopolies and Conglomerates.

Module 2: Models of Mass Communication: This module deals about four different eras of communication studies which will help the students to understand the development of media studies as an important academic discipline. It will also introduce to the students about various models of communication.

Lecture Topics: **Lectures- 15**

Models of Communication: Lasswell, Shanon-Weaver, Osgood, Schramm, Newcomb, Westley Maclean, Gerbner. Introduction to Communication Theory: Four Eras of Mass Communication Theory Mass Society Theories, Limited-Effects Perspectives, Critical and Cultural Approaches, and Meaning making Perspectives.

Module 3: Communication Theory: Theories have always been base to develop better understanding of any subject. Looking at the same this module deals in detail about different communication theories which will help students to learn uses of communication and media as an important tool of social empowerment.

Lecture Topics*:*   **Lectures- 15**
Mass Media Effects & Uses: Hypodermic Needle; Two Step Flow Theory; Limited -Effects; Cultivation Theory; Social Learning Theory; McLuhan's Media Determinism; Spiral of Silence; Media Hegemony; Agenda Setting; Uses and Gratification Approach.

Module 4: Communication Approaches: The student, in this module, will learn the communication theories and their application in Indian society. It would enable the student to analyse the working of media industry and its relation to Indian society.

Lecture Topics*:*   **Lectures- 10**
 Socio-Psychological Approach to Communication: Festinger Theory of Cognitive Dissonance; Theories of Persuasion.

Module 5: Emerging perspectives in Communication: This module will make the students understand the power and functioning of media using different models of communication. It also deals with emerging and new perspectives in the field of communication.

Lecture Topics*:*   **Lectures- 10**

Emerging perspectives in Communication Studies: Alternatives to the dominant and the classical, Political economy perspective; Propaganda model.

Students exercise:

The students are expected to perform group activities related to storytelling and writing information pieces which will help them to learn about issues in communication process like barriers and aberrant decoding. Students will also have to perform "mime" as an exercise to learn effectiveness of non-verbal communication.

Class/Learning activities
Lectures, workshops, group work, in-class presentations, literature study, written assignments

Reading List

1. D. McQuail, McQuail's *Mass Communication Theory*, New Delhi: Sage Publications, 2010
2. Stanley J. Baran, Dennis K. Davis, *Mass Communication Theory: Foundations, Ferment, and Future,* Wadsworth Publishing, 7th, 2014
3. John Fiske, *Introduction to Communication Studies*, Routledge, 2nd , 1990
4. Keval J. Kumar, *Mass Communication in India*, Jaico Publishing House, 4th, 2010
5. Mike Wayne, *Marxism and Media Studies: Key Concepts and Contemporary Trends*, Pluto Press, 2003
6. N. Stevenson, *Understanding media culture: Social theory and mass communication*, 1997
7. McQuail, D. (Ed.), *Mass Communication. Volm. I, II, III & IV*. New Delhi: Sage Publications, 2007
8. Joseph R. Dominick, *The Dynamics of Mass Communications*. 9th Edition.Boston: McGraw Hill, 2007
9. Key Readings in Media Today : Mass communication in contexts.-- New York: Routledge, 2009
10. Turow, Joseph *Media today: An introduction to mass communication*.-- New York: Routledge, 2008
11. Watson, James *Media Communication: An Introduction to Theory and Process* -- New York: Palgrave, 2004
12. Uma Narula, *Communication Models*, Atlantic Publication, 2013
13. Uma Narula, *Mass Communication: Theory and Practice*, Hindustan Publishing Corporation, 2008.

SEMESTER ONE
Course Code – CMS 404
Course Title – Video Production
Credits – 04

Course Description: This module covers various aspects of video production including composition, camera operations, lighting, writing, sound etc. It equips the students with various skills and knowledge required for producing different video programmes.

Course Objectives:

- To make the students understand the grammar of audio-visual communication.
- To enable students to write scripts for different video programmes including news.
- To make the students familiar with video camera and other related equipment.
- To provide lighting skills for video production.
- To introduce audio production for video programmes.

Students learning outcomes: After successful completion of this course, students will be able to:
- Understand the grammar of audio-visual communication.
- Explain the structure and functioning of a professional video camera and other related equipment.
- Write scripts for different video programmes.
- Do lighting for video production.
- Understand the single as well as multi-camera production.
- Produce audio for different video programmes.

Module 1: Aesthetics of Audio Video- Production: This module makes the students learn the grammar of audio-visual communication. It includes different elements of composition which are crucial for storytelling through visuals.

Lecture Topics: *Lectures-15*

What is visual grammar? Perception, Picture Composition- Rule of Thirds, Symmetry, Geometry, Shape, colour What is a shot? Classification of shot, camera angle, camera movement, Frame, lens angle, principles of visual grammar, headroom, noseroom, film vs video, 180-degree rule, shot, reverse sequence Depth of field techniques Exposure modes, light, colour temperature.

Module 2: Video camera and support systems: This module provides comprehensive information of the structure and functioning of a professional video camera and other related equipment**.**

Lecture Topics: *Lectures-15*
Different Parts of a video camera, types of camera How the video camera works, Scanning Systems Electronic characteristics of television camera Lenses, Types and Characteristics Main differences

between EFP and Studio cameras Camera mounting Equipment Difference of video from film Analog and Digital Television.

Module 3: Elements of Video-production: In this module, students will learn two vital elements of video production – scripting and lighting. Video is an audio-visual medium, so audio is integral part of it. This module also covers audio production for video programmes.

Lecture Topics: *Lectures-15*
Scriptwriting (writing for news, video, documentaries, fiction) Lighting (Properties of light; intensity, colour quality, dispersion, direction), principles of lighting, three point lighting, lighting instruments and accessories, Lighting Techniques, Studio and Field lighting techniques, Care and maintenance of light equipment Sound: Basics of sound, Properties of sound (wavelength, amplitude, frequency), types of audio in video programming, functions of sound effects, sound transitions types, components of sound(pitch, timbre, harmonics, rhythm, loudness), Microphones, types of microphones, pick up patterns, taking care of microphones, studio and field sound equipment, sound control and design.

Exercise 1: Write a script for news.

Exercise 2: Two camera shoot using Three-point lights rotationally by students playing different roles.

Exercise 3: On location sound recording with microphones.

Module 4: Single-camera production and Multi-camera production: In this module, students will learn the different stages and types of production. It covers both single camera and multi-camera productions. Different production personnel and their responsibilities are also covered in this module.

Lecture Topics: *Lectures-15*
Pre-production: the planning stage, production: the shooting stage, post production: editing, Electronic news gathering, electronic field production, remote productions, multi-camera studio, production personnel and responsibilities.

Reading List

1. Zettl H., Handbook of Television Production, 2008, Cengage Learning, New Delhi
2. Belavadi V, Video Production, 2008, Oxford University Press, New Delhi
3. Grant T., Audio For Single Camera Operation, 2003, Focal Press
4. Hartwig R.L., Basic TV Technology Digital and Analog, 2005, 4th edition, Focal Press,
5. Millerson G., Effective TV Production, 3rd Edition, Focal Press, 2009
6. Millerson G, Lighting For Video, 3rd Edition, Focal Press, 2000
7. Millerson G, Video Camera Techniques, 2nd Edition, Focal Press, 2000
8. Chater K., Research For Media Production, 2nd Edition, Focal Press, 2001
9. Robert B. Musburger, Single-Camera Video Production, 4th Edition
10. Alan Bermingham, The Video Studio, 3rd Edition, Focal Press, 1994
11. John Purcell, Dialogue editing for motion pictures, A guide to the invisible art, Focal Press, 2007
12. David Miles Huber, Robert E. Runstein, Modern recording techniques, 7th edition, Focal Press, 2010
13. Bruce Bartlett with Jenny Bartlett, On location recording techniques, Focal Press, 1999
14. John Watkisnson, The Art of Digital Audio, 3rd edition, Focal Press, 2001

15. Glen Ballou, Handbook of Sound Engineers, The New Audio Cylcopedia, 2nd edition, 1987, SAMS Macmillan Computer Publishing.

SEMESTER ONE
Course Code – CMS 405
Course Title – Journalism: Theories and Practice
Credits – 04
Course Description

This course aims at providing the students with a comprehensive knowledge about the world of Journalism with pedagogy of a judicious mix of theoretical orientation complemented by adequate practical assignments. Following completion of the study of this course, the students would be expected to be ready for joining the industry and work satisfactorily from the initial period. They would be rendered sound in all aspects of the business of Journalism.

Course objective
- To develop intellectual skills in order to evaluate and analyse the meanings of news and information.
- To develop the basic understanding of the orgnizanal set of Media houses.
- To create a foundation to further understand journalism and communication processes in context of political, economic, social and cultural realities of contemporary world.

Students learning outcome:

After successfully completing this course the student would be able to

- Understand the concept of News and issues (National/International)
- Inculcate the habit of remaining informed and knowledgeable about current and contemporary affairs.
- Be able to adhere to core concepts of journalism (Objectivity, Fairness, Balance and Accuracy)
- Developing the writing skill and techniques for news.

Module 1: News: This module will introduce the students to the definition and types of news. It will also make the students learn the importance of Objectivity and Authenticity along with Principles of news writing and News story structure. Module will also acquaint students with the techniques of writing headlines and news intro.

Lecture Topics: **Lectures- 10**

Definition of News, news value, Types of news, news sense, Sources of News, Objectivity and

Authenticity, Principles of news writing, News story structure, 5 Ws 1 H, inverted pyramid, lead

paragraph, quotations, Headlines

Module 2: Reporting & Editing: This module will introduce to the students the key concept of Reporting and different types of Reporting like Investigative, Interpretative Reporting beats. The students will also learn about the concept of Editing and Newsroom set up.

Lecture Topics: **Lectures- 15**

Concept of Reporting, different types of Reporting – Investigative, Interpretative Reporting beats, Background research, concept of Editing, Newsroom set up, functions, deadline, layout, division of responsibilities.

Module 3: History of Print Journalism: This module will cover history of print journalism and its development in the countries like India, USA, China and other European countries.

Lecture Topics: **Lectures- 10**
Origin and evolution of Print media – China, Europe, USA, India

Module 4: Opinion in Journalism: The students in this module will learn the concept and techniques of writing editorials and opinion pieces for newspapers and magazines. It would enable the student to write different types of features. Students will also get to learn the role and responsibilities of an editor.

Lecture Topics*:*   **Lectures- 15**
Concept of opinion, types of opinions in a newspaper / magazine, Writing opinion pieces, Editorial page and Op-Ed page Editor as leader of the society, feature, different types

Module 5: Freedom of Expression: This module will make the students understand the concept of freedom of speech and expression. This module will also help students to learn about importance of free press and its role for social and national building.

Lecture Topics*:*   **Lectures- 10**

Concept, importance, constitutional provisions for freedom of expression, media trial, media ethics, legal provisions for media ethics, Society and media ethics, role of various agencies.

Students exercise:

The students are expected to analyze daily newspapers and rewrite the published news. They are also required to cover the events in campus and in locality as well and write news and features for lab journal.

Class/Learning activities
Lectures, workshops, group work, in-class presentations, literature study, written assignments

Reading List

1. Kessler, Lauren & McDonald, Duncan. When Words Collide: A Media Writer's Guide to Grammar and Style, Belmont, California: Wadsworth, 1996.
2. Lunsford, Andrea A. The St. Martin's Handbook: With 2003 MLA Update, Bedford/ St.Martin's, 2003.
3. Clark, Roy Peter & Scanlan, Christopher. America's Best Newspaper Writing, Boston:Bedford/St.Martin's, 2001.
4. Strunk, William & White, E.B. The Elements of Style, Longman, 1999.
5. Carl Sessions Stepp. The Magic and Craft of Media Writing. Chicago: NTC, 2000.
6. Carol Rich, Writing and Reporting News, 5th edition, Thomson Publishing, 2007.
7. Christopher Scanlan. Reporting and Writing. New York: OUP ,2000.

8. Fox, Walter, Writing the News: A Guide for Print Journalists, Iowa State University Press, 2001.
9. Gupta, Om Basic aspects of media writing.-- New Delhi: Kanishka Publishers, 2002.
10. Saxena Ambrish, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007.
11. Aggarwal Virbala, Gupta V.S, Handbook of Journalism and Mass Communication, Neha Publishers and Distributers, 2012.
12. Keval J. Kumar, *Mass Communication in India*, Jaico Publishing House, 4th, 2010

SEMESTER ONE
Course Code – CMS 406
Course Title – Fundamentals of Photography (Elective)
Credits – 04

Course Description: In this course, students will be introduced to fundamentals of photography. They will explore the technical aspects of photography to improve their visual understanding and connectivity to the medium. The course includes working with the artificial as well natural lighting, and further hands on training on DSLR camera. Apart from technical aspects, the students will also be introduced to historical journey of photography, various art movements and contemporary style adopted in today's culture.

Course Objectives:

- This course familiarizes the students with still photography equipment, materials and processes.
- To enable students to learn photography as an expression of art.
- To provide information about history of photography and different art movements.
- To enable the students to understand the visual language and its application.
- To make the students understand the interface between science and art for achieving different photographic goals.

Students learning outcome:
After successful completion of this course, students will be able to,
- Handle DSLR camera and its accessories.
- Use natural and artificial lighting sources for their photography assignments.
- Explain the historical journey of photography and various art movements.
- Understand the visual language and its application.
- Develop projects that address both the art of the medium as well as the commercial application.

Module 1: Photographic optics : Light is the key element in photography. This module will make the students learn the different properties of light which are relevant to a photographer. It'll enable the students to understand the exposure related techniques and different types of image distortions.

Lecture Topics   *Lectures-15*

1. Properties of light, electromagnetic spectrum, reflection and refraction of light, dispersion of light through a glass prism, lenses, different kinds of image formation, focal length, size of the image.

2. Defects of images formed by lens: Chromatic and spherical aberration, curvature of field, distortion and astigmatism, methods of reducing the above defects. (c) Aperture of diaphragm, its function, f notation, different kinds of aperture, dependence of depth of field and focus on distance and f number.

Module 2: DSLR (Digital Single Lens Reflex Camera) and its functioning: The students, in this module, will learn to operate Digital Single Lens Reflex (DSLR) camera. This module introduces the functioning of DSLR camera and its accessories, lenses and exposure triangle.

Lecture Topics   *Lectures-15*

Various parts of DSLR camera, Types of Digital camera, Key components of DSLR- light path, lens elements, mirror, viewfinder, sensor, resolution, memory cards, How the digital camera works, Mechanism of Light controls- aperture, shutter, exposure, lenses- zoom, telephoto, wide-angle, Using flash light, Using of camera accessories – Filter, reflector, lens hood, tripod, Care and maintenance of camera equipment.

Exercise for Students: After the lecture, the students will be required to demonstrate their understanding of the basics of camera handling.

Module 3: Photography: This module covers the history of photography and different art movements.

Lecture Topics   *Lectures-15*

History of Photography, Movement in art and photography, Dadaism, Surrealism, post-modernism concepts in photography

Module 4: Visual language: Photography is an art to express the message through visual elements. This module makes the students learn the basic visual grammar which will enable them to tell their stories with the help of visuals.

