

SYLLABUS FOR

3RD SEMESTER (HONS.)

&

5TH SEMESTER (HONS.)

SEMESTER – 3 (HONS.)

JORA-CC-3-5-TH+TU: Communication, Media, Society
Marks=100 (6 Credits)

Total Classes: TH: 5hrs + TU1hr. Per Week

Unit-1-TG

Classical Rhetoric form of Communication; Shannon-Weaver's Mathematical model of communication and criticism; Schramm-Osgood's Interactive model of communication; Newcomb's Systemic model and Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman Jakobson's communication model; Basic concepts of Semiology: Sign, Code, Text.

Unit-2-AC

Normative theories of press; Four Models of communication: Transmission Model, Ritual or Expressive, Publicity model, Reception model; McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Everyday or Common sense theory.

Unit-3-DD

Phases of media society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society; Dominant media paradigm and Hypodermic series of models, One-step flow theory, Development paradigm of media: Two-step flow theory, Diffusion of Innovation and Media Dependency theory; Active Audience proposition: Uses and Gratifications model.

Unit-4-MD

Cultivation Theory; Agenda Setting series of models (Priming-Framing-Gatekeeping-Agenda Setting); Spiral of Silence; Information Imbalance: McBride Commission; Globalization of media and Propaganda model; Understanding Media Conglomeration; Corporate (organizational) Communication models: Conduit Model, Grapevine model.

TUTORIAL: TG

Readings:

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan. 12 London, 1988.
- (8) Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengage Learning) 2006
- (9) Bernet, John R, (1989) Mass Communication, an Introduction, Prantice Hall.
- (10) Morley, D. (1992) Television, Audiences and Cultural Studies. London and New York: Routledge.

JORA-CC-3-6-TH+TU: Media and Cultural Studies Marks=100 (6 Credits)

Total Classes: TH: 5hrs + TU1hr. Per Week

Unit-1-PB

Frankfurt Critical School: Culture Industry; Semiotic School: Ferdinand De Saussure, C.S. Peirce, Roland Barthes: Meaning of text message, Signification, Myth; Birmingham School: Centre for Contemporary Cultural Studies; Marshall McLuhan: Medium is the Message.

Unit-2-KC

Understanding Culture; Definitions of Culture: Mass Culture, Popular Culture, Folk Culture; Elite culture, Commercial culture; Media as Texts; Signs and Codes in Media, Discourse Analysis; Understanding Media Culture: Media Culture and Power; Assignments: understanding media Codes, Texts.

Unit-3-MD

Ev. Rogers' Development communication school, Dominant Paradigm of Development Model; Communication and development of third world media: Indian experience; Public Sphere and Public Media: Jurgen Habermas; Corporatization and Globalization of Mass Media.

Unit-4-TG

Political Economy of media, Ideology and Hegemony; Ideas of Cultural Studies: Colonialism, Postcolonialism, Nationalism, Internationalism, Hybrid Culture, Poststructuralism and Postmodernism; Representation of nation, class, caste and gender issues in Media (assignment based).

TUTORIAL: TG

Readings:

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan. London, 1988.
- (8) Dan Laughey: Key Themes in Media Theory; Rawat Publication.
- (9) Gupta, Nilanjana ed.(2006) Cultural Studies, World View Publishers.14
- (10) Hartley, J. (2002) Communication, Cultural and Media Studies: The Key Concepts (3rd Edition). London: Routledge.
- (11) Ang, I. (1990) 'Culture and Communication' in European Journal of Communication, Vol.5, Nos. 2 and 3, pp.239-260.
- (12) Siebert, F., Schramm, W. and Peterson T. (1956) Four Theories of the Press. Urbana, Illinois: University of Illinois Press.

JORA-CC-3-7-TH: Introduction to Radio Marks=50 (4 Credits)

Total Classes: TH: 4hrs Per Week

Unit-1-PB

History of AIR; Inception and Growth of Radio News in India; Educational Radio in Developing countries (Neurath Project); Development of entertainment programmers in AIR: reach and access; From Amateur or Ham to FM and Digitalization of Radio in India; Radio in democratic periphery: participatory, community driven, special need like disaster; Audience segmen

Unit-2-KC

Autonomy of AIR: Prasar Bharati; Radio formats: Community Radio, Campus Radio; National Programme in AIR; Radio Jockey: Role and Responsibilities.

