



Agenda No.2.03 in AC and

Date 23/03/2022

Vidya Prasarak Mandal's
K.G. Joshi College of Arts &
N.G. Bedekar College of Commerce, Thane
(Autonomous)

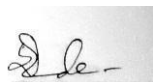
Revised syllabus for Approval

PA Post Graduate Arts

Sr. No.	Heading	Particulars
1	Title of the Course	M.A. Communication and Journalism
2	Eligibility for Admission	Graduation
3	Passing Marks	40%

4	Ordinances / Regulations (if any)	--
5	No. of Years / Semesters	02 years & 04 semesters
6	Level	PA
7	Pattern	Yearly / Semester √ CBCS (Strike out which is not applicable)
8	Status	New / Revised √ CBCS(Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year : <u>2021-2022</u> in Progressive manner.

Signature :



Date : MARCH,2022.

Name of BOS Chairperson/ / Dean : Dr. Mahesh Patil

PROGRAM OUTCOMES

1. The program will primarily enable the students to understand & appreciate the relevance of Media (Social science/ Interdisciplinary) research.
2. This program will provide an excellent foundation for Doctoral & Post-Doctoral research in Media & Communication studies - in fields of Communication and Journalism.
3. The program will enhance their ability to hone their analytical skills & prepare them both for being academicians or for working in the industry.
4. It will enable them to have a 360 degree perspective on the nuances of Media industries & Interdisciplinary or allied industries as well.

5. This program highlights amalgamation of humanities, Social Sciences & New Media into Communication and Journalism to make students aware of developments both in the global & local spheres.
6. In this program there is an emphasis on Culture, Communication networks in Societies & it showcases how different cultures are reflected in various practices, systems & beliefs in both different parts of the country & the world.
7. This program will equip the learners with professional skills essential for making career in Journalism industry, Advertising, Cinema, Television, Radio, OTT Platforms, social media platforms etc.
8. Students would demonstrate the ability to apply ethical principles in a variety of creative, cinematic, organizational and venues in New Media.
9. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences.

FEE STRUCTURE:

The fees for the course will be Rs 96, 000/- for the entire course inclusive of tuition fees.

Note: The breakup per semester will be as follows Rs 24,000/- per semester.

Admission fees : 1000/-

Tuition fees -16000/-

Library Fees – 1000/-

Computer Lab fees – 6000/-

Additional Refundable Security deposit of Rs 10,000/- will be charged to the students and will be refunded to them post the completion of the course provided there is no loss to either equipment & library material.

MEDIUM OF INSTRUCTION: English.

Learners have the option of writing the examination in English or Hindi or Marathi language.

INTAKE CAPACITY: 60

TEACHERS`QUALIFICATION :

The minimum qualification for a full time teachers` is Master in Media/ Public Relations /Advertising/ Communication/Journalism / Film Studies/ Television studies/ New Media/ Media Production and NET/SET.

PREAMBLE

1. Basic concepts

Credits: A course that is taught for 4 hours a week for a period of 15 weeks will carry six credits.

Course credits: To qualify in a given course, a student will have to acquire six credits in the course. Out of these, four credits are central teaching component and two credits are for the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher from time to time. The self-study component assigned in this manner will be related to or an extension of but not in lieu of the prescribed syllabus. The self-study component will be given a weightage of 33% in the evaluation of the student. In case of courses with practical component/ field-work components, four credits are for theory course and two credits shall be practical component/field-work component.

A student who acquires a minimum of 100 credits over four semesters will be declared eligible for the award of the M.A. degree.

Courses: There shall be five types of courses: (i) Core Course; (ii) Elective Course; (iii) Interdisciplinary/Cross-disciplinary Courses; (iv) Audit Courses; (v) Project-based Courses; (vi) Ability Enhancement Courses.

(i) Core Course: Core courses are courses that impart instruction in the basic non-specialized aspects of a discipline that constitute the minimum basic competency in that discipline, regardless of any specialization that the learner might choose in the future. Core-Courses shall be offered by the parent department. Core courses shall be for six credits. Minimum 50% courses of the MA programme over four semesters must be core courses.

(ii) Elective Courses: Elective courses shall be courses offered by the parent department that impart instructions in specialized/advanced/supportive aspects of the relevant discipline. Each department shall offer a pool of such courses from which a student can choose. Elective Courses shall be for six credits. The syllabus for each elective course will have a preamble clearly stating the course and the learner objectives for the elective, along with the pre-requisites if any and a detailed list of references.

(iii) Interdisciplinary/Cross Disciplinary Courses (I/C courses): I/C courses shall be offered by parent department and departments other than parent department. One 'course basket' shall be created for the same. Each MA program has to offer a minimum of two courses and maximum of four courses in the basket. Every I/C course shall be for six credits. A student may opt for an I/C course offered by his/her parent department.

(iv) Audit Courses: Students can audit a course from the parent department as well as from other departments in addition to the core, elective and I/C courses that are mandatory, with the prior permission of the head/s of the relevant department/s. Such a student will have to apply in writing at most a week after the relevant course has commenced. For the audit course, a student shall attend lectures of the audited course. The student cannot appear for the semester-end examination for the audited course. However, the student shall appear for the internal examination/assessment. The audit course appears on the mark-sheet only when the student passes the internal assessment with minimum 50% marks, failing to which, the student cannot claim the audit for that course. The internal marks shall not be displayed on final mark-sheet. The internal marks shall not be used for the credit computation. A student is permitted to audit maximum four courses in the MA program.