Lecture Topics   *Lectures-15*

Visual grammar, Perception, Picture Composition- Rule of Thirds, Symmetry, Geometry, Shape, Colour. Shot, Classification of shot, camera angle, camera movement, Frame, lens angle, principles of visual grammar, headroom, noseroom, film vs video, 180-degree rule, s hot, reverse sequence. Depth of field techniques. Exposure modes, light, colour temperature.

Class assignment: Regular photography practical session
Compulsory Practical projects:
1. Submit 10 photographs of seven basic shots (Individual)
2. Photo-exhibition on a selected theme {Nature, architecture, close-ups, portrait) (Group Project)

Class/Learning activities
Lectures, workshops, group work, in-class practical, hands on training assignments.

Suggested Reading List

1. Langford., Michael, Basic Photography, 2015, Focal Press
2. David Busch's Mastering Digital SLR photography, 3rd edition, Cengage learning, 2012
3. Freeman, Michael, The complete guide to digital photography, Thames & Hudson, 2003
4. Mitchell Beazley " The art of color photography" octopus publishing group Ltd
5. John Hedgecoe "John Hedgecoe Creative photography – Collins & Brown
6. Ang, Tom, Digital Photography: An introduction, Dorling Kinderley, 2003
7. Steve Bavister " Digital photography" Collin & Brown ltd, 2000
8. John Hedgecoe Basic photography Collin & Brown ltd, 2000
9. Kurt Lancaster "DSLR Cinema, Crafting the Film Look with Video, Focal Press, 2011.
10. Earnest., Allison, 'Lighting for product photography'

SEMESTER ONE
Course Code : CMS 407
COURSE TITLE: Basics of Visual Design (Elective)
Credits: 04

Course Objectives
Design is an activity taking place in present but directed towards the future. At the same time design is taking place in the future and directed towards moving a potential future towards the present.
Learning Outcome
1. To familiarizes the students with the principles and essential elements of designing.
2. To enable students to learn designing process systematically.
3. To enable students to learn aesthetics of the art and craft of designing with a philosophical understanding.

Module1:Visual perception and Theory of Design
What is good design?
Creativity and Epiphany
Design Attitude
Design Process as Research
Module 2:Essential Elements of Design
Line, plane, shape, size, Color, Texture, Space
Module 3: Principles of Design
Harmony, Contrast, Variation, Pattern, Gradation,
Unity, Balance, Proportion, Rhythm, etc
Module4: Forms of Design- Brief Introduction
Graphic Design, Architectural Design, Media Design, Design in Films and Theatre, Digital Designing.
Reading List:
1. Elements of Design: Donald Anderson, Halt Reinhardt & Winston, NY
2. Creative Color, Faber Byron, NY
3. Composition and Rendering, A Thornton Bishop, John Vile & Sons, NY
4. An Introduction to Colors, Gulf M Ivan, John Vile & Sons, NY
5. The Art of Color and Design, M Greaves, McGraw Hills, NY
6. Color and Color Theories, Christine Franklin, Harcourt, NY.

SEMESTER ONE
Course Code : CMS 408
COURSE TITLE: Media, Culture & Society (Elective)
Credits: 04

Course objective

This course will introduce the students to the proper understanding and inter-relationship between Media, Society and Culture . It will describe the foundations and dimensions of civilization. It will develop an understanding of various contemporary issues and the media.

Students learning outcome

After the completion of the course, students will be able to identify the relation between media and society; analyze and explain various dimension of media and its role; and understand the effects of mass communication on society, audiences and people.

Module 1: Introduction to Media and Society: This module will help students to learn about relation between society and media, to understand about social structure and how media functions in such context.

Lecture Topics
- Mass Media and Society
- Meaning, forms and functions of Media
- Understanding Society, Social structure, Socialization and Social Relations

Module 2: Media, Culture and Society: This module will help students learn about civilizations in the world and particular about Indian civilization, and how mass communication and especially Information Technology has impact on culture and society.

Lecture Topics
- Brief history of civilizations
- Ideas of India, Discovery of India
- Mass Communication and Culture
- Information Technology and Society.

Module 3: Media Audiences: Students will come to know about the media audience, how media forms public sphere, and how media sets agenda for the audience.

Lecture Topics
- Media Audience – Meaning and types
- Public Opinion, News Framing and Agenda Setting
- Media and Concepts of Public Sphere

Module 4: Media Content: This module will make the students understand how media has to play its role in diverse context, how media can empower masses of different sections of society.

Lecture Topics
- Contemporary caste dynamism: caste movements, caste violence and media
- Gender and Media, women's movement in India, gender and question of honour
- Media, Religious identity and contemporary politics.

Practical assignment: paper presentation, analysis and discussions, communication skill development

Evaluation Process
- Sessional test (written) – 20%
- Practical Assignments – 20%
- End of Semester Examination – 60%

Suggested Reading
- Media Society by David Croteauand William Hoynes
- Media and society in the twentieth century: a historical introduction – 2003; Lyn Gorman and David Mclean Oxford Blackwell Publishing.
- Media and Society into the 21st century – Lyn, Gorman and Mclean David Willey- - blacklwell, 2009.
- Oommen, T.K. (2007) "Knowledge and Society: Situating Sociology and Social Anthropology". New Delhi: OUP
- Rege, Sharmila (2003) "Sociology of Gender: The Challenge of Feminist Sociological Knowledge". New Delhi: Sage
- Singh, Yogendra (2004) "Ideology and Theory in Indian Sociology". Jaipur: Rawat.
- Graeme Burton, Media and society critical perspective, Rawat Publication, Jaipur, 2005
- J. Nehru, chapter on 'Discovery of India' from Discovery of India, Penguin books
- MN. Srinvas, Hinduism in international encyclopaedia of sociology,
- JPS Uberoi, Five symbols of Sikhism
- Agnes, Flavia, 'Transgressing Boundaries of Gender and Identity', Economic and Political Weekly September 7, 2002
- Agnes, Flavia, "Minority Identity and Gender Concerns".EPW, Vol.36 (42) Oct 20, 2001, 3973-3976.

Films: We are not your Monkeys dir. AnandPatwardhan, 1993, 5 mins; Sandra from Bandra by Paromita Vohra (30 mins); The House on Gulmohur Avenue, dirSamina Mishra, 30 mins, My Mother IndiadirSafinaUberoi 52 min / 2002.

SEMESTER ONE
Course Code : CMS 409
COURSE TITLE: International and Intercultural Communication (Elective)
Credits: 04

Course objective

This course will expose students to the role of mass media in a global context. It will introduce the students to international/transnational media organizations. It will help understand the debate on new world information and communication order; and look at globalization and its outcomes in developing nations.

Students learning outcome:

After the course, the students will be able to analyze and explain the role of international communication in a global society. They will be able apply communication to the solution of global problems. They will also analyze the theoretical framework for understanding international communication.

Module 1: International and Intercultural Communication: In this module, students will be given general introduction International intercultural communication and helped them understand how it significant in the contemporary world.

Lecture Topics
- International Communication - Introduction
- Intercultural Communication - Introduction
- Need of International and Intercultural Communication in contemporary world

Module 2: Understanding International Communication: The students will learn about the historical development of International communication. Students will know the different dimensions of International communication and imbalance flow of news content.
Lecture Topics
- Meaning and historical overview of International Communication
- Political, Economic and Cultural Dimensions of International Communication
- Imbalance in International flow of news and McBride Commission's Report.

Module 3: International/Transnational Organizations: In this module students will get acquainted with different news agencies national and international, international ethics and communication technology.
Lecture Topics
- News Agencies – Evolution and Functions
- Non-Aligned News Agencies Pool (NANAP) -operations, success and failure.
- New International Information and Economic order Demand for NWICO.
- International ethics and communication technology.

Module 4: Global Media: This module aims to teach students about global media and its relation to political identity, image of the world, world wide web, news agencies.
Lecture Topics
- Global Media and Politics of Identity
- Global Media Coverage: Images of the World

- Global Media: News Agencies and Organisations
- Impact of the World Wide Web in breaking down boundaries and barriers

Practical assignment: paper presentation, analysis and discussions, communication skill development

Reading List
- Hamelink, Cees: 'Cultural Autonomy in Global Communications', Longman, London, 1983.
- Macbride, Sean: 'Many Voices, One World', UNESCO, PARIS, 1980.
- Kumar Keval J andBiernatzki We: 'International News Flows: Communication Research Trends'.2006
- Rogers Everett: Communication Technology The News Media in Society, Coller-Macmillan. London, 1988.
- Singhal, Arvind and Rogers, Everett: India's Information Revolution, Sage, New Delhi, 1989.

SEMESTER ONE
Course Code : CMS 410
COURSE TITLE: Folk Media (Elective)
Credits: 04

Course objective

To introduce oral traditions and Folk Media in the context of India and it's use in the scenario of globalization to communicate. Also to understand how our folk media are concern about societal issues.

Students learning outcome: The course will equip students with knowledge of oral traditions in India. They will learn about the importance of folk media even in present time though it is a kind of traditional media. Students will come to know how folk media is using digital ways to communicate their issues.

Module 1: Oral Traditions and Folk Media: This unit will make the students learn the notion of oral traditions and folk media in India. It would introduce the students the significance of folk media to communication our social issues.
Lecture Topics:
Oral tradition, folk, Folk media: Meaning & definition, Nature and Scope of Folk media, Characteristics of folk media. Evolution, Functions and Significance of folk media

Module 2: Forms of Folk Media: This unit will make the students learn the various dances, theatre forms and music from various states of India and significance in the life of folks.
Lecture Topics:
Types of folk media: Dance, theatre & music

Module 3: Various Aspects of Folk Media: This unit will make the students learn the various aspects related to folk communication so that they could understand the existence of folk media in digital era.
Lecture Topics:
Merits & demerits of folk media, Influence of modern media (radio & TV) on folk media, role of folk media in social communication

Module 4: Case Studies in Folk Media: This unit will make the students learn the use of folk media in various social issues and how audio-visual and other modern media are using folk form to communicate their messages.
Lecture Topics:
Study of various campaigns using Folk Media

Reading List:

- Singer, Milton(ed) Traditions in India: Structure and Change, American Folk society, 1957
- Doctor, Aspi and Farzana Chaze, Mass communication- A Basic Study, Mumbai: Sheth Publisher, 8th Ed, 2004
- Kumar, Keval Kumar: Mass Communication in India, Mumbai, Jaico Publishers
- Mishra, Dr. Raghvendra, Traditional Folk Media In India: Practice & Relevance, Bharati Prakashan, Varanasi; First edition (2016)
- Malik, Madhu: Traditional Form of Communication and the Mass Media in India, Paris: Unesco 1983
- Mukhopadhyay, Durgadas; Lesser known forms of Performing Arts in India New Delhi: Sterling 1978
- Parmar Shyam: Traditional Folk Media in India New Delhi: Geka Books 1975
- Parmar Shyam: Folk Music Mass Media, New Delhi: Communication Publication
- Gargi, Balwant: Folk theater in India, Bombay: Rupa & Co, 1991
- Sri Vastva, Sahab lal, Folk Culture and Oral Tradition New Delhi, Abhinav Publication, 1974.

SEMESTER ONE
Course Code : CMS 411
COURSE TITLE: Information Revolution and Globalisation (Elective)
Credits: 04

Course Description

As a broad introduction to the Information Revolution and Globalization, the first part of this course is intended to provide the student with a detailed historical knowledge about the evolution of mass communication and the rise of information age in which students will be made aware of the chronicles of computer networks.

The second part of the course draws on the notion of media and its role in global arena. The aim of this part is to introduce the students to various international/transnational media organizations, to enable them understand and use of communication to the solution of global problems

Course objective

The objective of this course is to:

- Understand the evolution of mass communication
- Analyze the chronicles of computer networks
- Expose students to the role of mass media in a global context
- Introduce international/transnational media organizations
- Understand the debate on new world information and communication order.

Students learning outcome:

After successfully completing this course the student would be able to:

- Delivered the historical perspectives of mass communication
- Understand the development of print and broadcast medium
- Know the emergence of computer networks and its intervention in communication system
- Analyse and explain the role of international communication in a global society.
- Apply communication to the solution of global problems

Module 1: Introduction to the history of communication system: This module will make the students learn the evolution of mass communication in which they will get detailed knowledge about development of written communication and printing technologies.

Lecture Topics: **Lectures- 10**

Development of written communication, Printing press and the evolution of mass communication, Newspaper and the freedom of press in Indian Independence.

Module 2: Technological revolution and development of communication networks: This module will introduce to the students the history of telecommunication and emergence radio and television. The students will also learn about the Revolution of Information and Communication Technology and its impact on the process of mass communication.

Lecture Topics: **Lectures- 15** Invention of telecommunication and emergence of Radio and TV, Evolution of Computer and Computer networks, Development of Internet: ARPANET and WWW, Revolution of Information and Communication Technology (ICT), Analogue versus Digital Communication

Module 3: Information Revolution: Information Age and Information Highway: The student, in this module evolution and function of transnational news agencies and their role in international flow of news and information. It would also enable the student to understand the issues of imbalance flow of information and demand of NWICO.

Lecture Topics: **Lectures- 15** News Agencies – Evolution and Functions, Imbalance in International flow of news and McBride Commission's Report, Non-Aligned News Agencies Pool (NANAP) -operations, success and failure,   New   International Information and Economic order Demand for NWICO, Globalization, Media and Digital Divide, Rise of convergence and digital media, Social media and the emergence of citizen journalism

Module 4: Global Media: This module will make the students understand the power and functioning of

media in the era of globalization. Students will also get to know the political economy of information and

politics of identity.*Lecture Topics:*   **Lectures- 10**

Global Media and Politics of Identity, Global Media Coverage: Images of the World, Global Media: News Agencies and Organisations

Module 5: Current issues in global communication: This module will help students to understand the current issues in global communication system. This module will also make students understand the impact of digital communication channels in breaking down boundaries and also its role cultivating web culture.*Lecture Topics:*   **Lectures- 10**

Impact of the World Wide Web in breaking down boundaries and barriers, International ethics and communication technology, Future of International Communication.

Students exercise: The students are expected to analyze news coverage given by international news organizations on the basis of which group discussion will be conducted. Students are also required to go through case studies on international flow of information.

Class/Learning activities
Lectures, workshops, group work, in-class presentations, literature study, written assignments

Reading List

1. Hamelink, Cees: 'Cultural Autonomy in Global Communications', Longman, London, 1983.
2. Singhal, A. & Rogers, E M, India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications, 2001
3. Macbride, Sean: 'Many Voices, One World', UNESCO, PARIS, 1980.
4. Kumar Keval J andBiernatzki We: 'International News Flows: Communication Research Trends'.2006
5. Rogers Everett: Communication Technology The News Media in Society, Coller-Macmillan. London, 1988.
6. Singhal, Arvind and Rogers, Everett: India's Information Revolution, Sage, New Delhi, 1989.
7. Arlington, VA, The First Amendment Handbook.: The Reporters Committee for Freedom of the Press, 2003.
8. Dominick, Joseph R: The Dynamics of Mass Communication, Harper and Row, New York
9. McQuil, Denis: McQuil's Mass Communication Theory, Vistaar Publications, New Delhi.
10. Vivian, John: The Media of Mass Communication, 5th Edition, Allyn and Bacon, Singapore, 2008.