Unit-3-DD

Radio Magazine, Interview, Talk Show, Discussion, Feature, Documentary Studio interviews, Panel discussions, Phone-in programmes; Pre-Production for Radio Script: Writing radio Commercials, teasers and promos;

JORA-CC-3-7-P: Introduction to Radio Marks=30 (2credits)

Total Classes: 4hrs. Per Week

Unit-4 (Practical)-TG+AC

Radio Personnel; Radio Script: Pre-Production, Production skills; Copywriting; Field recording skills, live studio broadcast with multiple sources, Cue sheet and recording, news production; Editing, Creative use of Sound Editing (Computer based), special sound effects, Phone-in programme.

Readings:

- (1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- (2) K.M. Srivastava: Radio and Television; Sterling Publishers.
- (3) U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.
- (4) P.C. Chatterjee: Broadcasting in India; Sage.
- (5) Carrol Fleming: The Radio Handbook; Routledge.
- (6) P.C Chatterjee, Broadcasting in India, New Delhi, Sage.

(7) Vinod Pavarala&Kanchan K. Malik: Other Voices; The Struggle for Community Radio in India, Sage.

JORA-SEC-A-3-1-TH: Radio Writings & Presentation 80 Marks (2 Credits)

Unit-1-AC

Radio writing techniques: Writing for radio idioms and spoken word, elements of radio news;

Radio feature, News reel, Radio Talk, Interview; Pre-production idea and research, radio script, storyboarding, proposal writing, budget, floor plan, pilot; Production: Use of sound, listening, recording, using archived sound; Editing: creative aspects of editing; Ethical issues.

Unit-2-TG

Working in Radio news room; functions of recording room; Sound for Radio: different types-Sync/non-sync/natural and ambience sound; Frequency and Wavelength; Analogue to Digital Sound; Special effects, menu and synthesis.

Books and References for SEC-A-1: Readings of CC-7 to be followed.

SEMESTER – 5(HONS.)

JORA-CC-5-11-TH: Introduction to New Media Marks=50 (4 Credits)

Total Classes: TH: 4hrs Per Week

Unit-1-PB

Key Concepts and Theory: Defining new media, terminologies and their meanings – Digital media, new media, online, media; Overview of Online Journalism: Why newspapers and broadcast outlets are on the Web; Understanding Virtual Cultures and Digital Journalism; Information society and new media, Technological Determinism, Computer Mediated Communication (CMC), Networked Society.

Unit-2-AC

Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social, Media in Context, Activism and New Media; Citizen and Participatory Journalism: Hyper local Journalism; Security and Ethical Challenges in Online Journalism: Security challenges, Ethics of online journalism.

JORA-CC-5-11-P: Introduction to New Media Marks: 30 (2 Credits)

Total Classes: 4hrs. Per Week

Unit-3 (Practical)-TG

Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems (CMS); New Media and

Social Networks: New Media, Social Networking and media activities; websites;

Unit-4 (Practical)-TG +PB

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking Multimedia, Storytelling structures, Visual and Content Design, Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

Readings:

- (1) Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- (2) Lev Manovich. 2001. "What is New Media?" In The Language of New Media, Cambridge: MIT Press. pp. 19-48.
- (3) Siapera, Eugenia. Understanding new media. Sage, 2011. 24
- (4) Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
- (5) Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. 25

**JORA-CC-5-12-TH+TU: Development Communication Marks=100
(6 Credits)**

Total Classes: TH: 5hrs + TU 1hr. Per Week

Unit-1-DD

Development: Concept, concerns, paradigms; Concept of development, Measurement of development, Development versus growth, Human development, Development as freedom, Models of development, Basic needs model: Nehruvian model, Gandhian model, Panchayati raj,

Developing countries versus developed countries, UN millennium dev goals.

Unit-2-MD

Development communication: Concept and approaches, Paradigms of development: Dominant paradigm, dependency, alternative paradigm, Dev comm. models – diffusion of innovation, empathy, magic multiplier, Alternative Dev comm. approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development, Development support comm. – definition, genesis, and area woods triangle.

Unit-3-KC

Role of media in development, Mass Media as a tool for development, Creativity, role and performance of each media-comparative study of pre and post-liberalization eras, Role, performance record of each medium-print, radio, TV, video, traditional media, Role of development agencies and NGOs in development communication

Unit-4-TG

Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Cyber media and dev –e-governance, national knowledge network, ICT for dev narrow casting Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness.

