

Syllabus for M.A Convergent Journalism
 Department of Convergent Journalism, School of Media Studies
 Tulumla Campus, Ganderbal, Central University of Kashmir

Course Code	Courses	Credits
First Semester		
MACJ-101	<i>Introduction to Convergent Journalism</i>	4 Credits
MACJ-102	<i>History and Development of Media</i>	4 Credits
MACJ-103	<i>Communication Theories and Models</i>	4 Credits
MACJ-104	<i>Print Media Reporting</i>	4 Credits
MACJ-105	<i>Soft Skills-I</i>	4 Credits
Second Semester		
MACJ-201	<i>Media Laws & Ethics</i>	4 Credits
MACJ-202	<i>Print Media Editing</i>	4 Credits
MACJ-203	<i>Media, Culture and Society</i>	4 Credits
MACJ-204	<i>Photojournalism</i>	4 Credits
MACJ-205	<i>Soft Skills-II</i>	4 Credits
Third Semester		
MACJ-301	<i>Online Journalism</i>	4 Credits
MACJ-302	<i>Covering Conflict and Development</i>	4 Credits
MACJ-303	<i>Advertising Management and Public Relations</i>	4 Credits
MACJ-304	<i>Media Research</i>	4 Credits
MACJ-305	<i>Audio-Visual Production</i>	4 Credits
MACJ-306	<i>Open Generic Elective (OGE)</i>	4 Credits
Fourth Semester*		
MACJ-401	<i>Specialization option 1: Advanced Audio-Visual Production</i>	20 (16+4) Credits
MACJ-402	<i>Specialization option 2: Narrative Journalism</i>	20 (16+4) Credits
MACJ-403	<i>Specialization option 3: New Media</i>	20 (16+4) Credits
MACJ-404	<i>Specialization option 4: Dissertation Research</i>	20 (16+4) Credits
MACJ-405	<i>Internship (4 Credits) is a mandatory component for Semester four coursework.</i>	
<i>* Students shall have to choose any one from four options in semester four as specialization program.</i>		

MACJ-101 Introduction to Convergent Journalism

Continuous Internal Assessment (CIA): 40

End-Semester Assessment (ESE): 60

Objective: *To introduce the concept of Convergence and understand its various implications in the world of journalism.*

UNIT I

Concept and significance of Convergence, Process and effects of Convergence, Models of media convergence—Convergence Continuum, Lawson Borders model, Flynn & Gordon model

Case studies of convergence—Tampa news centre, Vinnova model, Global and Indian scenario

UNIT II

Network Society, Understanding New Media concept—Social and digital; Digital storytelling, Wiki Journalism,

Need for multi-media/multi-skilled journalists, Blogging & journalism, Case study-Social networking sites

UNIT III

Age of Information Journalism- Existential journalism, Regulatory challenges to media convergence

Convergence in Cinema and Broadcasting, Concept of Web 2.0, Communication Convergence Bill

UNIT IV

Media industry, ownership & control, Media conglomerates, mergers and Consolidation, Role and effects of Social Media as alternative media, Issues of credibility, Privacy and Security

Selected Reading

Convergent Journalism: An Introduction by Stephen Quinn and Vincent Filak

Convergence Journalism: Writing and Reporting across the News Media by Janet Kolodzy

Understanding Media Convergence by August E Grant

Journalism and New Media by John V Pavlik

Convergence Culture: Where old and new media collide by Henry Jenkins

Digital Media & Society: An Introduction by Athique, Adrian, First edition, Paperback, Polity; Cambridge Sep 2013

Convergence culture: Where old and new media collide by Henry Jenkins New York University Press

MACJ-102 History and Development of Media

Continuous Internal Assessment (CIA): 40

End-Semester Assessment (ESE): 60

Objective: *It focuses on the history and origin of traditional, print, electronic media, film and social media.*

UNIT I

Development of Traditional Media

Traditional media and development of society

Puppetry and street theatre

Kashmir folk art and social perspective

UNIT II

Development of print media: Early newspapers in the world—a brief introduction

Origin of press in India, Indian press and freedom movement

Contribution of Raja Ram Mohan Roy, MK Gandhi, Maulana Abul Kalam Azad, and S. Sadanand,

Profile of eminent newspapers: Amrita Bazar Patrika, The Times of India, The Statesman, The Hindu, The Hindustan Times, The Indian Express, The Tribune

Unit III

An Overview of Journalism in Kashmir

Origin of Kashmir press , Pioneers of journalism in Kashmir

Press and political mobilization in Kashmir

UNIT IV

Development in electronic media

Broadcast media in India: All India Radio and Doordarshan

Arrival of Cable and Satellite Television in India

Radio and Television in Kashmir

Development of film , Brief history of social media

Selected Reading

RangasawamiParthasarthy. (1989). Journalism in India: from the earliest times to the present day Sterling Publishers

Natarajan, J. (1955). History of Indian Journalism: Part II of the Report of the Press Commission. Delhi India: Publications Division

Chatterjee, P. C. (1987) Satellite Broadcasting in India, Sage

David Page & William Crawley(2001). Satellites Over South Asia: Broadcasting, Culture and the Public Interest, Sage

Keval J Kumar. (2000). Mass Communication in India (4th Edition) Jaico Publishing house, India.

