

English Journalism

Syllabus
2020-21

Indian Institute of Mass Communication
Aruna Asaf Ali Marg, New Delhi-110 067

POST-GRADUATE DIPLOMA IN JOURNALISM 2020-21

Introduction

1. The course will begin on November 16, 2020 and conclude on August 13, 2021.
2. The academic session is divided into two semesters:

Semester I: November 16, 2020 – March 19, 2021

Semester II: March 29, 2021-August 13, 2021.

3. In view of the COVID-19 related situation, with restrictions in assembly, gathering and movement of people and norms of social distancing in every sphere, including in academic environment, the First Semester of all PG Diploma courses, in this academic year, will be conducted in Online mode only. However, the mode of classes may change as per COVID-19 guidelines issued by the Government which will be applicable to all the students. The academic session will start from November 16, 2020. A detailed academic calendar with various options including blended course of online/offline classes, are being prepared, which will be announced/published as soon as the same is finalized. It is expected from all the prospective students that they must equip themselves with all the required devices and internet connectivity to actively participate/attend the online classes during the entire duration of the first semester of all courses.
4. Evaluation will be on the basis of continuous assessment of class assignments and practical work/projects. A student is expected to obtain a minimum of 40% marks in each paper. It is mandatory to submit all assignments/project work/practical work within the stipulated time.
5. At the end of the second semester, each student is advised to pursue an Internship (regular/online) with a newspaper, magazine, or any other media organisation and obtain a certificate from the organisation on his/her performance during the internship period.
6. It is mandatory to attend a minimum of 75% of the total number of (First online & Second face to face) classes.
7. Computer literacy has become an essential part of journalism. The Institute has two computer laboratories in which word processing, designing of newspaper, graphics and other computer skills relevant to print journalism can be learnt.
8. The Institute organises special lectures by experts both from industry and academia to update and improve the students' awareness and understanding of social, political, economic and cultural trends in the society. In addition to this, Seminars, Webinars/Panel Discussions/Workshops and Group Discussions are also organised from time to time for the benefit of students.
9. The students must follow the code of conduct issued by the Institute. For details please visit: http://iimc.nic.in/WhatsNews_Description.aspx?News_id=30238
10. The students must maintain decorum and appropriate behaviour during the online and offline classes. Students should familiarize themselves with online platforms such as Google Meet/Webex/Microsoft Teams, etc. Separate guidelines will be issued by the EJ department for the same.

First Semester

Paper No.	Name of the Paper	Total Marks
1.	Communication Theory and Research (<i>Research Project will begin in the First Semester. Students can submit it by the end of Second Semester</i>)	100
2.	History of Journalism, Media laws, Ethics and Regulations	100
3.	Reporting: Concepts, Processes and Techniques	100
4.	Editing: Concepts, Processes and Techniques	100
5.	Reporting: Practical (<i>Assignments will begin in the first semester and will end in the second semester</i>)	50
6.	Editing: Practical (<i>Assignments will begin in the first semester and will end in the second semester</i>)	50

Second Semester

Paper No.	Name of the Paper	Total Marks
5.	Specialized Reporting: Practical	50
6.	Editing: Practical	50
7.	Media Management, Advertising, PR and Corporate Communication	100
8.	Broadcast Journalism	100
9.	Development Journalism	100
10.	Digital Journalism	100

Paper I
COMMUNICATION THEORY AND RESEARCH

Total Marks: 100

Objectives

- *To introduce concepts, processes, models and theories of communication*
- *To introduce communication and media research, its relevance, methods and applications*
- *To work on research based ideas*

Part A

(10 Marks)

No. of Sessions (18)

Section I

Understanding Communication

- Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication
- Levels of Communication: Intrapersonal, Interpersonal and Group Communication, Mass Communication, Online Communication
- Verbal and Non-verbal Communication: Types and importance
- Barriers to Communication

Section II

(20 Marks)

Models of Communication: Classical, Intermediary, Interactive, Transactional Models:

- Aristotle's definition of Rhetoric, Lasswell's Model, Berlo's SMCR Model, Charles Osgood Model
- Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model
- Newcomb's Model of Communication, George Gerbner's Model
- Wilbur Schramm's Interactive Model
- Dance's Helical Spiral Model and Ecological Models

Theories and Ideologies of Mass Communication

- **Media Effects:** Hypodermic Needle, Two-Step/Multi Step Flow Theory, Gatekeeping
- **Psychological Theories:** Individual Difference Theory, Selective Exposure, Selective Perception, Selective Retention and Cognitive Dissonance
- **Sociological Communication Theories:** Cultivation Theory, Agenda Setting Theory and Needs and Gratification Theory
- **Powerful Effects of Media:** Dominant Paradigm, Diffusion of Innovations, Spiral of Silence, Normative Theories of Press
- **Critical and Cultural Theories :** Hegemony, Political Economy & Frankfurt School (Adorno, Horkheimer & Habermas, and Fiske), Birmingham School (Richard Hoggart, Stuart Hall, Raymond Henry Williams)
- **Social Learning Theories and Social Change**
- **Public Sphere and Opinion:** Manufacturing Consent/ Propaganda model (Chomsky)
- **Indian Communication Theories :** Concept and Process (Sahridaya and Sadharanikaran, Natya Shastra)
- **International Communication Theories:** Propaganda, New World Order and post Cold War Development, New World Information and Communication Order, Globalisation, Telecommunication and Development, Soft Power

Part B

(10 Marks)

No. of Sessions (08)

Language and Communication

- Importance of Language in Mass Communication and Society
- Signs and Symbols
- Language use in different mass media
- Differences between TV, Radio, Print and Cyber language
- Media literacy

Part C

(20 Marks)

No. of Sessions (18)

Section I

Communication and Media Research

- Basic Concepts, Design & Methods
- Areas of Research and Types of Research
- Research Problem: Questions and Hypotheses
- Theoretical Framework, Literature Review and Analysis
- Primary and Secondary Research data sources
- Research Design: *Objectives, Study Area, Variables, Sampling*

Section II

Research Methods

- Quantitative Method: Survey Research methods : Structured/Semi-Structured Questionnaire, Case Studies, Content Analysis
- Qualitative Research Methods: Observation, IDIs and Interviewing Skills, FGD
- Data Analysis: Data Coding, categorizing & Interpretation, Parametric and Non-Parametric tests
- Ratings research: Public Meters, Diary, Telephone Survey, Opinion Poll, MAP, TAM, TRP, RAM and IRS Media research using Internet.
- Referencing and Citation

Part D

(40 Marks)

No. of Sessions (12)

Research Project

- Students will conduct research under guidance of internal/external faculty members. Each student will have to submit a synopsis for approval of topic and dissertation has to be submitted by the Mid June. Students can choose a topic related to Communication/Media studies/Media organisations/ Print/Electronic/Digital Media/Development Journalism/ Entrepreneurship/ International Relations and related areas.

