

THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY

Department of Communication

M.A JOURNALISM AND MASS COMMUNICATION

January –April 2019

SEMESTER II and IV

COURSE DESCRIPTIONS

Course No	Semester II	Faculty
MAJMC 201	Introduction to TV Productions (core)	Dr. Srinivas Lankala
MAJMC 202	Editing and Print productions (core)	Prof. G. Nagamallika / Dr.Suchitra Patnaik
MAJMC 206	Culture and Communication (core)	Dr. T. Ranjith

Course No	Semester IV	Faculty
MAJMC 401/405	Dissertation/ documentary (core)	All faculty
MAJMC 402	Media Policy, Laws and Ethics (core)	Prof. G. Nagamallika / Dr.Suchitra Patnaik
MAJMC 408	International Communication	Dr. Nagraj A
MAJMC 204	Development Communication	Dr. Panthukula Srinivas

Course No.	Semester II and IV (Optional)	Faculty
MAJMC 412	Ideology and Culture	Prof. T.T.Sreekumar
MAJMC 413	Introduction to Semiotics	Dr.Srinivas lankala
MAJMC 210	Political Economy of Mass Media	Dr. Panthukula Srinivas

Course Descriptions for Semester II

Course Instructor	Dr. Srinivas Lankala
Course Code / Name	MAJMC 201 Introduction to Television Production (CORE)
Semester	II
Pre-requisite Course No.	N.A
Credits of the Course	5
Description & Course Content	<p>The course introduces the fundamental concepts and skills required to produce programmes for television. It is structured around the production of short single-camera narrative films and a live studio-based multi-camera production exercise.</p> <p>The course consists of weekly lectures that introduce specific concepts, skills, principles and equipment use. They cover scriptwriting, sound recording, lighting design, visual composition and the principles of editing. These lectures are followed by an intensive 3-hour production session that includes single-camera production and editing exercises in the first half of the course, and studio-based, multiple-camera, live production in the latter half.</p> <p>The final project for the course is the production of a narrative drama or short documentary in consultation with the instructor. This exercise involves scripting, field and studio-based single-camera production and post-production using non-linear editing software.</p> <p>Television production is never an individual enterprise: it depends on perfect coordination among a large number of people with very different roles. For this reason, this course involves teamwork and group-based activity at every stage. Each student's work and progress depends on the cooperation and participation of all other students in the class.</p>
Evaluation Scheme	<p>This is a practicum-based course. Evaluation is based on:</p> <ol style="list-style-type: none"> 1. Single-camera production of short narrative films: 30 marks 2. Live multiple-camera studio production: 20 marks 3. Final narrative drama film project: 50 marks

Course Instructor	Prof. Nagamallika. G and Dr. Suchitra Patnaik
Course Code/ Name	MA JMC 202 Editing and Print Production (CORE)
Semester	II
Prequisite course	N.A
No. of Credits	05
Description and Course	<p>Objectives This course intends to train the learner in imparting journalistic editing skills for print media with special focus on newspapers and magazine journalism. The course includes hands-on skill oriented training in newspaper production. The course will train students in lay-out and designing software's such as Quark Xpress and Photoshop.</p> <p>Unit 1 Editing, Principles of Editing, need for editing, Editorial Desk, functions of editorial desk, Editing symbols- Editing skills – News assessment, understanding news value, language skills, socio-political awareness, familiarity with technology- The Role of the Editor- Staying Calm under Pressure: The Newsflow Management- News Judgement- Editing news and feature, Photo cropping.</p> <p>Unit 2 Editing process and tools: Symbols, handling various types of copy; Rewriting, integrating, updating, and referencing, proof reading. Style book. Editorial, Edit page, Columns, Letter to the editor</p> <p>Unit 3 Principles of Design, Typography, Copy for printing, digital prepress, Printing Process , Newspaper page makeup</p> <p>Unit 4 Basic principles of lay-out and design; Editing Photographs, Learning layout softwares Quark Xpress; Bring out lab journal</p>
Evaluation Scheme	Internal assessment– 50% External end semester examination – 50%

