

## **SEMESTER I**

**Course Title: Photography Concepts & Practice**

**Course Code: VCOM613**

**Level: PG**

**Semester: 1**

**Course Objectives:**

- Introduce the basics of visual communication
- Introduce to the art and commercial practice of photography.
- Explain the elements of proper framing
- Develop visual literacy
- Enable students to use photography for journalistic purposes
- Train the students on basics of image-editing.
- Expose the students to various camera controls
- To explain the use and types of lighting in photography
- Explain the importance of peer-review (critique) in photography.

**Course Contents/Syllabus:**

### **Module 1: Introduction to Visuals**

Similarities between human eye and camera. Visual Perception. The social definition of photography, The power of visual images-- Stereotypes with Images.- Context, Content & Stereotypes, Photography as an Art, Photography as Science, Light and color, Qualities of light, Characteristics of light, Demonstration and understanding of color theory with respect to photographic image, Contrast Painting and Photography

### **Module 2: Visual Perception**

Basics of Camera, Types of Camera, The art of seeing, Digital SLR vs. SLR -different parts of SLR camera- Film & Digital technology, Basic photographic techniques- Pin hole cameras- Types of cameras, Aperture and Depth of Field, Shutter and motion, Film Speed (ISO) and Noise, Types of Lenses and their uses, Focal length, Focal plane & Focus, Lenses and its relation to subjects, Exposure techniques, Exposure Triangle, Different types of light – Natural & Artificial, Different Lighting techniques – Exploring day light, Flash - Studio flashes - Basic Studio lighting techniques – Three point lighting, Observation of light & Shadow

### **Module 3: Principles of Visual Communication**

Rules of Composition – Portraits, Optical Center and Geometric Center, Rule of Thirds, Composing different subjects, Perspective –Texture – Pattern- Color- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary

#### **Module 4: Getting the Right Gear**

Choosing a Camera based on need analysis, Manual Exposure Controls, Manual Focusing Mechanisms, Control Accessibility, Traditional vs. Electronic Viewfinder, Tripod Mount, Lighting Solutions, Built-in Flash, Reflectors, Auxiliary Flash Units, Setting Up the Digital Darkroom, Knowing the right lenses, Image Resolution: Creative Impact & Recommended Setting, Compression, Image File Format, ISO: Creative Impact & Recommended Setting, Flash Modes, Focus Modes, White Balance, Correction and Color Filters, Digital Zoom

#### **Module 5: Printing and Sharing Photos**

Photo Quality, Picking a Printer Type: Inkjet, Dye-Sub, or Laser, Sorting Through Printer Specs, Inkjet Printing for the Long Haul: Archival Solution, Preparing Your Picture for Printing, Balancing Output Resolution, Print Size, Adjusting Output Resolution by Resampling, Choosing Printer Properties and Other Printing Tips, Solving Color-Matching Problems

#### **Student Learning Outcomes:**

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

- Define the basics of photography
- Identify the concepts of science and art within photography
- Understand the nuances of grayscale image
- Relate the history of the medium
- Design storytelling through this visual medium.
- Develop projects with commercial application.

## **Text Reading & References**

- Zakia, R. D., & Page, D. (2012). *Photographic composition: A visual guide*. Routledge.
- Langford, M. (2013). *Basic photography*. Routledge.
- Peterson, B. (2016). *Understanding exposure: how to shoot great photographs with any camera*. AmPhoto books.
- Langford Michael, *Basic Photography*, Plume; 5 edition (August 26, 2003)
- Peterson , Bryan *Understanding Exposure*, Amphoto Books; 3rd Revised edition edition (10 August 2010)
- *David Taylor*,*Digital Photography Complete Course: Learn Everything You Need to Know in 20 Weeks*,( Aug 18, 2015)
- Scott Kelby ,*The Landscape Photography Book: The step-by-step techniques you need to capture breathtaking landscape photos like the pros*,( Jun 7, 2019)

## **Course Title: Visualization & Media Design**

**Course Code: to be decided later**

**Level: PG**

**Sem: 1**

## **Course Objectives:**

This course is designed to:

- Provide an overall understanding of design communication in the context of advertising, PR and event and media design
- Give students a broad knowledge of design thinking, aesthetic of design, history of art, basics of drawing and composition, storytelling technique through design elements and the required software knowledge
- Students will study ideation, development and production of visual messages
- Identify and utilize design theory, and criticism from a variety of perspectives with the use of design objects.

## **Syllabus**

### **Module 1: Introduction to Design Thinking**

Design thinking, Identify the problem, Project planning: understanding the need of client, Brainstorming with thumbnail sketches, Developing creative briefs, Tools and techniques for developing creative briefs, Identify the challenges of creative briefs, Value propositions and pricing

### **Module 2: Basics of Media Design**

About print layout, Layout in use: scale, indexing, dividing the page, structure/ unstructured and juxtaposition, Grid: symmetrical, asymmetrical and baseline grid, Understanding grid through different media: magazine, brochures, newspaper, website and packaging, Elements on a page: columns and gutter, image, alignment, hierarchy, arrangement, entry point and pace, Principles of design, Elements of design, Color: basic color theory, aspects of color, color models and color psychology, Typography: define typography, font vs. typefaces, the anatomy of typography, terminology of typography, rules of typography, pairing typeface, challenges and solution.

### **Module 3: Design for storytelling**

Define Story, Meaning and impact of story in communication, Element of the narrative, Storytelling through design elements

### **Module 4: Design software: Basics of Illustrator**

Navigating documents, Creating own Illustrator workplace, Working with artboards, Using layer, Drawing shapes, Transforming objects, Adding fills & strokes, Working with color and type, Drawing in Illustrator, Adding content to the library, Printing and exporting artwork, Use of effects

### **Module 5: Design software: Basics of Photoshop and InDesign**

Introduction of basic interface, Opening files from Bridge and Lightroom, Working with multiple documents, Customizing the Photoshop interface, Understanding the file format, Understanding color modes, bit-depth, and color-space, Cropping & transforming image, Working with layers and layer mask, Masking selection, Blend Modes, Working with adjustment layer, Apply filter, Creating a new document, Adding text frame, Importing graphics, Inserting, deleting and moving pages, Understanding the concept of master page, Threading text frame, Object Linking & Embedding (OLE), Formatting text, Creating and applying text and object style, Creating Table, Building interactive PDF, Printing and exporting InDesign document, Basics of Infographics: Making the data more readable, Basics of cartography: Making the maps.

### **Student Learning Outcomes:**

- Identify the core concept of design communication
- Develop the knowledge of Indian as well as Western art
- Understand the basic principles of typography and photography
- Develop an understanding of various design elements and principles
- Develop an understanding of visual narrative
- Understand graphic designing for digital platforms
- Learn the skills in using design software's like Adobe Illustrator, Photoshop and InDesign.

### **Text Reading:**

- Art and Print Production, Sarkar N.N. Publisher: OUP India, ISBN: 9780195692242, 0195692241

- Newspaper Layout & Design: A Team Approach, Daryl R. Moen, Iowa State Press, ISBN 978-0813807294
- Lockwood, T. (2010). *Design thinking: Integrating innovation, customer experience, and brand value*. Simon and Schuster.
- Kirk, A. (2012). *Data Visualization: a successful design process*. Packt Publishing Ltd.
- Gyncild, B. (2013). *Adobe Photoshop CC Classroom in a Book*. Pearson Education.
- Huddleston, R. (2010). *Flash Catalyst CS5 Bible* (Vol. 693). John Wiley & Sons.