(v) Ability Enhancement Course: The ability enhancement courses are skills based course. The ability enhancement courses are to be offered at fourth semester.

(vi) Project based courses: Project based courses shall consist of a dissertation. Each dissertation course will carry 10 credits. Every learner shall choose one project based course.

2. Rules for programmers' not having a practical component

2.1 : Four core courses shall be offered in semesters 1 and 2 each.

2.2 : Five elective courses shall be offered in the third semester. No other courses will be offered in the third semester.

2.3 : The fourth semester shall consist of one ability enhancement course, one interdisciplinary/cross disciplinary courses (I/C courses) and one project based course.

2.4 : Each department will offer at least one I/C course during semester 4. The learner can choose any one course from this basket, including the course offered by his/her parent department. The preamble to this course will clearly specify the prerequisites for this course.

2.5 : A learner will have to apply to the relevant department in writing no later than two weeks after the commencement of the fourth semester for taking the I/C course offered by that department.

2.6 : A learner can relinquish an I/C course chosen by him/her no later than two weeks after the commencement of the fourth semester by applying to the Head of the Department whose I/C course the student wishes to opt for. The application will have to be endorsed by the head of the Department whose I/C course the student has relinquished and the Head of the parent department.

2.7 : The Head of the Department offering a specific I/C course will convey the marks of the internal examination obtained by students taking the course to the Head of the parent department before the commencement of the end semester examination of the parent department.

3. Dissertation courses

3.1: Dissertation based courses will be offered in the fourth semester. Every learner will have to choose one dissertation course, which will be for twelve credits. The project based course will be in the form of a dissertation based on a live project or a research assignment related to the specific discipline of the parent department.

3.2: Every Teacher from every department will announce four to five broad topics at the beginning of the second semester, reflecting degree of relevance and rigor suitable to a post graduate programme, along with an indicative reading list. These will be screened by the Board of Studies in the subject and a final list of approved topics along with a reading list will be displayed in the first week of the third semester.

3.3: The student will submit a list of his/her three most preferred topics in the order of preference by the fifth week of the third semester to the Head of the parent department.

3.4: Each Department will constitute a dissertation committee consisting of the Head of the Department (Chairperson) and two other teachers from the department. The purpose of this committee is to oversee the functioning of the dissertation component in the department.

3.5: All Master Degree holders with NET/SET (in Communication/Journalism/Film Studies/ Public Relations/Electronic Media/Television Studies/ New Media/ Media Production) from K.G. Joshi College of Arts & N.G. Bedekar College of Commerce, all PhD scholars and recognized post graduate teachers of Mass Communication and Journalism will be guides for the dissertation component.

3.6: The dissertation committee will allocate students to guides in order of the average of marks obtained in semesters 1 and 2.

3.7: If it is felt necessary, the dissertation committee can assign a co-guide to a student, depending upon specific disciplinary needs.

The student will make a preliminary presentation in the seventh week of the fourth semester. The presentation will be attended by the guide and a committee consisting of two other teachers from the department. The committee will make necessary suggestions to improve the dissertation.

3.8: The student will make a final presentation in the 10th to the 12th week of semester four. The presentation will be evaluated by the same committee that evaluated the preliminary presentation. The criteria for evaluation will be as follows:

i) 10 marks for the quality of presentation

ii) 15 marks for answers to questions

3.9: The marks given by the three members of the evaluation committee will be averaged in each head and the total marks decided by totaling the averages under the three heads.

3.10: The student will submit a bound hard copy of the dissertation to the Department by the end of the fourth semester, along with a soft copy on a CD/DVD.

3.11: The final dissertation will have a word limit of 8000-10000 words and will be typed in one and a half spacing on one side of the paper.

3.12: The final dissertation will be evaluated out of 25 marks by the guide, 25 marks by any other teacher in the Department and 50 marks by an external examiner by way of viva voce.

3.13: The dissertation will be given a grade point as per the following scheme :

Marks	Grade Points	Letter Grade
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0-9	0.5	F
10-19	1.5	F
20-29	2.5	F
30-39	3.5	F
40-44	4.2	C
45-54	5.0	B
55-59	5.7	B+
60-69	6.5	A
70-74	7.2	A+
75-100	8.7	O

3.14: A student who gets a letter grade 'F' in the course will be deemed to have failed in the course.

3.15: A student who feels aggrieved by the grading received will have the option of applying to the project committee for re-evaluation of the dissertation within a period of one week after the declaration of the result. If the dissertation committee feels that the claim is justified, it shall appoint a fresh examiner who will submit his/her evaluation in a week's time. If the marks by the re-evaluating examiner exceed the marks of the original examiner by a margin of 10% or more, the latter set of marks will be considered final.

3.16: The student who has got a letter grade 'F' in the dissertation will have the option of resubmitting a revised version within 2 months from the date of declaration of the result. If a student fails this time too, he/she will not get any more chances and will be ineligible to be awarded the MA degree.

