

THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY

Department of Communication

M.A Journalism and Mass Communication

List of Courses on offer August to November 2019 (Semesters I & III)

Semester I (Aug-Nov 2019)

- M.A.JMC 101 Theories of Communication (Core)*
- M.A.JMC 102 News Reporting (Core)*
- M.A.JMC 104 History of Media (Core)*
- M.A.JMC 105 Radio Scripting and Production
- M.A.JMC 106 Online Journalism
- M.A.JMC 103 Media and Society

Semester III (Aug-Nov 2019)

- M.A.JMC 301 Media Research (Core)*
- M.A.JMC 302 Advertising and Marketing Communication (Core)*
- M.A.JMC 306 Television Studies: Issues and Debates
- M.A.JMC 311 Introduction to Documentary Film
- M.A.MJC 105 Radio Scripting and Production

**Compulsory for M.A.JMC students*

Course Title	Theories of Communication(Core)
Course Code	MAMJC 101
Semester	I (August – November, 2019)
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 as 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> <p>Evaluation Scheme</p> <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, 2019)
No. of Credits	5
Name of Faculty Member (s)	Prof.Sujatha Mukiri
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> <p>Evaluation Scheme</p> <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, 2019)
No. of Credits	5
Name of Faculty Member(s)	Prof. Nagamallika Gudipaty & Dr. A. Nagaraju
Course Description	<p>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.</p> <p>Evaluation Scheme Internal (40%) End Semester Exam (60%)</p>

Course Title	Radio Production (Optional)
Course Code	MA JMC 105
Semester	III (August – November, 2019)
No. of Credits	5
Name of Faculty Member(s)	Prof Nagamallika Gudipaty
Course Description: 150/200 words	<p>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.</p> <p>Evaluation Scheme Assignments, tests and other means of evaluation are not indicated here but will be conducted on a regular and systematic basis.</p>

Course Title	Online Journalism
Course Code	MAJMC 106
Semester	I (August-November 2019)
No. of Credits	5
Name of Faculty Member(s)	Dr.Suchitra Patnaik
Course Description: 150/200 words	<p>This is an introductory course on digital news production. The course aims to equip students with a hands-on experience in writing and production of news based content for the new media platforms.</p> <p>Course Outlines</p> <p>Section A Production</p> <ul style="list-style-type: none"> • Identifying stories for news and feature • Story planning and Packaging • Research and validation of content • Writing and editing for web/online platforms • Online storytelling techniques • Indexing and Hyperlinks • Designing a news website • Mobile Journalism • Digital photo features • Working with Video • Info graphics • Integrating with Social media • Audience metrics • Integrated news production • Multi-platform delivery <p>Section B Concepts</p> <ul style="list-style-type: none"> • Concepts and theories in digital journalism • Ethics and legislation in online journalism • Citizen journalism and digital media • Analysis of online journalism initiatives <p>Evaluation:</p> <ul style="list-style-type: none"> • Class assignments/ written test • End semester project/ Written test • Internal assessment : 50% End semester: 50%