## **Course Title: Writing and Analysis for Print**

**Course Code: to be decided later**

**Level: PG**

**Sem: 1**

### **Course Objectives:**

This course is designed to:

- To learn about the history and development of print media in India
- To provide understanding of news and newsgathering processes
- To gain understanding of newspaper organization and set up
- To gain understating about the contemporary issues involving the print industry
- To understand different styles of news editing in newspapers and magazines
- To enable students to produce a newspaper

### **Syllabus**

#### **Module 1: Evolution of Indian Press**

Evolution of Indian press: James Augustus Hicky - James Silk Buckingham, Raja Ram Mohan Roy - Freedom movement and the press, Role of Press in India post-independence period, Press commissions, Professional media organizations, Role of Vernacular Press, Doyens of Indian journalism

#### **Module 2: News and News Gathering**

News: Meaning, Definition, Nature News Value Basic elements of News, Hard and Soft News, Organizing the news structure: 5 Ws & I H, Inverted Pyramid Types of Lead, Writing a basic news story: Lead, Body, Ending, General assignment reporting/Beat Reporting, Sources of Information, Interviewing: Process & Skills,

The news process: from the event to the reader (360 degrees news), Language and principles of writing: Basic differences between the print, electronic and online journalism, Exercises in news report writing (refer to 101reporters.com)

### **Module 3: Newspaper Organization and Setup**

Basic journalism terminology, The Newspaper organization, Various departments and their role, The editorial/newsroom set-up, Role of copy editors; editors; proof readers

### **Module 4: Trends and Contemporary Debates**

Media and Democracy: Responsibility to Society; Press and Democracy, Contemporary issues relating to ownership and control in journalism, Ethical concerns and the role of Press Councils, Factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers, News industry transformation: digital technology, social platforms and the spread of misinformation and disinformation, Combatting disinformation and misinformation through Media and Information Literacy (MIL) and fact-checking, Objectivity and politics of news. Neutrality and bias in news, Impact of Technology on newspapers and Magazines, Citizen Journalism

### **Module 5: Basics of Editing**

Editing and rewriting news and features, Principles of Editing – Rewriting different copies – Computer Editing – Style Sheet, Headlines – techniques, styles, purposes, kinds of headlines. Page make- up, Computer layout, Principles of photo editing. Definition—Journalistic writing Vs Creative Writing. Newspaper Design and Layout – Front and Inside Pages- Computer Page Makeup; Principle & Techniques of Page Makeup. Picture Editing and Caption Writing Exercises on Copy editing, Understanding Newspaper production, Introduction to software like InDesign and QuarkXPress to orient them to art of designing the newspapers.

### **Student Learning Outcomes:**

- Describe the history of press both pre and post independent India.
- Describe newspaper organization and set-up
- Identify news values and organize a news story according to the news structure
- Identify fake news and acknowledge ways to combat disinformation
- Demonstrate interviewing and newsgathering skills
- Discuss contemporary issues related to media
- Display editing skills and relate to newspaper production

### **Text Reading:**

- Baskette, Sissors & Brooks (1992). The Art of Editing (5th Edition). Macmillan Publishing Co. New York.

- Gormly Eric. (2005) Writing and Producing News. New Delhi: Surjeeth publications
- M. L. Stein, Susan F. Paterno & R. Christopher Burnett. (2006) News Writer's Handbook. Blackwell
- J. V. Vilanilam. Mass Communication in India. Sage publications : New Delhi, 2005
- Kamath M. V. Professional Journalism, Vikas publication House
- Klaus Bruhn Jensen. A handbook of Media and Communication Research. Routledge, 2003
- Mencher, Melvin. (1977). News Reporting & Writing. Wm. C. Brown Co.
- Neal, James A & Brown, Suzane S (2003) News Writing & Reporting. New Delhi, Surjeeth Publications,

## Semester II

### **Course Title: Television News and Production**

**Course Code: JMC 644**

#### **Course Objectives:**

The course objectives are as follows:

- Familiarize students with the latest technique of TV production,
- Develop TV production skills and ability to produce studio & field-based programs,
- Familiarize the students with the latest equipment's and concept of programming, marketing, and governing bodies working in nation in the field of TV production.
- Develop a perception about practice of journalism in Television news channels,
- Create a conceptual understanding about video editing in the perspective of TV news stories editing.
- Make them understand the editorial structure and the newsroom functions.

#### **Syllabus:**

##### **Module 1: Understanding TV News**

Understanding the medium: invention and development strengths and weaknesses of the medium; Understanding TV News: News Values, Significance of Deadlines, News as it happens; Sources of News, Types of News, News Agencies, News priorities for TV, Comparison with other News Media, Breaking News:

Definition and Practice, Working of a Newsroom, Functionaries of a Newsroom, Role of Correspondent, Role of Copy Editors, Role of Input Desk, Role of VT Editors, Role of Output Editors, Role of News Producers, Role of Field Cameraperson, Role of Studio Cameraperson, Backroom Researchers, Reference Library or Archives, Animation and Graphics

## **Module 2: Reporting and Writing for TV**

TV Reporting, Reporting Skills for TV medium, Understanding Deadline in news coverage and production, Gathering Information from news sources, Cultivating Sources: Tip offs, Story Planning on assignment desk, Nurturing Story Type: Political, Social, Human, Sports, Crime, Entertainment , Interview Skills: Byte Recording, One to One, Group Discussion & Vox Populi, Presentation Skills: Voice Modulation; Diction; Screen Presence; Body Language Piece-to-Camera, Phone in Conversation

## **Module 3: Writing for TV News**

Writing and Editing TV news, Words vs Visuals comparison, Understanding Content of News, TV Scripts: Headlines, On Air Text (News Scrolls), Writing of scripts: Deciding the program contents and collection of material, doing research, writing style, editing etc., Anchor Script preparation from news bulletin producer Promo production process, Updating information, Conducting auditions for the selection of artists (drama, music, anchoring), Training of artists and arranging of rehearsals, Recording of programs, Selection of sound effects, editing and mixing techniques, Art of compering and announcing (voice quality, modulation and pronunciation techniques), Voice Over doing techniques

## **Module 4: Camera & Shooting**

Production and Transmission Technology; Functionaries of Ultra-modern PCR & MCR, Working of a TV Camera, Understanding the Visual Composition, Digital Technology of the Cameras, Understanding Sound, Light and Colour warmness, TV editing software: Uses and Limitations, Descriptors/Topics, Video-technology, Parts of camera: Types: The hand-held camera, The hand-held supports, Light weight camera, Convertible camera, Electronic cinematography, The studio camera, Controls: Camera mounting, Camera movements, Single & Multi Camera Techniques: Single camera production, Multi camera production, Special Effects: Effect on switching, White balance in camera, Component and Controls of Video Camera. Parts of a video camera, Power switch, preheat, genlock, white balance, black balance, gain, iris, pedestal etc. Zoom control: servo, manual, remote, zoom extenders. Focus control: Auto, manual , remote, back focus, macro focus. ,Camera view finders (B/W and colour). Its indicators and control. Balancing of Colours of a video camera: Colour temperature, Camera filters, White balance: Process and need.Camera control unit (CCU), Waveform monitor for output level of TV.