N. Vijaya. (2014). The Role of Traditional Folk Media in Rural India,

Gyan Publishing House

DugadasMukhopadhyaya. (1994). Folk Arts and Social Communication, Delhi: Publications Division, Government of India

José van Dijck. (2013). The Culture of Connectivity: A Critical History of Social Media, Oxford University Press

Renu Saran. (2013). History of Indian Cinema, Diamond Pocket Books (P) Ltd.

AshisRajadhyakshya& Paul Willemen. (1999). Encyclopedia of Indian cinema, Routledge

RasheedTaseer. (1989). Naqoosh-e-SahafatMuhafiz Publication.

Gh. MohiudinSofi. Jammu Kashmir mae Urdu Sahafat: 1924-1986

MACJ-103 Communication Theories and Models

Continuous Internal Assessment (CIA): 40

End-Semester Assessment (ESE): 60

Objective: *Introduction to the concepts, models and theories of communication.*

UNIT I

Introduction to Communication

Evolution of Communication

Different milestones in communication

Variables of communication

Different forms of communication- Verbal and Nonverbal communication

UNIT II

Communication process and Models, Barriers of Communication

Socialization and Role of communication

Levels of communication-Intra-personal, inter-personal, group, public/mass media communication

Models: Aristotle Model, SMCR-David Berlo, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbener, Newcomb, Westley and MacLean Model Convergence and Gate-keeping, Diffusion of Innovation

Significance and limitations of communication models

UNIT III

Brief introduction to communication theories

Magic Bullet Theory, Two-step flow. Multi-step flow theory. Cognitive Dissonance. Agenda-setting and Framing, Uses and Gratification, Cultivation Theory. Press theories- Authoritarian, Libertarian, Soviet Communist and Social Responsibility

UNIT IV

Functions of communication

Surveillance Function, Correlation Function, Entertainment Function, Cultural Transmission

Dysfunctions of Mass Communication

Communication and Research

Market driven media content effects,

Cultural integration and cultural pollution

Selected Reading

Mass Communication Theory: An Introduction by Denis McQuail (2005). Understanding Media by Marshall McLuhan

Understanding Media Theory by Kevin Williams

The process and Effects of Mass Communication by Wilbur Schramm

The Process of communication by David Berlo (1960)

Mass Communication Theory and Practice by Uma Narula (1976).

Introduction to communication studies by John Fiske.

Media performance by Denis McQuail (1993)

Theories of mass communication by DeFluer and Ball Rockech (1982).

Intercultural Communication by John Beatty, Junichi Takahashi.

Foundations of Intercultural communication by K.S.Sitaram and R.T. Cogdelt

Culture and Communication: A World View by K.S. Sitaram.

MACJ-104 Print Media Reporting

Continuous Internal Assessment (CIA): 40

End-Semester Assessment (ESE): 60

Objective: *To train students in basics of the overall reporting skills.*

UNIT I. *News and newsgathering*

What qualifies as news?

Ideation for news

Approaching a story

Ways and techniques of news gathering: exploration, investigation and research

Cross checking facts for confirmation

Building Backgrounds, Attribution

Cultivating sources

UNIT II. *News writing*

Structuring a hard news report

Essential grammatical fundamentals

Tone and objectivity of news language

A brief intro to stylesheets

Intro/lead and its types

UNIT III. *Interviews and soft news*

Interviews: how and why are they done

Interpretative news

Investigative reporting and follow-ups

Features

UNIT IV. *Beats*

Politics, Society, Environment, Health, Education, Business, Weather, Sports, Science and Technology, Art and Culture

Reporting speeches and press conferences

Selected Reading

The Media Students' Handbook by Branston Gand *News* by Jackie Harrison

News Reporting by K Srivastava

Writing and Reporting News by Carole Rich

News Reporting by Melvin Mencher

More From Our Correspondent by Tony Grant

MACJ-201 Media Laws and Ethics

Continuous Internal Assessment (CIA): 40 marks

End Semester Examination (ESE): 60 marks

Objective: *To introduce students to the laws and ethics applicable to the profession of Journalism*

UNIT I

Ethics and objectives- need of ethics in Journalism,

Ethical norms and considerations for journalists

Common ethical dilemmas: Personal, Professional and Societal, Conflict of interest, Harm limitation principle.