Suggested Readings

- Adhikari, N. M. *Theory and Practice of communication-Bharata Muni*. Bhopal: Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.
- Baran & Davis, *Mass Communication Theory* (covers Unit III, IV, V)
- Baran, S. J. & Davis, D. K. (2012). *Introduction to Mass Communication Theory: Foundations, Ferment and Future*, 5th Indian Edition. Cengage Learning.
- Berger, A. A. (2000). *Media and Communication Research Methods: An introduction to qualitative and quantitative approaches*. California: Sage Publications and Thousand Oaks.
- Dennis, McQuail. (2000). *Mass Communication Theory*, (fourth Edition). London: Sage (Covers III, IV, V)
- Dennis, M.Q. (2012). *Mass Communication Theory*. 6th South Asian Edition, Sage.
- Fiske, J. (1982). *Introduction to Communication Studies*. London: Routledge.
- Harold, Lasswell. (1995). *The Structure and Function of Communication in Society*. In *Approaches to Media: A Reader*. Edited by Oliver Boyd Barrett and Chris Newbold. London: Arnold.
- Harris, C.R. & Lester, P.M. (2002). *Visual Journalism: A Guide for new media professionals*. Allyn and Bacon.
- Jackson, S.L. (2011). *Research Methods: A modular approach*. Cengage Learning.
- John Fiske, (1982). *Introduction to Communication Studies*. Routledge (Covers Unit II).
- Keval, J. Kumar. (2000). *Mass Communication in India*. Mumbai: Jaico Publishing House.
- Kevin, Williams. (2003). *Understanding Media Theory*. (Covers Unit IV and V). Bloomsburg.
- Kothari, C.R. (1990). *Research Methodology: Methods and Techniques*. New Delhi: Vishwa Prakashan.
- Lester, P. M. (2006). *Visual Communication: Image and Messages*. Thomson Wordsworth.

- Littlejohn, S.W., Foss, K. A. (2008). *Theories of Human Communication*. Lyn Uhl.
- Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (Unit I)
- Narula, U. (2006). *Communication Models*. Atlantic Publishers.
- Schramm, W. & Roberts, D. F. (1971). *The Process and Effects of Mass Communication*. Urbana, IL: University of Illinois Press.
- Narula, Uma. (2006). *Handbook of Communication: Models, Perspectives and Strategies*. Atlantic Publications.
- Vivian, J. (2011). *The Media of Mass Communication*. Prentice Hall.
- Wilbur, Schramm. & Donald, F. Roberts. (eds.). (1971). *The Process and Effects of Communication*. University of Illinois Press (Covers Unit II).
- Williams, K. (2003). *Understanding Media Theory*. Bloomsbury Academic.
- Wimmer, R.D. & Dominick, J.R. (2005). *Mass Media Research*. London: Wadsworth Publishing.

Paper II
History of Journalism, Media laws, Ethics and Regulations

Total Marks: 100

Objectives

- *To create conceptual understanding about the Press: Its role and functioning in society*
- *To introduce students to legal and ethical aspects of the Press, its values and responsibility*

Part A

(20 marks)

No. of Sessions (12)

Section I

Introduction to Journalism:

- Journalism: Concept, Objective and Functions
- Elements and Foundations of Journalism
- Role of Journalism in Society: Journalism and Democracy: Concept of Fourth Estate
- Functions of Journalism: Credible-Informational Journalism and Critical-Investigative-Adversarial Journalism
- Transparency, accountability and citizenship
- Nation and Democracy
- Diversity and Pluralism
- Important Terminology

Section II

Making Sense of News: Politics, Economics and Sociology of News

- Formulating Public Opinion and Role of Citizenship
- Journalism: Issues and Contemporary Debates
- Journalism in Changing Times: As a Mission, Profession and Business
- Future of Journalism

Section III

Types of Journalism

- Watchdog Journalism, Advocacy Journalism, Investigative Journalism, Data Journalism, Community Journalism, Development Journalism, Citizen Journalism, Alternative Journalism, Non-profit Journalism, Entrepreneurial Journalism
- Yellow Journalism, PR Journalism, Tabloid Journalism, Activism vs Journalism

Section IV

Journalism and Critical Thinking

- Logic, Evidence and Rationality
- Observation and Questioning
- Arguments and Analysis
- Dealing with Numerical information and Data
- Searching Truth: Role of Research

Part B

(20 Marks)

No. of Sessions (12)

History of Journalism

- Early history of Press & the role of the Press in the Freedom Struggle
- Role of Language press in the making of modern India
- Press since Independence
- Censorship and Press during Emergency
- Growth and Expansion of Press in India (1977-1991)
- Committees and Commissions
- Prominent English and Language newspapers and magazines
- Case Studies-Indian Media Organisations
- News Agencies in India

- Print Media in other countries (US, UK, China and Indian sub-continent)
- Future of Newspapers: Trends and Debates
- History of Mass Media
- International Media Scenario

Part C

(20 Marks)

No. of Sessions (16)

Media Laws

- Overview of Indian Constitution: Fundamental Rights, Directive Principles of State Policy
- Freedom of Speech and Expression: Article 19 (I) (a) and 19 (2), Fundamental Duties
- Press and Books Registration Act, 1867
- IPR and Copyright Act 1957
- Contempt of Court 1971
- Official Secrets Act, 1973
- Press Council of India Act 1978
- Privileges of Legislature
- RTI 2005
- Defamation: Libel, Slander
- Sedition and Inflammatory writings, IPC and CrPC
- Broadcasting Laws: Telegraph Act, Prasar Bharati Act 1990, Cable TV Network (Regulation) Act, 1995, Digitisation and Conditional Access System (CAS), Broadcasting & Advertising Codes, TRAI Cinematography Act 1952
- Cyber Laws: IT Act 2008 and amendments 2008
- Regulatory Authorities
- Journalism as an Organised/Unorganised sector, Working Journalists Act 1958, Wage Boards Major Debates & Court Cases - Case studies

Part D

(20 Marks)

No. of Sessions (10)

Section I

Media Ethics

- Principles and Ethics: Role and Importance
- Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence), Conflict of Interest
- Ethical issues: notions and debates ; Post-Truth
- Understanding Fake News: Issues, Challenges and Techniques to deal with fake news, Hate speech/ news
- Journalists' Code of Conduct: Some Models of Code of Conduct (RTDNA, SPJ, NBA, etc.)
- Resolving Ethical Dilemmas: Different Methods
- Dealing sensitively with women issues and other marginalized communities, Right to Privacy, Sting Journalism, Yellow Journalism Paid news, Private Treaties, Media Net
- Issues and Challenges of media regulation
- Self-regulation, Ombudsman, Pros and Cons of Media Activism; Trial by Media

Section II

Media Regulation

- Regulatory practices in developed democracies
- Debates and Controversies related to Media Regulation: Ownership, Distribution, Investment and Content Regulation
- Regulation of Broadcast, Press and Web: Challenges and Issues

- Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation
- Press Ombudsman: Readers' Editor

Part E

(20 Marks)

No. of Sessions (10)

Media Organisations and Professional bodies

- Press Council of India (1st and 2nd Press Commission recommendations)
- International Bodies: IPI, UNESCO
- Broadcast Regulatory bodies and TRAI, BRAI, IBF
- Media Associations and Organisations: INS, Editors Guild, IFWJ, NUJ(I), IJU, NBA, BEA, etc. Trade Union Rights in Media
- Government Information Systems: Concept and Philosophy
- Government Media Organisation set-up PIB, Bureau of Outreach & Communication (DAVP, DFP, Song and Drama Division) Films Division
- Supporting services like research, reference and feedback, State Government Information and Public Relations Dept.

