

Modified Syllabus
Journalism and Mass Communication (Honours)
Semester-6

JORA -CC13: Advanced New Media

Credit: 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week Marks: 50

Course Contents

UNIT 1: Basics of New Media Frameworks – Genres and Environments

- Understanding New Media Ecologies,
- Genres – Digital art, Digital Cinema – New Media Fiction and Documentary,
- Gaming and Player Culture, Virality and Memes, et al.;
- guerrilla media;

UNIT 2: Sociology of the Internet and New Media

- Social Construction of Technology,
- Digital inequalities – Digital Divide and Access,
- Economy of New Media - Intellectual value;
- digital media ethics,
- new media and popular culture.

UNIT 3 :Critical New Media

- Who controls New Media, Questions surrounding net neutrality and related issues,
- Surveillance and the state,
- Cybersecurity and issues of privacy,
- the Internet and public sphere - politics and public sphere in the digital age.

UNIT 4 :Participatory culture

- Convergence Culture - social media and participatory media culture,
- digital fandom and online communities,
- Identity, Gender and new media- digital media and identities,
- new media campaigns.

Readings:

- Vincent Miller. Understanding Digital Culture. Sage Publications, 2011.
- Lev Manovich. 2001. "What is New Media?" In The Language of New Media, Cambridge: MIT Press. pp. 19-48.
- Siapera, Eugenia. Understanding new media. Sage, 2011
- Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010
- "New Media and New Technologies" by Lister Dovey, Giddings, Grant & Kelly. (2003).

- Rosen, J. "The People Formerly Known as the Audience" What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.
- Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007
- Bosker, "Randi Zuckerberg: Anonymity online has to go away"
- Negroponce, N. (1996). Being Digital, Part 3 [pp. 163-233]
- Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. New York, NY: NYU Press.
- May, Keenan & Peter Newcomb. (2008, July) How the Web was won. Vanity Fair, retrieved from <http://www.vanityfair.com/culture/features/2008/07/internet200807>
- "Privacy vs. the Internet: Americans Should Not Be Forced to Choose" (ACLU report, 2008)
- Nakamura, "Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet"

Internal Assessment : Marks : 20

(The Modes/Themes and/or Topics are to be decided by the concerned Faculty of respective Colleges.) (Any-2)

- PPT. Presentation on Syllabus related Topics.
- Seminar Presentation on Syllabus related Topics.
- Poster Presentation on Syllabus related Topics.
- Assignments on Syllabus related Topics.
- Tests.

Modified Syllabus
Journalism and Mass Communication (Honours)
Semester-6
JORA -CC14: Communication Research and Methods

Credit: 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week Marks: 50

Course Contents

Unit 1 – Introduction to Research

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

Unit 2 – Methods of Media Research

Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research;

Unit-3 -Sampling

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

Unit 4- Methods of analysis and report writing

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

Unit V - Ethnographies and other Methods

Readership and Audience Surveys, textual analysis, discourse analysis, Ethical perspectives of mass media research

Readings:

(1) Wimmer, Roger, D and Dominick, Joseph,R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.

(2) Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.

(3) Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.

(4) John Fiske. Introduction to Communication Studies, Routledge Publications,1982.

(5) David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge

Press (For Case Studies) Amazon,2002

(6) Bertrand, Ina and Hughes, Peter. 2005. Media Research Methods; Audiences, institutions, Texts. New York; Palgrave

Internal Assessment : Marks : 20

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- Tests.

Modified Syllabus

Journalism and Mass Communication (Honours)

Semester-6

JORA -DSE4: Media, Gender and Human Rights

Credit: 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week Marks: 50

Course Contents

Unit 1- Media and the social world

- Media impact on individual and society
- Democratic Polity and mass media
- Rural-Urban Divide in India: grass-roots media

Unit 2- Gender

- Conceptual Frameworks in Gender studies
- History of Media and Gender debates in India (Case studies)
- Media and Gender - Theoretical concerns.
- Media and Masculinity

Unit-3 -Media

- Power and Contestation
- Public Sphere and its critique
- Public sphere of the disempowered?
- Media and Social Difference: class, gender, race etc.
- Genres – Romance, Television , Soap Opera, Sports

Unit 4- Media and Human Rights Human Rights

- Theoretical perspectives,
- Critique Universal Declaration of Human Rights
- Human Rights and Media (Case Studies)

Readings:

- UN Centre for Human Rights, Human Rights Training: A Manual on Human Rights Training Methodology (New York: UN, 2000).
- UN Centre for Human Rights, Minority Rights (Geneva: World Campaign for Human Rights, 1998).
- UNESCO, Human Rights of Women (Paris: UNESCO, 1999).
- Basu, D.D., Human Rights in Constitutional Law (New Delhi: Prentice Hall, 1994).
- Nagendra Singh, Enforcement of Human Rights (Calcutta : E L House, 1986).
- UNESCO, Yearbook on Human Rights.
- Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011.
- Balnaves, Mark, Stephanie Donald, and Brian Shoosmith. Media theories and approaches: A global perspective. Palgrave-Macmillan. 2009 (Pg No. 3-10, 11-34, 35-53)
- Mackay, Hugh, and Tim O'Sullivan, eds. The media reader: continuity and transformation. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
- Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press. 1-35, 111-137
- Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE Publications Pvt. Limited, 2007.
- Curran, James. "Rethinking mass communication." Cultural studies and communications. London: Arnold (1996).
- McQuail, Denis. Mass communication theory: An introduction. Barcelona, 1991. 79-111 4.
- Berger, Arthur Asa. Media and society: A critical perspective. Rowman & Littlefield, 2012. Pg 9-21, 167-180
- Nichols, Joe & Price, John, Advanced Studies in Media, Thomas Nelson, 1999. 42-55

- Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." *International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives* (2010): 20.
- Rajagopal, Arvind, ed. *The Indian Public Sphere: Readings in Media History*. New Delhi: Oxford University Press, 2009. 278-290.
- Rayner, Philip, Peter Wall, and Stephen Kruger, eds. *AS media studies: the essential introduction*. Psychology Press, 2004..53-61.
- Bannerjee, Menon Priya eds. *Human Rights, gender and Environment*, Pearson & Co. 2010

Internal Assessment : Marks : 20

(The Modes/Themes and/or Topics are to be decided by the concerned Faculty of respective Colleges.) (Any-2)

- PPT. Presentation on Syllabus related Topics.
- Seminar Presentation on Syllabus related Topics.
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- Assignments on Syllabus related Topics.
- Tests.

Modified Syllabus
Journalism and Mass Communication (Honours)
Semester-6
JORADSE05T: Multi-Media Journalism

Credit: 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week Marks: 50

Course Contents

Unit 1 - Introduction to Multimedia:

Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.

Unit 2 – Print:

Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques.

Unit 3 – Photograph:

Photo on Screen: Rule of thirds, focal point, Composition, Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in

today's journalism, Photography and cut lines as an important part of storytelling. Placements & Visual Design.

Unit 4 - Audio & Video Content:

Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting / webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.

Unit 5 - Mobile journalism:

Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive: narrative, interactive users vs. linear narratives, elements of an interactive writer.

Readings:

- Savage, Terry Michael, and Karla E. Vogel. An Introduction to Digital Multimedia. Jones & Bartlett Publishers, 2013.
 - Christin, Anne-Marie, ed. A History of Writing: From Hieroglyph to Multimedia. Flammarion - Pere Castor, 2002.
 - Korolenko, Michael. Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson. 2005.
 - Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press, 2006.
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Modified Syllabus
Journalism and Mass Communication (Honours)
Semester-6
JORA -DSE6: Introduction to Film Studies

Credit: 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week Marks: 50

Course Contents

Unit-1

Film as a Medium of Mass Communication, The First Movies, 1908- 1927 : Origins of the Classical Hollywood Style -The Silent Period, History of Indian Motion Pictures.

Unit-2

Film Form, Style and Movement - 1919–1931 : German Expressionism, 1924–1930 : The Soviet Montage Movement, 1927–1947 : Classical Hollywood Style in Hollywood's Golden Age, 1942–1951 : Italian Neorealism, 1959–1964 : French New Wave, Film Noir, Third Cinema and Non Fiction Cinema, Cahier du Cinema Group,

Unit-3

Hindi Film-Early Cinema and the Studio Era, 1950s – Bimal Roy, Guru Dutt, Raj Kapoor, Mehboob Khan, V. Shantaram, A Short Overview of Indian New Wave-Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Shyam Benegal, Aparna Sen, Mira Nair, Adoor Gopalakrishnan, N.F.D.C., Films Division, C.B.F.C.

Unit-4

Language of Cinema-Visual Language-Basic Camera

Shots-Angles-Sequence-Scene-Mise-en-Scene-Editing- Montage, Dubbing, Light, Sound Effect, Music, Colour, Direction, Film Production-Pre-Production-Production-Post-Production.

Suggested Readings:

- Film Art: An Introduction by David Bordwell & Kristin Thomson
- How to read a film by James Monaco
- Understanding Movies by Louis Giannetti
- Filmmaker's Handbook by Steven Ascher & Edward Pincus
- Grammar of the Shot by Roy Thompson & Christopher J. Bowen
- Grammar of the Edit by Roy Thompson & Christopher J. Bowen
- History of Narrative film by David A. Cook
- Our Films & Their Films by Satyajit Ray
- The Classical Hollywood Cinema: Film Style & Mode of Production to 1960 by David Bordwell, Kristin Thomson Janet Staiger
- Film Genre: Theory & Criticism by Barry Keith Grant
- Selected essays from Movies & Methods by Bill Nichols
- A History of the Cinema: From its Origin to 1970 by Eric Rhode
- Ritwik Ghatak: A Return to the Epic by Ashish Rajadhyaksha

Internal Assessment : Marks : 20

(The Modes/Themes and/or Topics are to be decided by the concerned Faculty of respective Colleges.) (Any-2)

- Viva on Current Affairs.
 - PPT. Presentation on Syllabus related Topics.
 - Seminar Presentation on Syllabus related Topics.
 - Poster Presentation on Syllabus related Topics.
 - Assignments on Syllabus related Topics.
 - Tests.
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