UNIT II

Ethical Issues:

Values: Objectivity, fairness, balance, attribution and verification

Editorial independence, Accuracy and standards for factual reporting, Slander and libel considerations,

Ethical Considerations, Self-censorship and regulation, Sensationalism, Ombudsman

Paid news, Plagiarism, Embedded journalism, Parachute journalism

UNIT III

Media Laws

Freedom of speech and expression- Article 19 (1) (a), (b)

Laws of defamation, Contempt of Court, Press and Books Registration Act, Copyright Act 1975, Intellectual Property Rights, Working Journalists Act, Press Council Act 1978, Prasar Bharti Act 1990

Information Technology Act 2000, Communication Convergence Bill, Cyber Laws, Right to Information (RTI) Act 2005, Whistle Blower Protection Act (2013), Official Secrets Act, IPC, RPC, SPJ Code of Conduct for Journalists and Media Professionals

Media laws in Jammu and Kashmir

UNIT IV

Censorship for media management:

Broadcasting Code for AIR and Doordarshan, Advertising codes, Public Relations Codes, Cable, Film Censorship, Press

Commission Reports, Press Council of India

Selected Reading

Laws of the Press in India by D.D. Basu

Digital Media Ethics by Charles Osgood

Media Ethics by Mathew Kieram

Media ethics: Truth, Fairness and Objectivity by ParvanjoyGuhaJhakurta

Press Laws and Media Ethics by Anil K Dixit

Media Law in India by Kiran Prasad

MACJ-202 Print Media Editing

Continuous Internal Assessment (CIA): 40 marks

End Semester Examination (ESE): 60 marks

Objective: *To introduce students to editing principles, purpose and practice.*

UNIT-I

Organizational Structure of Newspapers

News flow inside the newsroom

Editing: Meaning, principles, functions, degrees

Responsibilities & qualities of a Copy Editor

Editor as a coach

UNIT-II

Editing checklist

Rewriting reporters' stories, press releases, speech drafts

Organizational reports

Stylebooks: AP, REUTERS, Local style Variants

UNIT-III

Newspaper Terminology

Editorials: Concept & Functions

Classification of Editorials

Writing Editorials

Award winning editorials

UNIT-IV

Headlines: Types, Functions and Techniques

Online Copy Editing

Choosing pictures and caption

Writing basics of newspaper design and layout

Selected Reading

Mark D. Ludwig & Gene Gilmore. (2005). *Modern News Editing*. Wiley.

Grant M. Hyde. MA. *Newspaper editing; A manual for editors, copyreaders, and students of newspaper desk work*: Cornell University Library.

Bruce H. Westley. (1972). *News editing*: Houghton Mifflin.

F. W. Hodgson. (1998). *New Subediting*: Taylor & Francis

MACJ-203 Media, Culture and Society

Continuous Internal Assessment (CIA): 40 marks

End Semester Examination (ESE): 60 marks

Objective: *To provide an understanding of the media and its interpretations with significant implications on nature and character of culture and society*

UNIT I

Cultural studies approach to media

Elements of media in socio-cultural context

Media, identity and culture

UNIT II

Cultural studies-Dominant & alternate approaches, encoding, decoding and preferred meanings

Discourse analysis, deconstruction

Contextual studies: Marxism, Semiotics, feminism, and existentialism

Media as a culture manufacturing industry, popular culture

UNIT III

Media representation & shaping public opinion, Media and realism (class, gender, race, age, minorities),

Media and the message, Public sphere

Power and Control, Hegemony, Political Economy of Media

Technology and Society: Technological determinism and economic determinism

UNIT IV

Film and Reality: Theoretical perspectives & criticism, Auteur theory

Inter-textuality, Genres

Audiences and Audience theory

Selected Reading

Media and Cultural studies: Key works, Ed: Meenakshi Gigi Durham, Douglas M. Kellner; Blackwell

Media, Culture & Society- An Introduction by Paul Hodkinson

Media & Violence by Karen Boyle

Media Effects and Society by Elizabeth M Perse

How to do Media and Cultural Studies: (2nd edition) Jane Stokes; SAGE, 2013

Culture and Society: An Introduction to Cultural Studies; David Oswell, SAGE, 2006

Film Theory: An Introduction (Second Edition); Robert Lapsley, Michael Westlake; Manchester University Press; 2006

Anthropology of News & Journalism: Global Perspectives; Ed. S. Elizabeth Bird, Indiana University Press; 2010

MACJ-204 Photojournalism

Continuous Internal Assessment (CIA): 40 marks

End Semester Examination (ESE): 60 marks

Objective: *Introduction to digital photography and improvements in image production induced by technological advancement.*

UNIT I Production of Image

Elements and principles, Elements of Visual news story telling, History of photojournalism

Visual language, Composition of photography, Lighting

Photographers' jargon

UNIT II Technology and Operations

Digital Photographic equipment – Parts of Camera

Cameras - types

Lens - types and functions

Accessories,

Shots - types.