## **Module 5: Editing and Lighting**

Introduction of Video Editing: Digital Editing, Online and Offline Editing, concept based video Editing, Create a Project: Assembling a Sequence, Organize Media Clips, Add Clips to a Sequence, Fine-tuning a Sequence, Trim Clips, Insert or Replace Clips in a Sequence, Adjust Clips in a Sequence, Enhancing a Sequence with Transitions, Effects, and Title: Add Transitions, Apply a Fixed Effect to a Still Image, Add a Title, Adjusting Audio & Exporting Video, Adjust Volume Levels, Create a Fade, Export a Movie File. Lighting for Video Production, Objectives & Aims of lighting for various video productions. Qualities & directions of Lighting. Different ways of controlling lighting, The lighting equipment, Planning and Positioning of Lighting. Basic lighting plans for various types of video production. Digital Lighting and lighting for outdoor shoot. Make up for Video Production: Make-up its importance and meaning in video production, Basic principles of make-up for video production, Types of makeup. Tools of makeup.

### **Student Learning Outcomes:**

#### **Having taken this subject, students will be able to:**

- Identify and learn to handle TV camera, required equipment's and software's for news production.
- Analyze the structure of newsroom and personnel's.
- Write scripts for TV news and Special Programming.
- Capable of producing news bulletins for 24hrs news channels.
- Understand the operation and management of news Production equipment's (Camera, light, sound & editing)

### **Text Reading:**

- **Launching New Ventures: An Entrepreneurial Approach, 5th Edition, Kathleen R. Allen University of Southern California, ISBN-13: 9780547014562**
- **Entrepreneurship: creating and managing new ventures, Bruce Lloyd, Pergamon Press, ISBN 0080371086**
- **Start Run & Grow: A Successful Small Business, CCH, CCH Tax and accounting, ISBN 0808012010**
- **Managing New Ventures: Concepts and Cases in Entrepreneurship, By Anjan Raichaudhur, PHI, ISBN 978-81-203-4156-2**
- **Technology Ventures: From Idea to Enterprise, Thomas H. Byers, Richard C. Dorf, Andrew Nelson, Science Engineering & Math;**

## **Course Title: Development Communication Theory & Practice**

**Course Code:**

### **Course Objectives:**

The students will be introduced the concept of development which will enable them to:

- Enhance their understanding of the concept of development and cater to the paradigm shift in development
- Familiarize them to various dimensions of development and communication for social change and empowerment.
- Magnify the knowledge base of theories around development, and its relation to culture, individual and community behavior change, in addition to societal transformation.
- Understand the contemporary approaches to C4D concepts and techniques.

### **Syllabus:**

#### **Module 1: Concept of Development**

Concept and definitions of development; Characteristics of developing countries, Shift from dominant to participatory paradigm of development, Theories of development Rostow's Linear-stages-of-growth model, Structural-change theory, Dependency Theory, World system theory, Center periphery theory, Alternative approaches to Development: Social, Cultural, and Political Perspectives in Development. Need-based approach; Sustainable Development; Human Development Approach; Rights Based Approach and Participatory Approach to Development, Development as Freedom; Empowerment Approach; Millennium Development Goals. Sustainable Development Goals

#### **Module 2: Development Communication**

Development Communication- concept and characteristics, Principles of development communication, Differences between Communication for Development and Development Communication; Role of all forms of media in Development, Innovations and trends in Development Communication: Positive Deviance; Entertainment-Education; Corporate Social Responsibility, Role of NGOs in Empowering individuals and societies, Concept and approaches of Behavior Change Communication; Information, Education, and Communication for Development, Role and importance of development journalism-national and international perspectives

#### **Module 3 Issues in Development Communication**

Mass media and its focus on key developmental issues such as health, poverty, education, gender discrimination, climate change, Rural setting and development issues: Health, Population, Poverty, Women and Child Development, Sanitation, Agriculture, Water, Urban setting and development issues: Health, Urban housing, Water and Sanitation, Employment, Environmental Concerns (Examples and case studies), Advocacy and social mobilization for awareness for social change

#### **Module 4: Development Campaigns and Approaches for Social Change**

Importance of social change campaigns, Various Channels for campaign designing and dissemination – radio, television, newspapers, new media, traditional and folk media, indoor and outdoor media; treatment of message in various cultures; role of culture and importance of attitudes, beliefs, and practices in communication, Key social change and development campaigns by various ministries and/or NGOs: Analysis and Critique, Community Radio and Development communication

#### **Student Learning Outcomes:**

##### **The course will help students in the following areas**

- Students will be able to understand the need for development and the various approaches and paradigm shifts in development through various theories, models, and case studies
- Students will be able to the role of development oriented communication including formats such as entertainment education
- Students will be able to critically analyze the issue and challenges in development communication, both nationally and internationally.
- Students will be able to understand the importance of social change campaigns and how they work.

#### **Text & References:**

- Amartya Sen. (2000). *Development as Freedom*. Anchor Books: NY.
- Arvind Singhal and Everett M. Rogers (2001). *The Entertainment-Education Strategy in Campaigns*. In R.E. Rice and C. Atkins (eds.) *Public Communication Campaigns*. 3rd Edition. Thousand Oaks, CA: Sage Publications.
- Everett Rogers. (1976). *Communication and Development: Critical Perspective*. Sage: New Delhi.
- Georgens, M & Kusek J. Z (2010). *Making Monitoring and Evaluation Systems Work: A Capacity Development Tool Kit*: World Bank Publication.
- Paolo Mefalopulos. (2008). *Development Communication Sourcebook- Broadening the Boundaries of Communication*. The World Bank Publication.
- Servaes, J., Jacobson, T. & White, S.A. (Eds.). (2006). *Participatory Communication for Social Change*. Thousand Oaks: Sage.

- Srinivas Melkote and Leslie Steeves. (2015). *Communication for Development: Theory and Practice for Empowerment and Social Justice (3ed)*. Sage: New Delhi
- Uma Joshi. (2013). *Understanding Development Communication*. Dominant Publishers and Distributors: New Delhi.
- Uma Narula. (2007). *Development Communication – Theory and Practice*. Har Anand Publications.

**Additional Reading:**

- Amartya Sen interview on *Development as Freedom*. (1999). <https://www.youtube.com/watch?v=-6A7k6peWRM>
- *Health Communication Capacity Collaborative Channel*. [https://www.youtube.com/channel/UC27gmJJLtaPncR7P\\_nGcVbA](https://www.youtube.com/channel/UC27gmJJLtaPncR7P_nGcVbA)
- Mellon Scholar Public Lecture on *Positive Deviance Approach* by Dr. Arvind Singhal (2018). <https://www.youtube.com/watch?v=tW06aAPF9wA>
- *Sustainable Development Goals*. United Nations Development Programme. <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>.
- Tedx Mid Atlantic. Monique Sternin discusses *Positive Deviance*. (2013). <https://www.youtube.com/watch?v=nqVrjym1z0g>
- *What is CSR?* Report by United Nations Industrial Development Organization. <https://www.unido.org/our-focus/advancing-economic-competitiveness/competitive-trade-capacities-and-corporate-responsibility/corporate-social-responsibility-market-integration/what-csr>

**Course Title: Radio Programming and Production**

**Course Code: JMC 643**

**Semester: 2**

**Course Objectives:**

- Introduce the characteristics of radio medium
- Familiarize students with the current practices in radio industry
- Familiarize the students with different roles involved in radio production
- Familiarize the students with studio design of radio stations
- Enable the students to write and produce news and fiction based programmes.
- Develop on air talent who can produce their own radio broadcasts with fluidity and style, interact with their listeners, and market their radio shows.