3.17 : If a student is unable to submit his/her dissertation in the stipulated time or fails to make the presentations at the appointed time, he/she will be deemed to have failed the course and will have the option of submitting within 2 months from the date of declaration of the result. If a student fails this time too, he/she will not get any more chances and will be ineligible to be awarded the MA degree.

3.18: The schedule for preliminary presentation, final presentation and dissertation submission will be displayed in the first week of the fourth semester.

3.19: Ethical Standards regarding Dealing with Human Participants:

Students should refrain from acts which he or she knows, or under the circumstances has reason to know, spoil the academic integrity of the academic program. Violations of academic integrity include, and not limited to: plagiarism; violation of the rights and welfare of human participants in research and practice; cheating, knowingly furnishing false information; misconduct as a member of department or college, and harm to self and others.

4. Evaluation of non-project courses

4.1: The examinations shall be of two kinds:

(i) Internal Assessment

(ii) Semester End Examination.

4.2 : The learner who obtains less than 40 % of the aggregate marks of the relevant examination in that course either in the internal assessment or in the end –semester examination will be awarded the letter grade `F' in that course.

4.3: Internal Assessment: The internal assessment shall be for 40 marks. Two internal assessment examinations shall be scheduled for a course. The internal examination is to be conducted by the course teacher. The schedule for the internal assessment is announced within two weeks of the commencement of the semester. Of the two exams one will be in the form of a written test involving theory and the other will be in the form of extension work or assignment or term work. The answer-sheets for internal examination shall be masked before evaluation. The evaluated answer-sheets and marks shall be shown to the students on the date announced in advance.

4.4: The existing rules for moderation of answer sheets will be followed in the case of internal examinations in core courses.

4.5: Semester-End Examination: The semester end examination shall be for 60 marks.

4.6 : If a student is absent from the internal or end semester examination in any course including the dissertation course, he/she will get a grade point of 0 and a letter grade of `F'.

4.7: If a student fails in the internal examination of a core or elective course, he/she will have to appear for the internal examination of the course when the course is offered again.

4.8: If a student fails in the end-semester examination of a core or elective course, he/she may re-appear for the same examination when it is held again in the following semester. A student can appear at the most three times, including the original attempt. If a student obtains a letter

grade F in all the three attempts, he/ she will have to seek fresh admission to the MA programme.

4.9 : If a student obtains the letter grade 'F' in any course in a given semester, the letter grade 'F' will continue to be shown in the grade card for that semester even when the student passes the course subsequently in another semester.

4.10: If a student obtains minimum 40% marks in the internal assessment and fails to obtain minimum 40% percent marks in the end-semester examination of any course in any of the semester, the marks of the internal examination shall be carried forward.

4.11: The letter grade and the grade point for the course will be computed as per 3.13

4.12: In any semester, the students GPA will be calculated as follows:

$$\text{grade point average (GPA)} = \frac{\sum_{i=1}^n c_i g_i}{\sum_{i=1}^n c_i} \quad \text{Where } c_i = \text{credits for that course offered in that semester}$$

and g_i = grade point obtained in that course offered in that semester.

Cumulative Grade Point Average (CGPA_m) at the end of semester m is calculated as follows:

$$(\text{CGPA}_m) = \frac{\sum_{j=1}^m \sum_{i=1}^n c_{ij} g_{ij}}{\sum_{j=1}^m \sum_{i=1}^n c_{ij}}, \text{ where, } c_{ij} \text{ is the credits for the } i^{\text{th}} \text{ course offered in semester } j \text{ and } g_{ij}$$

is the grade point obtained in the i^{th} course in semester j. There shall be no rounding of GPA and CGPA.

4.13: The semester wise GPA and CGPA shall be printed on the grade card of the student along with table in 3.13.

4.14: The final semester grade card shall also have the aggregate percentage marks scored by the student in all the courses in which the student has obtained the relevant credits.

4.15: The rules for gracing: the existing ordinance for gracing shall continue to be used.

4.16: The rules for ATKT will be as per University norms.

5. Rules for MA programmes with practical component/field work components are as follows:

5.1: Four core courses shall be offered in semesters 1 and 2 each.

5.2: Five elective courses shall be offered in the third semester. No other courses will be offered in the third semester.

5.3: The fourth semester shall consist of one ability enhancement course (6 credits), one interdisciplinary/cross disciplinary course (6 credits) and one project based course (10 credits).

5.4: The semester having Practical Component / Field Work Component shall be given four teaching hours per week per theory (core/elective) course. Each core/elective course shall have 4 credits in such semester.

5.5: There shall be 2 credits Practical Components/ Field Work Component per theory course (core/elective) in a semester one to three. The credits for practical and theory courses are obtained separately.

5.6: There shall be 8 credits Practical Component/ Field Work Component in semester one and two. There shall be 10 credits Practical Component/ Field Work Component in semester three. There shall be no practical/field work component in semester four. The practical/field work component shall be elective in semester three.

6. Evaluation of non-project courses and practical component /field work component for courses having practical/field work component.