UNIT III Techniques

Introduction to Photo editing – Using Adobe Photoshop in image enhancement and manipulation, Understanding formats- RAW, GIF, JPEG, TIFF

UNIT IV Aspects of photography

Photographing people; portrait and still, wildlife, environment, landscape, conflict photography

Photojournalism, Developing eye for news photos

Principles and Ethics and of photojournalism

Why is editing necessary? Who should do it? How should it be done?

Role of Photojournalism in society

Photo-essays, photo features

Qualities essential for photojournalist

Practical, field assignments and their evaluation

Selected Reading

David Pogue's Digital Photography: The Missing Manual by David Pogue (2009)

O'Reilly Media, Inc.' Build a Better Photograph: A Disciplined Approach to Creativity by Michael Stern (2009)

Rocky Nook Words and Pictures: An Introduction to Photojournalism by Hicks & Wilson (1952), Harper

The Digital Photography Book (Boxed set Part 1,2,3 and 4) by Scott Kelby (2014), Peachpit Press

The Photographers Eye: Composition and Design for better Digital Photos by Michael Freeman (2007), Focal Press

The Art of Photography: Approach to Personal Expression by Bruce Barnbaum (2010), Wiley

MACJ-301 Online Journalism

Continuous Internal Assessment (CIA): 40 marks

End Semester Examination (ESE): 60 marks

Objective: *To introduce students to online writings styles, applications*

UNIT I

Using Digital technology in Journalism.

Defining Online Journalism

Job of Online Journalist

Changing landscape of Media

Online standards Vs Traditional Journalistic standards

UNIT II

Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks

Elements of digital storytelling

Blogging and Journalism; Weblogs and CMS Create a package on a blog. Live blogging

Podcasting, Video casting

Online Layout Online Journalism in India

UNIT III

Writing styles for online media

Conduct online research,

Online search techniques

Using social media for effective news gathering (Practical Case Study) E publishing

UNIT IV

Graphic narratives and interactive storytelling

Understanding basics of Mobile Journalism

Mobile journalism toolkit, MOJO Manual

Introduction to Data Journalism

Ethics of Online Journalism Online

Journalism Glossary Basic

PRACTICAL: Create story packages that integrate text, visuals and sound

Selected Reading

John V Pavlik (2001). *Journalism & New Media*, Columbia University Press.

Roland De Wolk (2001). *Introduction to Online Journalism: Publishing news and information*, Allyn and Bacon

Mike Ward (2002). *Journalism Online*, Taylor & Francis

Paul Bradshaw and Liisa Rohumaa, (2001). *The Online Journalism Handbook: Skills to survive and thrive in the Digital Age*: Longman

Marshall McLuhan (1964). *Understanding Media*: McGraw-Hill.

MACJ-302 Covering Conflict and Development

Continuous Internal Assessment (CIA): 40 marks

End Semester Examination (ESE): 60 marks

Objective: *To introduce students to conflict reporting, human rights and development reporting*

UNIT I

Introduction to conflict and conflict reporting

Understanding the stakeholders and dynamics of conflict

Human face of the conflict

Human rights reporting

Universal declaration of human rights

Challenges in conflict reporting

Safety of journalists; Geneva Conventions: Journalists are civilians too (Protocol 1- Article 79)

UNIT II

Conflict reporting checklist

Writing pitches

Working with local sources and guides, meeting deadlines

Case studies: experiences in reporting conflict zones

UNIT III

Origin and growth of development journalism and development communication

Development communication pioneers: Daniel Lerner, Everett Rogers, Wilbur Schramm

Development Support Communication (DSC)

Sustainable Development Goals (SDGs) – 2030 adopted by UNDP

Development journalism in India

Causes and problems for under development

UNIT IV

Development news and objectives

Areas of development

Reporting for the poor and disenfranchised

Exposing the corruption

Community Radio, Documentary films on developmental issues

Sources for development stories: Government and non-government, fieldwork, research, documentation, interviews, group discussion and other conventional and non-conventional sources.

