

THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY

Department of Communication

M.A Journalism and Mass Communication

List of Courses on offer August to November 2018 (Semesters I & III)

Semester I

- MAJMC 101 Theories of Communication (Core)*
- MA JMC 102 News Reporting (Core)*
- MAJMC 104 History of Media (Core) *
- MAJMC 108 Scripting for Television (optional)
- MAJMC 204 Development Communication (optional)
- MA JMC 210 Queer Theory and Cinema (Optional)

Semester III

- MAJMC 301 Media Research (Core)*
- MAJMC 302 Advertising and Marketing Communication (Core)*
- MAJMC 306 Television Studies : Issues & Debates (optional)
- MA JMC 210 Queer Theory and Cinema (Optional)
- MAJMC 105 Radio Scripting and Production (optional)
- MA JMC 210 Queer Theory and Cinema (Optional)

* Compulsory for MA JMC students

Course Outlines Semester 1

Course Title	Theories of Communication(Core)
Course Code	MAMJ 101
Semester	I (August – November, 2018)
No. of Credits	05
Name of Faculty Member (s)	Prof. T. T. Sreekumar
Course Description	<p>Theories of communication and media provide important analytical and conceptual tools for researchers, activists and practitioners exploring multiple social contexts. The module aims to discuss both classical and contemporary theories of communications and media studies, covering selectively, the key thinkers, concepts and paradigms as well as major areas of research in communications and media studies, taking a critical approach in analyzing various theoretical/analytical frameworks. The highlight of the module will be a continuing discussion of the role of theory in communication research. The dynamic nature of the field of study necessitates meaningful conversations on how communications and media theories historically emerge and help explain concomitant communication practices. As we all know, with the advent of new media technologies, the field of communication and media studies has undergone drastic theoretical and methodological transformation. The module would also attempt to map this changing terrain of academic investigations by exploring pertinent aspects of frameworks such a functional- structural theories of communication, political economy of communication, cultural approaches, Marxist and Neo-Marxist approaches, postmodern/poststructuralist theories, cognitive models and residual new media theories. The module would seek to understand the field of study from three basic interrelated perspectives: theoretical, methodological and historical.</p>
Evaluation Scheme	<p>The module is organized around weekly seminars by the instructor and class presentations by the students, followed by submissions of short notes of the presentations. Attendance, as per statute, is compulsory and students are expected to actively participate in all academic activities related to the course. The Evaluation schema will be as follows:</p> <p>Attendance/Class presentations: 10% (power point presentations of 10 to 12 minutes duration, a total of 3 (three) presentations by each student)</p> <p>Submission of notes: 20% (a short note based on each class presentation, of 750 to 1000- word length)</p> <p>Mid Term Assignment: 20 % (a short essay of 1500 words, on a topic that will be assigned to students in the class)</p> <p>Final Essay: 60 % (a project /report/essay of 3000 words, on a topic that the students will choose in consultation with the instructor)</p>

Course Title	News Reporting (Core)
Course Code	MA JMC 102
Semester	I (August – November, 2018)
No. of Credits	5
Name of Faculty Member (s)	Dr.Suchitra Patnaik
Course Description	<p>This introductory course in news reporting for entry level students in the field of Journalism and Mass communication.</p> <p>Reporting is an essential component of any Journalism curriculum. The course involves rigorous class room training and field activities.</p> <p>Students will learn the foundations of journalism and the craft's two main components – reporting and writing the news. Students who complete this course successfully will have demonstrated proficiency at a professional news level.</p> <p>Fundamentals of journalism – accuracy, newsworthiness, deadlines, objectivity and fairness.</p> <p>Basic news writing skills – spelling, grammar, attribution, the inverted pyramid structure, crisp and news leads</p> <p>Basic reporting techniques –interviewing skills and the use of Internet and other sources to gather background material for stories and find news documents.</p> <p>Writing news reports and features</p> <p>Students will be encouraged to publish news based reports and features in newspapers and magazines.</p>
Evaluation Scheme	<p>Evaluation system has two components :</p> <p>Continuous Internal Assessment : Class tests and writing / reporting assignments 50 Marks</p> <p>End Semester Test : Written test 50 Marks</p>