Suggested Reading

- Shah, Amrita. (1997). *Hype, Hypocrisy and Television in Urban India*. Vikas Publishing House
- Basu, D.D. (2005). *Press Laws*. Prentice Hall.
- Shrivastava, K.M. (2005). *Broadcast Journalism in the 21st Century*. New Delhi: New Dawn Press
- Chatterjee, P.C. (1987). *Broadcasting in India*. SAGE Publications.
- Manuel, Peter. (1993). *Cassette Culture*. Chicago: University of Chicago Press.
- *Centenary of Indian Gramophone Records* by Suresh Chandvankar from *Music and Modernity* by Amlan Das Gupta (ed) Thema
- *Communication Processes Vol 1: Media and Mediation Sage* (2005) Ed by B. Bel, B. Das, J. Brower, Vibhoddh Parthasarathi, G. Poitevin, (Two Essays from this volume,
- *Mass Communications* edited by Wilbur Schramm, 1960, Univ of Illinois, Urbana, Chapter 'The Natural...
- I.S. Vidyasagar. (2006). *Constitution of India*. Jaipur: ABD Publishers.
- Marwah, Reena. (2009). *Contemporary India: Economy, Society & Polity*. Ameeta Motwani & Tanuja Sachdev, New Delhi: Pinnacle.
- Divya, McMillin. (2006). *Outsourcing Identities Call Centres and Cultural Transformation in India*. Economic and Political Weekly, January 21, 2006.
- Dua, M.R. (2000). *Press As Leader of Society*. New Delhi: IIMC.
- Duggal, P. (2002). *Cyber Law in India*. Saakshar Law Publications.
- Basu, Durga. Das. (1966). *Introduction to the Constitution of India*. Calcutta: SC Sarkar & Sons Pvt Ltd.
- Elen, McDonald. (1968). *The modernizing of communication: Vernacular Publishing in Nineteenth Century Maharashtra*. Asian Survey, Vol 8 No 7. (July) pp 589-606
- *Empirical Issues*. Lbr Publications.
- *Film India: Looking Back 1896-1960* by Directorate of Film Festivals
- Francis, Robinson. (1993). *Technology and Religious change: Islam and the impact of Print*; Modern Asian Studies, Vol 27, No. 1 (Feb) pp. 229-251.
- Sharma, B.R. (1993). *Freedom of Press: Under the Indian Constitution*. New Delhi: Deep and Deep publications.
- Raghavan, G.N.S. (1987). *Early years of PTI, PTI story: Origin and Growth of Indian Press*. Bombay: Press Trust of India (page 92-119).

- Gill, S.S. (2004). *India's Information Revolution: A Critique*; New Delhi: Rupa.
- Iggers, Jeremy. (1998). *Good News, Bad News: Journalism Ethics and the Public Interest*. Oxford: Westview Press.
- Gupta, N. (1998). *Switching Channels: Ideologies of Television in India*; Delhi: OUP.
- Park, Robert. E. (2019). *The Natural History of the Newspaper*. LM Publishers.
- Ramsaye, Terry. *The Rise and Place of the Motion Picture*.
- Mehta, Nalin. (2008). *India on Television*. HarperCollins.
- Mehta, Alok. (2007). *Indian Journalism: Keeping it Clean*. New Delhi: Rupa.
- Crook, Tim. (1998). *International Radio Journalism*. Routledge. Chapter 6 “The Origins” and Chapter 8 “Early Radio Journalism”
- Iyer, V. (2000). *Mass Media Laws and Regulations in India*. AMIC Publication.
- Jeffrey, Robin. (2000). *India's Newspaper Revolution*. New Delhi: Oxford University Press.
- John V. Vilanilam. *The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation, from Contemporary Television: Eastern Perspectives* by David French and Michael Richards (ed) Sage.
- Parthasarthy, Rangaswami. (1989). *Journalism in India from the Earliest to the Present Day*. Sterling Publishers.
- Menon, P.K. (2005). *Journalistic Ethics*. Jaipur: Pointer Publishers.
- Kiran, R.N. (2000). *Philosophies of Communication and Media Ethics: Theory, Concepts and Empirical Issues*. B.R. Publishing Corporation.
- Johnson, Kirk (2001). *Media And Social Change: The Modernizing Influences of Television In Rural India*. Media, Culture And Society, Sage Publication. Vol. 23/2 pp.147-
- Basu, D.D. (2006). *Law of the Press*. New Delhi: Prentice Hall.
- Guha, Ramachandra. (2010). *Makers of Modern India*. New Delhi: Penguin.
- Day, Louis. Alvin. (2005). *Ethics in Media Communications: Cases and Controversies*. New Delhi: Wadsworth CENGAGE Learning.
- Winston, Brain. (1998). *Media Technology and Society: A history from telegraph to internet* Routledge.
- Das, B. *Mediating Modernity: Colonial Discourse and Radio Broadcasting in India*.
- Vibhodh, Parthasarathi. (2005). *Construting a New Media Market: Merchandising the Talking Machine*. Sage.
- Menon, P. K. (2005). *Headlines from the Heartland: Reinventing the Hindi Public Sphere*. Sage
- Natarajan, J. (2000). *History of Indian Press*. New Delhi: Publications Division.
- Neurath, P. (1962). *Radio Farm Forum as a Tool of Change in Indian Villages; Economic Development of Cultural Change*. Vol 10, No. 3 (pp 275-283).
- Dhavan, Rajeev. (1987). *Only the Good News: The Law of the Press in India*. New Delhi: Manohar Publications.
- Bagchi, Pradipta. (2000). *Telecommunications Reform and the State in India: The contradiction of Private Control and Government Competition*. CASI Occasional Paper #13, Center for the Advanced Study of India, University of Pennsylvania, Philadelphia (Dec.)
- Dixit, Anil. K. (2006). *Press Laws and Media Ethics*. Delhi: Reference Press.
- D'souza, Y. K. (1998). *Principles and Ethics of Journalism and Mass Communication*. New Delhi: Commonwealth Publishers.
- Jeffrey, Robin. (2009). *India's News Paper Revolution*. OUP India.
- *Satellites Over South Asia* by David Page and William Crawley Chapter 2, chapter 8 and Chapter 9 (India sections, this covers both Radio and TV)
- Singhal, Arvind. & Everett, M. Rogers. (1989). *India's Information Revolution*; New Delhi: Sage

- Srivastava, K. M. (2005). *Media Ethics: Veda to Gandhi and Beyond*. New Delhi: Ministry of Information & Broadcasting, Government of India.
- Hughes, Stephen. (2002). *The music boom in Tamil South India*, Gramophone, Radio and the making of Mass Culture' *Historical Journal of Film Radio and Television* (Oct)
- Mehta, Nalin (ed). (2008). *Television in India: Satellites, Politics and Cultural Change*. Routledge.
- Waite, Nick. Braith. (1995). *The International Libel Handbook: A Practical Guide for Journalists*, Oxford: Butterworth-Heinemann Ltd.
- Butcher, Melissa. (2003). *Transnational Television, Cultural Identity and Change* (chapter 2). New Delhi: Sage
- Vaidyanathan, V. & Krishnaswamy, S. *IT for Change' (India Country Study) Global Information Society Watch*
- Rantanen, Terhi. (2009). *When News was New*. Wiley-Blackwell, West Sussex (Temporalization, Cosmopolitanization, Globalization, Commodification, Localization and Nationalization).