SEMESTER TWO
Course Code : CMS 412
COURSE TITLE: COMMUNICATION RESEARCH
Credits: 04

Course Description
As a broad introduction to the scientific and interpretative paradigms, the first part of this course is intended to provide the student with a conceptual map of social sciences and Communication research. It explains the basic concepts and categories that are used in social sciences research especially

communication research and delineate their linkages. The aim is to equip the learner with a basic understanding of the different ways in which 'social reality' could be conceptualised and studied and the implications of this for the research process.

The second part of the course draws on the notion of media and cultural studies as disciplines that explore the workings of power and resistance in contemporary media and culture, where the researcher and the research work are also constructed in and through ideological signifying practices. The aim of this part is to introduce the students to various methodological issues of doing Communication studies research, to enable them understand and use various methods and reflect on the ethics and politics of representation within their research praxis. The course will also introduce them to the range of methods used for studying media institutions, texts and audiences.

Course objective

- Provide students the knowledge and experience to became informed consumers of scientific research
- Provide students with the skills and knowledge necessary to carry out a research Project
- Provide students with a reflexive and critical attitude towards research.

Students learning outcome:

1. Understand the issues involved in the design of research in the field of Communication

2. Understand the strengths and weaknesses of each research methodology

3. Formulate a clear research question and be able to write a research proposal.

4. Select the appropriate research technique to answer specific research questions in the field of communication

5. Communicate and disseminate the research output

Module 1: Approaches to understanding social reality: This module will make students learn the definition and various elements of research. It will also cover different research approaches and methods used in social science research. The module will also help students to develop better understanding about need and importance of media research.

Lecture Topics: **Lectures- 10**

Definition and Elements of Research, Research methods and Approaches in Social Sciences, Mass media research and Scientific methods, Importance of communication research – Indian scenario**.** Positivism and Post-Posivitism

Readings:
Srivastava, Vinay Kumar (ed) (2004) *Methodology and Fieldwork,* Oxford University Press: New Delhi. (Introduction)
Durkheim, Emile (1982, 1895), "The Preface" and "What is a Social Fact?" The Rules of Sociological Method, the Free Press, New York.

Babbie, Earl, 2004 , (10th edition), *The Practice of Social Research*, Wadsworth/Thompson: Chennai, Ch 14, 16.

Module 2: Towards an Interpretative Research Process: This module will introduce to the students the types and several research elements like hypothesis and variables. The students will also get to know the importance and proper way to review and use literature in study they will be conducting. The module also deals with various sample and sampling methods.

Lecture Topics: **Lectures- 10**

Types of Research – Exploratory, Formative/Summative, Formulation of research problem, review of literature, hypothesis and variables, research design, Sample and Sampling methods

Readings
Wimmer. R.D, and Dominick J.R (2006) , Mass Media Research – Processes, Approaches and Application (pg 46-96, pg 147-207), Wadsworth CENGAGE Learning, India Edition.
Bryman, Alan (2008), Social Research Methods, (pg 137 – pg 339), Oxford University Press, Oxford.
Somekh B, and Lewin C (Eds)(2005), Research Methods in the Social Sciences (pg 198-225)Vistaar Publications (A division of Sage publications India Pvt Ltd), New Delhi

Module 3: Qualitative and Quantitative Research Methods: This module deals with very important qualitative and quantitative research methods. The students will get to learn various research designs which fall under these two methods. It will also help students in choosing appropriate method and design for their research.

Lecture Topics: **Lectures- 15**
Ethnography, Ethno methodology, Symbolic Interactionism, Policy and archival research, Phenomenology, Action Research, Communication Policy Analysis, Analysing Visual: still and moving images, grounded Theory, Quantitative Research Methods – census method, survey method, observation method, clinical studies, case studies, content analysis.

Readings
Allen M, Titsworth S, and Hunt K.S (2009), Quantitative Research in Communication (Pgs 1-16), Sage Publications Inc. 21
Geertz, Clifford. 1973. Thick description: toward an interpretative theory of culture. In *The interpretation of cultures*.
DeWalt, K. M., and B. R. DeWalt. 2002. *Participant Observation: A Guide for Fieldworkers*: Altamira Press.
Goffman, E (1989). On Fieldwork. *Journal of Contemporary Ethnography*, Vol.18; pp.123 – 132.
Pawson, Ray. 1996. Theorizing the interview. *The British Journal of Sociology* 47(2): 295-314.
Shweder, Richard. 1997. The surprise of ethnography. *Ethos* 25(2): 152-163.
Berger, Arthur A, 2005, *Media Analysis Techniques,* Sage : New Delhi, Ch 1.
Cortazzi, M.1999, 'Narrative analysis'. Ch. 23 in Alan Bryman and Robert Burgess, (eds.) *Methods of qualitative research*, Vol. II. Thousand Oaks, CA: Sage Publications.
Jensen Klaus B and Nicholas W Jankowski. 1991, A *Handbook of Qualitative Methodologies for Mass Communication Research,* Routledge: London and New York, Ch 2,10.

Module 4: Tools and Data Collection: Students in this module will be introduced to various tools used for data collection in quantitative and qualitative research methods. This module will also help students to select and design data collection tools according to the nature and need of their research.

Lecture Topics: **Lectures- 15**
 Observation, interview schedules, questionnaire, field studies, telephone surveys, online polls, focus groups, Media research – evaluation, feedback – feed forward – media habits – public opinion surveys – pre-election studies and exit polls, Attitude Measurement – Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, levels of measurement, Reliability, and Validity Measurements.

Readings

Wolfinger, N.H. (2002). On writing fieldnotes: collection strategies and background expectancies. Qualitative Research, Vol.2, No.1; pp. 85 – 95.

Reinard, John C. (2006). Communication Research Statistics, California State University, Fullerton Sage publication.

Fink, Arlene & Kos, J. B. (2005). How To Conduct Surveys, A Step-By-Step Guide, 3rd Edition, University Of California, Sage publication

Module 5: Data Analysis and Report writing: This module will make students understand the nature and categories of data they collect for their research. This module will not only help students to learn the techniques of data analysis but also will help them in learning coding and tabulation of collected data manually or by the use of software. It will also help students to learn importance and techniques of referencing and citation style. Module also deals with ethical perspective of mass media research.
Lecture Topics: **Lectures- 10**

Data analysis techniques – coding and tabulation – non– statistical methods – descriptive – historical – statistical analysis – univariate, bi-variate, multi – variate tests of significance — central tendency – preparation of research reports/project reports/dissertations, Referencing and Citation Style, Ethical perspectives of mass media research.

Readings
Blaikie, N (2000). Designing Social Research, Oxford: Blackwell. (Chapter – 2)
Burgess, Robert G. (1982) "Recording and Analysing field data" In the field: An introduction to field research, London: Allen & Unwin; pp.166 – 184.
P Cloke, P Cooke, J. Cursons (2000) ' Ethics, reflexivity and research: encounters with homeless people'. *Ethics, Place & Environment*, Vol. 3, No. 2.
Babbie, Earl, F. Halley and J. Zaino. 2007, *Adventures in social research: Data Analysis using SPSS,* Pine Forge Press/ Sage : New Delhi, Ch 16 –19.

Students exercise:

The students are expected to undertake a small research project related to topics of their interest from the field of culture and media studies in consultation with concerned teacher. They are required to have discussions and note taking on the research ideas. Inputs on writing skills will be provided with reference to research reports, sourcing ideas and referencing style. They are required to introduce and discuss the theoretical framework of their research, develop a methodological design; analyse their collected data in the computer using SPSS Software and write the report accordingly. They will be introduced to the notion

of ethics in research, role of power, ideology and reflexivity in shaping the research report. This will be a part of their evaluation for their End of Semester examination of this paper.

SEMESTER TWO
Course Code : CMS 413
COURSE TITLE: DOCUMENTARY FILM
Credits: 04

Course objectives

This course aims at introducing students to the theoretical understanding of documentary film and practical work of production. Theoretically, it introduces key issues, debates and movements in documentary films. The course explores the explores the history of documentary film in India, locating it in the context of shifting discourses on state, nation, gender and development. The third module deals with practical work. It aims to familiarize students with documentary production process from script to post-production; video documentation and editing a documentary.

Students learning outcome: After the completion of the course, students will learn about the key issues, debates, movements of documentary films. History of documentary films in India. Students will learn documentary production process from concept through script, documentation and post-production of editing documentary.

Module 1: The Language of Documentary: The first module introduces key issues, debates and movements in documentary film, internationally, illustrated with screenings of selected documentary classics. Through the exploration of the work of selected filmmakers, it also aims to sensitize students to the formal elements and changing language of documentary film.

Lecture Topics
- Documentary Film: Modes and Authorial Positions
- The aesthetics, ethics and politics of representation
- Changing modes of production and distribution
- Influence of digital technologies

Documentary screenings:
Wintonick, P., Cinema Verite, 1999, 105 mins
Flaherty, R., Nanook of the North, 1922, 79 mins
Wright, B Night Mail 1936, 23 mins
Riefenstahl, L The Triumph of Will, 1935, 114 mins
Vertov, D., Man with a Movie Camera, 1929, 65 mins
Rouch, J, Chronicle of a Summer, 1961, 85 mins
Moore, M, Fahrenheit 9/11, 2004, 122 mins

Suggested readings

Nichols, B Representing Reality: Issues and Concepts in Documentary. Chap. I & II, Indiana University Press, Bloomington, 1991

Nichols, B Introduction to Documentary, Indiana University Press, Bloomington, 2010

Jayasankar, K.P. and Monteiro, A., Documentary and Ethnographic Film in N.J. Smelser, and P.B. Baltes (eds.), International Encyclopedia of the Social and Behavioural Sciences, Elsevier, 2001

Stella Bruzzi, New Documentary: A Critical Introduction, Routledge 2000.

Module 2: Documentary Film in India: The second module explores the history of documentary film in India, locating it in the context of shifting discourses on state, nation, gender and development. The course will look at a range of texts, from government Films Division documentaries that were linked to the state's agenda of modernization, to the "independent" documentaries that have often been part of movements of resistance.

Lecture Topics
- A Historical Introduction
- Documentary Film and the State
- Emergence of 'Independent Documentary'
- Censorship and Documentary in India

Documentary screenings: Students will be assessed for their regular attendance in the documentary screening and individual presentations/ write-ups based on their interpretation and understanding of these documentaries.

Lalvani, L, They Call me Chamar, Films Division, 1980, 17 mins.

Patwardhan, Anand, Ram ke Naam, 1991, 75 mins

Kanwar, A., A Night of Prophecy, 2002, 77 mins.

Ghosh, Shohini, Tales of the Night Fairies, 2002, 74 mins

Vohra Paromita, Partners in Crime, 2011, 94 mins

Mulugundam, Srivani, Documentary in India, Chapter 3, in Narratives of Development: A Critical Analysis of Alternative Documentaries in India, Unpublished Ph.D. dissertation, Uni. Of Hyderabad, 2002

Mulugundam, Srivani, Representation in the Alternative Documentary, MICA Communications Review, 2003

Rutherford, Anne, 'Not firing arrows': multiplicity, heterogeneity and the future of documentary; Interview with Amar Kanwar

Kanwar, Amar, Trilogy, unpublished reflection

Jayasankar, K.P. and Monteiro, Anjali, Images of the 'Other' in India, in Media Development, 3/2001

Lal, Vinay, Travails of the Nation- Some Notes on Indian Documentaries, Third Text, Vol 19, Issue 2, March 2005, 177-187

Ghosh, Shohini, Tales of the Night Fairies: A Filmmaker's Journey, unpublished reflection.

Rutherford, Anne, Buddhas Made of Ice and Butter, Third Text, Vol 20, Issue 1, January 2006, pp 27-39

B.D. Garga, From Raj to Swaraj: The Non-fiction Film in India, Penguin Books, 2007

For module

Module 3: Documentary production: The third module takes the students through the process of producing a documentary film. They familiarise students with the documentary production process from

concept through script, documentation and post-production. At the end of the course, the students would have skills for developing a concept and proposal, doing research for documentary, scripting, undertaking video documentation and editing a documentary.

Lecture Topics
- The Process of Production: Pre-production- concept, research and reconnaissance; Writing a proposal and budget;
- Elements of scriptwriting- visualization, treatment, structure, producing a shooting script

Interviewing techniques

Suggested readings

From Script to Screen, BBC Training Manual

Rabiger, Michael, Directing the Documentary, Focal Press, 2009

Rosenthal, Alan, Writing, Directing and Producing Documentary Films and Videos, Southern Illinois University Press, Carbondale and Edwardsville, 2002

Hewitt, J et al, Documentary Filmmaking: A Contemporary Field Guide, OUP, 2009.

Practical assignment: Screening films and discussion and analysis**,** paper presentation, , communication skill development.

SEMESTER TWO
Course Code : CMS 414
COURSE TITLE: VIDEO POST-PRODUCTION
Credits: 04

Course Description: This course covers both the aspects of video editing – theoretical and practical. **S**tudents will be introduced to different theoretical concepts of video editing as well as the editing software.

Course Objectives: This course familiarises the students with all technical aspects of post-production, equipment, software and processes, with hands-on exercises. This course is meant to equip students with the knowledge and skill necessary for video postproduction. Skills learnt here are relevant in the context of the changing practices of audio-visual content production and distribution. This course will be relevant across the media platforms.

Student learning outcomes: After successful completion of this course, students will be able to,
1. Understand the aesthetics and grammar of editing.
2. Apply different editing techniques (continuity, parallel, montage etc.) in their productions.
3. Edit their projects on professional video editing software.
4. Edit the images on professional image editing software.

Module 1: Theoretical concepts of video editing: This module covers theoretical aspects of video editing as well as various editing techniques to communicate the desired messages effectively.

Lecture Topics   *Lectures-15*

1.What is video editing? Aesthetics and grammar of editing; 1.1 Classic editing techniques Soviet school of editing - Dziga Vertov, S.M Eisenstein, V.I Pudovkin   Luis Bunuel: visual discontinuity, Carl Theodore Dreyer : Close up,   Jean Renoir: Deep Focus, Long takes, Ozu Yasujiro: Breaking 180degree rule, Pillow shots; 1.2 Types of editing Liner & Nonlinear Editing Action Sequence / Cross Cutting / Parallel Cutting , Editing for a promotional video, news

Module 2: Post production: In this module, students will learn to work on professional video editing and image editing software.

Lecture Topics   *(45 hours- practical)*

1. Lecture demonstration on Final Cut Pro (FCP)

2. Lecture demonstration on Photoshop

Exercise 1 : a) To shoot a 10-shot sequence

             b) To edit a 10-shot sequence

        c) Editing for a promotional video and news

Exercise 2: You will be required to produce content using the software learnt during the workshop. This may be in the form of a film poster, cover page suitable for web or Television.