Course Instructor	Dr. Ranjith T.
Course Code / Name	MAJMC 206 Culture and Communication (CORE)
Semester	II
Pre-requisite Course No.	N.A
Credits of the Course	5
Description & Course Content	<p>The course examines the notion of culture and its varied Interdisciplinary explorations in the field of media and cultural studies. Beginning with James Carey's critical interdisciplinary approach of 'communication as culture', it expounds culture in the paradigms of representation, the popular and the performative. The scholarly writings of Raymond Williams, Stuart Hall, Theodor Adorno, Max Horkheimer, John Fiske, Fredric Jameson, Walter Benjamin, Pierre Bourdieu, Charles Hirschkind, Brian Massumi, Sheldon Pollock, and Paola Bacchetta will be discussed thoroughly.</p>
Evaluation Scheme	<p>The course is structured around 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%</p> <p>External: 60%</p> <p>Internal (All compulsory):</p> <p>Mid-term paper: The learner has to submit written assignment in consultation with the course instructor. The hard copy of the same shall be submitted. (20%)</p> <p>Classroom participation, exercises and attendance: The classroom participation will be assessed based on group discussions, classroom exercises and attendance. (10%)</p> <p>Classroom presentation: The learners shall work individually or in groups for the classroom presentation. It may be based on a set of and themes chosen in consultation with the course instructor. (10%)</p> <p>External:</p> <p>Term end Examination: The end-semester written examination or submission will be based on the entire syllabus. (60%)</p>

Course Instructor	Prof. T T Sreekumar, Ph.D.
Course Name/ code	MA JMC 412 Ideology and Culture (Optional)
Semester	II and IV
Pre-requisite Course No.	N. A.
Credits of the Course	5
Description & Course Content	<p>This Course attempts to introduce students to the varied conceptual approaches in the analysis of ideology and culture from the perspective of media and communication studies. The interconnectedness of the notions of culture, ideology, hegemony, aesthetics etc., will be teased out to provide a foundational understanding of contemporary Cultural and ideological practices. Besides academic resources like scholarly articles and books, the Course will draw upon materials from a broad spectrum of aesthetic and cultural expressions ranging from literature to films discussing high culture, popular culture and techno culture in their multiple manifestations. The theoretical concerns that inform the course are based on a critical evaluation of culture/ideology theorists such Clifford Geertz, SlavokZizek, Louis Althusser, Terry Eagleton, Gayatri Chakravorty Spivak, Giorgio Agamben and Frederic Jameson.</p>
Evaluation Scheme	<p>The module is planned as a combination of 2 (two) weekly lectures by the instructor, student class presentations, readings and screenngs, followed by submissions of short notes of the presentations. 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)</p> <p>Submission of notes: 10% (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 Instructor	Dr. Srinivas Lankala
Course Name /code	MAJMC 413 Introduction to Semiotics (optional)
Semester	II and IV
Pre-requisite Course No.	--
Credits of the Course	5
Description & Course Content	<p>Semiotics refers to the systematic study of signs and signification. This course is designed to introduce the basic concepts of semiotics as a field, theory and method. We will discuss the historical and philosophical origins of semiotics, its relationship to structuralism and post-structuralist thought and its applications in the fields of media studies and visual culture. While the origins of semiotics lie in the thought of ancient Greek philosophers such as Aristotle and the Stoics, the course will focus on the theories of the sign inaugurated by the work of the linguist and founder of modern Semiotics, Ferdinand de Saussure. We will discuss the interrelated emergence of structuralism, and its influence on Marxism and post-Marxist thought, psychoanalysis, hermeneutics, visual culture and contemporary social theory. Readings for the course will engage with the application of semiotic analyses in the field of ideology, politics, history, and literary and cultural discourses. A substantial part of the course will investigate the field of media semiotics and the application of semiotic methods in the study of contemporary cultural texts and discourses.</p>
Evaluation Scheme	<p>Evaluation includes internal assessment for 40% and a final assignment for 60% of the grade.</p> <p>Internal assessment includes the following assignments in order of submission:</p> <ol style="list-style-type: none"> 1. In-class presentation and critique of an assigned original reading: 10% 2. Short research paper on an applied topic: 20% 3. Class presentation of final research topic: 10% <p>The final assignment will be in the form of a research paper on a topic to be decided in consultation with the Course Tutor: 60%</p>