Paper III
Reporting: Concepts, Processes and Techniques

Total Marks: 100

Objectives

- *To impart theoretical and practical knowledge about reporting, including specialised beats*
- *To enable students to write for all kinds of media. Emphasis is given on skill training in information gathering, processing and delivering*

Part A

(20 Marks)

No. of Sessions (10)

Section I

Understanding News and Reporting Techniques

- **Concept of News :** Elements and structure of news reports
- Types of news: *Hard and Soft*
- News Leads and their types
- Inverted pyramid style, feature style, sand clock style and nut graph
- Covering press conferences and writing from press releases, events and meets
- Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting
- Differences in reporting for Newspapers / News agencies, TV, Radio, Websites Cultivating, verifying and dealing with sources of news

Section II

Traditional Newsroom Set-up

- Reporting department in newspapers, magazines, agencies, radio and TV Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief
- **Sourcing News-** Role and importance of news sources, attribution , Ethical aspect of Sourcing News and Reporting

Integrated News Room

Part B

(20 Marks)

No. of Sessions (18)

Specialized Reporting and Beats

- Understanding Beats and their categories
- City reporting: City and local news
- Crime Reporting: Sources and related laws
- Reporting Political Parties and Politics, Legislative (covering Assembly and Parliament), Legal Reporting
- Specialised reporting: Defence, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, Health Reporting, etc
- Reporting Conflict: Armed and Social Conflict, Region, Community and Human Rights

Part C

(20 Marks)

No. of Sessions (10)

Economy and Finance Reporting

- Overview of economic reporting, Forms of Economic Reporting, Financial Reporting and Markets
- Terminologies used in financial markets such as NIFTY, SENSEX, commodities, derivatives, exchange traded funds, BSE, NSE and several financial instruments. Knowledge of world markets such as NIKKEI, NASDAQ, NYSE, Wall Street etc.

- Macroeconomics: Concept of GDP, Growth and Inflation, Constituents of GDP, depreciation, etc. Microeconomics with focus on development economics like agriculture, education, health, etc. National Budget
- Indicators of Economy: Index of Industrial Production, Infrastructure Index, External Sector:
- Balance of Payments, Current Account, Capital Account
- How to read company balance sheets, P&L etc. to be able to anchor business shows and report on markets.
- Banking: Public Sector, Private Sector and Foreign Banks, PLR, Bank Rate, Repo and Reverse Repo Rate, CRR, SLR.
- Regulators: SEBI, EPI Index: Industry Bodies such as FICCI, CII, etc.

Part D

(20 Marks)

No. of Sessions (12)

Other Forms of Writing

- Feature: Definition, characteristics, types: news and non-news features
- Process of feature writing: Ideas and Research
- Tools and Techniques of Feature Writing
- Interview: Types and Techniques
- Opinion Writing: Editorial, Op-ed page and Middle
- Special articles, Weekend pullouts, Supplements,
- Backgrounders, Reviews (Books/Films/Documentaries)
- Magazine Reporting: Current trends, style and future

Part E

(20 Marks)

No. of Sessions (12)

Innovation in Reporting and Journalism

- Evidence Base Reporting
- **Reporting Data:** Dealing with Data, Decoding Data, Analysing and Interpreting Data, Finding & Writing Story from Data, Incorporating and Presenting Data in News Story/Feature/Opinion pieces
- Concepts of Automated Storytelling
- Virtual Reality and immersive Journalism,
- Mobile Video Journalism,
- Eyes in the skies- Use of Drones in Journalism-
- Wearable Journalism

Suggested Readings

- Aamidor, A. (2002). *Real Feature Writing*. Lawrence Erlbaum Associates Publishers.
- Flemming & Hemmingway. (2005). *An Introduction to Journalism*. Vistaar Publications.
- Frost, C. (2001). *Reporting for Journalists*. London: Routledge.
- Garrison, B. (2000). *Advanced Reporting*. LEA.
- George, A. H. (1990). *News Writing*. Kanishka Publications.
- Hakemulder, J. & Singh, J. R. (1990). *News Agency Journalism*.
- Harrington, W. (1997). *Intimate Journalism: The Art and Craft of Reporting Everyday Life*.
- Itule & Anderson. (2002). *News Writing and reporting for today's media*. McGraw Hill Publication.
- Joseph & Sharma. (2006). *The Media and Women's Issues*, Second Edition. SAGE Publication Pvt. Ltd.
- Kuhn & Neveu. (2008). *Political Journalism: New Challenges*. London: New Practice.

- Madhok, Madhuri. (2014). *News Agency Journalism*. Bhopal: Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.
- McQuail, Denis. (1983). *Mass Communication Theory*. London: Sage Publications.
- Hodgson, F.W. (1986). *Modern Newspaper Practice: A Primer on the Press*. Focal Press.
- Natarajan, VC. (1995). *Defence Reporting in India: The Communication Gap*. Trishul Publications.
- Itule, Bruce. D. & Anderson, Douglas. A. (2006). *News Writing and Reporting for Today's Media*. McGraw Hill Publication.
- Parthasarathy, R. (1994). *Here is the News: Reporting for Media*. Sterling Publishers.
- MacDougall & Curtis, Daniel. (1973). *Principles of Editorial Writing*. W.C. Brown Co. Publishers Publishing.
- Randall, D. (2005). *The War Correspondent*. London.
- Fedler, Fred. & Bender, John. R. (2004). *Reporting for the Media*. Oxford University Press.
- Richard, K. (2000). *The Newspaper's Handbook*, Routledge Publication, SAGE Publications, Inc.
- Stein, P. & Burnett. (2000). *News writer's Handbook: An Introduction to Journalism*. Blackwell
- Stovall, J.G. (2011). *Journalism*. Prentice Hall.
- Keeble, Richard. (2015). *The Newspaper's Handbook*. Routledge Publication.
- Thomas, E.C. (2018). *Business and financial Journalism*. New Delhi: IIMC Publication
- Thomas, E.C. (2001). *Economic and Business Journalism*. Sterling Publishers Pvt. Ltd.
- Trikha, N.K. *Reporting*. Bhopal: Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.

Paper IV
Editing: Concepts, Processes and Techniques

Total Marks: 100

Objective

- *To provide students theoretical and practical inputs about editing for all forms of media writing*

Part A

(20 Marks)

No. of Sessions (12)

Understanding Editing

- Editing: concept, process and significance
- Editorial Values: objectivity, facts, impartiality and balance
- Concept of news and news making
- Difference between newspaper/radio and TV copy editing
- Challenges for the Editor: bias, slants and pressures

Part B

(20 Marks)

No. of Sessions (12)

News and Editorial Desk

- Editorial structure of newspaper/magazines/ news agencies /radio and TV
- Editorial hierarchy and job of various functionaries
- Functioning of news desk
- Convergence and Integrated Newsroom
- News Flow and Editing: Role and Responsibility of Gatekeepers
- Sources of News
- Managing the news flow

Integrated News Room

- Understanding the SPADE workflow of an integrated newsroom
- Roles in an integrated newsrooms
- Production of all formats
- Assembly and post producing content depending on the medium
- Engagement with audience and distribution of content

Part C

(20 Marks)

No. of Sessions (12)

Editing Process

- News selection: News Value and other parameters
- Handling of news copy
- Planning and visualization of news
- Rewriting news stories
- Headlines and intro
- Stylebook and Style sheet
- Use of synonyms and abbreviations
- Importance of Grammar
- How to identify fake news
- Dealing with fake news
- Art of fact checking