**Syllabus:**

**Module1: History of Broadcasting**

Growth and development of radio, Expansion of Radio, Development with five year plans, Diversification of broadcast, Education turned Entertainment, Commercial broadcast, 3-tiers of Radio Broadcast, Local Reach, Community Broadcast, Different Services, Growth of BBC and its impact on radio broadcast in India, Role of radio-driven agricultural extension programmes during the 1966 famine, External services of AIR beamed in different languages for audiences in Pakistan, Afghanistan, UAE, Africa etc., Evolution of formats in radio stations.

**Module 2: Characteristics of the Medium**

Radio as mass media, Radio as affordable medium, Radio for individual, Radio as good teacher, Radio as local media, Mobile as means of radio broadcast , Radio as savior during natural disaster like Tsunami, Radio as potent tool for bringing about societal/political change, Understanding audience & their needs, Understanding the medium as well as audiences to effectively create contents, converse and engaging them

**Module 3: Radio Society**

Layout of radio studio, Audio Workstation: Computer, Mixer, Control panel, Types of Microphones and usages, Radio/Audio programme Recording, Radio/Audio programme Editing, Understanding the operation of Radio Transmitter used in radio stations, Utility of Music clock in radio station, Various roles and responsibilities involved in radio station like music manager, ad traffic manager, OB management , Guest coordination.

**Module 4: News and Fiction based programme production**

Radio News based programme & News magazine production, Radio Interview programme production, Types of radio talks and its production, Radio Discussion based programme production, Understanding the technique of doing Phone-ins for various radio programmes, Vox-pop recording method, Conducting and producing radio drama in radio studio, Understanding the method of radio Musical programme production and transmission, Radio Documentary and radio Feature production, Conducting and production of radio based Games, quiz, & interstitials.

### **Module 5: News Reading and Presentation**

Understanding the concept of Vocal stressing & Pronunciation used in radio programme production, Understanding the presentation Style of different Types of radio stations: Private & Government funded radio stations, Working with headphones and sound recording devices, Pronunciation style in English language programmes (British), Exercises on voice & diction

**Student Learning Outcomes:** At the end of course, the students will be able to:

- Select news stories appropriate to the target audience
- Put stories in order of importance and write a programme running order
- Write bulletin material to time using accurate, clear and engaging
- Research news leads and follow up existing stories
- Commission and brief reporters to cover news stories, including those remote from the newsroom
- Package news material, interviews and actuality in audio form in appropriately creative ways
- Produce and run a studio for a live news transmission
- Present news on-air
- Analyse and critique a news programme, giving professional feedback to contributors.

### **Text Reading & References:**

- Akash Bharti: National Broadcast Trust (1978). *Report of the Working Group on Autonomy for Akashvani and Doordarshan*. New Delhi: Publication Division.
- Ash, W. (1985). *The way to write radio drama*. Trafalgar Square Publishing.
- Barnas, F., & White T. (2013): *Broadcast news: Writing, reporting, and producing*. Burlington, MA: Focal Press.
- Chantler, P., & Harris, S. (1997). *Local radio journalism* (2nd Ed.). New Delhi: Focal Press.
- Chantler, P., & Stewart, P. (2009). *Essential Radio Journalism: How to produce and present radio news*. Bloomsbury Publishing.
- Chantler, P., & Stewart, P. (2013). *Basic radio journalism*. CRC Press.
- Chatterji, P.C. (1991). *Broadcasting in India*. New Delhi: Sage.
- Crook, T. (2002). *Radio drama: Theory and practice*. Routledge.
- Hilliard, R. L. (2014). *Writing for television, radio, and new media*. Cengage Learning.

- Hyde, S.W., & Ibrahim, D.A. (2017). *Television and radio announcing* (12th Ed.). New York: Routledge.
- Luthra, H.R. (1986). *Indian Broadcasting*. New Delhi: Publication Division.
- McLeish, R. (2012). *Radio production*. Routledge.
- Mehra, M. (1985). *Broadcasting and People*. New Delhi: National Book Trust.
- Report of the Working Group on Software for Doordarshan: An Indian Personality for Television. (1985). Publication Division: New Delhi.
- Singhal, A., & Rogers, E. M. (1989). *India's information revolution*. New Delhi: Sage..
- Smith, F. L. (1979). *Perspectives on radio and television: An introduction to broadcasting in the United States*. HarperCollins Publishers.
- Starkey, G., & Crisell, A. (2009). *Radio journalism*. Sage.
- Stephens, M. (1993). *Broadcast news* (3rd Ed.). Wadsworth Publishing.
- Trewin, J. (2013). *Presenting on TV and Radio: An insider's guide*. Focal Press.
- William, N. J. V. (n.d.) *The Script Writers' Handbook*.
- Willis, E. E., & Aldridge, H. B. (1992). *Television, cable, and radio: A communications approach*. Prentice Hall.

### Semester III

**Course Title: Data Journalism**

**Course Level: PG**

**Course Code: to be generated**

**Course Objectives:**

- Students will get an understanding of data and its types
- Students will be able to relate to and understanding certain basic datasets released by the government
- Students will identify, relate and understand the different kinds of economic and financial data
- Students will identify, relate and understand the different kinds of social datasets available
- Students will learn how to analyse datasets and write data driven stories

**Syllabus**

**Module 1: Understanding Data**

What is data, Types of data, Understanding the difference between data and big data, Different kinds of data that journalists deal with on an everyday basis, Understanding why is data necessary for journalists, Need for data driven journalism

## **Module 2: Basic understanding about the datasets released by the Government**

What kind of datasets does the government collect and why is it necessary for the government to collect these datasets, What are the different kinds of data released by government – a basic overview, What are the different offices which release government data, Importance of Census, Importance of Development Data: Learning to use Open Government Data platform data.gov.in, Accessing data through Right to Information Act, 2005

## **Module 3: Dealing with Economic and Financial Data**

Why is data pertaining to the economy important? Understanding different kinds of economic datasets released by the Government of India, RBI, NITI Aayog and other bodies - GDP, CPI inflation, WPI inflation, Fiscal Data, Current Account Deficit, Foreign Direct Investment, Trade data including trade deficit and export-import data, Balance of Payments data, Manufacturing PMI, Services PMI, Index of Industrial Production, and foreign exchange data, data on revenue collection, expenditure data and labour and workforce data, Understanding the Union Budget as a dataset, Understanding how and why does data from the Indian Meteorological Department matter, Understanding corporate data stored and managed by Registrar of Companies, Learning how to analyse quarterly and annual results of listed companies, Learning how to use websites of BSE Sensex and NSE Nifty for data mining on companies, Data released by oil marketing companies, Data released by Society of Indian Automobile Manufacturers (SIAM), Data released by telecommunication companies/ TRAI

## **Module 4: Dealing with Social Indicators**

Understanding different social datasets released by the government and other agencies, Annual Health Survey, Rural Health Statistics, Sex Ratio, Child Sex Ratio, Decadal Growth Rate, Literacy Rate, Dropout Rate, Employment/Unemployment Data, Under 5 Mortality Rate, Infant Mortality Rate, Maternal Mortality Rate, Human Development Index, Data related to the Integrated Child Development Scheme (ICDS), Electricity data, Sanitation data, Housing data, Road and Highways data, Environment data

## **Module 5: Data Analysis and Story writing**

Learning how to analyse data, Learning how to use data analysis to write a story, Learning techniques of data visualisations through various free-to-use softwares

### **Student Learning Outcomes:**

- Students will be able to identify the need for journalists to engage with data on a regular basis.
- Students will be able to recognise the different datasets released by the government
- Students will be identify and discuss the importance of various economic indicators released by the government and other agencies
- Students will be identify and discuss the importance of various social indicators released by the government and other agencies
- To make students aware of the different aspects of data analysis, data visualization and how to use data to weave a story

- Appraise and interpret the legal, ethical and social aspect of advertising.