Course Title	Dr. Panthukala Srinivas
Course Name /Code	MAMJC 210 Political Economy of Media (optional)
Semester	II & IV Semester
No. of Credits	5
Prerequisite Course No	N.A
Course Description:	<p>Political economy is the study of the social relations, particularly the power relations that mutually constitute the production, distribution and consumption of resources, including communication resources (Mosco, Vincent, 2009:2). A more general and ambitious definition of political economy is the study of control and survival in social life. Research into the economic and institutional structures of media and broadcasting usually goes under the heading of political economy. This will involve looking at patterns of media ownership, revenue sources (such as advertising), technological changes and various economic or institutional factors that influence the way media companies operate and the content they provide. Hence, a course that enumerates and discusses concepts, theories, principles, and empirical data central to Political Economy of Mass Media is deemed necessary in any communication curriculum, particularly in the developing world.</p> <p>The Course</p> <p>Media and Communication experts had defined political economy as the 'study of the social relations, particularly the power relations that influence the production, distribution, and consumption of resources, including communication resources'. As applied to the communications media, political economy studies tend to focus on how the work of media institutions relates to the other major institutions of society – particularly the political, financial and industrial – and how these influences account for media industrial and professional practices. In assessing the distinctive characteristics of the political economy tradition, it has emphasized that it foregrounds:</p> <p>Social change and historical transformation – current changes are seen within much longer-term frameworks.</p> <p>The 'totality of social relations', in particular taking into account the inter-relationships between politics, economics and ideology.</p> <p>A commitment to moral philosophy – that is to say, to the values that help to create social behaviour and moral principles that ought to guide it; various authors in this tradition have addressed values of self-interest, materialism and individual freedom, the acknowledgement of individual and social value in human labour, the extension of democracy to all aspects of social life. Social praxis – the unity of thinking and doing. The Principal characteristics of political economy of mass media: Analysis of media in historical, social and political context. Addresses media relations to politics, economics and ideology. Has a moral purpose. Its end point is social action.</p>
Evaluation Scheme	Internal – 40%: First Internal Book Review and Presentation. Second Internal Written Test. External – 60%: End- Semester Project/ Assignment Submission.

<p>Readings and Reference Material</p>	<p>McChesney.W. Robert, <i>“The Political Economy of Media: Enduing issues and Emergind dilemmas”</i> Monthly Review Press, New York, 2008</p> <p>Edward S. Herman and Noam Chomsky, <i>“A Propaganda Model,” Manufacturing Consent – The Political Economy of Mass Media”</i>, New York: Pantheon Books, 1988.</p> <p>Mosco, Vincent, <i>“The Political Economy of Communication”</i> First Edition in 1996 & Second Edition (revised) in 2009, New Delhi: Sage Publications.</p> <p>Thomas, P.N. <i>“The Political Economy of Communications in India: The Good, The Bad and the Ugly”</i>, Sage Publications India Pvt Ltd, 2010.</p> <p>Robert W. McChesney, Ellen Meiksins Wood and John Bellamy Foster (Ed) <i>“Capitalism and the Information Age: The Political Economy of the Global Communication Revolution”</i>, Cornerstone Publications, India and Monthly Review Press, New York, 1998.</p> <p>Thussu, Daya Kishan, <i>“The Murdochization of News”</i> The case of Star TV in India”, <i>Media, Culture and Society</i> 29, no.4:593-611, 2007.</p> <p>Mehta, Nalin, <i>“India on Television: How Satellite News Channels have changed the Way We Think and Act”</i>, New Delhi: Harpercollins Publishers, 2008.</p> <p>Media Ethics: Truth, Fairness and Objectivity, Making and Breaking News-Paranjy Guha Thakurta</p>
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Course Descriptions for Semester IV

Course Title	*Dissertation/**Documentary Production (Core)
Course Code	MA JMC 401 /MAJMC 405
Semester	IV
No. of Credits	05
Name of Faculty Member(s)	*Dissertation: All Faculty Members **Documentary Production: Dr. P. Srinivas, Dr. A. Nagraj & Dr. Srinivas Lankala
Course Description: 150/200 words	The students have the option of choosing either the course in Documentary Production or writing a Dissertation.
Evaluation Scheme	

Course Instructors	Prof. Nagamallika. G &Dr. Suchitra Patnaik
Course name / code	MAMJ 404 Media Policy, Laws and Ethics (CORE)
Semester	IV
Perquisite	N.A
No. of Credits	05
Course Description: 150/200 words	One of the primary objectives of the course is to sensitize budding young professionals about the intricacies of media policy and regulation in the country and orient them with several ethical issues relating to journalism and media management. It also aims to explore the current developments in media policy and debate about the various contentious issues relating to media legislation. The course also dwells at length on recent policy and regulations relating to different segments of the Indian media like newspaper, television and Internet. The course aims to engage students with discussions on several contemporary ethical issues and debates relating to media ethics and freedom of speech. At the end of the term, the student is expected to emerge with some kind of policy paper on topics assigned to them.
Evaluation Scheme	Internal Assignments (40 marks) <ol style="list-style-type: none"> 1. Internal test (20 marks) 2. Term paper (10marks) 3. A classroom presentation (10 marks) 4. End Semester Examination (60 marks)