(20 Marks)

Part D

No. of Sessions (12)

Visual Communication

- Visual Communication: Concepts and Processes
- Principles and tools of visual communication
- Visual literacy and visual perception
- Use of visuals across media
- Visual journalism
- Visual manipulation and ethics

Layout Design and Photo Journalism

- Principles of Layout, Design
- Typography, Color and Graphics
- Newspaper Printing Process and printing terminology
- History and evolution of Photo journalism
- Understanding camera, lenses and accessories
- Photographic Composition, principles and grammar
- Concept and techniques of Photo Feature and Caption Writing
- Photographic Coverage of News and Events

(20 Marks)

Part E

No. of Sessions (12)

Managing News Room

- Future and forward Planning
- Editorial content Management
- Editorial policy and Strategy
- HR management
- Innovation in Editorial management

Suggested Readings

- Bowles, A. D. (2011). *Creative Editing*. Wadsworth.
- Click & Baird. (1994). *Magazine Editing & Production*. WCB Brown & Benchmark.
- Chaturvedi, S.N. *Dynamics of Journalism and Art of Editing*. Cyber Tech Publications
- Farrel, M. (2010). *Newspapers: A Complete Guide to the Industry*. Peter Lang.
- Hicks & Homes. (2001). *Sub-editing for Journalists*. Routledge.
- Hodgson, F.W. (1987). *Sub editing: A Handbook of Modern Newspaper Editing & Production*, Focal Press.
- Prasad, S. (1993). *Editors on Editing*. New Delhi. National Book Trust.
- Rogers, G. (1993). *Editing for Print*. Mcdonald Book.
- Shrivastava, K.M. (1987). *News Reporting and Editing*. Sterling Publishers.
- Baskette & Scissors. (2004). *The Art of Editing*. Allyn and Bacon Publication.

Paper- V
Reporting: Practical

Total Marks: 100
No. of Sessions (60)

Objectives

- *To provide the students hands-on-skills in reporting*
- *Students will be expected to do reporting practicals and writing assignments and produce lab journals.*
- *Students will be expected to learn how to write Features, Op-eds, Middles and Editorials.*

News Reporting **(30 Marks)**

- Speech/ meeting reporting, event reporting, covering writing based on press releases, press conferences
- Interviews, obits, profiles based on field assignments.
- Production of Lab Journals (News and Specialized- Defence/ Science/ Education/Fashion and lifestyle/ Technology etc)
- Bring out niche publications- Innovative

Specialised Writing **(20 Marks)**

- Writing features and human interest stories, backgrounders
- Oped articles/ Editorials/ Articles/ Middles/ Columns/ Research articles for academic journals

Writing across media **(15 Marks)**

- Writing for news magazines/ Writing for websites /Writing for blogs/ Writing for mobile/Letters to the Editor/Comments on website

Note: Each student is expected to write at least 50 news stories and other write ups for the Lab Journals.

Assignments will be given by faculty members from time to time. Students have to produce niche Lab journals.

Critical Appraisal Skills (CAS) in Public Health Journalism (With UNICEF) **(15 Marks)**

- Overview of Public Health Communication
- Ethics and Values of Health Journalism/Communication
- Research in Health Journalism

Will be conducted in a workshop mode

Workshop on Mobile Journalism(MOJO) and Data Journalism **(20 Marks)**

- Submission of 2-3 News Reports with Mobile
- Submission of 2-3 evidence based stories using data.

Paper VI
Editing: Practical

Total Marks: 100

No. of Sessions (60)

Objectives

- *To impart hands-on-training on editing work and photography*
- *Students will be expected to learn re-writing copy*

Editing Assignments

(30 Marks)

- Copy editing
- Writing Headlines
- Intro/lead writing
- Layout

Preparing the layout of the front, back and other pages of a newspaper and a magazine using QuarkXpress, Adobe CS (In-design, Photoshop, etc).

Rewriting assignments

Photography Assignments

(20 Marks)

Learning basic skills of photography and shooting exercises

- Photo coverage of news events on the campus or outside
- Shooting and preparing Photo Feature along with write-up.

Lab Journals

(50 Marks)

- For lab journal assignments, the class will be divided into groups. Students will produce Lab newspapers periodically.
- Editing stories and lab journals will carry marks.

Paper VII
Media Management, Advertising, PR and Corporate Communication

Total Marks: 100

Objectives

- *To discuss the symbiotic relationship between Media and PR/CC*
- *To understand the role of advertising in the financial sustenance of Media Institutions and its impact on Media objectivity and fairness*
- *To discuss how PR/CC and Advertising can be of value to Journalism and vice-versa*

Part A

(20 Marks)

No. of Sessions (10)

Section I

Media as an Industry

- Concept of Media management, Origin and Growth
- Media management in the Global Scenario
- Development of Media Organisation as an Industry in India
- Characteristics of Media Industry, Consolidation and Convergence
- Ownership Patterns in India
- Functions of various Departments of Media Organisations
- Media Management models

Media and creative Industry

- Advertising/ PR Industry in India
- Ownership patterns in the Ad/ PR Industry
- Mergers and Acquisitions in the industry
- Changing Advertising Revenue Models in the Industry etc.
- Diversifying Business Models in Media Industry

Section II

Entrepreneurial Journalism/ Innovation and Small Business Management

- Concept of Entrepreneurial Journalism
- Fundamentals of Business for Entrepreneurial Journalism, focusing on core principles of finance and management;
- New Business Models for News/ Journalism/ Media Organisations
- Entrepreneurial Incubator, in which students will develop a model business
- Technology immersion, which studies relevant technological trends in the Industry
- One week Apprenticeship with a startup, where students spend time working at a startup (optional- During First semester break)
- Case Studies of Indian Business Models

Part B

(15 Marks)

No. of Sessions (10)

Section I

Advertising Concepts

- Definitions, Meaning, Genesis, History and Nature
- Role, Objectives, Functions, and Significance
- Advertising as a tool of communication
- Role of advertising in Marketing mix, PR

- Types of Advertising and Classification of Advertising, Factors determining advertising opportunity of a product/service/idea, Types of Appeals and Advertising Messages
- Advertising Theories and Models- AIDA Model, DAGMAR Model, Maslow's Hierarchy Model, Communication theories applied to advertising
- Copy writing for advertising
- Advertising and Society, Economic, Cultural, Psychological, Gender, Ethical aspects
- Embedded Advertising and Surrogate advertising
- Advertising Statutory Bodies in India, Role of AAA and ASCI and the study of various codes of conduct and case studies
- Laws and Ethics in Advertising

Advertising in the Digital Age

- New Advertising Formats
- Programmatic Advertising
- Artificial Intelligence, Machine learning and RPA- Robotic Processes in Advertising Industry.
- Mobile-first advertising, App Marketing

Section II

- Brands and Branding
- Integrated Marketing Communication
- Profiling the Target Audience
- Creative Appreciation

Part C

(15 Marks)

No. of Sessions (08)

Understanding PR Evolution and Emerging Trends

- PR–History, Definitions, Concepts, Role, Scope, Functions, New Emerging Trends
- Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other
- Understanding various concepts, viz., PR, Press Agency, Publicity, Propaganda
- The Power of Public Opinion and Persuasion
- Defining publics/stakeholders
- PR Practice and Process In-house and PR Consultancy
- PR as a Source of News
- Tools of Media Relations - Press conferences, Press meet/tours, Press releases, Backgrounders, Rejoinders, Feature writing, Video news releases, Blog writing, etc; Selection of media in reaching out to its various publics