### **Text Reading:**

- Shah Kruti, D'Souza Alan, (2011), Advertising and Promotions An IMC Perspective, Tata McGraw Hill Education Private Limited
- Belch, George E & Belch, Michael A. (2009). Advertising and Promotion. McGraw-Hill Irwin. 8th edition.
- Wells W.D, Burnett J, & Moriarty S. (2009), Advertising Principles and Practice, Pearson Higher Education

### **References:**

- Batra R, Myers G.J., Aaker D (2009), Advertising Management, Pearson Education.
- Kazmi, S.H (2005): Advertising and Sales Promotion. Excel Books.

## **Course Title: Financial Journalism**

### **Course Code:**

### **Course Objectives:**

The course aims to produce both knowledge and skills to students. The objectives of the course are to:

- Students will understand the need and relevance of financial reporting
- Students will understand how macroeconomic policymaking happens in India and how is it reported
- Students will understand the need for corporate and equity reporting
- Students will understand the need for commodity reporting
- Students will understand the need for covering courts and legal matters as part of financial journalism
- Students will learn how to write different kinds of financial stories

## **Syllabus**

### **Module 1: Introduction to Business Journalism**

What is financial reporting all about? Functioning of a business newsroom including hierarchies, Elementary knowledge of macroeconomic policymaking in India, Basic understanding of money, equity, commodity and fund reporting

### **Module 2: Macroeconomic policymaking in India and its reportage**

Functioning of the Finance Ministry including the Department of Economic Affairs, Department of Expenditure, Department of Revenue including the Central Board of Direct Taxes (CBDT) and Central Board of Indirect Taxes and Customs (CBIC), Department of Financial Services and Department of Investment and Public Asset Management, Relevance of the Union Budget and its preparation, Role of RBI (monetary policy framework) including its impact on banking operations, inflation management, buying and selling of government securities, money and currency markets, and forex interventions, Functioning of the Commerce and Industry Ministry including that of the Department of Commerce and Department for Promotion of Industry and Internal Trade, Directorate General of Foreign Trade, Directorate General of Trade Remedies (Anti-Dumping), understanding foreign trade and the investment scenario in India, Role of the Ministry of Statistics and Programme Implementation (MoSPI) and the Central Statistics Office, Understanding various macroeconomic indicators and their implications on the Indian economy, Role of Credit Rating Agencies in macroeconomic policymaking in India, Reporting funds and understanding the importance of IRDAI and PFRDA, Role of Ministry of Corporate Affairs including that of Registrar of Companies, Competition Commission of India and the Serious Fraud Investigation Office, Role of Ministry of Labour and EPFO, Role of NITI Aayog and the PM's Economic Advisory Council in macroeconomic policymaking in India, Role of the Finance Commission in macroeconomic policymaking, Role and importance of various trade associations, Importance of Public Account Committees

### **Module 3: Corporate and Equity Reporting**

Understanding various beats in corporate and equity reporting, Role and importance of various industries: Oil and Petroleum, Aviation, Telecommunications, Automobile, Power, FMCG, Steel, Cement, IT and Electronics, Banking and Insurance, Chemicals and Pharmaceuticals, Heavy Engineering, Railways, Agriculture, Metals and Mining, Consumer Durables, Roads, Manufacturing and Services, Understanding how the stock markets and indices (BSE Sensex and NSE Nifty) work, Understanding the role of SEBI in market regulation, Learning how to analyse quarterly and annual results of corporates and PSU corporations and undertakings, Reporting mergers, acquisitions and takeovers

### **Module 4: Commodity Reporting**

Understanding various beats in commodity reporting, Role of the Ministry of Agriculture, Consumer Affairs, Food Processing Industry and Commerce and Finance in the agriculture and food sector, Understanding the economics of Minimum Support Price and why is it necessary for the agriculture industry, Understanding the reasons behind agriculture distress in India, Role of IMD in Commodity Reporting, Covering various commodities: vegetable oils, pulses, cotton, spices, sugar, plantation, grains, precious metals, metals, energy etc., Covering commodity markets and role of Forwards Market Commission (now merged with SEBI)

### **Module 5: Covering Courts and Legal Aspect of Business Journalism**

- Understanding the need to cover courts as part of business reporting, Covering courts (Supreme Court, High Court and District Courts) and Tribunals (Authority for Advance Rulings, Central Electrical Regulatory Authority, National Company Law Tribunal, Competition Commission of India, Customs Excise And Service Tax Appellate Tribunal, Employees Provident Fund Appellate Tribunal, Income Tax Appellate Tribunal, National Green Tribunal, Telecom Disputes Settlement & Appellate Tribunal (TDSAT), Telecom Regulatory Authority of India), Writing stories on the macroeconomic policy framework including analytical pieces on various issues surrounding the economy, Learning pre-Budget and post-Budget stories and interviews, Learning

how to write market trends (money, equity, commodity), Learning how to analyse and interpret datasets and writing spot stories and analytical pieces, Learning how to write pre-result copies and post-result copies

### **Student Learning Outcomes:**

Having taken this course, the students will be able to:

- Students will be able to identify and recognize of how a business newsroom functions across various media platforms.
- Students will be able to relate to the basics of macroeconomic policymaking in India.
- Students will be able to identify various facets of corporate and commodity reporting in India including the functioning of various markets.
- Students will be able to identify how fund reporting is done in India and the role essayed by the IRDAI and the PFRDA.
- Students will be able to identify the many legal aspects related to business and financial journalism.
- Students will learn how to interpret and analyse datasets and will also demonstrate ability to write spot and feature stories related to business and finance.

### **Text & References:**

- **Hayes, K. (2014). Business Journalism. Apress.**
- **Siegel, J.G. (2000). Accounting Handbook. Barron's Educational Series.**
- **Beattie, V., Fearnley, S., Brandt, R. (2001). Behind Closed Doors: What Company Audit is Really About. Palgrave Macmillan.**
- **Leder, M. (2003). Financial Fine Print: Uncovering a Company's True Value. John Wiley & Sons Inc.**
- **Fridson, M. S. (1995). Financial Statement Analysis: A Practitioner's Guide. John W. Wiley & Sons.**
- **Comiskey, E.E., Mulford, C.W. (2000). Guide to Financial Reporting and Analysis. John Wiley & Sons, July 2000**
- **Andrew, J. (1993). How to Understand the Financial Press. Kogan Page Ltd.**

**Course Title: New Media and Digital Technology**

**Course Code:**

### **Course Objectives:**

The course aims to produce both knowledge and skills to students. The objectives of the course are to:

- Students will gain a basic understanding of the internet
- Students will recognise the need for media convergence and its different types
- Students will understand the basics of New Media
- Students will understand the basics of web journalism
- Students will analyze how social media is used for news
- Students will get a basic insight into digital marketing
- Students will identify and recognise emerging trends in social media
- Students will get an understanding about the various types of cyber laws and cyber crimes