6.1: The examinations shall be of two kinds:

(i) Internal Assessment = 40 marks comprising of a class test and practical/field/extension component.

(ii) Semester End Examination = 60 marks.

6.2 : The learner who obtains less than 40 % of the aggregate marks of the relevant examination (16/40 for Internal and 24/60 for Semester End) in that course either in the internal assessment or in the end –semester examination will be awarded the letter grade F in that course.

6.3: Internal Assessment for theory courses: The internal assessment shall be for 40 marks. Two internal assessment examinations shall be scheduled for a course. The internal examination is to be conducted by the course teacher. The schedule for the internal assessment is announced within two weeks of the commencement of the semester. Of the two exams one

will be in the form of a written test involving theory and the other will be in the form of extension work or assignment or term work. The answer-sheets for internal examination shall be masked before evaluation. The evaluated answer-sheets and marks shall be shown to the students on the date announced in advance.

6.4:Internal Assessment for practical component/ field work component. The evaluated practical/field work submission material and marks shall be shown to the students on the date announced in advance.

6.5:The existing rules for moderation of answer sheets will be followed in the case of internal examinations in core courses excluding practical component/ field work component.

6.6: Semester-End Examination: The semester end examination shall be for 60 marks for theory courses (core /elective) and for practical component/field work component. The semester–end examination for practical component/ filed work component shall be conducted separately.

6.7 : If a student is absent from the internal or end semester examination in any course including the project course and practical/field-work component, he/she will get a grade point of '0' and a letter grade of 'F'.

6.8: If a student fails in the internal examination of a core or elective course, or practical/field work component, he/she will have to appear for the internal examination of the course if and when the course is offered again.

6.9: If a student fails in the end-semester examination of a core or elective course or practical/field work component, he/she may reappear for the same examination when it is held again in the following semester. A student can appear at the most three times, including the original attempt. If a student obtains a letter grade F in all the three attempts, he/ she will have to seek fresh admission to the MA programme.

6.10 : If a student obtains the letter grade F in any course in a given semester including practical/field work component, the letter grade F will continue to be shown in the grade card for that semester even when the student passes the course subsequently in another semester.

6.11:If a student obtains minimum 40% marks in the internal assessment and fails to obtain minimum 40% percent marks in the end-semester examination of any course in any of the semester, the marks of the internal examination shall be carried forward.

6.12: The letter grade and the grade point for the course will be computed as in 3.13.

6.13: In any semester, the students GPA will be calculated as follows:

grade point average (GPA) =
$$\frac{\sum_{i=1}^n c_i g_i}{\sum_{i=1}^n c_i}$$
 Where c_i = credits for that course offered in that semester and g_i = grade point obtained in that course offered in that semester.

Cumulative Grade Point Average (CGPA_m) at the end of semester m is calculated as follows:

(CGPA_m) =
$$\frac{\sum_{j=1}^m \sum_{i=1}^n c_{ij} g_{ij}}{\sum_{j=1}^m \sum_{i=1}^n c_{ij}}$$
, where, c_{ij} is the credits for the i^{th} course offered in semester j and g_{ij} is the grade point obtained in the i^{th} course in semester j. There shall be no rounding of GPA and CGPA.

6.14: The semester wise GPA and CGPA shall be printed on the grade card of the student along with table 3.13.

6.15: The final semester grade card shall also have the aggregate percentage marks scored by the student in all the courses including practical/filed work component in which the student has obtained the relevant credits.

6.16 : In case, if it is required to scale the internal assessment marks and end-semester examination marks to 400 marks per semester and 1600 marks for entire MA course, then internal assessment marks, end-semester examination marks and total marks shall be multiplied by factor 0.8.

6.17: The rules for gracing: the existing ordinance for gracing shall continue to be used.

HEME OF COURSES AND DETAILED SYLLABUS

Semester I

Course	Name of Course	Term work
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Code	A. Core Courses	Teaching and Extension	Credits
JBCPAMACJ101	Communication Theory	60	6
JBCPAMACJ102	Media Economics	60	6
JBCPAMACJ103	Reporting and Editing	60	6
JBCPAMACJ104	Media Criticism	60	6
Total		240	24

Course –I

Communication Theory (Core Course) JBCPAMACJ101

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. Each of the units in the syllabus would require approximately an hour of teaching.

By the end of the course students should be able to apply the communication theory in order to analyse their own communication universe, their media sphere, their social, political and economic environment, public opinion and mass culture phenomena.