Readings:

1. Arvind Singhal, Everett M Rogers: India's Communication Revolution: From Bullock Carts to Cyber Marts.

2. J V Vilanilam: Development Communication in Practice, India and the Millennium Development Goals. Sage. 2009.
3. K.Mahadavan, Kiran Prasad, Youichi Ito and Vijayan Pillai. Communication, Modernisation and Social Development: Theory Policy and Strategies (2 volumes), BR Publishing Corporation, New Delhi. 2002.
4. Kiran Prasad. Communication for Development: Reinvesting Theory and Action (2 volumes,) BRPC: New Delhi. 2009.
5. Melkote Srinivas R., H. Leslie Steeves. Communication for Development in the Third World: 26 Theory and Practice for Empowerment: Sage. 2001
6. Schramm, Wilbur: Mass Media and National Development, Stanford UP, Stanford, 1964.
7. Uma Narula, W. Barnett Pearce. Development as communication: a perspective on India. Southern Illinois University Press, 1986
8. Uma Narula. Development Communication: Theory and Practice. Har Anand. 2004.
9. K. Sadanandan Nair & Shirley A. White (Ed.): Perspectives on Development Communication; Sage.
10. Dipankar Sinha: Development Communication, Contexts for the 21st Century; Orient Black Swan. 27

TUTORIAL: TG

JORA-DSE-A-5-1-TH+TU: Global Media & Politics Marks=100 (6 Credits)

Total Classes: TH: 5hrs + TU 1hr. Per Week

Unit-1-DD

Imbalances in Global Information Flow: Rise of International News Agencies; toward an alternative World Communication Order and McBride Commission; International Media Regulations.

Unit-2-KC

Gulf War and the rise of Global Media; Introduction to Global Media: NY Times, Wall Street Journal, Aljazeera. Major international television channels: BBC, CNN, FOX, CBC; Globalization of Media: Media Conglomeration Time-Warner, Viacom, Walt Disney Corporation, News Corporation, Bartelsmann, Vivendi International, GE, Sony.

Unit-3-MD

Cross Culture Communication- Problems among nations, Press System of Neighboring countries of Indian subcontinent before and after Globalization, Herbert Schiller: Concept of Media Imperialism; Media and Present Indian Market: Information War, Fake Information; Global Satellite system-Cable & Satellite TV (C&S), Direct To Home (DTH), Internet Protocols (IPTV).

TUTORIAL: TG

Readings:

- (1) DayaKishanThussu. International Communication: Continuity and Change, OxfordUniversity Press ,2003.
- (2) Yahya R. Kamalipour and Nancy Snow.War, Media and Propaganda-A Global Perspective,Rowman and Littlefield Publishing Group, 2004.
- (3) “ Many Voices One World” Unesco Publication, Rowman and Littlefield publishers, 2004.
- (4) DayaKishanThussu .War and the media : Reporting conflict 24x7, Sage Publications,2003.
- (5) Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press,2003.
- (6) Edward S. Herman & Robert McChesney: Global Media; Madhyam Books.28

**JORA-DSE-B-5-2-TH+TU: Communication Research Marks=100
(6 Credits)**

Total Classes: TH: 5hrs + TU1hr. Per Week

Unit-1-DD

Introduction to Research: Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory, in research, Steps of Research (Research question, Hypothesis, Review of Literature).

Unit-2-PB

Methods of Media Research: Qualitative-quantitative components, Content Analysis, Exploratory research: Qual-Quan (Mixed) method, Narrative Analysis, Historical Research, Semiotic Research Methods; Chi-Square Test, T-Test, Likert Scale.

Unit-3-TG

Sampling: Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

Unit-4-AC

Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical), Bibliography Writing the research report, Ethnographies and other Methods, Readership and Audience Surveys; Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research

TUTORIAL: TG

Readings:

- (1) Wimmer, Roger, D and Dominick, Joseph,R. Mass Media Research, Thomson Wadsworth,2006, pgs1-60; 65-81;83-98.
- (2) Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd.Publishers, 2004, pgs1-55; pgs95-120.
- (3) Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.
- (4) John Fiske. Introduction to Communication Studies, Routledge Publications,1982.
- (5) David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences,ForgePress (For Case Studies) Amazon,2002.35

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