## **Syllabus**

### **Module 1: Internet and New Media**

Internet and its functions, How internet works and basic terminologies of the digital world - megabytes, gigabytes and terabytes, URL, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, web-based readers and stand-alone readers, From Web 1.0 to Web 4.0, Exploring the business side of Web 4.0, Transition from traditional journalism to multiplatform journalism, Journalism of open doors, Theorizing New Media by Lev Manovich

### **Module 2: Media Convergence**

Media convergence and its types, Contribution of Henry Jenkins, Advantages and disadvantages of media convergence, The hybridization of media, Role of media convergence in digital marketing

### **Module 3: Being a New Media Journalist**

Being a new media journalist – learning to leverage technology and internet for data, news, research, crowd sourcing, and managing conversations, Need for content over quality, Mobile and Backpack Journalism, Tools of new media - using a smartphone to record, edit and disseminate audio and video clips, cloud computing

### **Module 4: Using Social Media for News**

Social media sites and their relevance, Tags and folksonomy and their use in social media, Curating content for news apps, Understanding how independent digital journalists operate (Quint, Scroll, Wire, The Print etc.), Policymakers and their use of social media (role of Twitter and Facebook in governance), Fake news: Differentiation and combating, Web analytics and leveraging it for maximizing audiences

### **Module 5: Digital Marketing and Cyber Crimes**

- What is digital marketing and what is its relevance?, Organic and inorganic search, Understanding search engine optimization and search engine marketing, Content marketing and influencer marketing and how it works over the internet and social media, Social media marketing, Designing a social media marketing plan, Understanding data, big data, data analytics and data visualisation across the media spectrum, Leveraging use of internet of things and blockchain technology for digital media, Artificial intelligence and how traditional roles are being altered using AI in newsrooms, Gaming trends, Viral content and user generated content, From Web 4.0 to Web 5.0, Cyber-crimes: Types and cases, Cyber Laws (IT Act, 2000, IT (Amendment) Act , 2008 and Draft Personal Data Protection Bill, 2018), Role of cyber-crime cells

### **Student Learning Outcomes:**

Having taken this course, the students will be able to:

- Students will recognise the need and importance of the internet for a journalist in the 21<sup>st</sup> century.
- Students will identify the need for convergence of media and technology.
- Students will recognise the concepts of web-based journalism and mobile journalism
- Students will recognise the concepts of social media in this emerging media landscape
- Student will be able to explain new media, its origin and evolution and impact on readers, business and society
- Students will employ the learnings from this course in their daily routine whether they work as journalists or other communication professionals
- Students will understand cyber-crimes and the regulatory mechanism surrounding them

### **Text & References:**

- **Briggs Mark. Journalism 2.0: How to Survive and Thrive**
- **Wardrip Noah -Fruin & Montfort Nick. The New Media Reader**
- **Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction**
- **Dewdney Andrew & Ride Peter. The New Media Handbook**

### **Course Title: Public Relations & Events**

**Course Code:**

### **Course Objectives:**

The course aims to produce both knowledge and skills to students. The objectives of the course are to:

- To describe the concept of Public Relations and Events

- To describe the PR practices and media relations
- To discuss and review PR campaigns
- To classify various tools and techniques of event management
- To identify the contemporary trends in PR and events

## **Syllabus**

### **Module 1: Introduction to Public Relations & PR Agencies**

PR: Definitions, Meaning, Objectives and scope, PR and its publics, Functions of Public Relation - Employee Relations, Media Relations, Community Relations, Government Relations, Investor Relations and financial PR, Corporate PR, Distinction between PR, Propaganda, Advertising, publicity, Marketing, PR interface with other Managerial disciplines, PR Agency- Tools and Techniques, PR agency: Concept, Structure and Functions, Account Planners and Liasoning

### **Module 2: Introduction to Event Management and Event Agencies**

Concept of event and event management, Different Kinds of Events, 5 Cs of Event Designing, Event as PR and Marketing tool, Relationship of Event with Advertising and PR, Organizational Structure of an Event Management company, Event Management Personnel: Role and Responsibility, Business Operations and Accounting

### **Module 3: PR Planning & Event Organizing**

Preparing Event Brief, Organizing Event :Mock Press Conference, Plan: objectives, date & suitable day, venue, time, invite, hospitality, refreshments (food allergies), equipment, internet facility, Internet coupons, gifts/giveaways, collaterals, infrastructure, checklist, guests, budget, Licensing & permissions, Press release, Audio release, Video release, social media news release, Write Minutes of the Meeting, and Notice, Designing a Press Kit: Press Release, backgrounder, fact-sheet, audio-visual material, stationery, gift e. Scheduling: Opening Speech, presentation, Post-Conference PR: compilation of media coverage.

### **Module 4: Public Relations Campaigns**

RACE Model – Four step process, PR Campaigns- Accounts, Briefs, Pitch, Role and importance of PR Campaigns, Planning and objectives - Target publics, Message design, Media selection, Action plan, implementation, evaluation and impact, Case studies of a public relations campaign (national and international)

### **Module 5: Evaluation, Assessment & Trends in Event and PR**

Evaluation and Impact Assessment: Concept, Techniques and Application, Monitoring and Controlling the Event, Crisis in Events, Careers in Event Management, Events and sponsorships, Lobbying, New trends used by PR professionals – influencers, digital PR (campaign case study), digital measurement tools, Emerging Trends in Event Management

### **Student Learning Outcomes:**

Having taken this course, the students will be able to:

- Categorise PR and event functions and its role in various sectors
- Illustrate the structure of PR and event agencies
- Demonstrate the learning of PR campaigns and cases
- Design and develop event plans and campaigns
- Assess knowledge acquired in the industry relevant aspects

### **Text Reading:**

- Balan, K. R., & Rayudu, C. S. (1994). *Public Relations in Action*. New Delhi: Castle Book.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). *Effective Public Relations*. Englewood Cliffs, New Jersey's: Prentice-Hall.
- Cottle, S. (2003). *News, Public Relations and Power*. London: Sage Publication.
- Black, S., & Sharpe, M. L. (1983). *Practical Public Relations*. Englewood Cliffs, New Jersey's: Prentice Hall.
- Kishore, D., & Singh, G. S. (2011). *Event management: A Booming Industry and an Eventful Career*. New Delhi:Har-Anand Publications.
- Goyal, S. K. (2010). *Event management*. New Delhi: Adhyayan & Distributors.

### **References:**

- Sachdeva, I. S. (2009). *Public Relations: Principles and Practices*. New Delhi: Oxford University Press.
- Tripathy, M. (2011). *Public Relations: Bridging Technologies and Monitoring Public and the Media*. Delhi: Authors Press.
- *Fundamentals of Communication PR and Leadership* by Georgios P. Piperopoulos, bookboon.com

### **Additional Reading:**

- Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.
- Sharma, D. (2005). Event Planning and Management. New Delhi: Deep & Deep Publications Pvt.