Selected Reading

Kevin Williams & Janet Harris. (2017). Reporting War and Conflict, Routledge

John Hersey. (1989). Hiroshima, Vintage

Anthony Shadid. (2006). Night Draws Near: Iraq's People in the Shadow of America's War, Picador

Ryszard Kapuscinski. (2001). Another Day of Life, Vintage

Ryszard Kapuscinski. (1992). The Soccer War, Vintage

Sainath, P. (2000). Everybody loves a Good Drought: Stories from India's poorest Districts: Penguin.

John Babu, K. (2016). Media and Communication for Development: Dominant

Srinvas Melkote & H. Leslie, Steeves. (2015). Communication for Development: Theory and practice for empowerment and social justice: Sage

MACJ-303 Advertising Management and Public Relations

Continuous Internal Assessment (CIA): 40 marks

End Semester Examination (ESE): 60 marks

Objective: *To introduce students to Advertising concepts, Public Relations*

UNIT I

Advertising: Concept and definition, Historical development, Society and advertising- Ethics and Social Responsibility,
Types of advertising- Consumer, Corporate, Industrial, Retail, National, Trade, Professional, Social

UNIT II

Advertising Agencies-structure and function of different departments, Advertising and Marketing, Marketing Mix, Consumer Behaviour, Brand Image
Advertising Models: AIDA, Hierarchy of Effects, Diffusion of Innovation Model, A. H. Maslow's Human Needs Structure
Advertising Appeals: Rational, Emotional, and Moral Appeal, Consumer behaviour

UNIT III

Media Planning, Creativity- Media selection, Visualization-Idea Generation Techniques, Elements of copy-headlines, sub-head, Body Copy, Slogan, Logo, Principles of Design and Layout

UNIT IV

Public Relations: Concept and definition, Evolution and growth of Public Relation, PR in India, Case study of PR institutions (IPRA etc.)
Tools of PR: Press release, House Journals, Exhibitions, Brochures, Audio Visual presentations, Public Relations and Advertising, Public Relations and Propaganda

Selected Reading

Advertising Management by Donald W Jugenheimer, Larry D Kelley, Fogarty Klein Monro: Routledge

Public Relations by Edward L. Bernays

Advertising Management by C.L. Tyagi, Arun Kumar: Atlantic Publishers

Contemporary advertising by William F Arens

Introduction to Advertising and Marketing by R B Evans

Advertising theory and Practice by S A Chunawalla

MACJ-304 Media Research

Continuous Internal Assessment (CIA): 40 marks

End Semester Examination (ESE): 60 marks

Objective: *The objective of the course is to stream the students to gain the necessary communication research methodology, knowledge and skills, which will help them to design, implement and report research findings with ease.*

UNIT I. Introduction to research

What is research? – Elements of research, Scientific approach: deduction, induction, experiment and generalization; Types of research, Need and scope of mass communication research, Areas of mass communication research

UNIT II. Research approaches

Research process and design, literature review, research questions/ hypothesis

Qualitative research: Experimental study, case study, observation, longitudinal study, Benchmark-content analysis and frame analysis

Quantitative research: survey, questionnaire and interview

Tests and scales

UNIT III. Sample and data analysis

Population

Sampling design: probability and non-probability, sampling errors, Sources of data: primary, secondary

Data analysis, basic statistical procedures

UNIT IV. Media Research Applications

Newspaper and magazine research; research in electronic media, Research in advertising, research in public relations, research ethics

Selected Reading

Roger D. Wimmer & Joseph R. Dominick. (2005). Mass media research: An introduction: Wadsworth Pub Co.

Klaus Bruhn Jensen. (2002). A handbook of media and communication research. Routledge

Arthur Asa Berger. (2000). Media and communication research methods: An introduction to qualitative and quantitative approaches. Sage

Denzin, N.K., & Lincoln, Y.S. (Eds.). (2000). Handbook of qualitative research. Sage

Anselm L. Strauss & Juliet M. Corbin. (1998). Basics of qualitative research; techniques and procedures for developing grounded theory, (2nd Revised Edition). Sage

Anders Hansen et al. (1998). Mass communication research methods. Macmillan

Dennis McQuail. (1997). Audience analysis. Sage

Shearon A. Lowery & Melvin De Fleur. (3rd ed 1995). Milestones in mass communication research. Longman

William J. Goode & Paul K. Hatt. (1952). Methods in Social Research. McGraw Hill

MACJ-305 Audio-Visual Production

Continuous Internal Assessment (CIA): 40 marks

End Semester Examination (ESE): 60 marks

Objective: *The main aim of the course is to gain a functional and hands-on knowledge of professional audio-visual production equipment and software. By the end of the course the students shall acquire a basic understanding of professional audio-visual procedures and practices.*