Part D

(15 Marks)

No. of Sessions (08)

Corporate Communication

- Corporate Communication Today
- Defining and Segmenting Stakeholders in Corporate Communication
- Internal and External Communication
- Corporate Social Responsibility and Sustainable Development
- Crisis Communication
- Media Relations

Part E

(15 Marks)

No. of Sessions (10)

Government Information and Publicity System

- Need for Government Information and Publicity System
- Basic Philosophy and Percepts of Government Information and Publicity System
- Management and Operations
- Supporting Services like backgrounds research, reference and feedback
- Information and Publicity System of Govt. Media organisations in India

Practical

(20 Marks)

No. of Sessions (10)

- Case Studies of Advertising and PR Agencies in India
- Media Management Case studies
- Crisis Communication simulation on a current issue
- Production of theme-based Campaigns (Group exercise)
- **Event Management- Organise an Event for EJ Department**

Suggested Readings

- Aaker, Myers. & Batra. (2008). *Advertising Management*. Prentice-Hall Of India Pvt. Limited.
- Black, Sam. & Melvin, L. Sharpe. (1983). *Practical Public Relations: Common Sense Guidelines for Business and Professional People*. Universal.
- Cees, B. M. Riel, Van, Fombrun & Charles, J. (2007). *Essentials of Corporate Communication*. Routledge.
- Chunawalla, S.A. (2015). *Advertising Theory And Practice*. Himalaya Publishing House.
- Cutlip, S.M. & Center, A.H. (1985). *Effective Public Relations*. Prentice Hall.
- Ogilvy, David. (2013). *Ogilvy on Advertising*. Pan/Prion Books Delhi.
- Dennis, L. Wilcose. & Glen, T. (2015). *Public Relations: Strategies and Tactics*. Pearson.
- Douglas, Torin. (1988). *The Complete Guide to Advertising*. London: MacMilan.
- Fernandez, J. (2004). *Corporate Communications: A 21st Century Primer*. Response Books.
- Fisher, D. (1999). *Communication in Organisations*. Mumbai: Jaico Publishing House.
- Jefkins, Frank. (2016). *Advertising Made Simple*. New Delhi: Rupa & Co.
- Ghoshal, Subhash. (2002). *Making of Advertising*.
- Jethwaney, J. (2016). *Social Sector Communication in India - Concepts, Practices and Case Studies*. New Delhi: Sage.
- Jethwaney, J. & Jain, S. (2012). *Advertising Management*. New Delhi: Oxford University Press.
- Jethwaney, J. & Sarkar, N. N. (2015). *Public Relations Management*. New Delhi: Sterling.
- Jethwaney, J. (2010). *Corporate Communication: Principles and Practice*. New Delhi: Oxford University Press.
- Kaul, J.M. (1982). *Public Relation in India*. Calcutta: Noya Prakash.
- Lewis, Herschell. Gordion. (1998). *The Complete Advertising and Marketing Handbook*. East West Books
- Mahendra, Mohan. (2006). *Advertising Management: Concepts & Cases*. New Delhi: Tata McGraw Hill Publishers.
- Ogilvy, David. (1997). *Ogilvy on Advertising*. London: Prion Books.
- Oliver, Sandra. (2008). *Public Relations Strategy*. KoganPage, Social Sector Communication.

Paper VIII
Broadcast Journalism

Objective

Total Marks:100

- Students will learn the process and practice of Radio and TV Journalism, involving reporting, editing, presentation and production.

Part A

(20 Marks)

No. of Sessions (08)

Understanding Sound and Visuals

The sound medium

- Sound scape, Sound culture, Characteristics of Radio, Radio-signs and codes.

The visual medium

- Image-Still to moving, Visual Culture & Politics of Image, Electronic Image, Television Image, Television News Image, Idea of Figuration, Edited Image/Digital image, Changing Ecology of Images Today, Characteristics of Television medium

Part B

(20 Marks)

No. of Sessions (12)

Radio Broadcasting

- Introduction to Radio: The world of sound and main features of radio broadcasting; Radio frequencies: SW, MW, FM transmission; Different types of radio: AM, FM, Community Radio, Internet Radio.
- Evolution and growth of broadcasting in India: Public Service Broadcasting/FM broadcasting: functioning of channels organisation and structuring/Community Radio: Role and Function of CR, management of community radio/Radio news organisation, structure and function.
- **Writing for radio**; Sources, Elements, News gathering processes, Writing a radio News copy Compiling radio news bulletins; Techniques of editing and presenting radio news
- **Introduction to Radio production**: Radio formats-Analogue to digital, Types of Sound-Sync, Non sync, Natural sound, Sound sourcing, Radio Studio- Studio layout, mixer, control Panel etc.
- Radio news magazine, News features, Discussion and talk programmes, Interviews, Sound bytes & dispatches and Radio Bridge programme production

Part C

(20 Marks)

No. of Sessions (15)

Television Broadcasting

- Introduction to Television: Characteristics of Television broadcasting; History of TV in India: SITE, Terrestrial, Cable and Satellite; Channel Distribution: MSOs, CAS, HITS, DTH, IPTV; TV on mobiles: 3G & Notebook, 4G; Contemporary Trends in the Indian TV industry: Public service TV Broadcasting; Commercial broadcasting
- Organisational structure of TV news channel: TV newsroom and TV news production desk and functions
- Writing for the visual medium: Sources/Elements/News gathering Processes- ENG, SNG, OB, PTC, VO/VT, Anchor link
- Thinking audio and video; Writing anchor leads; Editing bytes, procuring and editing visuals; Broadcast styles and techniques of writing
- Introduction to TV Production: Television formats-analogue to digital, Portable television camera, Camera Accessories, Lens and Visualization, Camera Movement, Visual Grammar- Type of Shots, 180 degree rule, continuity, shot/reverse shot/cut away/in/Jump/Match.
- News bulletins; News features; News and current affairs; Talk shows and magazine programmes; Anchoring : delivery, pronunciation, voice modulation and dictio

Part D
No. of Sessions (12)
Practical

(40 Marks)

TV and Radio Exercises

- Radio news
- Reporting of events and recording of sound bytes
- Writing and editing of news reports
- Recording of voice casts
- Production of bulletins in groups TV news
- Writing, presenting and recording of PTCs
- Copy editing and video editing of news reports
- Writing and recording of voiceovers
- Packaging, production of bulletins in groups
- Documentary Production (short)