Course Title	History of Media (Core)
Course Code	MAMJ 104
Semester	I (August – November, 2018)
No. of Credits	5
Name of Faculty Member(s)	Prof. Nagamallika Gudipaty & Dr. A. Nagaraju
Course Description	The course is open to all MA students. The students are given an overview of the early developments in the history of print, radio, television, film and the internet. Its growth and expansion in India, the original purpose and vision of media growth in India and the context in which the current media grew and expanded are discussed in detail to provide a back grounding of the media. The course is divided into five units with each unit exploring different media. The students are expected to make presentations in class, written assignments and are continuously evaluated as part of internal evaluation.
Evaluation Scheme	Internal (40%) End Semester Exam (60%)

Course Title	Scripting for Television (Optional)
Course Code	MAJMC 108
Semester	1(August – November, 2018)
No. of Credits	5
Name of the Faculty (s)	Prof. Sujatha Mukri
Course Description	<p>This course is designed to introduce the students to the principles of writing and developing scripts for television. It is aimed that the student understands the basic concepts of camera movements, shot sizes and techniques of modern script writing and learns to emphasize the theme, story, plot, dramatic structure, dialogue, character into scripting format. During the semester, the students will comprehend and analyze various scripts and develop an appreciation for the goals and practices of script writing by watching video clippings, scenes, movies and television shows. s/he is expected to develop a sense of storytelling technique in writing for television.</p> <p>Instruction will be based on lectures, discussions, readings, videotapes, literature, and analysis of the components in the assigned films and television shows.</p> <p>50% of the course component will be based on practicum where the students will test their own scripting skills and comment on the works of fellow students by offering feedback to assess the learning outcomes.</p>
Evaluation Scheme	<p>Internal (50%)</p> <p>End Semester (50%)</p>

Course Title	Development Communication
Course Code	MAJMC 204
Semester	1
No. of Credits	5
Name of Faculty Member (s)	Dr. Panthukula Srinivas
Course Description	<p>UNIT I Concept of development; development indicators, approaches to development; dilemmas of development; development policy, development planning.</p> <p>UNIT II Development journalism – concept – relevance; development communication – meaning – strategies in development communication – dominant paradigm – its critique.</p> <p>UNIT III Social cultural and economic barriers to development communication approaches to development; use of media for development communication; channels for development; case studies in Indian context.</p> <p>UNIT IV Participatory model, mechanistic and organic models of development for communication; diffusion of innovation, extension, dependency, Gandhian model.</p> <p>UNIT V Creation of development messages – language, context, social environment, areas of rural development, health, population, agriculture, panchayati raj; campaigns and their evaluation – case studies in Indian context.</p>
Evaluation Scheme	Internal (40%) End Semester Exam (60%)

Course Title	Queer Theory and Cinema (Optional)
Course Code	MA JMC 210
Semester	I & III (August – November, 2018)
No. of Credits	05
Name of Faculty Member (s)	Dr. Ranjith T.
Course Description	Queer has become a significant political category of gender and sexuality, which may help us in looking at society from a different perspective. The course intends to introduce the theoretical contours of the queer and tries to expound it in the popular culture of cinema. The queering of cinema will be discussed in a contextualised viewing of different genres of cinema including those categorised as queer cinema in the classroom. The cinemas of Pedro Almodovar, Alfred Hitchcock, Kimberly Peirce, Deepa Mehta, Rituparno Ghosh will be screened and discussed as part of the course. The scholarly writings of Eve Kosovsky Sedgwick, Judith Butler, Michel Foucault, Laura Mulvey, bell hooks, Nikki Sullivan, Barbara Mennel, Paola Bacchetta and other scholars will be discussed thoroughly.
Evaluation Scheme	<p>The course is structured around two-hours long TWO weekly interactive sessions and one-hour tutorial. It comprises lectures, critical reading of texts, weekly media analysis, presentations, screenings and discussions. It is mandatory for learners to participate in all the academic activities designed as part of the course. The attendance is compulsory. The evaluation scheme is as follows;</p> <p>Internal: 40% External: 60%</p> <p>Internal (All compulsory):</p> <ul style="list-style-type: none"> • Written Assignment (Research Paper): The learner has to develop a well-researched paper as written assignment in consultation with the course instructor. The hard copy of the same shall be submitted. (20%) • Classroom participation, exercises and attendance: The classroom participation will be assessed based on attendance, participation in classroom exercises and discussions. (10%) • Classroom presentation: The learners shall work individually or in groups and make classroom presentation based on a set of readings and themes in consultation with the course instructor. (10%) <p>External:</p> <ul style="list-style-type: none"> • Term end Examination: The end-semester written examination will be based on the entire syllabus. (60%)