The course shall comprise of the following units :

Week 1	What is communication, communication theory, communication models	Introduction to Communication, John Fiske, Routledge, 1990
Week 2	Communication, meaning and signs, codes, signification	
Week 3	Semiotic methods and applications, Structuralist theory and applications	
Week 4	Empirical methods, ideology and meanings	
Week 5	Theory of Media and Society, New Media – New Theory?	McQuail's Mass Communication Theory, Denis McQuail, Sage, 2010

Week 6	Media structure and performance: principles and accountability, media economics and governance, global mass communication	De-Westernizing Media Studies, edited by James Curran, Myung Jin Park, Routledge, 2005 Empire and Information: Intelligence Gathering and Social Communication in India 1780- 1879, Christopher Alan Bayly, C. A. Bayly, Cambridge University Press, 1999 Indian Literary Criticism: Theory and Interpretation, G. N. Devy, Orient Longman, 2004
Week 7	The media organization: pressures and demands, the production of media culture	
Week 8	Media content issues, concepts and methods of analysis, media genres and texts	
Week 9	Audience theory and research traditions, audience formation and experience	
Week 10	Processes and models of media effects, socio-cultural effects	
Week 11	News, public opinion and political communication.	
Week 12	De-westernising media and communication theory	
Week 13	The Indian communication and media universe – ancient India, colonized India, pre-Independence, post independence, the 21 st century.	
Week 14	Indian communication and its design	
Week 15	The future of mass communication	
Total Hours	4 hours per week = 60 hours	

The course will specifically cover the following theories of communication and media - Argumentation theory, Cognitive Dissonance theory, Model of Text Comprehension, Semiotics, Speech Act, Uncertainty Reduction Theory, Adaptive Structuration theory, Attraction-Selection-Attrition Framework, Agenda Setting theory, Cultivation theory, Reception theories, Hypodermic Needle theory, Medium theory, Priming, Framing, Spiral of Silence, Two Step Flow theory, Uses and Gratifications, Theory of Rasa, Four theories of the Press.

Class methodology

This is a six credit course. It will involve teaching-learning for four hours a week for a period of 15 weeks. Of the total 60 teaching-learning hours, 40 will comprise the central teaching component while 20 hours will comprise the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher. The 40 hour teaching component will include two tests conducted in the classroom. These tests may be written, oral, in the form of presentations

etc. Altogether these tests will be for 25 marks.

The self-study component of 20 hours will include writing of critical essays, research projects, and production of media content. These will be evaluated for 15 marks. The self-study component assigned in this manner will be related to or an extension of but not in lieu of the prescribed syllabus.

Course –II

Media Economics (Core course) JBCPAMACJ102

This course teaches how economic theories and concepts apply to all aspects of media. The digital revolution, convergence, globalised competition and international trade has reshaped communication and media businesses and is, at the same time, presenting challenges to policy-makers. This course equips the learner to understand how economic forces affect the operation of media industry, explores innovation, digital multi-platform developments, economics of networks, risk-spreading strategies, copyright, corporate expansion, advertising whose resonance frequently extends beyond individual sectors and across the industry as a whole.

By the end of the course the learner must be able to apply economic theories and concepts to the mass media and mass communication in India and the world.

The course shall comprise of the following units :

Week 1	What is media economics about, macroeconomics and microeconomics, the firm in economic theory, competitive market structures, market structure and behavior	<p>Understanding Media Economics, Gillian Doyle, Sage, 2013</p> <p>Media Economics: Theory and Practice, edited by Alison Alexander, James E. Owers, Rod Carveth, C. Ann Hollifield, Albert N. Greco, Lawrence Erlbaum, 2004</p> <p>Handbook of Media Management and Economics, edited by Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Lawrence Erlbaum, 2006</p>
Week 2	What is so special about economics of the media, key economic characteristics of the media	
Week 3	Economies of scale, of scope and changing technology	
Week 4	Convergence, what are multi-media platforms, the vertical supply chain	
Week 5	Changing market structures and boundaries, digital convergence	
Week 6	Technological change, innovation, creative destruction, multi-platform	
Week 7	Media response to digitization, managerial theories, horizontal expansion, vertical expansion, transnational growth	

Week 8	Economics of networks, broadcasting networks, online content distribution, social networks and microblogging	
Week 9	Mass to niche, user empowerment, segmentation and branding, audience flow management, public service content provision	
Week 10	The economics of print, film, television and radio	
Week 11	Globalising of content, advertising industry, internet advertising, advertising as barrier to market entry	

Week 12	Media economics and public policy	The Indian Media Business, Vanita Kohli Khandekar, Response, 2010
Week 13	The Indian print and digital media business	
Week 14	The India electronic media business	
Week 15	The Indian film business	
Total Hours	4 hours per week = 60 hours	

The course will specifically cover the following areas. Introduction to media economics theory and practice, economics and media regulation, economics of international media, economics of the daily newspaper, television, radio, internet, cable industry, films, advertising, online media and public relations.

Class methodology

This is a six credit course. It will involve teaching-learning for four hours a week for a period of 15 weeks. Of the total 60 teaching-learning hours, 40 will comprise the central teaching component while 20 hours will comprise the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher. The 40 hour teaching component will include two tests conducted in the classroom. These tests may be written, oral, in the form of presentations etc. Altogether these tests will be for 25 marks.

The self-study component of 20 hours will include writing of critical essays, research projects, and production of media content. These will be evaluated for 15 marks. The self-study component assigned in this manner will be related to or an extension of but not in lieu of the prescribed syllabus.

Course –III

Reporting and Editing (Core Course) JBCPAMACJ103

This course teaches the learner the writing and editing skills required for reporting across media platforms. It deals with the purpose, process and technique of writing for the mass news media. It also deals with translation skills required for news.