### Semester IV

#### **Course Title: Sports Journalism**

**Course Code: To be generated**

#### **Course Objectives:**

- To introduce the students to the concepts of sports journalism
- To discuss the fundamentals of sports policymaking in India
- To learn how to cover the activities and roles of various national, regional and international sports governing, regulatory and players' bodies
- To understand how sports is covered by the broadcast medium

#### **Syllabus:**

##### **Module 1: Introduction to Sports Journalism**

History of sports and its media coverage in the modern era, Concept of sports journalism, Sports as a part of culture, international and indigenous games, Functioning of a sports newsroom including hierarchies, Amateur and professional sports, Basic understanding of the different kinds of popular sporting activities in India and around the world

##### **Module 2: Sports Policymaking in India and its Reportage**

Elementary knowledge of sports policymaking in India, Sports ministry and various sports governing bodies BCCI, Football Federation, Indian Hockey Association, ILTA and bodies governing other major sports like badminton, volleyball, basketball, athletics, swimming, kabaddi, etc., International sporting organizations and regulatory bodies like IOC, FIFA, FIH, ICC, etc., The Indian government's sports budget and allocations to various sports, Budget for creation of sports infrastructure, Corporate promotion of sports like Tata Football Academy

##### **Module 3: Sports Reporting**

Understanding various beats in sports reporting in India, Cricket reporting and written commentaries, the role of corporates in cricket, Reporting football, hockey, tennis, Reporting athletics both national and international, Reporting badminton, wrestling, boxing, kabaddi, kho kho, basketball, volleyball, table tennis, chess, Reporting rowing, sailing and shooting, Learning to analyze performance of sports persons and teams, Writing for print media and websites and use of graphics. Online commentary and the shift in commentary styles, Major national and international sporting events and their calendars, Profiles of well-known sports personalities of present and past, Gender neutral reporting of sports in media

#### **Module 4: Broadcast Sports Journalism**

Personnel and hierarchies in sports production – role and functions: reporters, producers and camerapersons, Live production team – floor manager, talent like anchor guests, sound recordists, Production control room, Teleprompter, live graphics through viZ, Live commentary, Anchoring for sports, AR Graphics, animations, scorecards, switcher, Director of photography, Show director, show producer, evs operator, audio mixer, playout producer, MCR team, Understanding various beats in sports reporting, Coverage of malpractices and corruption in sports

#### **Student Learning Outcomes:**

##### **The course will help students in the following areas**

- Identify and recognize of how a sports newsroom functions across various print, broadcast and the digital formats
- Relate to the basics of sports policymaking in India and internationally.
- Focus on sports reporting in India and internationally.
- Will demonstrate ability to write spot and feature stories related to sports.

#### **Text Reading:**

- Beyond a Boundary by CLR James
- The Boys of Winter: The Untold Story of a Coach, a Dream, and the 1980 US Olympic Hockey Team by Wayne Coffey
- Among the Thugs by Bill Buford
- Ali: A Life by Jonathan Eig
- Open: An Autobiography by Andre Agassi
- Faster than Lightning My Story by Usain Bolt
- Virat: The Making of a Champion by Neeraj Jha and Vidhanshu Kumar
- Cricket Country: The Untold History of the First All India Team by Prashant Kidambi
- The Art of Captaincy – The Principles of Leadership in Sports and Business by Mike Brearly
- The Barefoot Coach by Paddy Upton

**Course Title: Gender, Human Rights and Media****Course Code:****Course Level: UG****Course Objectives:** The objectives of course are to:

- Students will understand gender and sexuality
- Students will understand and analyze the role played by different feminist movements
- Students will recognise the different feminist theories
- Students will gain an overview and understand the importance of human rights
- Students will understand gender and human rights through the prism of the media

**Syllabus****Module 1: Introduction to Gender Studies**

Overview On Gender and Sexuality, Construction of Gender: Biological Construct of Sex, Sociological Construct of Gender, Simone De Beauvoir, Judith Butler, Gendered Bodies and Sexualities: Understanding Femininity, Masculinity and Non-conforming Gender Identities Gender and Social Structure: Ideology, Patriarchy, Power, Economy

**Module 2: Feminist Movements**

Feminist Movement: First Phase in Europe and US, Ideas of Enlightenment and the quest for women's rights; Industrial revolution; Suffrage Movement; Genesis of Feminist movement in India: Socio-economic cultural conditions of women in 19th century India; social reforms concerning women's liberation and women's participation in social reform movements; independence movement, Feminist Movement in Post-colonial India: Constitutional rights of women property rights of minority women; women's participation in civil organizations and public sphere activities; globalization and religious fundamentalism, Question of double marginality: Dalit and LGBTQI, Feminist movement century and after: Second and third phase of feminism; feminist movement in Latin America, Africa and Asia; women's participation in peace and other civil rights movements

**Module 3: Feminist Theories**

Liberal Feminism:, Marxist and Socialist Feminism, Radical Feminism, Feminist Thought In India: Raja Rammohan Roy, Savitribai Phule Sharmila Rege, Uma Chakravarti, Amartya Sen, Nivedita Menon, Urvashi Butalia, Ruth Manorama, Ammu Joseph, Kalpana Sharma, Ishmat Chughtai and others

## **Module 4: Overview on Human Rights**

United Nations And Human Rights And Duties: Universal Declaration of Human Rights 1948, International Convention of Civil & Political Rights 1966, UN agencies, International Convention on Economics, Social and Cultural Rights, Human Rights And Duties In India: Constitutional Framework : Fundamental Rights, Directive Principal of State Policy, Fundamental Duties, Protection & enforcement of human rights and duties, Police and Human Rights, Judiciary and Human Rights, National and State Human Rights Commission & other grievance redressal mechanism, Section 377, Human Rights Of Special Category And Marginal Groups: Women & LGBTQ (Dalits, Tribes, Disabled, Old, Displaced), UN Commission on the Status of Women, Legislations national and international, Freedom from Sexual Discrimination and Harassment, Conceptualising Justice

## **Module 5: Media Representation: Gender and Human Rights**

Cross Media Representation: Under representation & Misrepresentation of Women, Men and LBGTQI, Normalizing Violence Against Women & LBGTQI, Nirbhaya Case, Shahbano Case, Tripal Talak, Bohra Community Female Genital Mutilation, Media Pathologizing of the Human Body and Human Rights (Laws), Sexualization by Media (Case Study of Advertisement, Cartoons, Film Songs, Literature etc.), Human Rights and Media: For example, UNESCO (International Federation of Journalists- Gender-sensitive Indicators for Media), Dalit Narratives, Contemporary Trends in Media In India: Gender And Human Rights, Freedom of Expression and LGBTQ, Media and Navtej Singh Johra vs Union of India Section 377(Ministry of Law and Justice), Modern Feminist; Dalit and LBGTQI Writers In India, Feminist Media In India (Newspapers, Blogs, Online Portals, Films, Film makers), Circumventing the abortion ban and media reportage, MeToo Movement, MenToo Movement, Media work space, gender and human rights (equality of pay, position, access and marginality), role of women in UN organizations, Media and Justice .