Exercise 3: Promo (Duration: 2 minutes) (group wise) Shoot and edit a promotional video of your choice. The promotional can be for a television

Exercise 4: News Production (Duration: 2 minutes) (Individual)

Using the skills learnt so far, you will produce a news story of your choice. You will act as the reporter and edit your own story. You may use a classmate as the cameraperson. The story may be off campus or on the campus activity. The emphasis is on the neatness of execution (good sound, image and edit) than on the factual merit of the story.

 #Seminars, workshops, tutorials etc. will be held as per norms on the subject.

Reading List:

1. Rubin Michael, Beginner's Final Cut Pro: Learn to Edit Digital Video, Peachpit Press, 2002 Rowlands A., The Continuity Supervisor, 2000, 4th Edition, Focal Press
2. Thompson, R; J. Bowen, C, Grammar Of The Edit, 2009, Focal Press, 35
3. Thompson, R; J. Bowen, C, Grammar Of The Shot, 2009, Focal Press
4. Jonathan Higgins, Introduction To SNG And ENG Microwave, 2004, Focal Press
5. Patrick Morris, Nonlinear Editing, 2nd Edition, 1998, Focal Press
6. Peter Ward, Studio And Outside Broadcast Camerawork, 2001, 2nd Edition Focal Press
7. Peter Ward, TV Technical Operations- an Introduction, 2000, Focal Press
8. Ken Dancyger, The Technique of Film and Video Editing, History, Theory, and Practice, 5th Edition, Focal Press 2010

9. D Pepperman, Michael The Eye Is Quicker: Film Editing: Making a Good Film Better, Wiese Productions, 2004
10. Mitch Mitchell,Visual Effects For Film and Television, 2004, Focal Press

SEMESTER TWO
Course Code : CMS 415
COURSE TITLE: AESTHETICS OF FILM
Credits: 04

Course Objective

This course aims to build up the creative side of the students by introducing them to film aesthetics through the analysis of film history, film theory, film style, form and narrative. The course is structured to understand film's unique language as it has evolved with time, space and technology. This course will also introduce the major film movements of international cinema thereby trying to trace the relationship between aesthetic choices made in the film and the social contexts of film making. The course would contain regular film screening followed by analysis for interpretations and criticism.

Learning Outcome

By the end of the course, students will be able to –

- Define terms/concepts fundamental to film studies
- Write analytical and critical essays using vocabulary of film studies
- Understand the usage of various cinematic techniques
- Evaluate the relationship between film aesthetics and ideological movements.

Module 1: Film History: This module is an introduction to the early years of the world cinema in 1880s-1904 and its expansion in 1905-1912. It will deal with the rise of national cinema during the World War I and the modes of Hollywood Classicism.
Lecture Topics
- Invention of Cinema
- History of World Cinema
- International Expansion of Cinema (France,Italy, Denmark,etc)
- The Nickeleodon Boom
- Hollywood Classicism
Reading List:
1. Thompson, Kristin & Bordwell, David.2003. Film History: An Introduction, London: McGraw-Hill.(Chapter 1, 2, & 3)
2. Gray, Gordon. 2010. Cinema: A Visual Anthropology. UK &USA: Berg Publishers. (Chapter-1: The History of Cinema, pp.1-34)
3. Allen, Robert Clyde & Gomery, Douglas. 1985. Film history: theory and practice, New York.
4. Bordwell, David.1997.On the History of Film Style, Harvard University Press.

Module 2: Film as Audio-Visual Representation: This module makes the student understand the basic concepts in film aesthetics through textual analysis and supplementary film screenings. The students would be able to put these cinematic terms to analytical work.

Lecture Topics
- Film Narrative
- Time
- Film Space
- Sound
- Colour
- Montage /Mis-en-scene
- Point of View (POV)

Reading List:
1. Cowie, Elizabeth.1998. 'Storytelling: Classical Hollywood Cinema and Classical Narrative', in Steve Neale and Murray Smith (eds), *Contemporary Hollywood Cinema*.
2. Turner. Graeme.1999.Film as Social Practice. London & New York: Routledge (Chapter-4: Film Narrative:pp.77-110)
3. Mani Kaul. 2008. 'Beneath the Surface, Cinematography and Time', *Indian Horizons*.
4. Steve Neale.1985. *Cinema and Technology: Image, Sound, Colour*, 1985.
5. Angela Dalle Vacche and Brian Price (eds), *Color: The Film Reader*, 2006 (Chapters - Sergei Eisenstein, 'On Colour'; Nagisa Oshima, 'Banishing Green'; Eric Rohmer , 'Reflections on Colour')
6. Ritwik Kumar Ghatak. 2000. 'Sound in Film', in *Rows and Rows of Fences*.
7. Thompson, Kristin & Bordwell, David.2003. Film History: An Introduction, London: McGraw-Hill.(Chapter 9).
8. Edward Branigan.1993. 'The Point-of-View Shot', in Bill Nichols (ed), *Movies and Methods* vol. 1.
9. Aesthetics of Film; Jacques Aumont; University of Texas Press; 1992
10. The Cognitive Semiotics of Film; Warren Buckland, Cambridge University Press, 2000.
11. Aesthetics & Film; Katherine Thomson-Jones, Continuum, New York

Module 3: Ideological Movements and Cinema: This module will familiarize the students about the social and philosophical movements that had its influence in the film making process. It will provide an insight regarding the adoption of various film techniques associated with these movements.

Lecture Topics
- French Impressionism
- German Expressionist
- Neo-Realism (Italy, Spain, India)
- Existentialism and Nihilism
- Marxism

Reading List:

1. Badley,Linda,Palmer R.B., Schneider,S.J.2006. Traditions in World Cinema, Great Britain: Edinburgh University Press (Chapter 1 & 2).
2. Thompson, Kristin & Bordwell, David.2003. Film History: An Introduction, London: McGraw-Hill.(Chapter 4, 5, 12, 16 & 18)
3. Conard, Mark.T.2006. The Philosophy of Film Noir, The University Press of Kentucky.
4. Representing Reality: Issues and Concepts in Documentary; Bill Nichols, Indiana University Press, Holocaust Film: The Political Aesthetics of Ideology; Terri Ginsberg, Cambridge Scholar Publishers
5. Gray, Gordon. 2010. Cinema: A Visual Anthropology. UK &USA: Berg Publishers. (Chapter-2: Film Theory, pp.35-74)

Module 4: Film Experience and Cinematic Conventions- This module will explore other cinematic conventions by analyzing the new wave cinemas, individual authorship over cinema by some of the prominent film makers, and transformation of cinema in digital age.

Lecture Topics
- New Wave Cinema
- African and Middle Eastern Tradition (African Cinema, Iranian Cinema)
- Auteurism
- Digital Cinema

Readings:
1. Badley,Linda,Palmer R.B., Schneider,S.J.2006. Traditions in World Cinema, Great Britain: Edinburgh University Press (Chapter 3 & 4).
2. Thompson, Kristin & Bordwell, David.2003. Film History: An Introduction, London: McGraw-Hill.(Chapter 19, 20, 27 & 28).
3. Badley,Linda,Palmer R.B., Schneider,S.J.2006. Traditions in World Cinema, Great Britain: Edinburgh University Press (Chapter 10,12 & 15).
4. The Routledge Companion to Philosophy and Film; Ed. Paisley Livingston & Carl Plantinga.
5. Manovich, Lev. 2012. What is Digital Cinema?

SEMESTER TWO
Course Code : CMS 416
COURSE TITLE: Cultural Studies: Application and Approaches (Elective)
Credits: 04

Course Objectives
This course examines the pivotal role of culture in the modern world, including the ideas, values, artifacts, and practices of people in their collective lives. In particular, it presents culture as a dynamic arena of social struggle and utopian possibility. This course reviews central issues in the study of media and culture through an examination of the ways in which mediations of social identity (e.g.,caste, class, gender, religion, ethnicity, sexuality, nationality), act as highly selective and ideologically shaped portrayals of the social order. The course is built around a number of current and "classical" theories

which allow particular insight into the articulations of representation (discursive, imagistic, visual) with human identity, subjectivity and selfhood. These theoretical frames of reference are also applied in the analysis of various media forms and genres, including text, photography, television, film and the built environment.

Learning Outcome

By the end of this course, students will be able to:
- Appreciate the cultural practices that shape our identity.
- Evaluate the role of media in social construction of gender, sexuality, and body
- Gain insights to different forms of cultural dissent.
- Understand the cultural changes in digital age.

Module 1 - Questions of Identity and Culture: This module deals with the role of culture in shaping our identity. It attempts to provide an understanding of identity not in terms of its fixity but in terms of its fluidity. The impact of globalization on the emerging identities will also be discussed in this module.

Lecture Topics
- Identity (Stuart Hall, Zygmunt Bauman, Lawrence Grossberg)
- Liquid Culture
- Construction of Cultural Identities
- Modern and Post-Modern Identities

Reading List

1) Stuart Hall and Paul Du Gay (ed) (1996): *Questions of Cultural Identity*. New Delhi: Sage Publications (Chapter 1 – Who needs identity? & Chapter 6 Identity and Cultural Studies – Is that all there is?)
2) Bauman, Zygmunt (2011): *Culture in a Liquid Modern World*. Cambridge: Polity Press (Chapter 2 & 3).
3) Giddens, Anthony.1991. Modernity and Self Identity, Cambridge:Polity Press (Chapter-1)
4) Barker, Chris. 2005. Cultural Studies: Theory and Practice. London: Sage Publications (Ch-8: Issues of Subjectivity and Identity: pp.219-245).

Film: My Mother India, **Namesake, Bride and Prejudice**.

Module 2: Gender, Body and the Culture of Modernity: This module talks about the transformations that have taken place in the context of gender role and bodily performances in the age of modernity. It questions the formation of gender identities, masculinities and femininities that is intersected with other identities like caste, class, and nation.

Lecture Topics
- Sex and Gender
- Gender Identity – Masculinity, Femininity, Transgender, LGBT
- Sexuality
- Bodily Performance

- Modernity and Consumption

Reading List

1) Barker, Chris. 2005. Cultural Studies: Theory and Practice. London: Sage Publications (Ch-10: Sex, Subjectivity and Representation: pp.279-314).
2) Oza, Rupal (2001) 'Showcasing India: Gender, Geography and Globalisation', in *Signs*, Volume 26, No. 4.
3) Delaney, Carol. 2011. Investigating Culture. UK & USA: Wiley Blackwell (Chapter-6: Our Bodies, Our Selves: pp.205-239.
4) Crossley,Nick.2001. The Social Body. Habit, Identity and Desire. London & New Delhi: Sage Publications (Chapter 2 & 6)
5) Puri, Jyoti.1999. Woman, Body, Desire in Post-Colonial India. London & New York: Routledge.
6) Dasgupta, Rohit & Gokulsing,M.K. 2013. Masculinity and Its Challenges in India: Essays on Changing Perceptions.McFarland Publishers.
7) Arvind Narrain and Gautom Bhan (ed) (2005) Introduction in *Because I have voice: queer politics in India,* New Delhi, Yoda Press.
8) Gupta, Alok (2005) 'Englishpur ki Kothi : Class Dynamics in Queer Movement in India' in *Because I Have a Voice: Queer Politics in India',* New Delhi, Yoda Press, p.123-142.

Module 3: Contesting Cultures: This module will deal with the cultural confrontations through communication that exists between the 'mainstream' and the 'marginalised'. It will unravel how certain stereotypes are manufactured, appropriated, and resisted.

Lecture Topics
- Terrorism
- Dalit Struggle
- Tribal Issues
- Peasants

Reading List
1) Appadurai, Arjun (2006) 'Our Terrorists, Ourselves' in *Fear of Small Numbers,* Durham: Duke University Press, p.86-114.
2) Raj, Rekha (2013) Dalit Women as Political Agents. Review of Women's Studies, Economic & Political Weekly, Vol. XLVIII No. 18; pp. 56 – 63.
3) Rawat, R.S. & Satyanarayana, K. 2016. Dalit Studies. Durham & London: Duke University Press.
4) Sahay, Gaurang.R.2014. Traditional Institutions and Cultural Practices vis-à-vis Agrarian Mobilisation: The case of Bharatiya Kisan Union in Susan Visvanathan (ed) Culture and Society, New Delhi: Sage Publications.pp.157-180.
5) Ubhe, Tara.2010. From Grindmill Songs to Cultural Action in Bernard Bel, Jan Brouwer, Biswajit Das, et.al (ed) Communication, Culture, and Confrontation, New Delhi: Sage Publications: pp.219-227.

Module 4 : Techno- Culture: This module is designed to teach students the emergence of digital culture and its ramification. It deals with our interaction with and through digital technologies and how it has changed our culture.

Lecture Topics
- Globalization and Digital Divide.
- Technology and Inequality
- Community in Network Society
- Identity and Social Media

Reading List
1) Siapera, Eugenia.2010. Cultural Diversity & Global Media. The Mediation of Difference. USA: Wiley Blackwell (Chapter-12: Cultural Diversity Online: pp.183-196).
2) Negus, Keith & Roman-Velazquez,Patria.2000. Globalization and Cultural Identities in James Curran and Michael Gurevitch (ed) Mass Media and Society(3rd Edition), London: Arnold Publishers: pp.329-345.
3) Wilson Samuel M. and Peterson, L. C. (2002), 'The Anthropology of Online Communities', *Annual Review of Anthropology*, Vol. 31; pp.449 – 67.
4) Whitaker, Mark P. (2004). ' Tamilnet.com: Some Reflections on Popular Anthropology, Nationalism and the Internet. Anthropological Quaterly, Vol. 77, No.3; pp. 469 – 498.
5) Moinian, Farzaneh (2006). The construction of identity on Internet: Oops! I've left my diary open to the whole world. *Childhood,* Vol. 13, No. 1; pp.49 – 68.

SEMESTER TWO
Course Code : CMS 417
COURSE TITLE: Writing for Media (Elective)
Credits: 04

Course Objective: To acquaint students with advanced journalism and writing for media practices. To make the students understand about the news values, representation of news-views and ethical issues associated with it. To offer proper understanding about the writing skills and it's techniques for different mass media.

Students learning outcome: The course will equip students with knowledge of Reporting/Writing/News room functioning/Understanding media. They will learn the importance of writing skills and various styles for different mass media.

Module 1: Media Writing: This unit will make the students learn the media writing style and principles. Students will learn the basic tools and techniques for media writing. And also will understand the grammar and syntax of media writing.

Lecture Topics
Concept and meaning of media writing, origin and development of writing for media, Media writing as communication, Principles of good writing, basic tools of writing, Characteristics of media writings, Revision of grammar, syntax and style. Drafting and revising

Module 2: Forms of writing: This unit will make the students learn the narrative style of writing and will make them understand about the importance of an idea to write information piece of writing..

Lecture Topics
Ideas for writing, Narrative writing, Introduction to narratives, Telling stories, Nonfiction, Engaging the reader Descriptive writing; Explanatory writing; Persuasive writing, writing for community

Module 3: Writing News: This unit will make the students learn about the various aspects of News starting from its concept and meaning to structure, principles and values. Students will have nose for news after completing this module and they will be able to understand the language of journalism.