The course shall comprise of the following units :

Week 1	The reporter on the job, what makes news, how to read a newspaper, how to follow news	Melvin Mencher's News Reporting and Writing, McGraw-Hill Education, 2010. Modern News Editing, Mark Ludwig, Gene Gilmore, Wiley, 2005 News Reporting and Editing, K M Shrivastava, Sterling Publishers, 2008 Translation in Global News, Esperanca Bielsa, Susan Bassnett, Routledge, 2009 Political Discourse, Media and Translation, edited by Christina Schaeffner and Susan Bassnett, Cambridge Scholars Publishing, 2010 The Associated Press Stylebook 2016 By The Associated Press
Week 2	Components of a news story, the lead, the story structure, what are features, long stories, series.	
Week 3	Multimodal and multivalent narrative structures, newspaper as a pedagogical and an andragogical tool.	
Week 4	Translating for the mass news media	
Week 5	Writing news releases, Broadcast news writing	
Week 6	Reporting principles, getting information, making sound observations, building and using background, finding, cultivating and using sources	
Week 7	Interviewing principles and practices, speeches, meetings and news conferences, how to follow hunches, feelings and stereotypes	
Week 8	Reporting accidents and disasters, writing obituaries	
Week 9	Writing a crime story, reporting on the courts	
Week 10	Writing sports and business stories	
Week 11	What is investigative journalism, principles and practices?	
Week 12	Reporting in Indian newspapers and magazines, reporting for television in India, writing for digital media	

Week 13	Modern news editing, layout and design	
Week 14	Style books, grammar, syntax of news	
Week 15	News agency writing	
Total Hours	4 hours per week = 60 hours	

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The course will specifically deal with the following. Grammar, syntax, styles of writing, figures of speech, passive and active voice, summarization and precise, paraphrasing, foregrounding theory, translation skills, what makes news, news values, basics of reporting and news writing, storytelling techniques, similarities and differences in newspaper and magazine feature stories, digging for Information and initiating newsgathering, building and using background information and finding sources, getting the most of Interviews, online resources, the trend story, narrative writing, in-depth stories, principles of editing, editing symbols, headline writing, writing the editorial, writing reviews.

Class methodology

This is a six credit course. It will involve teaching-learning for four hours a week for a period of 15 weeks. Of the total 60 teaching-learning hours, 40 will comprise the central teaching component while 20 hours will comprise the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher. The 40 hour teaching component will include two tests conducted in the classroom. These tests may be written. Altogether these tests will be for 25 marks.

The self-study component of 20 hours will include writing/translating various media content for varied media platforms. These will be evaluated for 15 marks. The self-study component assigned in this manner will be related to or an extension of but not in lieu of the prescribed syllabus.

Course –IV

Media Criticism (Core Course) JBCPAMACJ104

The course equips the learner with historical context and analytical tools to transform from passive consumers of media to active and critical thinkers and evaluators of mass communication and mass media. The course examines the social, political, commercial roles, cultural effects, philosophical underpinnings, corporate influences and ideological agendas of the media drawing upon a vast range of

theories and theorists of communication and mass media. There is an emphasis on developing a critique of the mass media and mass communication universe in India.

The course shall comprise of the following units :

Week 1	Concepts and keywords in Journalism, media and communication	<p>Electronic Media Criticism: Applied Perspectives, Peter B. Orlik, Routledge, 2009</p> <p>Digital Media Criticism, Anandam P. Kavoori, Peter Lang 2010</p> <p>A Rasa Reader: Classical Indian Aesthetics, Translated and Edited by Sheldon Pollock, Columbia University Press, 2016</p> <p>Indian Literary Criticism: Theory and Interpretation, G. N. Devy, Orient Longman, 2004</p> <p>Indian Narratology, Ayyappa P Panikkar, Indira Gandhi National Centre for the Arts and Sterling Publishers, 2003</p>
Week 2	What is criticism, the essence of criticism, why critique the mass media	
Week 3	Critical functions, aesthetics and ethics of mass media	
Week 4	Criticism and the Communication Process	
Week 5	Criticism and the Communication Process	
Week 6	Knowledge Processing function of mass media	
Week 7	Tonal and Talent Ingredients, Stage-Molding Ingredients	
Week 8	Tonal and Talent Ingredients, Stage-Molding Ingredients	
Week 9	Business Gratifications, Audience Gratifications	
Week 10	Reality Programming	
Week 11	Depiction Analysis	
Week 12	Structural Analysis	
Week 13	Probing Ethics and Values	
Week 14	Aesthetics and Art	
Week 15	Composite Criticism	
Total Hours	4 hours per week = 60 hours	

Class methodology

This is a six credit course. It will involve teaching-learning for four hours a week for a period of 15 weeks.

Of the total 60 teaching-learning hours, 40 will comprise the central teaching component while 20 hours will comprise the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher. The 40 hour teaching component will include two tests conducted in the classroom. These tests may be written, oral or presentation. Altogether these tests will be for 25 marks.

The self-study component of 20 hours will include developing a critique of various media content and presenting it in a form mutually agreeable between the teacher and the learner. These will be evaluated for 15 marks. The self-study component assigned in this manner will be related to or an extension of but not in lieu of the prescribed syllabus.