Unit I

Radio/Audio- Introduction to the medium and its characteristics

Radio Studio, Equipment, Terminology

Organisational Responsibilities: Producer, Executive-Producer

Outside Broadcasting

Internet & Radio

Unit II

Writing for Radio: News, Documentary, Features, Drama and Talks

Programme presentation: News Reading, Announcements, Vox Pop, Discussion, Interviewing, Music Programming, and Commentary

Editing: Basics & Software

UNIT III

TV/Video

Introduction to the medium and characteristics

Equipment and Terminology

News Broadcasting: From ENG to DSNG, News Channel setup, TV News Reporting

Production Crew, Production Techniques

Planning and Filming, Lighting, Recording and Viewing , Audio for Video

Unit IV

Writing for Video: News, Drama, Feature and Documentary

(Synopsis, Proposal, Treatment, Script, Shooting Script, Story Board)

Presenting Programmes: News, Discussion and Interview

Producing Short Films

Post Production: Editing, Basics, Techniques and Software

Selected Reading

Radio Production: Robert MacLeish & Jeff Link, 2016

Video Production Handbook: Jim Owens, Gerald Millerson, 2012

Making Documentary Films & Videos: Barry Hampe, 2007

Scriptwriting: A Practical Manual by Dwight V. Swain with Joye R. Swain Focal Press Publications (1988)

Today's Video: Equipment, Production and Setup By Peter Utz

TV Production Handbook By ZetelHerber

Writing for Television, 2nd Edition (A & C Black, 1995) by Kelsey G

The Way to Write for Television (Elm Tree Books, 1987) by Paice E

Writing for Television: How to Create and Sell Successful TV Scripts, 3rd Edition (How to Books, 1998) by

Smethurst W Film Theory: An Introduction (Manchester University Press, 1988) by Lapsley R and

Westlake M

Semester 4: Specialization

Students will have to choose one of the following optional subjects of 16 credits, work under the supervision of the concerned professors and submit the media projects to the department in the form of film/book/dissertation/website link. Internship of 4 credits is compulsory for (Semester IV) specialization.

S. No	Course Code	Specialization Options	Credits	Marks		Total
				CIA	ESE	
1.	MACJ-401	Advanced AV Production	16	160	240	400
2.	MACJ-402	Narrative Journalism	16	160	240	400
3.	MACJ-403	New Media	16	160	240	400
4.	MACJ-404	Dissertation	16	160	240	400
5	MACJ-405	Internship (Compulsory)	04	40*	60**	100
Total Credits (Each specialization)			20			

Internship Objective: The students will be exposed to media interface in shape of 3 weeks internship with an extensive assessment later to hone their skills further. Internship is a mandatory component for Semester four coursework. Students will have to join in any media organization after semester III in winter break (January-February).

*Will be evaluated by Internal faculty board on the basis of presentation and award roll/marks will be sent to the examinations and evaluation wing.

** External component based on submission of Internship Certificate and feedback form duly filled by the owner/editor of the media organization.

MACJ-401 Specialization Option 1: Advanced Audio-Visual Production

Total credits: 20 (16+4)

Objective: *The Students in this specialization will be exposed to different advanced concepts of film documentary, filmmaking along with understanding of sound and radio genre.*

In this specialization, the students are required to produce a 5-minutes individual video project work in the shape of a film/documentary. For Continuous Internal Assessment (CIA) of the project work of semester IV, the department shall follow new Continuous Internal Assessment policy (2018) of the university for assessing the work and awarding 160 Marks to each student.

Following is the scheme of ESE (Semester IV):

S. No	Specialization Option	Credits	Marks		Total
			CIA	ESE	
1.	Advanced AV Production (MACJ-401)	16	160	240	400
2.	Internship	04	40*	60**	100
	Total	20			

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ation of the final product (5 min film/documentary) by the individual student shall be accompanied by the evaluation by the External expert who shall evaluate the presentation based on the parameters to be decided by the Faculty concerned.

*Will be evaluated by Internal faculty board on the basis of presentation and award roll/marks will be sent to the examinations and evaluation wing.

** External component based on submission of Internship Certificate and feedback form duly filled by the owner/editor/HR of the media organization.