Lecture Topics
News meaning and definition, The language of journalism: concrete, specific, active, clear, democratic, non-sexist, non-racist. Principles of news writing, News values, News story, News structure, concept of inverted pyramid, quotations and back grounding, Lead writing

Module 4: Writing of different media: Students will learn about different way of storytelling for different media and will be able to write any piece of information in various style either it is for print, TV, Radio or Web.

Lecture Topics
Print Media Writing: Headlines and caption writing. Feature writing, types of feature, writing book reviews and film reviews, writing columns. Stylebook, writing for magazines, writing for broadcast: Writing for eyes and ears, and writing for web

NOTE: The students need to submit a project file on various style of writing for different media along with types of headline writing.

Reading List:
- Quinn Stephen (2005) Convergent Journalism: The Fundamentals of Multimedia Reporting.Lang Publishing.
- Batty Craig and Cain Sandra (2010), Media Writing: A Practical Introduction, Palgrave Macmillan.
- Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
- Melvin Mencher (2006), News Reporting and Writing, 10th edition, McGraw-Hill.
- Strunk, William & White, E.B. (1999). The Elements of Style. Longman.
- Clark, Roy Peter. (2006). Writing Tools: 50 Essential Strategies for Every Writer. Little, Brown.
- Raman, Usha (2009), Writing for the Media, OUP.
- Foust James, (2005), Online Journalism – Principles and Practices of News for the Web,
- Holcomb Hathaway Publishers, Scottsdale, AZ.

SEMESTER TWO
Course Code : CMS 418
COURSE TITLE: Digital and MultiMedia Communication (Elective)
Credits: 04
Course Description

The course examines critically the key theoretical approaches to understand and analyze the role of digital

and interactive media in the contemporary society. It introduces students to the core theoretical ideas and

concepts that can be applied as analytical tools for understanding, explaining and critically discussing the development, uses, practices and interactions of media technologies and cultures. The course follows a historical perspective that places digital media theory within a broader understanding of technology and its relationship to culture and social change.

Course objective
- To understand of the central concepts of digital media technologies.
- To explore the impact of digital media on traditional means of communication.
- To critically assess and synthesis of digital media theories and approaches.
- To determine application of theories on the critical understanding and analysis of contemporary social issues and changes and every-day problems.
- To develop ability to contribute to debates regarding major trends brought by digital media that drive social change.

Students learning outcome:

1. Approach critically the central digital media theories and apply them to address and explain contemporary changes in society, politics, and economy.

2. Describe the relations and interactions between society and technology.

3. Compare the different digital media theories and understand their similarities and differences.

Module 1: Overview of online Communication & Internet: This unit will make the students learn the meaning and feature of online communication that would facilitate better understanding of new media technologies and their usages. It would also introduce to the student the significance and functioning of different new media tools.

*Lecture Topics***:**   **Lectures- 10**

      Development of internet and online communication – web 1.0, web 2.0, web 3.0, semantic web and beyond, Fundamentals concepts and applications - Multimediality, Hypertextuality, Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, Networking, ISP and browsers, Types of websites, video conferencing, Webcasting, micro blogging

Module 2: Digital Media: Along with the meaning and definition of digital media this unit will introduce to the students the historical background and special characteristics of digital media. The students will also get to learn about media convergence and its impact of traditional newsroom functioning.

Lecture Topics: **Lectures- 10**
Meaning and definition, History of New/Digital Media, characteristics of Digital Media, types of Digital Media, new/Digital Media vs. old/Traditional Media, Impact of New/Digital Media on Old/traditional Media, Media Convergence

Module 3: Social Media: This unit will cover evolutional and impact of social media which will get the students to learn about concept of digital culture and digital identity. This unit also explores the users generated participatory communication trends and different social networking websites. Students will also be introduced to relevant theories which deal with functioning of social media.

Lecture Topics: **Lectures- 15**
Digital culture and digital identity, User Generated Communication, Facebook, Instagram, YouTube, Participatory culture and Social Media, Citizen Journalism, Content Journalism, New/Digital media & Public sphere, Network theory

Module 4: Emerging trends in New Media: The student, in this unit will learn the new and emerging trends brought by new media technologies. It would enable the student to analyze the role of new media in development, democracy and governance. Unit also deals with impact of new media on society and its importance for social change.

Lecture Topics: **Lectures- 15**
New/Digital Media & e-democracy, Mobile phone: a convergent technology, Smartphone culture and society, ICT and Development, Information Society and E-governance, New/Digital Media and Contemporary social movements.

Module 5: Laws and Ethics: Ethics in the era of online communication is on stake. This unit will make the students understand the need of ethics which must be followed. This unit also will develop the understanding of several ethical issues and online crimes. Students will also get to learn about government initiatives in terms of cyber laws and censorship to curtail unethical practices on social media.

Lecture Topics: **Lectures- 10**
Cyber Crimes & Security: Types and case studies, Social Media Trolls, WikiLeaks, Cyber Laws & Ethics, Internet censorship in India, Comparison between America and India

Students exercise: The students need to perform the exercises like selection and presentation of news for online platforms. Writing blogs, creating online content in terms of memes, photos, short videos, and mobile messages will be other important exercises which will be part of evaluation.

Class/Learning activities
Lectures, workshops, group work, in-class presentations, literature study, written assignments.

SEMESTER TWO
Course Code : CMS 419
COURSE TITLE: UNDERSTANDING RAJASTHAN (Elective)
Credits: 04

Course objectives

This course aims to offer a comprehensive study on the tangible and intangible heritage of Rajasthan, its foundation on ancient civilization. Rajasthan is unique state in India with distinct socio-cultural, political systems and composite culture.

Students learning outcome: It will increase students potential to reproduce, conserve and disseminate cultural heritage both tangible and intangible heritage of Rajasthan.

Module 1: Archaeological and Architectural Heritage of Rajasthan: This module will help Students uunderstanding ancient history and civilization, temple and architectural heritage of Rajasthan.

Lecture Topics
Ahar, Balathal, Kalibanga, Ganeshwer; Rock art sites at Bairath, Bundi and Jhalawar; General survey of temples and Sculptures; Major Medieval Forts; Chittorgarh Fort and its History

Suggested readings:
1. R. Hooja, The Ahar culture and beyond. B.A.R. International Series No.-412, B.A.R., Oxford University Press, 1988.
2. Dasarath Sharma, Rajasthan through the ages (Vol.- 1). Rajasthan State Archives, 1966.
3. K. C. Jain, Ancient cities and towns of Rajasthan. Motilal Banarasidas, 1972.
4. Ratnawat, S.S. & Sharma, K. G. (Ed.), History and Culture of Rajasthan, Centre of Rajasthan Studies, Jaipur

Module 2: Social System and Life in Rajasthan: In this unit, students will learn about how the intangible heritage like fair and festival constitute significant elements of social system of Rajasthan.

Lecture Topics
Fairs and Festivals, Food, Costumes and Ornaments, Religions, Cults and Customs, Women under Feudal System, Sati and Jauhar Pratha, Various Casts and Tribes.

Suggested readings:
1. G. N. Sharma, Social life in Medieval Rajasthan. Laxmi Narain Agrawal, 1968.

2. G. N. Sharma, Rajasthan through the ages (Vol.-2). Rajasthan State Archive, 1990.
3. James Tod: Annals and antiquities of Rajasthan. Smith Elder & Co., 1831.
4. Ratnawat, S.S. & Sharma, K. G. (Ed.), History and Culture of Rajasthan, Centre of Rajasthan Studies, Jaipur

Module 3: Brief introduction of Political and Cultural history of Rajasthan: This module will teach students about significant development of composite cultures in Rajasthan; they will understand that Rajaputs, Jats, Jains and Muslims have contributed to the culture of Rajasthan.

Lecture Topics
Origin and history of Rajputs, Rajput Mughal Relations, Maratha influence in Rajasthan, Birth of Composite culture and Contributions of Jats, Jains and Muslims, Formation of Jagirs, Jagirdars and Jamindars, Sufism and Muhinuddin Chisti, Contribution of Bheels and Meenas.

Suggested readings:
1. J. N. Asopa, Origin of Rajputs. Bharatiya Publishing House, 1976
2. G. N. Sharma, Mewar and the Mughal emperors. Shiva Lal Agrawala & Co., 1962.
3. V. S. Bhargava, Marwar and the Mughal emperors. Munshiram Manoharlal, 1966.
4. G. N. Sharma, Social life in medieval Rajasthan. Laxmi Narain Agrawal, 1968.
5. Ratnawat, S.S. & Sharma, K. G. (Ed.), History and Culture of Rajasthan, Centre of Rajasthan Studies, Jaipur

Module 4: Rajasthan during Colonial Rule and after Independence: In this module, students will get acquainted with pre-independent and post independent movements in Rajasthan. Movements in Rajasthan has made significant contribution of the development of Indian nation.

Lecture Topics
Acceptance of colonial dominance and its consequences, Peasant and Tribal movements, Integration of the state of Rajasthan after independence, Idea of Decentralization and Panchayati Raj, Birth of Right to Information Act in Rajasthan, Vishakha and Anti-Sexual Harassment Movement

Students exercise:
- An educational tour will go to any one of the above mentioned archaeological or architectural site**s**
- Research and Production on intangible heritage: arts and paintings, fair and festivals; tangible heritage: forts/ monuments

Suggested readings:
1. Dool Singh, Land Reforms in Rajasthan. Research Programmes Committee, Planning Commission, Govt. of India, 1964
2. Devra, G.S.L., Rajasthan Ki Prashasnik Vyavastha : Some Aspects of Socio-Economic History of Rajasthan.

SEMESTER TWO
Course Code : CMS 420
COURSE TITLE: MEDIA LAW & ETHICS (Elective)
Credits: 04

Course Description

It is important for media practitioners to understand media ethics so that they can go out in the world and practice their profession in ethical and meaningful way. This course is designed to discuss issues relating to media laws and ethics that journalists need to adapt in their profession. The course focuses on the issues of media freedom, law of libel, cyber laws, defamation, copyright and responsibility of the media on ethical issues.

Course objective
- To Develop understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards
- To deal with press laws and ethical issues and professional practices in media.
- To discuss Rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media in the class.
- To introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.

Students learning outcome:

After successfully completing this course the student would be able to
- Familiarize with legal aspects in Practising media
- Understanding of press laws and media ethics applied for media organizations and professionals.
- An insight into the self-censorship, freedom of speech and expression.
- Familiarize with cyber laws and current issues in today's circumstances

Module 1: Introduction to the Legal system: This unit will help introducing the students about the legal system, history and its type. It will also make the students learn about the significance of freedom of press for national development.

Lecture Topics: **Lectures- 10**

Jurisprudence, Sources and Types of Law, Justice and Law, Laws and Society, History of media laws in India, Judicial Systems in Relation to Media- Structure of Judicial System in India

Module 2: Basic features of Indian Constitution: This module will introduce to the students the basic features of Indian constitution. It also covers in details the Indian parliament, Parliamentary proceedings, Fundamental Rights and Duties, governance system and federal structure of India.

Lecture Topics: **Lectures- 10**

Preamble, Parliament, Fundamental rights, Freedom of speech and expression and their limits, Directives Principles of State Policy, Freedom of the Press, Right to Information Act, 2005, Proclamation of Emergency, Centre-State Relations, Parliamentary Privileges.

Module 3: Laws Related to Media Profession: This module deals with all such laws which a journalism professional must know to exercise his/her duty. Apart from covering IPC, Civil and Criminal Laws this module also help students in developing better understanding about representation of women and children in media.

Lecture Topics: **Lecture-15**
Introduction to Indian Penal Code, Press Council of India; Press Council Act, 1965, 1978, Cinematographic Act, 1952, Civil and Criminal law of defamation, Libel and Slander, Public Interest Litigation, Laws relating to Obscenity, Indecent Representation of Women (Prohibition) Act 1986, The Children Act 1960, Cyber Laws – Information Technology Act, 2000, Intellectual Property Rights

Module 4: Freedom and Accountability of the Media: This module will help students in knowing ethical issues like paid and fake news in current journalism scenario. Students will also get to learn about several acts and laws related to media practice.
Lecture Topics: **Lectures- 15**
 Freedom and Responsibility, Paid Journalism Contempt of Court 1971, Protection of Civil Rights Act, 1955, Parliamentary Proceedings Act, 1971, Ombudsman

Module 5: Media and Social Responsibility: This module will make the students understand the ethics and code of conducts for media professionals. It will also equip the students with better understanding of international laws related to Media. The module will also help the students to know do's and don'ts while practicing journalism.
Lecture Topics: **Lectures- 10**

Ethics and Journalistic Professionals, Press Council's Norms of Journalistic Conduct, AIR News Policy for Broadcast Media; Broadcasting Code, Media and pressure groups, Prasar Bharati Act - The Broadcast Code Governing AIR, Investigative Reporting, Court Reporting, Conflict Reporting, International Humanitarian law

Students exercise:

The students are expected to study several cases and court verdicts related to media and perform group discussion on it. Students will be given task to identify unethical practices and reporting in newspapers and television news.

Class/Learning activities
Lectures, workshops, group work, in-class presentations, literature study, written assignments.

SEMESTER THREE
Course Code: CMS 501
COURSE TITLE: Indigenous Culture
Credits: 04

Course Objectives
        This course aims to introduce students to key concepts and debates related to indigenous communities. It will explore their contemporary issues and problems, technological innovations, indigenous practices and tribal identity. The course will provide insights into the changes taking place in indigenous culture and how they are struggling to maintain their culture, identity and exploring ways to govern themselves. It will revolve around issues and themes related to indigenous culture and modern state, indigenous rights, resource extraction and tribal livelihood, politics of reservation, migration and their cultural representations.

Learning Outcome

By the end of this course, student will be able to –
- Evaluate the condition of indigenous people in relation to development programmes
- Analyse the impact of colonialism and globalization in the lives of indigenous people
- Assess the contemporary problems associated with indigenous communities
- Undertake detailed case studies and document indigenous practices
- Make use of analytical tools to study indigenous cultures.

Student will be expected to do a book review or two article reviews from each unit. Select a theme from module 1 and write a 750-1000 word tutorial. Undertake field work for module 2 and module 3 and write a field report of 1500 words, which will be of 1 credit.

Module 1 - Indigenous people and Cultural Representations: This module deals with the identification and social construction of indigenous people through universal bodies and the problems inherent in them. It unravels the politics of representation associated with colonialism and globalisation.