Semester II

Course Code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
JBCPAMACJ201	Introduction to Television Studies	60	6
JBCPAMACJ202	Introduction to Film Studies	60	6
JBCPAMACJ203	Introduction to Media Research	60	6
JBCPAMACJ204	Ethics, Constitution and Media Laws	60	6
Total		240	24

Course I**Introduction to Television Studies (Core Course) JBCPAMACJ201**

The course provides the learner into insights into television as a medium. It covers the technology, the content, the production and more importantly looks closely at the way audiences and their relation with television is undergoing change. It looks at the power of television in society and over society.

The course shall comprise of the following units :

Week 1	What is Television Studies, why study television?	Television: Technology and Cultural Form, Raymond Williams, Ederyn Williams, Routledge, 1990 An Introduction to Television Studies, Jonathan Bignell, Routledge, 2013 The Television Studies Reader, Robert Clyde Allen, Annette Hill, Routledge, 2004
Week 2	Bringing Television Home: Domestic Space and “New” Technologies. Social learning theories	
Week 3	Rethinking the Cultural Industries	
Week 4	Cultural Production in the Network Era, The ‘flow’ theory	
Week 5	What makes news on TV, The Power of Television, , Difference between TV News and Print News Gathering	

Week 6	How television news teams work together – Team, Responsibilities, planning your story for your audience, how do you get the best possible shots & audio for your news story	
Week 7	Television and society with special reference to India	
Week 8	The language of television, connotations and codes, narrative structures, narrative functions with special reference to India	
Week 9	Segmentation, fragmentation and prioritization with special reference to India	
Week 10	Television genre	
Week 11	Who is the author of television content?	
Week 12	Realism, ideology and television	
Week 13	The television audience	
Week 14	The television audience in India	
Week 15	Beyond television	
Total Hours	60 hours	

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Class methodology

This is a six credit course. It will involve teaching-learning for four hours a week for a period of 15 weeks. Of the total 60 teaching-learning hours, 40 will comprise the central teaching component while 20 hours will comprise the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher. The 40 hour teaching component will include two tests conducted in the classroom. These tests may be written, oral or presentation. Altogether these tests will be for 25 marks. The self-study component of 20 hours will include television analysis, audience study that will be evaluated for 15 marks. The self-study component assigned in this manner will

be related to or an extension of but not in lieu of the prescribed syllabus.

Course II

Introduction to Film Studies (Core Course) JBCPAMACJ202

The course is about studying cinema and film. It is about understanding and critiquing the cinematic experience and engagement. It covers the form and function of film, film analysis, History of World Cinema, History of Indian Cinema, History of Marathi Cinema, The Hindi film industry, Hollywood Cinema, German expressionism, Soviet Montage, Italian neo realism, French new wave cinema, Japanese Cinema, New Iranian Cinema, Korean Cinema, Digital Aesthetics, Music and choreography in Indian Cinema and Indian and global cinema in the context of globalization.

The course shall comprise of the following units :

Week 1	What is cinema, why theorise cinema, the subject and the method of theorizing cinema	The Major Film Theories: An Introduction, J. Dudley Andrew, OUP, 1975 Film Studies: An Introduction, Ed Sikov, Columbia University Press, 2010
Week 2	Theorising the medium of film, realism, structuralism, deconstruction, semiotics.	
Week 3	The formative tradition – Hugo Munsterberg	
Week 4	Rudolf Arnheim, Sergei Eisenstein	
Week 5	Bela Balazs and the tradition of form	
Week 6	Realist film theory – Siegfried Kracauer	
Week 7	Andre Bazin	

Week 8	Jean Mitry, Christian Metz and the semiology of the cinema	
Week 9	Representation and reality	
Week 10	Mise-en-scene – within the image, camera movement, cinematography	
Week 11	Editing and sound	
Week 12	Narrative from scene to scene, from screenplay to film	
Week 13	Who is the author of cinema? Auteur theory, role of the producer	
Week 14	What is genre?	
Week 15	Contributions of Laura Mulvey	
Total Hours		

Class methodology

This is a six credit course. It will involve teaching-learning for four hours a week for a period of 15 weeks. Of the total 60 teaching-learning hours, 40 will comprise the central teaching component while 20 hours will comprise the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher. The 40 hour teaching component will include two tests conducted in the classroom. These tests may be written, oral or presentation. Altogether these tests will be for 25 marks. The self-study component of 20 hours will include film analysis that will be evaluated for 15 marks. The self-study component assigned in this manner will be related to or an extension of but not in lieu of the prescribed syllabus.

Course III

Introduction to Media Research (Core Course) JBCPAMACJ203

This is an introduction to media effects research. The learner will be introduced to specific cases, research on media effects, findings, and methods. There will be an emphasis on the use of research in media work. This course lays the ground work and is a prerequisite for an advanced course in Semester IV. The course will encourage learners to write their own research papers, review research literature and even conduct research in the field of communication and media.

The performance of the learner in term work/internal assessment during the teaching-learning of the course will be considered during the evaluation of the research dissertation in Semester IV.