Selected Reading

1. *Writing for Television: How to Create and Sell Successful TV Scripts, 3rd Edition (How to Books, 1998)* by Smethurst W
2. *Radio Production (Focal Press, 1999)* by McLeish R
3. *Video Production Handbook (Focal Press, 1992)* by Millerson G
4. *Film Theory: An Introduction (Manchester University Press, 1988)* by Lapsley R and Westlake M
5. *How to Read a Film (Oxford University Press, 2000)* by Monaco J
6. *History of Film (Thames & Hudson, 1995)* by Parkinson D
7. *Researching for Writers (How to Books, 1998)* by Field M
Screenwriting (Robert Hale, 1998) by Hunter L
8. *Writing for Television, 2nd Edition (A & C Black, 1995)* by Kelsey G
9. *The Way to Write for Television (Elm Tree Books, 1987)* by Paice E

MACJ-402 Specialization Option 2: Narrative Journalism

Total credits: 20 (16-4)

Objective: *The importance of Narrative Journalism can be traced in a statement of Professor Norman Sims, Professor of Narrative Journalism, University of Minnesota, US and Co-editor Literary Journalism (Ballantine Books): “At a time when mainstream print journalism seems crowded with celebrities, literary journalism pays respect to ordinary lives”.*

The specialization shall cover:

Literary Reportage (Lit-Rep): Beats, Off-beats, Features, Special areas

Literary Essay (Lit-Es): Anything and the meaning it produces

Life Writing (Li-Writ): Oral History, Personal Diary, Biography/Profile Writing, Memoirs, Letters etc

Photo-narrative (Phot-Nar): Writing Photos/ Daguerreotypes, Writing Literary Caption Stories

These units shall be studied in practical terms and not theoretically. In the semester-long specialization in narrative journalism, each student shall work on a project, submitting a final product of about 4,000-5,000 words, based on any of the themes in consonance with the areas mentioned above in the units.

Following is the scheme of ESE (Semester IV):

S. No	Specialization Option	Credits	Marks		Total	
			CIA	ESE		
1.	MACJ-402	Narrative Journalism	16	160	240	400
2.	MACJ-405	Internship	04	40*	60**	100
Total			20			500

Students have to present the final product of literary reportage in the form of book. The External expert shall evaluate the presentation based on the parameters to be decided by the faculty concerned and marks as stated above. The department shall send the final product to the external expert well before time so that the expert can evaluate it.

Selected Reading

Granta Book of Reportage (Anthology of Reportage) by Ian Jack
Telling True Stories: A Non-fiction Writers' Guide From Nieman Foundation at Harvard University by Mark Kramer and Wendy Call
Other Colours (Literary Essays) by Orhan Pamuk
More From Our Own Correspondent (Reportage) by Tony Grant
Shah of Shahs (Reportage/Photo-Writing) by Ryszard Kapuscinski
Hiroshima (Narrative in History) by John Hersey
Madness Visible (War Reportage) by Janine Di Giovanni
Night Draws Near (Essays/Reportage) by Anthony Shadid
Istanbul (Memoir) by Orhan Pamuk
Second-hand Time (Oral History Journalism) by Svetlana Alexievich

MACJ-403 Specialization Option 3: NEW MEDIA

Total credits: 20 (16-4)

Objective: *In this specialization, students will make a dynamic website using different software, with added features of online media, webcast, podcast, interactivity features etc.*

Following is the scheme of ESE (Sem IV):

S. No	Course Code	Specialization Option	Credits	Marks		Total
				CIA	ESE	
1.	MACJ-403	New Media	16	160	240	400
2.	MACJ-405	Internship	04	40*	60**	100
Total			20			500

Final original product i.e. a Multimedia project containing 5 stories with 5 photographs each, 1-2 minutes of video and 400 words each to be presented by the students. The External expert shall evaluate the presentation based on the parameters to be decided by the faculty concerned and marks as stated above.

Also the students are required to read International online media such as Huffington Post, New York Times, New Yorker, The Guardian daily for the new media and digital elements incorporated in the websites.

Selected Reading

Understanding Media by Marshall McLuhan (1964), McGraw-Hill, paperback Journalism & New Media by John V Pavlik (2001), Columbia University Press

Introduction to Online Journalism, Publishing news and information by Roland De Wolk (2001), Allyn and Bacon Journalism Online by Mike Ward (2002), Taylor & Francis

The Online Journalism Handbook: Skills to survive and thrive in the Digital Age by Paul Bradshaw and LiisaRohumaa, (2001), Longman, Paperback

Journalism & New Media by John V Pavlik Columbia University Press, 2001

Writing for Digital Media by Brian Carroll Routledge, 2010

New Media, Old News by Natalie Fenton SAGE, 2009

Handbook of Digital Journalism by Tamara Witschge, C. W. Anderson, David Domingo, Alfred Hermida SAGE, 2016

Digital Media and Reporting Conflict: Blogging and the BBC's Coverage of War and Terrorism by Daniel Bennett, Routledge, 2013.