**Student Learning Outcomes:** Having taken the course, students will be able to:

Students will be able to understand the different concepts of gender, representation of women, girls and other non-conforming gender identities in media, existing media stereotypes, gender fissures in media and possible practical applications of a gender-sensitive approach

Students will be able to recognise and understand the role played by different feminist movements

Students will be able to identify the need for different feminist theories

Students will be able to understand the historical and contemporary perspective of human rights

Students will be able to evaluate the correlation between gender and human rights in the context of media, with focus on cross media representation

## **Text & References:**

- Beauvoir, Simone de (2011) The Second Sex
- Butler, Judith (2006) Gender Trouble

- Bales, Kevin. (2012). Disposable people: New slavery in the global economy
- Donnelly, Jack. (2013). Universal human rights in theory and practice
- Sen, Amartya. (1999). Development as freedom
- Carter C and Steiner L (eds) (2004) Critical Readings: Media and Gender
- Dyer, R. (2002) The Matter of Images: Essays on Representation.
- Gill, R. (2007) Gender and the Media
- Hall, S. (1997) Representation: Cultural Representations and Signifying Practices.
- Zoonen, L, (1994) Feminist Media Studies.
- Waters ,M (ed) (2011) Women on Screen

## **Course Title: Political Communication**

**Course Code: To be generated later**

### **Course Objectives:**

- Students will recognise the different political systems around the world
- Students will get a basic understanding about political communication
- Students will analyse the relationship between media and politics
- Students will recognise and understand the key concepts of political communication
- Through the use of case studies students will get an understanding of how political leaders/parties use communication to connect with their audiences

## **Syllabus**

### **Module 1: Introduction to political systems**

Understanding different political systems across the world (Parliamentary structure, Federal structure, Monarchy, Dictatorship), Understanding multiparty and two-party systems, Major political parties around the globe (US: Democratic and Republic parties; UK: Conservative and Labour parties; China: Communist Party of China; Russia: United Russia and Communist Party of the Russian Federation; India: NDA and UPA; Canada: Liberal and Conservative Parties; Australia: Liberal and Labour Parties; major political parties from Germany and France), Understanding coalition politics, Understanding issues related to caste based politics, voter preferences and other political issues

## **Module 2: Introduction to political communication**

Understanding the need for political communication, Definition(s) of political communication, History of political communication, Understanding political communication through certain conventional models and theories of communication: Aristotle's Rhetoric, Lazarsfeld's Model of Communication, Berlo's SMCR Model, Harold Laswell's Model of Communication, George Gerbner's Model of Communication, Westley and McLean's Model of Communication, Elaboration-Likelihood Model (ELM Model) of influence, Noelle-Neumann's Spiral of Silence Model, Jay Blumler and Denis McQuail's work and the Uses and Gratification Theory, Narcosis and Catharsis, Aggressive Cues and Cultivation Theory

## **Module 3: Politics and Media**

Understanding the relationship between media and politics, Politico-media complex and its implications on a free press, Waning sway of traditional media over politics, Understanding the Leveson Inquiry and the London School of Economics' Leveson Love Triangle - an insight into the 2007 News of the World scandal, New media and how it is altering the political discourse, Political advertising and how it is creating an impact on the minds of the voters

## **Module 4: Key concepts in political communication**

Darren Lilleker and key concepts in political communication, James Cheseboro's five critical approaches to contemporary political communications, Machiavellian - i.e. power relationships, Iconic - symbols are important, Ritualistic - Redundant and superficial nature of political acts - manipulation of symbols. Confirmation - political aspects looked at as people we endorse, Dramatistic - politics is symbolically constructed as propounded by Kenneth Burke; Edward Herman and Noam Chomsky - understanding propaganda through the theory of manufactured consent; Jesper Stromback and the four phases of mediatization; Jurgen Habermas and the need for political communication in media society; Elections and how political parties use media for effective communication

## **Module 5: Case studies in political communication**

Case study on the Bharatiya Janata Party -led National Democratic Alliance and its effective use of social as well as traditional media since pre-2014 days, Effective use of Twitter as a platform for the campaigns of American President Donald J. Trump and Hillary R. Clinton, Barack Obama's 2008 and 2012 campaign and the effective use of the Digital Media, UK's Conservative Party's failed Brexit campaign, Justin Trudeau and the changing face of Canadian politics, How Scott Morrison won the unwinnable Australian elections, Angela Merkel and the art of staying in power, The curious case of the Communist Party of China and Xi Jinping, How Vladimir Putin has been able to tighten a stranglehold over Russian politics, Indira Gandhi's return to power in 1980, Emmanuel Macron and La République En Marche! - How traditional parties in France lost power to a novice; Case study on John Fitzgerald Kennedy's 1960 campaign

## **Student Learning Outcomes:**

- Students will be able to identify major political systems and major political parties around the world
- Students will be able to outline the need for political communication, its origin, theories and concepts in governments
- Students will be able to distinguish the relationship between politics and media
- Students will be able to identify and discuss key concepts in political communication

- Through relevant case studies, students will be able to relate to how leaders and political parties across the globe use communication tools to interact with stakeholders

### **Text Reading:**

- **An Introduction to Political Communication**  
Brian McNair  
Paperback: 256 pages  
Publisher: Routledge; 5 edition (8 March 2011)  
Language: English  
ISBN-10: 0415596440  
ISBN-13: 978-0415596442
- **The Dynamics of Political Communication: Media and Politics in a Digital Age**  
Richard M. Perloff  
Hardcover: 512 pages  
Publisher: Routledge; 2 edition (19 October 2017)  
Language: English  
ISBN-10: 1138651648  
ISBN-13: 978-1138651647
- **Handbook of Political Communication Research (Routledge Communication Series)**  
Lynda Lee Kaid  
Paperback: 560 pages  
Publisher: Routledge; 1 edition (28 May 2004)  
Language: English  
ISBN-10: 0805837752  
ISBN-13: 978-0805837759
- **Political Communication: Politics, Press, and Public in America (Routledge Communication Series) 1st Edition**  
Series: Routledge Communication Series  
Paperback: 504 pages  
Publisher: Routledge; 1 edition (December 3, 1997)  
Language: English  
ISBN-10: 0805817956  
ISBN-13: 978-0805817959
- **Political Campaign Communication: Inside and Out (2nd Edition) 2nd Edition**  
Larry Powell and Joseph Cowart  
Paperback: 320 pages

**Publisher: Pearson; 2 edition (March 2, 2012)**

**Language: English**

**ISBN-10: 0205006094**

**ISBN-13: 978-0205006090**

- **Political Communication and Democracy**  
G. Rawnsley  
Copyright: 2005  
Publisher: Palgrave Macmillan UK  
Copyright Holder: Palgrave Macmillan, a division of Macmillan Publishers Limited  
eBook ISBN: 978-0-230-55489-4  
DOI: 10.1057/9780230554894  
Hardcover ISBN: 978-1-4039-4254-8  
Softcover ISBN: 978-1-349-52146-3  
Edition Number: 1
- **The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society (Studies in Contemporary German Social Thought)**  
Jurgen Habermas  
Paperback: 301 pages  
Publisher: The MIT Press; Sixth Printing edition (August 28, 1991)  
Language: English  
ISBN-10: 0262581086  
ISBN-13: 978-0262581080
- **Key Concepts in Political Communication (SAGE Key Concepts series) 1st Edition**  
Darren G. Lilleker  
Print Length: 217 pages  
Publisher: SAGE Publications Ltd; 1 edition (25 January 2006)  
Sold by: Amazon Asia-Pacific Holdings Private Limited  
Language: English  
ASIN: B00LHYY4FU
- **Manufacturing Consent: The Political Economy of the Mass Media**  
Edward S. Herman and Noam Chomsky  
Paperback: 480 pages  
Publisher: Pantheon; New edition edition (15 January 2002)  
Language: English  
ISBN-10: 0375714499  
ISBN-13: 978-0375714498
- **Making Sense of Media and Politics**

**Gadi Wolfsfeld**

**Paperback: 160 pages**

**Publisher: Routledge; 1 edition (February 12, 2011)**

**Language: English**

**ISBN-10: 041588523X**

**ISBN-13: 978-0415885232**