Course Instructor	Dr. A. Nagraj
Course name / Code	MAMJC 408 International Communication
Semester	IV
Perquisite	N.A
No. of Credits	05
Course Description:	<p>Description</p> <p>The course will provide an insight into theories and issues concerning global communication. It discusses about imbalances and hegemony in the process of transnational communication. The course will also provide a broad understanding of media in different parts of the world.</p> <p>The students are given a brief understanding of Historical overview of international communication, Theories of International Communication, The New World Information and Communication Order, Emergence of the third world demand for the new order and Overview of Media in different countries. Globalization and Media and its impact.</p> <p>Course Objectives</p> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> Analyze and explain the role of international communication in a global society Critically analyze the impact of various social and political philosophies on the media Understanding and applying communication as the solution of global problems Evaluate the process of international communication within the frame work of social, cultural, economic, religious and political division of the early 21st century.
Evaluation Scheme	<p>Internal – 40%</p> <p>External – 60%</p>

Course Instructor	Dr. Panthukala Srinivas
Course Name /Code	MAMJC 204 Development Communication
Semester	IV
Perquisite	N.A
No. of Credits	05
Course Description:	<p>Description:</p> <p>Communication plays a central role in social development. It is recognised as one of the crucial functions of any system or organisation. Students of development need to better appreciate the importance of this so-called thread that weaves the social fabric together. A better understanding of communication leads to more meaningful applications of its methods in development work. Hence, a course that enumerates and discusses concepts, theories, principles, and methods central to development is deemed necessary in any communication curriculum, particularly in the developing world.</p> <p>The Course:</p> <p>Communication for Development familiarizes them the students to the basic concepts of mass communications, theories, and models governing various perspectives. It introduces students to the fundamental concepts in the theory and practice of development communication. It also aims to provide the conceptual framework necessary for a proper understanding of the creative, theoretical, practical and technical competencies essential to the study of development communication. Course content includes definition of communication; introduction to the communication; analysis of basic components of communication; models of the processes of mass communication; basic theories and an introduction to the practice of development communication</p>
Evaluation Scheme	<p>Internal – 40%: 1st Internal Development Diary, IInd Internal Written Test</p> <p>External – 60%: End Semester Exam</p>
Readings and Reference Material:	<ol style="list-style-type: none"> 1. Communication for development in the third world: theory and practice for empowerment- <i>Srinivas R Melkote and H. Leslie Steeves</i> 2. India's Communication revolution – from bullock carts to cyber marts – <i>Arvind Singhal</i> 3. Globalisation and development studies-challenges for the 21st century – <i>Schuman, Frans J</i> 4. Media, Communication and Development: Three Approachers- <i>Linje Manyozo</i> 5. Theories of Development- <i>Richard Peet with Elaine Hartwick</i>

Course Instructor	Prof. T T Sreekumar, Ph.D.
Course Name/ code	MA JMC 412 Ideology and Culture (Optional)
Semester	II and IV
Pre-requisite Course No.	N.A.
Credits of the Course	5
Description & Course Content	<p>This Course attempts to introduce students to the varied conceptual approaches in the analysis of ideology and culture from the perspective of media and communication studies. The interconnectedness of the notions of culture, ideology, hegemony, aesthetics etc., will be teased out to provide a foundational understanding of contemporary Cultural and ideological practices. Besides academic resources like scholarly articles and books, the Course will draw upon materials from a broad spectrum of aesthetic and cultural expressions ranging from literature to films discussing high culture, popular culture and technoculture in their multiple manifestations. The theoretical concerns that inform the course are based on a critical evaluation of culture/ideology theorists such Clifford Geertz, SlavokZizek, Louis Althusser, Terry Eagleton, Gayatri Chakravorty Spivak, Giorgio Agamben and Frederic Jameson.</p>
Evaluation Scheme	<p>The module is planned as a combination of 2 (two) weekly lectures by the instructor, student class presentations, readings and screenngs, followed by submissions of short notes of the presentations. 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)</p> <p>Submission of notes: 10% (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 Instructor	Dr. Srinivas Lankala
Course Name /code	MAJMC 413 Introduction to Semiotics (optional)
Semester	II and IV
Pre-requisite Course No.	--
Credits of the Course	5
Description & Course Content	<p>Semiotics refers to the systematic study of signs and signification. This course is designed to introduce the basic concepts of semiotics as a field, theory and method. We will discuss the historical and philosophical origins of semiotics, its relationship to structuralism and post-structuralist thought and its applications in the fields of media studies and visual culture. While the origins of semiotics lie in the thought of ancient Greek philosophers such as Aristotle and the Stoics, the course will focus on the theories of the sign inaugurated by the work of the linguist and founder of modern Semiotics, Ferdinand de Saussure. We will discuss the interrelated emergence of structuralism, and its influence on Marxism and post-Marxist thought, psychoanalysis, hermeneutics, visual culture and contemporary social theory. Readings for the course will engage with the application of semiotic analyses in the field of ideology, politics, history, and literary and cultural discourses. A substantial part of the course will investigate the field of media semiotics and the application of semiotic methods in the study of contemporary cultural texts and discourses.</p>
Evaluation Scheme	<p>Evaluation includes internal assessment for 40% and a final assignment for 60% of the grade.</p> <p>Internal assessment includes the following assignments in order of submission:</p> <ol style="list-style-type: none"> 1. In-class presentation and critique of an assigned original reading: 10% 2. Short research paper on an applied topic: 20% 3. Class presentation of final research topic: 10% <p>The final assignment will be in the form of a research paper on a topic to be decided in consultation with the Course Tutor: 60%</p>