Suggested Readings

- Beyond Commercial Logic' by Independent Film and Video from *Seminar*, Vol. 455, July 1997 (For debate on Public Service Broadcasting)
- Boyal, A. (1999). *Broadcast Journalism*, OUP.
- Boyd, A. (2000). *Broadcasting Journalism: Techniques of Radio & television News-* 5th Edition, New Delhi: Focal Press.
- Chatterji, P.C. (1991). *Broadcasting In India*. Sage Publications.
- Claiming the Real: The Documentary Film Revisited by Brian Winston, 1995, Indiana University Press Page 11-14
- Thussu, Daya. Kishan. (2007). *News and Entertainment*. Sage Publication.
- Elwyn, E. (1977). *Radio: A Guide to Broadcasting techniques*. Barrie and Jenkins.
- Fleming, C. (2002). *The Radio Handbook*. Routledge.
- Hirsch, R. (2008). *Light and Lens: Photography in the digital age*. Taylor and Francis.
- Introduction to Documentary by Bill Nichols, 2001, Indiana University Press, page 1 to 49
- Ivor, Y. (1995). *Television News*. Focal Press, Oxford.
- Joseph, K.V. (2010). *Economics of Culture Industry: Television in India*. New Delhi: Shipra Publications.
- K. Sadanandan. Nair. & Shirley, White. (ed). (1996). *Perspectives on Development Communication*. New Delhi: Sage.
- Luthra, H.K. (1987). *Indian Broadcasting*. New Delhi: Publications Division.
- Sahay, Uday. (2006). *Making News*. Oxford University Press.
- Mandy, D. (2000). *Radio in Global Age*. Cambridge: Polity Press.
- Masani, M. (1976). *Broadcasting and the People*. New Delhi: National Book Trust.
- Price. Monroe. & Verhulst, Stefaan. (ed.). *Broadcasting Reform in India*. Delhi: OUP
- Rajan, Nalini. (2005). *Practising Journalism: Values, Constraints, Implications*. Sage Publications.
- Narayan, S. (2014). *Globalisation and Television: A Study of the Indian Experience 1990-2010*. Oxford University Press.
- Pavarala, Vinod. & Malik, Kanchan. K. (2007). *Other Voices: The Struggle for Community Radio in India*. Sage.
- Papper, R.A. (1995). *Broadcast News Writing style book*, 5th Edition. London: Pearson Education.
- Rober, M. (2000). *An Introduction to writing for Electronic Media: Script writing essentials across the Genres*. Oxford: Focal Press.
- Saksena, G. (1996). *Television in India: Changes and challenges*. Vikas Publishing.

- Page, David. & Crawley, William. (2001). *Satellites Over South Asia: Broadcasting, Culture and the Public Interest*. Sage Publications.
- Singhal, Arvind. & Everett, M. Rogers. (1989). *India's Information Revolution*. New Delhi: Sage.
- Srivastava, K.M. (2005). *Broadcast Journalism in the 21st Century*. New Delhi: Sterling Publications.
- Richards, M. & French, D. (1998). *Television in Contemporary Asia*. SAGE
- Mehrotra, Rajiv. *The Open Frame Reader: Unreeling the Documentary Film*, PSBT (several short articles)
- Thompson, R. (2004). *The Broadcast Journalism Handbook: A television news survival guide*, Oxford.
- White, T. (1996). *Broadcast News Writing, Reporting and Producing*, Focal Press.

Paper IX
Development Journalism

Total Marks: 100

Objectives

- To inform the students about the different perspectives on development, specific national development issues and programs and the role of communication and media in it
- *To learn the art and craft of covering development issues*

Part A

(20 Marks)

No. of Sessions (10)

Development: Theory and Practice

- Development Discourse: An overview of different Paradigms and Perspectives: Dominant, Dependency and Participatory
- Development Yardsticks/Indices: Sustainable Development, Human Development, Gender sensitive, Conflict- free, etc
- Rights-based approach to Media and Development: Right to Information, Right to Free Expression, diversity, multiplicity, participation, accountability, transparency Development and Communication (Rogers, Schramm, etc)
- Development organizations: UN organisations, MDGs, Digital Divide, NGOs, Civil Society,
- Evaluation of Government/Public Sector Flagship Programmes, International Policy Initiatives for Developmental Journalism: UNDP, UNESCO, UNICEF, Asian Development Banks, and
- Commonwealth of Learning (COL)
- Community and Alternative media
- Communication for National Development

Part B

(20 Marks)

No. of Sessions (10)

India's Development Paths and Dilemmas:

- Economic Development and Social Justice: Development, Freedom and Opportunity; The Government, the State and the Market; Public Policy and poverty
- Environment and Development: Environmental Issues in the development era; Environmental Governance; Environmental Politics and Issues; Valuing Nature; Environmental Rights, Urbanisation Issues
- Growth, Poverty and Unemployment: Economic Growth in India; Issues of Poverty and Unemployment in contemporary India; Poverty Alleviation and Equality; the Market and Common Goods; Wealth Creation and Distribution

Part C

(20 Marks)

No. of Sessions (10)

Social Sector

- Education and Health as Political Issues: Basic Services and Rights; Constitutional Rights; Education, Health and Social Change; India in a Comparative Perspective; Liberalisation, Market and Basic Services
- Livelihood Issues: Land, Agriculture, Food, Water, Biodiversity, Energy: Livelihood Rights;
- Agricultural workers and Farmers in India; Land, Water and Livelihood; Energy and Livelihood; Urban Livelihoods; Community Rights
- Gender Issues: Gender equality and social progress; Women, Employment and Economic Growth;
- Women and Land Rights; Women: Deprivation and Critical Issues; Women's Movements
- India's Social Development and Government Programmes: A Critical Overview: Social Development: Key Issues; Social Development programmes and their impact; Social Development: A Comparative perspective; Social Development and Reforms; Social Development Index

Part D**(15 Marks)****No. of Sessions (10)****Skills and Techniques for Developmental Journalism**

- Developing Story Ideas: Balancing multiple perspectives, different angles, bringing a human interest angle, looking for qualitative evidence, unsung heroes and sheroes, both criticism and appreciation of development initiatives, Positive/ Constructive Journalism
- Sources for Developmental Stories- Governmental and Non-Governmental Sources such as corporates, non-profits, social entrepreneurs and institutions, Research and Documentation, Interviews and Group Discussions
- Reporting Skills for Developmental Stories; Tools and Techniques of Reporting and Writing Developmental stories, Features and Articles for Print, Broadcast and New Media.

Part E**(25 Marks)****No. of Sessions (10)****Assignment on Development related issues**

- Each student will have to submit three assignments on Major development Issues in India. The assignments will be of 1500 words each.

Suggested Readings

- Sen, Amartya. (2009). *Development as freedom*. New York: Alfred A Knopf.
- Belmont, C.A. *Technology Communication Behaviour*. Wordsworth.
- Murthy, D.V.R. (2006). *Development Journalism, What Next?* New Delhi: Kanishka Publication.
- Thussu, Daya. (2007). *Media on the move: Global flow and contra flow*. New Delhi: Routledge.
- Kumar, Anil. *Mass Media and Development Issues*. Bharti Prakashan.
- Dreze, J. & Sen, A. (1995). *India: Economic Development and Social Opportunity*, New Delhi: Oxford University Press.
- Dreze, J. & Sen, A. (2013). *An Uncertain Glory: India and its Contradictions*, Princeton University, USA.
- Ghosh & Pramanik. (2007). *Panchayat System in India*. New Delhi: Kanishka Publication, Information in developing countries, UNESCO/ Stanford
- Jayal, N.G. & Pai, S. (2001). *Democratic Governance in India: Challenges of Poverty, Development and Identity*, New Delhi: SAGE.
- Kaviraj, S. & Khilnani, S. (2002). *Civil Society: History and Possibilities*. New Delhi: Cambridge University Press.
- Kumar, Keval. J. (2006). *Mass communication in India*. London: Jaico Publishing House
- Khan, A.M. (1997). *Shaping Policy: Do NGOs Matter?: Lessons from India*, New Delhi: PRIA.
- Mahajan, G. (1998). *Democracy, Difference & Social Justice*, New Delhi: Oxford University Press.
- Khanna, Harish. *Modern Media in Social Development*
- Rogers, Everett. M. (2000). *Communication and Development- Critical Perspective*. New Delhi: Sage.
- Sainath, P. (1996). *Everybody loves a good drought: Stories from India's poorest districts*, New Delhi: Penguin Books.
- Dharmarajan, Shivani. (2007). *NGOs as Prime Movers*. New Delhi: Kanishka Publication.
- Melkote, Srinivas. R. & Steeves, H. Leslie. (2001). *Communication For Development In The Third World*. Sage Publications.
- Stiglitz, J.E. (2002). *Globalization and its Discontents*. W.W. Norton & Company, USA.
- Tankha, B. (ed.) (1995). *Communications and Democracy*, Southbound: Cendit.
- Traber, M. (1986). *The Myth of the Information Revolution: Social and Ethical Implications of Communication Technology*. London: Sage.

