

Department of Communication
MA Journalism and Mass Communication
Semester II (March – July, 2023)

Course Title	Culture and Communication (Domain Specific)
Course Code	JMC 206
Semester	II (March – July, 2023)
No. of Credits	05
Name of Faculty Member (s)	Dr.K.Rajaram
Course Description: 150/200 words	The course examines the notion of culture and its varied interdisciplinary explorations in the field of media 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 sensorial performative of affect. The close readings of Raymond Williams, Stuart Hall, Theodor Adorno and Max Horkheimer, John Fiske, Fredric Jameson, Walter Benjamin, Pierre Bourdieu, Michel Foucault, Charles Hirschkind, Sheldon Pollock, Paola Bacchetta and concepts such as popular culture, subculture, affect, food culture, youth culture, sports culture, gaali culture and virtual culture will be dealt along with screenings and presentations.
Evaluation Scheme	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; Internal: 40% External: 60% Internal (All compulsory): Mid-term 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%) External: Term end Examination: The end-semester written examination will be based on the entire syllabus.(60%)
Course Title	Scripting for Television (Multi Disciplinary)

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Course Code	JMC 108
Semester	II (March – July, 2023)
No. of Credits	03
Name of the Faculty (s)	Prof.Sujatha Mukiri
Course Description	<p>The course is a basic introduction to the craft of developing and writing scripts for television. The initial half of the course covers fundamental concepts of video such as shots, sequences, movements, lighting and sound. It then introduces narrative techniques such as plot, character, structure, theme and voice. By the end of the course, the student will be familiar with the skills to conceptualise, develop and produce shooting scripts, storyboards and screenplays for different genres of fiction and non-fiction television programmes, such as television drama, interviews/talk-shows and documentary films. The course involves lectures, screenings and in-class writing and video exercises. Many of the exercises will be group-based, and attendance and participation is mandatory. The exercises will include peer-review and feedback on individual scripts and screenplays. Internal assessment will include five short in-class scripting and video exercises (50%) and a final assignment will be in the form of an individual television script project based on the student’s interest (50%)</p>
Evaluation Scheme	<p>This is a practicum-based course. Evaluation is based on:</p> <ol style="list-style-type: none"> 1. Five internal in-class exercises for 10 marks each: 50% 2. Final Script assignment for 50 marks: 50% <p>A detailed description of evaluation criteria for each assignment will be provided in the syllabus at the beginning of the course.</p>

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Course Title	News Reporting (Domain Specific)
Course Code	JMC 102
Semester	II (March – July 2023)
No. of Credits	05
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> <p>Evaluation Scheme</p> <p>Evaluation system has two components :</p> <p>Continuous Internal Assessment : Class tests and writing / reporting assignments 50Marks</p> <p>End Semester Test : Written test 50Marks</p>

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Course Name	Political Economy of Communication (Multi Disciplinary)
Course Code	JMC 211
Course Instructor	Dr. Panthukala Srinivas
Semester	II (March – July 2023)
No. of Credits	03
Course Description:	<p><i>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.</i> 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>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: 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.</p>

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	<p>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	<p>Internal – 40%: 1st Internal Book Review and Presentation II nd Internal Written Test</p> <p>External – 60%: End- Semester Project/ Assignment Submission</p>
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. Edward S. Herman and Noam Chomsky, <i>“A Propaganda Model,” Manufacturing Consent – The Political Economy of Mass Media”</i>, New York: Pantheon Books, 1988. Mosco, Vincent, <i>“The Political Economy of Communication”</i> First Edition in 1996 & Second Edition (revised) in 2009, New Delhi: Sage Publications. 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. 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. 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. Mehta, Nalin, <i>“India on Television: How Satellite News Channells have changed the Way We Think and Act”</i>, New Delhi: Harpercollins Publishers, 2008. Media Ethics: Truth, Fairness and Objectivity, Making and Breaking News-Paranjy Guha Thakurta</p>