Lecture Topics
- Indigenous people and World System
- Indigenous people in India
- Colonialism and Indigenous Culture
- Indigenous People and Self-Presentation
- Tribal Museum & Politics of Representation

Reading List
1) Roy Burman B K 2003 Indigenous and Tribal Peoples in World systems Perspective in *Stud. Tribes tribals,* 1 (1):7-27.
2) Xaxa, Virginus 1999. Tribes as Indigenous People of India, *EPW* 18th December.
3) Perera, Jayantha. 2009. Land and Cultural Survival: The Communal Land Rights of Indigenous Peoples in Asia. Philippines: Asian Development Bank (Chapter-1: International Law and Indigenous People's Rights: pp.15-34).
4) Evans, J., Grimshaw Patricia, et.al (ed). 2003. Equal Subjects, Unequal Rights. Indigenous Peoples in British Settler Colonies, 1830-1910. Manchester & New York: Manchester University Press. (Chapter 1 & 2)

5) Hendry, Joy. 2005. Reclaiming Culture. Indigenous People and Self-Representation. New York: Palgrave Macmillan. (Chapter 1, 3, 6 & 7).
6) Sebastian, V. 2015. Adivasis and the Anthropological Gaze. *Economic & Political Weekly*, Vol.L, No.40.

Module 2 Indigenous Knowledge and Economic Development: This module takes into account the importance of indigenous knowledge for the preservation of local ecological services. It will discuss the hegemony of colonial science that threatens the existence of indigenous knowledge and the relevance of intellectual property rights in this context. This module also takes into account the development issues affecting the lives of tribes.

Lecture Topics
- Colonial Science and Indigenous Knowledge.
- Intellectual Property Rights and Indigenous People.
- Development and Displacement of Tribals.
- Land and Territorial Rights.

Reading List
1) Chambers David Wade and Richard Gillespie 2000 Locality in History of Science: colonial Science, Technoscience, and Indigenous Knowledge in *Osiris* 2nd Series Vol 15 pp 221-240.
2) Kumar Sanjay 2001 Indigenous Communities' Knowledge of Local Ecological Services in *EPW* July 28.
3) Mathur, Hari Mohan. 2009. Tribal Land Issues in India: Communal Management, Rights and Displacement in Jayantha Perera (ed) Land and Cultural Survival: The Communal Land Rights of Indigenous Peoples in Asia. Philippines: Asian Development Bank: pp.163-192.
4) Whitt, Laurelyn.2009. Science, Colonialism and Indigenous People. The Cultural Politics of Law and Knowledge. USA & NewYork: Cambridge University Press (Chapter- 2, 5, 6 & 7)
5) Baviskar, Amita.1995. In the Belly of the River: Tribal Conflicts over Development in the Narmada Valley. Delhi: Oxford University Press.

Module 3. Indigenous people and the Modern State: This module deals with the status of indigeneity in relation to modernization, market culture, loss of community forests and religious conversions. It will show the strategies adopted by the indigenous communities to maintain their culture and also how they have succumbed to the illusions of modernity.

Lecture Topics
- Modernity and Indigenous People
- Forest Rights
- Consumerism and Loss of communal property
- Religious conversion and conflict.

Reading List
1) Kothari, Smitu 2001. Sovereignty and Swaraj: Adivasi Encounters with Modernity in John A Grim ed *Indigenous Traditions and Ecology*, Cambridge Harvard CSWR.
2) Jayantha Perera (ed). 2009. Land and Cultural Survival: The Communal Land Rights of Indigenous Peoples in Asia. Philippines: Asian Development Bank. (Chapter 7 & 8).

3) Nathan, Dev., Kelkar, Govind., and Walter, Pierre.(ed) 2004. Globalization and Indigenous Peoples in Asia. Changing the Local-Global Interface. New Delhi & London: Sage Publications (Chapter 1, 2 & 7).
4) Das, Bidhan Kanti & Das, Rajat Kanti. Rethinking Tribe in Indian Context: Realities, Issues and Challenges. Jaipur: Rawat Publications.
5) Sarap, K. & Motkuri, V. Adivasis in India: Resources, Livelihoods and Institutions. New Delhi: Bloomsbury.
6) Xaxa, V. 2017. Voiceless in Jharkhand. Freedom of Religion Act, 2017. *Economic & Political Weekly*, Vol.LII , No. 40.
7) Bara, Joseph. 2017. Adivasis and the Conversion Conundrum. Some Lessons from History. *Economic & Political Weekly*, Vol.LII , No. 40.
8) Kumar, Kundan.,Singh, N.M. & Rao, Y.G. 2017. Promise and Performance of the Forest Rights Act. A Ten Year Review. *Economic & Political Weekly*, Vol.LII , No.25&26.

Module 4: Indigenous Culture and Contemporary India- Students will evaluate the contemporary problems related to tribes in this module. They will gain insight to a more nuanced understanding of the marginalisation of tribals, their claims of indigenous identity for political gains and their loss of community feeling and human rights.

<u>Lecture Topics</u>
- Adivasis and Media Professional
- Inter-Tribal Conflicts
- Politics of Reservation
- Loss of Indigenous Identity
- Tribes and Human Rights

<u>Reading List</u>

1) Bara, Joseph.2016. Adivasi and Journalistic Practices. Making of Space and Image. *Economic & Political Weekly*, Vol.LI , No.52.
2) Kannabiran, Kalpana. 2016. Constitutional Geographies and Cartographies of Impunity. Human Rights and Adivasis/Tribes in Contemporary India. *Economic & Political Weekly*, Vol.LI , No.44&45.
3) Guha, Abhijit. 2018. Scrutinising the Hindu Method of Tribal Absorption. *Economic & Political Weekly*, Vol.LIII , No.17
4) Xaxa, Virginius. 2019. Is the Pathalgudi Movement in Tribal Areas Anti-Constitutional? *Economic & Political Weekly*, Vol.LIV , No.1.
5) Brower, B.A. & Johnston, B.R. (ed) 2007. Disappearing Peoples? Indigenous Groups and Ethnic Minorities in South and Central Asia. California: Left Coast Press.

SEMESTER THIRD

COURSE CODE: CMS 502

COURSE TITLE: Understanding Indian Cinema

CREDITS: 04

Course Objective

The course aims to unravel some of the most important issues and debates; both old and contemporary on cinema; concerning the problem of meaning, the processes of spectator identification or the construction of spectatorship, stardom and politics. In doing this, the course aims to provide the student with adequate

inputs to conceptualize complex and nuanced aspects of the relationship between film and society; in order to finally arrive at processes and procedures of critically reading and evaluation of films. It also gives a historical and critical introduction to Bollywood.

Learning Outcome

By the end of this course, students will gain –

- Knowledge about the style and form of selected Indian film makers.
- Sophistication in analysis of Indian films.
- Expertise in social and political content of Indian cinema.
- Non-Eurocentric understanding of popular cinema in India.

Module 1: Introduction to Indian Cinema – This module aims to introduce students the invention and early forms of Indian cinema and the transformation of the Hindi film industry.

Lecture Topics

- History of Indian Cinema
- Indian Silent Forms
- Sound Era in Indian Films

Reading List:

Bhaumik, Kaushik. 2011. 'Cinematograph to Cinema: Bombay, 1896-1928', *BioScope*, vol.2, no.1.
Rajadhyaksha, Ashish.1993. 'The Phalke Era: Conflict of Traditional Form and Modern Technology' in Tejaswini Niranjana, P. Sudhir and Vivek Dhareswar (eds), *Interrogating Modernity: Culture and Colonialism in India*.
Chatterjee, Gayatri. 2005. 'Icons and Events: Reinventing Visual Construction in Cinema in India' in R. Kaur and A. Sinha (eds), *Bollyworld, Popular Indian Cinema through a Transnational Lens*.
Bandhopadhyay, Samik (ed). 1993. *Indian Cinema: Contemporary Perceptions from the Thirties.*

Encyclopedia of Indian Cinema; Ashish Rajyadhyaksh; Routledge, London.
Indian Cinema Book; Ed. Kaushik Bhaumik & Leila Jordan; Palgrave Macmillan, 2008.
Madhuja Mukherjee. (ed). 2012. *Aural Films, Oral Cultures, Essays on Cinema from the Early Sound Era.*

Mishra, Vijay, *Bollywood Cinema- A Critical Geneology*, Asian Studies Institute, Wellington, 2008

Module 2: Indian Cinematic Conventions – This module involves a detailed analysis of the phases of development in the Indian cinema ranging from realism, melodrama, adaptations of popular culture, and Bollywoodization of film industry.

Lecture Topics

- Realism in Indian cinema (Mani Kaul/ Kumar Sahani/Satyajit Ray/Ritwik Ghatak/Shyam Benegal)
- 1950s Melodrama
- 1960s Mass Film
- Bollywoodization of Hindi Cinema.

Reading List

Ray, Satyajit. 1993. *Our Films, Their Films.*
Biswas, Moinak (ed).2005. *Apu and After: Re-visting Ray's Cinema*.
Richard Allen, '*Pather Panchali*', in Lalitha Gopalan (ed), *The Cinema of India*, 2010.

Ira Bhaskar, 'Myth and Ritual: Ghatak's *Meghe Dhaka Tara*', *Journal of Arts and Ideas*, April-June 1983.

---Vasudevan*, The Melodramatic Public, Film Form and spectatorship in Indian Cinema*, 2010, New Delhi: Permanent Black, 2010.

M. Madhava Prasad, 'Melodramatic Polities?, *Inter-Asia Cultural Studies*, vol.2, no. 3, 2001.

Ravi Vasudevan. 'The Melodramatic Mode and the Commercial Hindi Cinema: Notes on Film History, Narrative and performance in the 1950s', *Screen*, vol. 30, no.3, 1989.

Rajadhyaksha, Ashish. 2013. 'The Bollywoodization of the Indian Cinema: Cultural Nationalism in a Global Arena', in Ravi Sundaram (ed) No Limits. Media Studies from India. New Delhi: Oxford University Press: pp.21 – 42. & Afterword: The Bollywoodization Argument.Ten Years On: pp.43-46.
Raminder Kaur and Ajay J. Sinha. (eds).2005. *Bollyworld: Popular Indian Cinema through a Transnational Lens*.

Indian Popular Cinema: A Narrative of Cultural Change; K. Moti Gokulsing, Wimal Dissanayake; Trentham Books, 2004

Module 3: Early Cultural Thematics of Indian Cinema - This module intends to show the trajectory of Indian cinema through the themes that developed in cinematic frames by bringing the social context into the foreground. It will revolve around the social issues of nation, partition, the city, youth, and gender.

Lecture Topics

- Partition and National Cinema
- Urban Space & Culture in Cinema
- Phenomena of 'Angry Young Man'.
- Courtesan Film

Reading List

M. Madhava Prasad.2000. *Ideology of the Hindi Film: A Historical Construction*. Oxford University Press.

Rosie Thomas, "Sanctity and Scandal: The Mythologization of Mother India," *Quarterly Review of Film and Video* 11:3 (1989): 11-30.
Vijay Mishra, *Bollywood Cinema*, Chapter 3, "The Texts of 'Mother India': 61-87.

Mazumdar, Ranjani, Ruin And The Uncanny City- Memory, despair and death in Parinda, *Sarai Reader 2002: The Cities of Everyday Life,* Delhi

Mazumdar, Ranjani, Figure of the 'Tapori': Language, Gesture and Cinematic City, Economic and Political Weekly, Vol. 36, No. 52 (Dec. 29, 2001 - Jan. 4, 2002), pp. 4872-4880.

Fareeduddin Kazmi, "How Angry is the Angry Young Man? `Rebellion' in Conventional Hindi Films," in *The Secret Politics of Our Desires: Innocence, Culpability and Indian Popular Cinema*, ed. Ashis Nandy. (London: Zed Books, 1998): 134-156.

Ranjani Mazumdar, 2000. "From Subjectification to Schizophrenia: The 'Angry Man' and the 'Psychotic' Hero of Bombay Cinema," in *Making Meaning in Indian Cinema*, ed. Ravi S. Vasudevan. (New Delhi: Oxford University Press, 2000): 238-264.

Mukul Kesavan, "Urdu, Awadh, and the Tawaif: The Islamicate Roots of Hindi Cinema," in *Forging Identities: Gender, Communities, and the State* ed. Zoya Hasan (New Delhi: Kali for Women, 1994): 244-257.

Sumita Chakravarty, selection from Chapter 8, "Woman and the Burden of Postcoloniality: The Courtesan Film Genre," in *National Identity in Indian Popular Cinema 1947-1987*

Module 4: Globalisation and Indian Cinema – This module reflects on the transitions in terms of issues dealt in Indian cinema along with the rise of alternative or parallel cinema.

Lecture Topics

- Consumerism and Diaspora
- Terrorism
- Representation of Sexuality
- Globalised Youth
- Regional Cinema

Reading List

Vijay Mishra, *Bollywood Cinema*, Chapter 8, "Bombay Cinema and Diasporic Desire": 235-269.
Patricia Uberoi, "The Diaspora Comes Home: Disciplining Desire in *DDLJ*," *Contributions to Indian Sociology* 32:2 (July-December 1988): 305-336.
Bharucha, Rustom, Utopia in Bollywood: 'Hum Aapke Hain Koun...!', *Economic and Political Weekly*, Vol. 30, No. 15 (Apr. 15, 1995), pp. 801-804.
The *Roja* Debates from *Economic and Political Weekly* (Niranjana, Chakravarty, Srinivas and Niranjana)
.

 Nicholas B. Dirks, "The Home and the Nation: Consuming Culture and Politics in *Roja*," in *Pleasure and the Nation.*

Bakshi, Kaustav & Sen, P. 2016. A room of hir own: the queer aesthetics of Rituparno Ghosh in Sangeeta Datta, K.akshi & Rohit K Dasgupta (ed) Rituparno Ghosh: Cinema, Gender & Art.

Corey K. Creekmur, "Bombay Boys: Dissolving the Male Child in Popular Hindi Cinema," in *Where the Boys Are: Cinemas of Boyhood*, ed. Murray Pomerance and Frances Gateward. (Detroit: Wayne State UP, 2004).

SEMESTER THIRD

COURSE CODE: CMS 503

COURSE TITLE: DEVELOPMENT COMMUNICATION

CREDITS: 04

Course objective

This course will introduce the students to the developmental issues. It will develop students so that they will make positive contribution towards development process of country as responsible, informed and knowledgeable communicators. It will expand the knowledge base of theories of growth and development, and its interrelation to culture, behavior change, social transformation.

Students learning outcome: After successfully completing this course the student would be able to understand major developmental issues and how communication can help in accelerating development process. They will have advanced knowledge about issues concerning India and world. They will learn to use tools and skills in social, economic and cultural development. They will be able to write their report in a sensitive manner and develop professional and intellectual skills for effective writing on developmental issues.

Module 1: Concept of Development: The students will be acquainted with basics concepts of development and communication, paradigms of development.

Lecture Topics

- Concepts and Perspectives in Development and Growth
- Critique of Development and the Development Theory, Major developmental Issues, Understanding Underdevelopment and Poverty
- Dominant paradigm of development communication, Models of Development, Economic Growth and Human and Social Development, Communication for Development

Module 2: Development Journalism: This unit will teach the students about how development journalism is an special area of professional journalism. They will be taught about the specific areas for coverage.

Lecture Topics
- History and Nature of Development Journalism, understanding development Journalism: How it is Transforming in a Changing India
- Nature and Scope for Coverage of Developmental Issues, Conceptual challenges Before Development Journalists
- Development Journalism: Development issues- covering environment and health and other social issues, Problems of Environment , Sustainability, Economic and Civil Society growth, Agricultural and Rural Reporting, Reporting Education, Science and Technology.