Semester 3 Course Outlines

Course Title	Media Research (Core)
Course Code	MAJMC 301
Semester	III (August – November, 2018)
No. of Credits	05
Name of the Faculty (s)	Dr. Srinivas Lankala
Course Description	<p>The course provides the necessary skills in research methodology to write a dissertation/project, a core paper in the final semester of MCJ. This course also provides core competence in media and social science research methodology, essential for those who opt for the research programme. The first half of the course covers basic concepts of the scientific method and its history and context. It introduces different kinds of research in the broader social sciences and humanities and the different methodologies employed, before providing an overview of the various streams of research in the field/discipline of communication. Students will be required to familiarize themselves with the significant milestones in different areas of communication inquiry as well as important ongoing and contemporary developments in the field. The second half of the course introduces the craft of research and writing: the steps in the research process, the role of methodology and the components of different qualitative and quantitative methods in communication research. By the end of the course students should be familiar with basic statistical and quantitative techniques and tools, as well as qualitative methods such as interviews, ethnography and textual analysis.</p>
Evaluation Scheme	<p>Evaluation includes internal assessment for 40% and a final assignment for 60% of the grade.</p> <p>Internal assessment includes:</p> <ol style="list-style-type: none"> 1. In-class presentation and critique of an assigned research paper: 10% 2. One internal written exam: 20% 3. Class participation and attendance: 10% <p>Final assignment will be in the form of a comprehensive research proposal for a dissertation project, incorporating a research statement, literature review, methodology and annotated bibliography. This will be written in individual consultation with the course instructor over the duration of the semester: 60%</p>

Course Title	Advertising and Marketing Communication (Core)
Course Code	MAMJ 302
Semester	III (August – November, 2018)
No. of Credits	05
Name of Faculty Member(s)	Dr.Suchitra Patnaik
Course Description	<p>This is a specialized course which aims to equip students with core concepts in the field of advertising and marketing communication. Marketing refers to an important management process responsible for identifying, anticipating and satisfying customer requirements profitably and thus advertising is an important component in the marketing process. Without a broad understanding of the marketing techniques and process ; advertising as a discipline cannot be dealt in isolation.</p> <p>This course will examine the theory and techniques applicable to all the major marketing communication functions: advertising, direct marketing, sales, promotions etc. It will provide a knowledge base that will allow students to research and evaluate a company’s marketing and promotional situation and use this information in developing effective communication strategies and programs.</p> <p>This course is designed to give a thorough working knowledge of Advertising and Marketing communication and how they inter-relate, the course comprises of theoretical modules and projects.</p> <p>By the end of this course, students should not only be familiar with a large body of advertising knowledge, but should also be able to apply this information to create and evaluate effective advertising strategies.</p>
Evaluation Scheme	<p>Evaluation system has two components :</p> <ul style="list-style-type: none"> • Continuous Internal Assessment : Class tests and assignments 50 Marks • End Semester Test : written test 50 Marks