Course Title	Dr. Panthukala Srinivas
Course Name /Code	MAMJC 210 Political Economy of Media (optional)
Semester	II & IV Semester
No. of Credits	5
Prerequisite Course No	N.A
Course Description:	<p>Political economy is the study of the social relations, particularly the power relations that mutually constitute the production, distribution and consumption of resources, including communication resources (Mosco, Vincent, 2009:2). A more general and ambitious definition of political economy is the study of control and survival in social life. Research into the economic and institutional structures of media and broadcasting usually goes under the heading of political economy. This will involve looking at patterns of media ownership, revenue sources (such as advertising), technological changes and various economic or institutional factors that influence the way media companies operate and the content they provide. Hence, a course that enumerates and discusses concepts, theories, principles, and empirical data central to Political Economy of Mass Media is deemed necessary in any communication curriculum, particularly in the developing world.</p> <p>The Course</p> <p>Media and Communication experts had defined political economy as the 'study of the social relations, particularly the power relations that influence the production, distribution, and consumption of resources, including communication resources'. As applied to the communications media, political economy studies tend to focus on how the work of media institutions relates to the other major institutions of society – particularly the political, financial and industrial – and how these influences account for media industrial and professional practices. In assessing the distinctive characteristics of the political economy tradition, it has emphasized that it foregrounds:</p> <p>Social change and historical transformation – current changes are seen within much longer-term frameworks.</p> <p>The 'totality of social relations', in particular taking into account the inter-relationships between politics, economics and ideology.</p> <p>A commitment to moral philosophy – that is to say, to the values that help to create social behaviour and moral principles that ought to guide it; various authors in this tradition have addressed values of self-interest, materialism and individual freedom, the acknowledgement of individual and social value in human labour, the extension of democracy to all aspects of social life. Social praxis – the unity of thinking and doing. The Principal characteristics of political economy of mass media: Analysis of media in historical, social and political context. Addresses media relations to politics, economics and ideology. Has a moral purpose. Its end point is social action.</p>

Evaluation Scheme	Internal – 40%: First Internal Book Review and Presentation. Second Internal Written Test. External – 60%: End- Semester Project/ Assignment Submission.
Readings and Reference Material	<p>McChesney.W. Robert, <i>“The Political Economy of Media: Enduing issues and Emergind dilemmas”</i> Monthly Review Press, New York, 2008</p> <p>Edward S. Herman and Noam Chomsky, <i>“A Propaganda Model,” Manufacturing Consent – The Political Economy of Mass Media”</i>, New York: Pantheon Books, 1988.</p> <p>Mosco, Vincent, <i>“The Political Economy of Communication”</i> First Edition in 1996 & Second Edition (revised) in 2009, New Delhi: Sage Publications.</p> <p>Thomas, P.N. <i>“The Political Economy of Communications in India: The Good, The Bad and the Ugly”</i>, Sage Publications India Pvt Ltd, 2010.</p> <p>Robert W. McChesney, Ellen Meiksins Wood and John Bellamy Foster (Ed) <i>“Capitalism and the Information Age: The Political Economy of the Global Communication Revolution”</i>, Cornerstone Publications, India and Monthly Review Press, New York, 1998.</p> <p>Thussu, Daya Kishan, <i>“The Murdochization of News” The case of Star TV in India”</i>, Media, Culture and Society 29, no.4:593-611, 2007.</p> <p>Mehta, Nalin, <i>“India on Television: How Satellite News Channels have changed the Way We Think and Act”</i>, New Delhi: Harpercollins Publishers, 2008.</p> <p>Media Ethics: Truth, Fairness and Objectivity, Making and Breaking News-Paranjy Guha Thakurta</p>