Module 3: Media and Development: This unit will focus to teach about media audience. Students will get acquainted with community radio, alternative media as grassroot media. How digital gap is a barrier in development communication.

Lecture Topics

- Media Audiences and Access to Media, The status of the Media in the Information Society,
- Community Radio/Media in the Regional Context, International Agenda for Development Journalism
- Development Communication - Alternative and Social Media
- Digital media: Information Inequality and Digital Divide

Module 4: Case Studies: Development Communication: Students will be introduced to the specific issues related to gender, health, child, poverty, and other contemporary issues.

Lecture Topics
- Case Studies on: Gender, Maternal and Child Health,
- Case Studies on :HIV/AIDS, Education, Poverty Alleviation, Environmental Protection
- Contemporary Issues and Debates

Reading List
- Communication and Development: Issues and Perspectives.-- Jaipur: Rawat Publications, 1992.
- Communication, Modernisation and Social Development: Theory, Policy and Strategies.-- Delhi: B.R., 2002.
- Dua,M.R. Media and development : Themes in communication and extension.-- New Delhi: HarAnand, 1994.
- Gandhi, Ved Prakash Media and communications today: policy, training and development.-- New Delhi: Kanishka, 1995.
- Gupta Baldev Raj Mass communication and development.-- Varanasi: Vishwavidyalaya, 1997.
- Indian Social and economic development -1991 CENDIT; 1991.
- John A. Akande: Technology, Industrialization and Environment, Ibadan: CREM Books, 2000.
- Joseph, Joni C. Mass Media and rural development.-- Jaipur: Rawat Publications, 1997.
- Pierre Laszlo. Communicating Science: A Practical Guide. Berlin: Springer, 2006.
- Pokarapurkar, Raja Rural development through community television.-- New Delhi: Concept, 1993.
- Sen, A. 1999. Development as freedom. New York: Alfred A.Knopf.
- Sen, Amartya, Inequality re-examined, Clarendon Press, 1992.
- Sinha, Arbind K. Mass media and rural development: a study of village communication in Bihar.-- New Delhi: Concept Publishing,1985.
- William A. Hachten (1993). The Growth of Media in the Third World. African Failures, Asian Successes. Ames: Iowa State University Press.

SEMESTER THIRD

COURSE CODE: CMS 504

COURSE TITLE: SEMINAR COURSE ON DISSERTATION & PRODUCTION

CREDITS: 04

Course Description: In this course, students will be introduced to detailed concept note development process for a documentary film. It includes the research as an important element of documentary film production.

Course Objectives The students will have to write a dissertation proposal or a research report based on field survey and to make a proposal for documentary film. This course will take the students through a process of evolving their topics and work for their final productions and also for their dissertation. It will involve presentations by students on their work in progress for their dissertation and final productions. At the end of the semester there will be presentations and a viva voce with an external examiner. Students who have submitted their research proposals in the Third Semester will have to write a dissertation on the same topic (as that of their research proposal) in the Fourth Semester. They cannot change their topic in the fourth semester under any circumstances. Similarly, students who have submitted their concept note to make a documentary on a topic will have to continue on the same topic while making their documentary in the Fourth Semester.

Students learning outcome: After successful completion of this course, students will be able to,
1. Prepare detailed concept note for a documentary film production.
2. Do many pre-production activities including research for a documentary film.

Media Project (4 credits)

Session 1: Introduction to the process
Session 2-6: Each individual presents a concept note for a film. There is a discussion and shortlisting of themes and the formation of groups around these themes
Session 7-11: Research and Reccee by Groups
Session 12-13: Preliminary presentation of detailed concept note with visuals etc. for feedback from peers and faculty supervisors
Session 14-15: Graded presentation for external examiner.
 30% on process, based on individual process report, by supervisor 30% on group written concept note, by supervisor 40% on group presentation and viva by external examiner.

Dissertation (4 credits)
Session 1: Introduction
Session 2-6: Inputs on writing research proposal, literature review, plagiarism, citation etc.
Session 7- 10: Individual Presentation and discussion of research proposals
Session 11-15: Second round of presentations after consultation with supervisor, reading etc.
       30% on process, by supervisor
        40% on individual written proposal, by supervisor
        30% on final presentation by external examiner.

SEMESTER THIRD

COURSE CODE: CMS 505

COURSE TITLE: HERITAGE AND MUSEUM STUDIES (Elective)

CREDITS: 04

Course objective

Heritage and museum studies is an integral part of cultural studies. There are many scope of research and entrepreneurship in the area. This paper focuses on general understanding on heritage and its types, conservation, international organizations involved in conservation, heritage as cultural national construct and commercialization of cultural heritage. Heritage study also essentially related to communication for documentation, archiving and dissemination in the global forum.

Students learning outcome: The students will learn about the conceptual understanding on heritage and museum, its historical development and legislation; theories on heritage conservation, world organizations of heritage conservation; research on heritage, production and commercialization

Module 1 Historical Background of Heritage: This module will explore the understanding of historical development on heritage studies, types of heritage, legislations in India and abroad.

LectureTopics
A General Introduction and Definition; Types of Heritage: Natural, Cultural, Tangible and Intangible Heritage, Social and Religious; Use and Abuse of Heritage, Social responsibility of organizations (govt./public); Legislation Concerning Heritage, History of antiquarian laws in India and abroad.

Suggested readings:
1. Understanding Heritage and Memory; Benton, T. (editor), Manchester University Press
2. Heritage, Museums And Galleries: An Introductory Reader; Gerard Corsane, Routledge
3. Cultural Heritage Studies; Ed. Paul A. Shackel, University Press of Florida
4. Intangible Heritage and The Museum: New Perspectives on Cultural Preservation; Ed. Marilena Alivizatou, Walnut Creek, CA, Left Coast Press, 2012

Module 2 Discourse of Heritage Conservation: This module gives the theoretical and conceptual understanding of heritage conservation; International organizations for heritage conservation.

Lecture Topics

Definition, Scope, Objective and general Principles of conservation; Types of conservation: Preventive and curative, emergency conservation; Ethics of conservation; Professional ethics and scope of entrepreneurship, Consciousness towards authenticity; Conservation facilities in India, guidelines for

conservation of heritage (monuments); Professional organizations such as NLRC, ICCORM, CCI, IIC, INTACH, GETTY etc.

Suggested readings

1. Memory and History; Joan Tumblety, Routledge, 2013

2. Heritage and Community Engagement; Ed. Emma Waterton, Steve Watson, Routledge 2013

3. Cultural Property Security; Protecting Museums, Historic Sites, Archives, and Libraries; Daniel J. Benny, Routledge, 2012

4. The Conservation Of The Indian Heritage; Bridget Allchin, F.R. Allchin and B.K. Thapar, IGNCA, Delhi

5. Heritage Conservation: Preservation And Restoration Of Monuments; N.L. Batra, IGNCA, Delhi

Module 3 Heritages as a Cultural Construct: The students in the module, will learn about the heritage as construction of past; representation and display; museum for heritage management

Lecture Topics

Concept of Cultural Heritage, Cultural Construct and Enterprise Cultural construct; Construction of past or Construction of History: A Debate; Exploitation of Cultural Heritage; Development of Historical Construction, Study of History, race and society; Politics of Representation and display: Recent perspectives on Museum legitimacy in Museum for Heritage Management.

Suggested readings

1. Cultures and Globalization: Heritage, Memory and Identity; Helmut K Anheier & Yudhishthir Raj Isar, SAGE Publication 2011

2. Cultures and Globalization: Cities, Cultural Policy and Governance; Helmut K Anheier & Yudhishthir Raj Isar, SAGE Publication 2012

3. Heritage and Community Engagement: Finding a New Agenda; Emma Waterton & Steve Watson, Routledge, 2011

4. The Argumentative Indian: Writings on Indian History, Culture and Identity; Amartya Sen. Penguin Books. 2005

Module 4 Consumption and Commercialization of Heritage: This module will help students identifying cultural heritage for production, consumption and commercialization

Lecture Topics

Concept, definition and problems of Ethnicity in Postmodern world; Heritage as Commodity: Impact of Nationalism, Industrialization, Urbanization, Globalization and Commercialization of Heritage development; Heritage and Popular Culture: Meaning; definition of popular culture/mass culture or folk culture.

Suggested readings

1. Preserving Cultural Heritage: The Harmony between Art Idealism, Commercialization, and Triple-Helix Collaboration; Corinthias P. M. Sianipar, American Journal of Tourism Management 2013, 2(1)
2. Heritage at stake?; Anupama Sushil, www.expresstravelworld.com, October 2007.
3. Cultural Heritahe of Jaipur; J. N. Asopa, Published by Rajasthan History Congress.
4. Heritage of Rajasthan; B. R. Meena, Aryan Books, New Delhi

Students exercise: An educational tour to mentioned archaeological or architectural
Site for practical study and project assignment

SEMESTER THIRD

COURSE CODE: CMS 506

COURSE TITLE: ADVERTISING AND CORPORATE COMMUNICATION (Elective)

CREDITS: 04

Course Objective:
Advertising is a medium through which a person can communicate with his / her audience in a best way. Media industry survives only on messages disseminated by them; and advertising spreads much focused information. This field is very important for the students specially for Culture & Media studies and in these days adverting is an industry and student can get number of opportunities in this realm.

Learning Outcomes: Students will understand the basics of advertising with professional terms of marketing and advertising field. They will understand the historical background of advertising and marketing. They will know importance of advertising in society and values of advertising in human life. Students will come to know that Public Relations is distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics; as a media person and manager of any field, a person has to deal with internal and external public. This PR skill will develop communication and managerial qualities in students.

Module 1: Meaning and development of Adverting: This unit will make the students learn the historical background of advertising and publicity in Indian context and their values in society. They will understand the advertising messages are more effective than any other way of conveying messages.

Lecture Topics:
Meaning, Definitions, Scope, Concept of Advertising, History, growth and development of advertising in Indian context, Role and functions of Advertising, Importance of advertising, advertising terminology

Module 2: Various Forms and Ethics of Advertising: This unit will make the students learn the various types of advertising on the basis of media, approach, appeal, function etc. they understand the branding concept and also will come to aware about the various appeals of advertising messages for particular categories in our society.

Lecture Topics:

Types and classifications of advertising, Digital Media Advertising, Brand management and positioning, what a message must contain (Ad appeal), Advertising Ethics, Code and Laws

Module 3: Process and Planning: This unit will make the students learn about the various Ad Agencies working on different aspects and objectives related to advertising. They will be told about different organisations working on public relations field.

Lecture Topics:
Ad agency, Ad campaigning &Media planning, Adverting-Propaganda-Publicity-Public Relations
USP, PRSI, IPRA, Public Opinion, Lobbying.

Module 4: PR and Corporate Communications: This unit will make the students learn the Public Relations and Corporate communication in this communication era and they understand the importance and various tools of corporate communication and PR to communicate the internal as well as external public.

Lecture Topics:
Public Relations (PR): Definitions and Concept, Development of Public Relations, Functions of Public Relations, Various types of Public, Tools of PR, Duties of Public Relations Officer (PRO), PR code of conduct, Development of Corporate Communications, work place culture

Readings:
Well (Williams), Burnett John, Moriarty Sandra, Advertising Principles and Practices, Prentice Hall; 6 edition (October 29, 2002)
Nayyar(Deepak),Public Relations and communications, ABD Publishers, Jaipur (2006)
Sengupta (Subroto), Brand Positioning, New Delhi, Tata McGraw, 1990
Ogilvy (David), Ogilvy on Advertising London, Orbis Publication, 1983
Ahuja (BN), Practical Public Relations, New Delhi, Surjeet Publications, 1989
Basu (Anil), Public Relations, Problems and Prospects with case studies, New Delhi, Space Age Publications.

SEMESTER THIRD

COURSE CODE: CMS 507

COURSE TITLE: MEDIA ORGANISATION AND MANAGEMENT (Elective)

CREDITS: 04

Course Objective:
'Media and Entertainment' is one of the fastest rising industries, in not only developed countries but also in developing countries like India; now it has become important for the students to know about the working of media industries. 'Media Organization and Management' along with all additional subjects, related to culture and media studies; will be very helpful for those students who want to work at executive level, because they will learn about the spirit of a team work and management skills as well as the functioning of an organization.

Students learning outcome: The course will equip students with knowledge of media as an organizations and its management system. They learn the functions of editors as a manager and other staff members working with a media organization. They will also have knowledge of various ownership patterns in media industry existing these days other than recommended by first press commission.

Module 1: Media and Communication: This unit will make the students learn the communication practice in an organisation with special reference to media organizations. They understand the meaning and concept of different media with their characteristics.

Topics to be covered:
Introduction to Media and Communication: Concept of communication, Understanding of Media: Newspaper, Radio, Television, Internet etc.
Commencing of Media Organization: Newspaper, Radio, Television, Internet, etc.51

Module 2: Media Management: This unit will make the students learn the general management system of an organization and will have an understanding about principles as well as functions of management. Students will come to know the various patterns of ownership existing in present scenario of media field.

Topics to be covered:
General Introduction to Management: Introduction, Definition &Concept, Significance
Principles of Management, Function of Management, Planning: Meaning, Nature of Planning, Planning Process, Ownership Patterns.

Module 3: Organization Behaviour and Media: This unit will make the students learn the organization behaviour within organization and towards the employee. This unit will help students to understand the importance of communication with inter public.

Topics to be covered:
Nature of Organizational Behavior, Individual Behavior: Ability, Personality, Attitude, Learning, Perception, Media as an Industry, Inventory Control and Quality Management

Module 3: Media Organization and Branding: This unit will make the students learn the hierarchy of a media organization with special reference of newspaper organization. Students will have knowledge of branding concept in market.

Topics to be covered:
Managing a Media House, Organizational Structure: Hierarchy, Organizing, Directing, Leadership etc.
Controlling & Co-Ordination, inter-relationship between departments.
Branding or Brand Management, Cost and Profitability: Costing classification and allocation, Nature of cost, Factors affecting cost, Fixed and variable costs

Readings:
• Aggarwal, VirBala, Gupta, V.S., Handbook of Journalism and Mass Communication,
• Kothari, Gulab, Newspaper Management in India,Books from India or Oscar Publications (Delhi, DEL, India)
• Sylvie, George, LeBlanc, Jan Wicks, Hollifield, C. Ann, Lacy, Stephen, Media Management: A Casebook Approach (Routledge Communication Series),Routledge Communication Series, Routledge; 4 edition (October 10, 2007)
• Journal of Organizational Behavior
• Rucker and Williams; Newspaper Organisation and Management; 4th Edition; (1974);
Iowa State University Press.
• Fink, Conrad; Strategic newspaper management; (1988); Random House

• Sindhwani, T. N.; Newspaper Economics and Management; (1979); Ankur Publishing

• Schall and Haley; Introduction to Financial Management; Tata McGraw Hill

SEMESTER THIRD

COURSE CODE: CMS 508

COURSE TITLE: WEB JOURNALISM (Elective)

CREDITS: 04

Course Objectives: To explore basic concepts of new media as well as the role digital media technologies play in society. To understand the impact of new media on communication today.