Course Title	Media and Society
Course Code	MAJMC 103
Semester	I (August – November, 2019)
No. of Credits	05
Name of the Faculty (s)	Dr. Panthukala Srinivas
Course Description	<p>This course is designed as a seminar that introduces students to the role of media in Indian society as well as the socio-political context of media studies as a field. The course is structured around a weekly lecture, reading, presentation and discussion that will provide an overview of the location of media within social structures and prepare the student for the diversity of perspectives, methodologies and disciplinary backgrounds that will be encountered as they progress through the M.A. programme.</p> <p>The course readings include foundational texts concerning the role of media in society from different social science and humanities perspectives, as well as contemporary academic and popular commentaries on the relationship between media and current social issues. Students are expected to come with an abiding interest in journalism and / or media studies and a basic understanding of current affairs.</p> <p>Evaluation Scheme: Evaluation includes internal assessment for 40% and end semester exam for 60% of the grade.</p> <ol style="list-style-type: none"> 1. In-class presentation of an assigned reading and review:20% 2. Internal written exam:20% 3. End semester exam
Reading and Reference Materials:	<ol style="list-style-type: none"> 1) Burton, Graeme, “<i>Media and Society: Critical Perspectives</i>”, Rawat Publications: New Delhi, 2009. 2) Curran, James (Ed), “<i>Media and Society</i>”, Bloomsbury Publishing: UK, 2010. 3) Muralidharan, Sukumar, “<i>Freedom, Civility, Commerce: Contemporary Media And The Public</i>”, Three Essays Collective, 2018. 4) Philipose, Pamela, “<i>Media's Shifting Terrain: Five Years that Transformed the Way India Communicates</i>”, Orient BlackSwan, 2018. 5) Poe, T. Marshall, “<i>A History of Communications: Media and Society from the Evolution of Speech to the Internet</i>”, Cambridge University Press: USA, 2011. 6) Rao, Shakuntala (Ed), “<i>Indian Journalism in a New Era</i>”, Oxford University Press, 2019.

Semester 3 Course Outlines

Course Title	Media Research (Core)
Course Code	MAJMC 301
Semester	III (August – November, 2019)
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. 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> <p>Evaluation Scheme</p> <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"> 4. In-class presentation and critique of an assigned research paper: 10% 5. One internal written exam: 20% 6. 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	MAJMC 302
Semester	3 (<i>August-November 2019</i>)
No. of Credits	5
Name of Faculty Member(s)	Dr.SUCHITRA PATNAIK
Course Description: 150/200 words	<p>The course provides a blend of theory and practice in the field of marketing and advertising. The course is divided into two primary modules. The first segment discusses key marketing concepts like consumer behavior, marketing mix and branding. The second segment deals with advertising industry , print advert production and advertising theories and ethics. The teaching methodology includes role plays, group discussions, and case study analysis and class assignments.</p> <p>Course Outlines :</p> <ul style="list-style-type: none"> • Fundamentals of marketing : • Consumer behavior • The marketing mix • Segmentation, targeting and positioning strategies • Basics of Branding • Brand name • Brand equity • Brand management • Integrated marketing Communication • Advertising theory • Advertisement: Elements , Types and appeals • Creative approaches • Copywriting Techniques and testing • Production • Design advertising campaign • Advertising agency • Media planning • Ethics <p>Evaluation:</p> <ul style="list-style-type: none"> • Class assignments/ written test • End semester project/ Written test • Internal assessment : 50% End semester: 50%

Course Title	Television Studies: Issues and Debates (Optional)
Course Code	MA JMC 306
Semester	III (August – November, 2019)
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	Introduction to Documentary Film
Course Code	MAMJC 311
Semester	III (August – November, 2019)
No. of Credits	05
Name of Faculty Member (s)	Dr. A. Nagraj
Course Description :	<p>The course will provide insights to Non-fiction films, understanding the Non-fiction genre, the early history of actualities, Types of documentaries and analyzing some of the early documentaries. The course helps in understanding the origin of Cinema Verite, Free cinema, and Direct cinema, War and Experimental films, the course will also help the student in understanding the various stages of documentary production.</p> <p>Course Objectives Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> • Understand the relevance of non-fiction films and its impact • Able to distinguish the difference between fiction and non-fiction • Critically analyze the impact of documentary films on various socio-political and cultural issues • Understand the production process of documentary film making
Evaluation Sheet	Internal – 40% External – 60%

Course Title	Radio Production (Optional)
Course Code	MA JMC 105
Semester	III (August – November, 2019)
No. of Credits	5
Name of Faculty Member(s)	Prof Nagamallika Gudipaty
Course Description: 150/200 words	<p>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.</p> <p>Evaluation Scheme Assignments, tests and other means of evaluation are not indicated here but will be conducted on a regular and systematic basis.</p>