Course Title	Television Studies: Issues and Debates (Optional)
Course Code	MA JMC 306
Semester	III (August – November, 2018)
No. of Credits	05
Name of Faculty Member(s)	Dr. Panthukala Srinivas
Course Description:	<p>What is “Television today”? In what ways are Television aesthetics and economics changing in the global era? How have representations of gender, class, caste and region changed due to television transformation? Many other issues regarding television’s past and present role as a cultural, social, political and culture industrial force will be explored over the course of the semester. This course will revolve around issues and debates connected to Indian Television which has evolved into a global phenomenon in the past two decades. The orientation of the classroom will be lecture cum discussion in order to enrich the student’s knowledge with regard to television studies in India.</p> <p>The focus of the course is that you will be given a basic theoretical framework ranging from Herman and Chomsky’s “A Propaganda Model” to Raymond Williams’ <i>Television</i>. This course is more about questions and possible alternatives rather than offering the student anything conclusive. We intend to begin by probing Marshall McLuhan’s statement that “The medium is the message” in the context of Indian Television. Is the medium of television really the message? What kind of message is being propagated to the viewer?</p> <p>At the end of the course we expect the students to have an overall perspective on recent developments of television studies in India. The students should focus on certain specialized areas for their research project or final assignments. This course is a reading course and concerned with the most commonly studied theoretical issues in television studies in India of the following areas:</p> <p>Module I: Introduction to Television Studies: History of Indian Television Module II: Debate on Popular Culture Module III: TV Studies: Broadcasting Journalism Module IV: Spectatorship and Sociology of Audience Module V: TV in India: Developmentalism Module VI: TV and Economics of Culture Industry Module VII: Political Economy of Media: Ownership, Content</p>
Evaluation Scheme	<p>(i) Proposals Presentation: 20%</p> <p>(ii) One Book Review & Presentation: 20%</p> <p>(iii) Active Participation and Attendance 10%</p> <p>(iv) Final Project/Assignment: 50%</p> <p>The students should focus on certain specialized areas for their final assignments/Projects. You will work an independent for your end-semester project/assignment.</p>

Course Title	Queer Theory and Cinema (Optional)
Course Code	MA JMC 210
Semester	I & III (August – November, 2018)
No. of Credits	05
Name of Faculty Member (s)	Dr. Ranjith T.
Course Description	Queer has become a significant political category of gender and sexuality, which may help us in looking at society from a different perspective. The course intends to introduce the theoretical contours of the queer and tries to expound it in the popular culture of cinema. The queering of cinema will be discussed in a contextualised viewing of different genres of cinema including those categorised as queer cinema in the classroom. The cinemas of Pedro Almodovar, Alfred Hitchcock, Kimberly Peirce, Deepa Mehta, Rituparno Ghosh will be screened and discussed as part of the course. The scholarly writings of Eve Kosovsky Sedgwick, Judith Butler, Michel Foucault, Laura Mulvey, bell hooks, Nikki Sullivan, Barbara Menel, Paola Bacchetta and other scholars will be discussed thoroughly.
Evaluation Scheme	<p>The course is structured around two-hours long TWO weekly interactive sessions and one-hour tutorial. It comprises lectures, critical reading of texts, weekly media analysis, presentations, screenings and discussions. It is mandatory for learners to participate in all the academic activities designed as part of the course. The attendance is compulsory. The evaluation scheme is as follows;</p> <p>Internal: 40% External: 60%</p> <p>Internal (All compulsory):</p> <ul style="list-style-type: none"> • Written Assignment (Research Paper): The learner has to develop a well-researched paper as written assignment in consultation with the course instructor. The hard copy of the same shall be submitted. (20%) • Classroom participation, exercises and attendance: The classroom participation will be assessed based on attendance, participation in classroom exercises and discussions. (10%) • Classroom presentation: The learners shall work individually or in groups and make classroom presentation based on a set of readings and themes in consultation with the course instructor. (10%) <p>External:</p> <ul style="list-style-type: none"> • Term end Examination: The end-semester written examination will be based on the entire syllabus. (60%)

Course Title	Radio Production (Optional)
Course Code	MA JMC 105
Semester	III (August – November, 2018)
No. of Credits	5
Name of Faculty Member(s)	Prof Nagamallika Gudipaty
Course Description: 150/200 words	This is a practical oriented course primarily for Semester 1 students of MA JMC but open to all MA students. The course intends to provide a basic understanding of Radio as a medium of news and entertainment, and help the participants get an overview of the working of the Radio station. They will be introduced to the elements of good radio programmes and radio formats. The participants will be taken through the fundamentals of radio scripting and the process of production. They are expected to learn through their own findings which will be in synchrony with the lectures/work done in class. The focus is on scripting and production of radio programmes of various genres like news, features, interviews, and advertisements. The students are expected to produce various genres of radio programmes during the semester.
Evaluation Scheme	Assignments, tests and other means of evaluation are not indicated here but will be conducted on a regular and systematic basis.