- Narula, Uma. (1995). *Development communication - Theory and Practice*. HarAnand Publication.
- *What Do We Mean By Development*, an article by Nora C. Quebral in *International Development Review*, Feb, 1973, P-25.
- World Bank. *World Development Report* (published every year) Oxford

Paper X
Digital Journalism

Total Marks: 100

Objectives

- *To develop understanding of digital information patterns, use and scope*
- *To enable the students to write for the web platforms*
- *To know about the emerging technologies in Media*

Part A

(15 Marks)

No. of Sessions (10)

Introduction to Digital Media

- Components of computers; Input devices, Processing devices, Output devices, concept of hardware & software (applications & system software) Computer memory, Storage devices.
- Application software: Word processing, Spreadsheet, Image Editing.
- Introduction to the Internet, World Wide Web (WWW), Search Engines.
- Overview of the Industry
- Introduction to Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Multimedia elements and Interactivity.
- Web Content Management System, Wordpress/ Joomla
- Digital Tools for Journalists (Document Cloud, Overview, Timelines, Wordle, etc.)
- Overview of open source culture and software, Open Source Licenses (Creative Commons)
- Security issues in using digital technology (Malware, Phishing, Identity Theft)

Part B

(15 Marks)

No. of Sessions (10)

Online Journalism

- Concepts and evolution of Internet as a medium
- News on the web: newspapers, magazines, radio and TV newscasts on the web
- Changing paradigms of news; emerging news delivery vehicles; job profiles; integrated newsroom
- Computer Assisted Reporting (CAR), Open source data collection and analysis.
- Challenges and opportunities for a newsman: gatekeepers to news guides;
- Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Part C

(15 Marks)

No. of Sessions (08)

Social Media and Citizen Journalism

- Social networking; Introduction to social profile management products: Facebook, LinkedIn.
- Social Collaboration: virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing
- Social publishing: Flickr, Instagram, Youtube, Sound cloud
- Citizen Journalism: Concept, Case studies.
- Blogging: a brief history of blogs, blogs as narratives, bloggers as journalists and ‘opinionists’.

Part D

(15 Marks)

No. of Sessions (12)

Writing for New Media

- Overview of Web writing
- Linear vs. nonlinear form
- Writing for the screen vs. writing for print
- Structure of a web report
- Web page writing techniques
- Content writing, editing, reporting and its management
- Web page style, Editing web text
- Storytelling structures that work on the Web
- Content for different delivery vehicles
- Multi-media and interactivity
- Writing with hyperlinks
- Content management & content management systems
- Planning and designing of WebPages, Blogs, e-newspaper, e-magazine

Part E

(15 Marks)

No. of Sessions (10)

Journalism and Emerging Technologies

- Story telling and immersive journalism
- Artificial Intelligence, Internet of things
- RPA- Robotic Process, Robot journalism or Automated journalism
- Mobile journalism, drone journalism, wearable journalism
- Blockchain technology, chatbots, virtual reality,
- Social outreach apps, live video platforms, text to video creation,
- Data Journalism and visualization of data
- Google newslabs- Digital tools, fact checking and online verification

Practical

(25 Marks)

- Creating and designing content for online platforms, Blogs, developing web designs including web version of lab journals.

Suggested Readings

- Castells, Manuel. (2004). *The Network Society: A cross-cultural perspective*. Edward Elgar, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45.)
- Dewdney, A. & Ride, P. (2006). *The New Media Handbook*, London: Routledge.
- Feenberg, A. & Bakardjieva, M. (2004). *Virtual community: No killer implication*. *New Media and Society* Vol 6(1): 37-43.
- Felix, L. Stolarx, D. (2006). *Video blogging & Podcasting*. Focal Press.
- Gill, S.S. (2004). *India's Information Revolution: A Critique*; New Delhi: Rupa.
- Hall, J. (2001). *Online Journalism, A Critical Primer*. London: Pluto Press.
- *Hand Book of New Media* by Lievrouw and Livingston, Sage (Student Edition)
- Jal Chitra, Water Map: Soft ware for Rural Water Management by Vikram Vyas from Shaping Technologies *Sarai Reader 03* (page 292-296)
- Kahn, R. & Kellner, D. (2004). *New Media and Internet Activism: From The Battle of Seattle to Blogging*. *New Media & Society*, Vol. 6, No. 1, 87-95
- Lewis, Peter. M. & Jones, Susan. (eds.). (2006). *From the Margins to the Cutting Edge: Community*

Media and Empowerment. Cresskill, NJ: Hampton, 256 pp

- Marshall, P. D. (2004). *New Media Cultures*. Oxford University Press.
- Mirabito, M. & Morgenstern, B.L. (2004). *New Communication Technologies*. Focal Press.
- Narayan, Sunetra. Sen. & Narayanan, Shalini. (2016). *India Connected: Mapping the Impact of New Media*. Sage Publication.
- Schmidt, E. & Cohen, J. (2013). *The New Digital Age*, John Murray.
- Shrivastava, K.M. (2013). *Social Media in Business and Governance*. Sterling Publishing.
- Stephen, McDowell. & Kartik, Pashupati. *India's Internet policies: Ownership, Control, and Purposes*. Unpublished Paper.
- *The Revenge of Low Tech: Autolabs, Telecentros and Tactical Media in Sao Paulo* by Richard Rosas, from *Crisis Media Sarai Reader 04*
- Thornburg, R.M. (2011). *Producing Online News: Stronger Stories*. Washington: CQ Press.
- Van, Dijk. J.A.G.M. (2005). *The Network Society: Social Aspects of New Media*. Sage Publications.
- Ward, M.(2002). *Journalism Online*, Focal Press.

**INDIAN INSTITUTE OF MASS COMMUNICATION
DEPARTMENT OF ENGLISH JOURNALISM**



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https://www.youtube.com/channel/UCmA45KCykBbOLpOG4p71_AA

<https://www.facebook.com/IIMC1965>

https://twitter.com/IIMC_India

REGIONAL CAMPUSES

DHENKANAL

(Eastern Regional Campus)

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JAMMU

(Northern Regional Campus)

Shri Manohar Khajuria

Regional Director
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AIZWAL

(North East Regional Campus)

Shri L R Sailo

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AMRAVATI

(Western Regional Campus)

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Indian History & Culture,
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