Students learning outcome: The course will equip students with knowledge of web communication and various practices like journalism on internet. They will learn about the importance of web and mobile media in receiving and sending news. They understand value of the public sphere digital era.

Module 1: Online Communication and Journalism: This unit will make the students learn a new mode of storytelling that is online way in the context of web journalism. They will learn the various features of online communication and can be used in their day to day digital life.

Lecture Topic
Meaning and definition of Online Communication, History and development of Web Journalism, Characteristics of Online Journalism: Multimediality, Hypertextuality and Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts

Module 2: Marketing for the web: This unit will make the students learn the social media and its importance in this information age. They understand the importance of common people's comments and views towards national and international as well as other social issues.

Lecture Topic
SEO, AdSense, Ad-Words, PPC, Pops, Ad-blocks, Direct mail, new techniques, Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz, Ethical practices involving the Internet and social media

Module 3: Techniques of Journalism: This unit will make the students learn about the various aspects of web and traditional journalism and how they a different according to different techniques adopted by them. They will understand news writing and editing using web tools.

Lecture Topic
Traditional vs Online Journalism, Selection of news content, presentation of news, Online News Writing & Editing: visual language, Micro-content, Narrative journalism, News Portals, Blogs, Chat, Video, Podcasting, live casting,

Module 4: Mobile Journalism (MOJO): Students will learn to use their mobile for updating other media or group and can work as active participants of the society. They will know the importance of mobile to disseminate information. And how it is working as magic multiplier these days.

Lecture Topic

Newsroom for online journalism, Backpack journalism, Non-linear storytelling, Readable video, mobile friendly story presentation, conducting Interviews with smart mobile

NOTE: The students need to submit soft news stories for websites or open individual blogs as a part of project and a news capsule by mobile

Reading List:

- LA Lievrouw, S Livingstone**,** *Handbook of new media: Social shaping and consequences of ICTs,* Sage 2002
- Briggs, Mark. (2016). *Journalism Next: A Practical Guide to Digital Reporting and Publishing* (3rd ed.).
- Martin Lister, *New Media: A Critical introduction*, Routledge, 2009
- Flew. Terry, *New Media*: An Introduction, Oxford Higher Education, 3rd, 2007
- Wendy Hui Kyong Chun, Thomas Keenan, '*New media, Old Media, A history and Theory reader,* Routledge, 2006
- Carolina McCarthy, *Facebook: Our targeted ads aren't creepy* , The Social-CNET news, June 18, 2009.

SEMESTER THIRD

COURSE CODE: CMS 509

COURSE TITLE: PRODUCTION OF FICTION FILM (Elective)

CREDITS: 04

Course Description: In this course, the students will learn the key processes of fiction film making. It includes different stages of fiction film making like development of idea, research, story and screenplay writing, developing the shooting script, and managing the whole production process.

Course Objectives:

- To enable the students to develop the idea and conduct the required research for a fiction film.
- To impart the direction skills to the students.
- To train the students in writing for fiction films.
- To make the students learn production management.

Students learning outcome:

After successful completion of this course, students will be able to,

- Develop ideas for fiction film.
- Conduct the required research for an effective film script.
- Convert their ideas into story, screenplay and shooting script.
- Learn the basic direction techniques for fiction films.
- Understand the various activities involved in production management.

Module– 1: Development of Idea and Research: This module makes the students learn to develop ideas for fiction films. It also introduces the importance and process of research for a good film script.

Readings: 1. Traditions in World Cinema; Ed. Linda Badley, R. Barton Palmer & Steven Jay, Edinburgh University Press, Edinburgh, UK 2. Filmmaking; Frederic P. Miller, Agnes F. Vandome, John McBrewster, VDM Publishing House, Germany 3. On Film-making: An Introduction to the Craft of the Director; Alexander Mackendrick, Paul Cronin, Martin Scorsese, Faber & Faber, London 4. Structuring Time: Notes on Making Movies; Michael Betancourt, Wildside Press, Rockville, Maryland.

Module – 2: Story and Scriptwriting: In this module, students will learn to develop story, characters and script for fiction films.

Reading: 1. Story: Style, Structure, Substance, and the Principles of Screenwriting; Robert McKee, Harper Collins, US 2. The Technique of Film & Video Editing; Ken Dacyger, FOCAL Press 3. Story Dynamics: Dramatic Writing for Film and Television; Jack McAdam, IUniverse, Indiana, US 4. Dramatic Story Structure: A Primer for Screenwriters; Edward J. Fink, Routledge, London

Module – 3: Screenplay writing and Shooting Script: This module will introduce the structure and different elements of screenplay. It'll make the students learn to prepare a shooting script with all the required instructions.

Reading: 1. Beginning Film Studies; Andrew Dix, Viva Books, Delhi 2. The Screenwriter's Guide to Basic Structure and Character; Rene Rawls, Ener Entertainment 3. The Perfect Screenplay: Writing It and Selling It; Katherine Herbert, Allworth Press, New York 4. Adaptation: The Shooting Script; Charlie Kaufman, Robert McKee, New Market Press, UK.

Module – 4: Organizing Shooting and Production Management: This module will make the students familiar with different aspects of production management, like - budgeting, hiring, transportation, scheduling, permissions, copyrights etc.

 Readings: 1. Film Directing Shot by Shot: Visualizing from Concept to Screen; Steven D. Katz, Focal Press, Boston 2. Theory of Film; Kacauer, Oxford University Press, New York 3. Production Management for Film and Video; Richard Gates, Focal Press 4. Film Directing Fundamentals: See Your Film Before Shooting; Nicholas Proferes, Focal Press.

SEMESTER THIRD

COURSE CODE: CMS 510

COURSE TITLE: ECONOMIC AND DATA JOURNALISM (Elective)

CREDITS: 04

Course Description

Business and economics journalism is one of the most dynamic and exciting fields in journalism. This course will enable journalism students in learning the skills of reporting business and economics news across platforms. It allows students to add a focus on economic, business and consumer reporting and emphasizes the use of financial data analysis in reporting. Similarly, it encourages students to gain the important skills to cover Stock exchange, government economics, consumer and personal finance issues, and local business.

Course Objectives

The objective of this course is to:

- Understand the economy, business and data journalism
- Know the technicalities involve in reporting issues in world bank and major international banking services
- Know how the synergy between economy and globalization
- Study the basic analytical techniques of data journalism
- Imply the theoretical perspectives in data journalism

Learning outcomes

After successfully completing this course the student would be able to:

- Deliver the reports on economy and finance journalism
- Present the organizational structures of major international banks
- Use the techniques of data analysis and visualization in data journalism
- Know the synergy between economy and globalization
- Apply the theoretical implications of economy finance and data journalism

Module 1: Economic Journalism: This module will introduce to the students the concept and definition of economics journalism and Indian model of development. The students will also learn the techniques to deal with number and statistics.

*Lecture Topics***:**   **Lectures- 15**

Defining Economic Journalism, Dealing with Numbers and Statistics, Indian Model of Development: The Planning and Neo-Liberal Reforms

Module 2: Business Journalism: This module will help students in developing proper understanding about money flow, banking system and role and responsibilities of RBI. Students will also be made aware about rights of consumer.

*Lecture Topics***:**   **Lectures- 10**

The Money, Inflation, Banking System and the Role of the RBI , Political Economy, Reporting Corporate Business and Consumer Rights .

Module 3: Reporting the economy: Students by this module will get to know about the concept of macro and micro economics. This module will help students to learn the technicalities of budget system and its coverage.

*Lecture Topics***:**   **Lectures- 10**

Macro and micro-economics, Gross Domestic Product, Budgets and Fiscal policy.

Module 4: Globalization and business journalism: This module will help the students to learn about the concept of globalization. It will enable students to know the functioning of international organizations like World Bank and IMF**.**

*Lecture Topics***:**   **Lectures- 15**

The Economic and Financial Globalisation, Global Trade and Role of MNCs , The role of International Institutions: World Bank, International Monetary Fund, World Trade Organisation,

Module 5: Data Journalism and Computer Assisted Reporting: Data journalism is a journalism specialty reflecting the increased role that numerical data is used in the production and distribution of information in the digital era. This module will help the students to learn the use of data and number crunching in journalism to uncover better explain and/or provide context to a news story

*Lecture Topics***:**   **Lectures- 10**

Scope and significance of data journalism, Data visualization: Basic thumb rules of good visualization, Analysing Data: Basic statistical Concepts and Spreadsheet techniques

Class/Learning activities

Lectures, workshops, group work, in-class presentations, literature study, written assignments

Reading List
1. History of Business Journalism. Carolina Business News Initiative, University of North Carolina at Chapel Hill School of Journalism and Mass Communication. Retrieved 24 August 2011
2. Jonathan Gray, The Data Journalism Handbook, Shroff Publishers, 2008.

3. Roush, Chris (May 2008). "Book Reviews: Taking on the Trust". BusinessJournalism.org. Archived from the original on 8 July 2012. Retrieved 24 August 2011.
4. Best, Joel. 2004. More Damned Lies and Statistics: How Numbers Confuse Public Issues. Berkeley: University of California Press.
5. Bradshaw, Paul. 2011. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age. Harlow: Longman.
6. Andreoni, J., Erard, B., and Feinstein, J. (1998). Tax Compliance. Journal of Economic Literature, 36(2):818-860.

SEMESTER FOUR
COURSE CODE: CMS 511
COURSE TITLE: Media Internship
CREDITS: 08

Course Objectives
The course aims to give students an opportunity to get hands on training in different segments of media to understand the ethical work culture and changing needs of today's media. This helps them to focus on their area of interest and carry it forward as his/her career option. The student can choose the organisation of his/her choice and also work under any professional expert, NGO, research organisation etc.

Course description:
1. **Internship report (2 credit)**
A student is required to work for atleast six weeks under any media organisation, NGO, research firm etc. The following items need to be submitted in the Department for evaluation process:
   a) An official letter of acceptance from the organisation opted for (it should clearly mention the Name and Address of the Organisation, Date of joining, Department, Date of leaving, Name of the supervisor etc)
   b) The student should submit a report atleast 40-50 pages of his/her work experience, achievements, limitations, suggestions etc.
   c) The student must submit a copy of the appreciation letter/ work certificate from the organisation where he/she worked as intern.

2. **Supporting material (2 credit)**
As part of the training, the student needs to undergo different assigned task in any media organisation. So the student needs to submit the documents like articles, press cuttings, script, DVDs, if any, for final assessment process.

3. **Presentation and Viva (4 credits)**
The student will be individually assessed and graded by the internal committee members during presentation and viva-voce.
For each step, the student will be graded, so he/she must fulfil the requirement on time.

SEMESTER FOUR
Course Code : CMS 512
COURSE TITLE: Production
Credits: 8

Course Description: This course enables the students to produce a documentary film by passing through all the three stages of production.

Course Objectives:

The course focuses on the practical understanding of making a documentary and representation of the content regarding contemporary issues. With this audio-visual media, a student may present the arguments and unanswered questions to the audience in a critical way. So, the course is designed to prepare a student for making an individual documentary in the fourth semester.

Students learning outcome: After successful completion of this course, students will be able to,
1. Prepare script for a documentary film.
2. Take interviews and shoot other required footage for the documentary film.
3. Do all the post-production activities for the documentary film.
4. Produce a documentary film and pursue their career as documentary filmmaker in future.

Session 1: Production phase: This session includes all the pre-production and production activities of documentary film making.

a) During the production phase, the student should fix up the interview appointments in advance, write the shooting script, storyboard, arrangement of stills, music selection, voice-over and write the subtitles of the story, if any.

b) After that, the student should do the video documentation (of not more than 3 days) in the campus or off-campus, if required. The equipment will be issued only after the submission of the records of the production plan.

c) The student should take care of the equipment and maintain logistics, cue sheets etc. Session2: Post production phase Post-production- working with layers of image and sound; pace and rhythm; affect, image and sound; punctuating devices; titles and subtitles; graphics; sound design: use of music and effects. Presentation of rough edits Practical work on final edit: the student needs to use the media lab for editing as per the allotted time.

c) The student should take care of the equipment and maintain logistics, cue sheets etc.

Session2: Post production phase: In this session, the students will practise editing and finally produce a documentary film.

Post-production- working with layers of image and sound; pace and rhythm; affect, image and sound; punctuating devices; titles and subtitles; graphics; sound design: use of music and effects. Presentation of rough edits Practical work on final edit: the student needs to use the media lab for editing as per the allotted time.

Evaluation process: The student will be regularly assessed on the basis of attendance and progress work by the internal committee.

Session 3: Submission and presentation of film: In this session, students will present their documentary films with details of all the three phases of production.

The student need to submit a copy of the DVD of the documentary film (Duration: 10 mins) for final evaluation process. The DVD copy should have a DVD cover page, title, language, year of production. Also, the student must submit a detailed report of 15 pages mentioning the three phases of production (which includes pre-production part of third semester). Evaluation process: The documentary film and presentation will be assessed by the external examiner appointed by the Department as per University norms.

Evaluation Pattern
30% on production phase
20% on post production phase
30% on final documentary film
20% on presentation and Viva-Voce by external expert.

SEMESTER FOUR
Course Code : CMS 513
COURSE TITLE: Dissertation
Credits: 8

Course Objective: The purpose of the course is to help students deepen their theoretical and broader academic knowledge within a specific area in Media and Cultural Studies, as well as develop the skills and abilities required to independently plan, conduct, write and defend an extended academic research project, at the postgraduate level.

Learning Outcome: Upon completion of the course, students are expected to:
- Independently design a feasible and clearly articulated research dissertation
- Demonstrate their competence and skill in research
- Evaluate their own contribution in specific research area.

Students are required to continue with the topics, which they had undertaken as a research proposal in their Third Semester, for writing their dissertation. They have to work towards their dissertation without any prolonged absence under any circumstances. In situations, where the students are required to go for fieldwork, they need prior permission from their respective supervisor and the Head of the Department for not more than 15 days. After 15 days, they have to submit a report of their fieldwork to the supervisor and one copy in the Department Office/Head of Department. If the work requires further thorough fieldwork and the field report is not satisfactory, the supervisor might allow for an extension of another 7 days of fieldwork or more but not more than 15 days.
It is mandatory for the students who would be writing their dissertation to meet their respective supervisors on a regular basis as and when called by the supervisor. The students have to submit their progress report on a weekly basis to their supervisor. They are also required to make a presentation of their work once in three week in front of the other faculty members and students in the research seminar of the department, which will become a part of their mid-term evaluation.
Session – I : Detailed review of literature and their critical analysis
Session – II : Fieldwork and Collection of data/ Content Analysis and Coding
Session – III : Analysis of data and Writing/Presentation

<u>Evaluation Pattern</u>

30% on weekly reports of progress of work by supervisor.

20% on seminar presentations

30% on final dissertation by supervisor

20% on Viva-Voce by external expert.