The course shall comprise of the following units :

Week 1	Scientific approach to the study of media effects, ways of knowing, the nature of science, what is theory	Media Effects Research: A Basic Overview, Glenn G. Sparks, Cengage Learning, 2014 Mass Media Research: An Introduction, Roger D. Wimmer, Joseph R. Dominick, Cengage Learning, 2010 The Handbook of Global Media Research, edited by Ingrid Volkmer, Wiley-Blackwell, 2012
Week 2	Brief history of media effects research, types of media effects, analysing media content, search for causal relationships	
Week 3	Propaganda and publicity with reference to the World Wars, effects of media violence, sexual content in the media, media that stir emotions	
Week 4	Effects of media stereotypes, influence of Marshall McLuhan, persuasive effects of media	
Week 5	Effects of news and political content, impact of new media technologies	
Week 6	Nature, scope and limitations of statistics, parametric and non parametric tests, descriptive and inferential statistics.	
Week 7	Mean, median, mode, variance, standard deviation, covariance, correlation and regression,	
Week 8	Steps for hypothesis testing, null hypothesis, alternate hypothesis, kinds of variables.	
Week 9	Type I error and Type II error, Spearman's rank correlation coefficient, chi-square test, Kendall Rank correlation, ANOVA	

Week 10	Techniques of public relations,	
	special interests groups, political communication. Ethics of research, research skills and techniques for journalists	
Week 11	Graphs and diagrams- How to read data.	
Week 12	Communication and Media research in India	
Week 13	Critiquing any one theory of communication/media	
Week 14	Critiquing any one theory of communication/media	
Week 15	Case Studies	
Total Hours	60 Hours	

Class methodology

This is a six credit course. It will involve teaching-learning for four hours a week for a period of 15 weeks. Of the total 60 teaching-learning hours, 40 will comprise the central teaching component while 20 hours will comprise the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher. The 40 hour teaching component will include two tests conducted in the classroom. These tests may be written, oral or presentation. Altogether these tests will be for 25 marks. The course will lay special emphasis on studying cases. The self-study component of 20 hours will include application of research methods and producing case studies under the supervision of the teacher. These will be evaluated for 15 marks. The self-study component assigned in this manner will be related to or an extension of but not in lieu of the prescribed syllabus

Course IV

Ethics, Constitution and Media Laws (Core Course) JBCPAMACJ204

The course shall provide the learner with a sense of history, philosophy and ethics. It will encourage the learner to engage with ethical issues in the environment, debate upon the issues and arrive at an understanding of how ethics and ethical conflicts are dealt with. The course explores ethics around the

world through an understanding of the important religions practiced in the world. The interconnection between ethics, law and the Constitution will be understood. There will be a special emphasis on ethics of the communication and media professions.

The course shall comprise of the following units :

Week 1	What are ethics, types of ethics, Euro-American ethics, ethics in other parts of the world, historical influences	What is History, Edward Carr, Penguin, 2008 History of Western Philosophy, Bertrand Russell, Simon and Schuster, 1972
Week 2	Ethics in India – principles and practice	History of Indian Philosophy, Surendranath Dasgupta, Motilal Benarsidass, 1997
Week 3	What the religions of the world say about ethics, what is the nature of truth	Working a Democratic Constitution: A history of the Indian experience, Granville Austin, OUP, 2003
Week 4	Democracy, liberty, freedom, secularism, socialism, federalism, sovereignty, equality	Introduction to the Constitution of India, Durga Das Basu
Week 5	Ethics in the Constitution of India	Media Ethics, Paranjoy Guha Thakurta, OUP, 2011
Week 6	Fundamental Rights, Duties and Obligations	Ethics and the Media: An Introduction, Stephen J. A. Ward, Cambridge University Press, 2011
Week 7	India's criminal justice system	Media at Work in China and India: Media at Work in China and India: Discovering and Dissecting, edited by Robin Jeffrey, Ronojoy Sen
Week 8	Crime, punishment, reform and the IPC	
Week 9	Global journalism ethics	
Week 10	Journalism ethics in India	Ethics in Public Relations: A Guide to Best Practice, Patricia J Parsons, Patricia Parson,. 2008
Week 11	Laws regulating the mass media and mass communication in India	Ethics in Public Relations: Responsible Advocacy, edited by Kathy Fitzpatrick, Carolyn Bronstein, Sage, 2006
Week 12	Social responsibility of the media, intellectual property rights and copyright in India	The Human Rights Reader: Major Political Essays, Speeches, and Documents from ancient times to the present, Micheline Ishay, Routledge, 2007
Week 13	Human Rights, animal rights	
Week 14	Ethics of Public Relations	
Week 15	Ethics of Advertising	

Total Hours	60 hours	
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Class methodology

This is a six credit course. It will involve teaching-learning for four hours a week for a period of 15 weeks. Of the total 60 teaching-learning hours, 40 will comprise the central teaching component while 20 hours will comprise the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher. The 40 hour teaching component will include two tests conducted in the classroom. These tests may be written, oral or presentation. Altogether these tests will be for 25 marks.

The self-study component of 20 hours will include conducting seminars, writing a research project, a review of literature, conducting surveys or interviews. These will be evaluated for 15 marks. The self study component assigned in this manner will be related to or an extension of but not in lieu of the prescribed syllabus.