MACJ-404 Specialization Option 4: Dissertation Research

Total credits: 20 (16-4)

Objective: Students will work under the supervision of a faculty member during their research. Each student shall work individually on a topic related to Media Studies and agreed on equally by the faculty in-charge and the student.

Following is the scheme of ESE (Semester IV):

S. No	Course Code	Specialization Option	Credits	Marks		Total
				CIA	ESE	
1.	MACJ-404	Dissertation Research	16	160	240	400
2.	MACJ-405	Internship	04	40*	60**	100
Total			20			500

The final original research dissertation, not less than 5000 words and follows the latest APA style sheet, to be presented by the students. The External expert shall evaluate the presentation based on the parameters to be decided by the faculty concerned and marks as stated above. The department shall send the final product to the external expert well before time so that the expert can evaluate it.

Selected Reading

Roger D. Wimmer & Joseph R. Dominick. (2005). *Mass media research: An introduction*: Wadsworth Pub Co.

Klaus Bruhn Jensen. (2002). *A handbook of media and communication research*. Routledge

Arthur Asa Berger. (2000). *Media and communication research methods: An introduction to qualitative and quantitative approaches*. Sage

Denzin, N.K., & Lincoln, Y.S. (Eds.). (2000). *Handbook of qualitative research*. Sage

Anselm L. Strauss & Juliet M. Corbin. (1998). *Basics of qualitative research; techniques and procedures for developing grounded theory, (2nd Revised Edition)*. Sage

Anders Hansen et al. (1998). *Mass communication research methods*. Macmillan

Dennis McQuail. (1997). *Audience analysis*. Sage

Shearon A. Lowery & Melvin De Fleur. (3rd ed 1995). *Milestones in mass communication research*. Longman

William J. Goode & Paul K.Hatt. (1952). *Methods in Social Research*. McGraw Hill

**Syllabus for the courses offered by
The Department of Convergent Journalism
Under Choice Based Credit System (CBCS), IQAC**

SEC-102-DPE: Digital Photography and Image Editing

Continuous Internal Assessment (CIA): 40 marks

End Semester Examination (ESE): 60 marks

Objective: Introduction to digital photography and improvements in image production induced by technological advancement.

UNIT I

Digital Photography

Elements and Principles

Photography as a Visual Language

UNIT II

Parts of Camera

Cameras; Types

Accessories

UNIT III

Photographic people; Portraits

Still Life

Landscapes

UNIT IV

News Value for Pictures

Photo-Essays, photo features

Qualities Essential for photojournalists

Practical, field assignments and their evaluation.

Selected Reading

David Pogue's Digital Photography: The Missing Manual by David Pogue (2009)

O'Reilly Media, Inc.' Build a Better Photograph: A Disciplined Approach to Creativity by Michael Stern (2009)

Rocky Nook Words and Pictures: An Introduction to Photojournalism by Hicks & Wilson (1952), Harper

The Digital Photography Book (Boxed set Part 1,2,3 and 4) by Scott Kelby (2014), Peachpit Press

The Photographers Eye: Composition and Design for better Digital Photos by Michael Freeman (2007), Focal Press

The Art of Photography: Approach to Personal Expression by Bruce Barnbaum (2010), Wiley

AEC-104 MPCS: Media, Peace and Conflict Studies

Continuous Internal Assessment (CIA): 40 marks

Examination (ESE): 60 marks

Objective: *To introduce students to conflict studies and role of media in fostering peace*

Unit 1:

Conflict: Nature, Types, Stages

Peace: Concepts, Qualities, Levels

Media at the center stage in peace and conflict

Unit 2:

Reporting Conflict: Issues and Concerns

Shallow Journalism

Sensationalism

Stereotyping

Selective Omission, Missing Context, Negativity,

Dehumanizing the other

Unit 3:

Conflict Resolution: Models

Peace Building: Approaches

Putting Human Face to Conflict and to Conflict Resolution

Unit 4

Institutions and Conflict Resolution

Universal Declaration of Human Rights (UDHR)

International Humanitarian Law

Constitution of India: Fundamental Rights and Directive Principles

Case Studies of Reportage in Conflict Zones

Selected reading

Johan Galtung. (1996). *Peace by Peaceful Means: Peace and Conflict, Development and Civilization*, Sage.

Lederach, J.P. (2003) *The Moral Imagination: The Art and Soul of Building Peace*. Boston: Oxford University Press.

Oliver Ramsbotham, Tom Woodhouse, Hugh Miall, (1999). '*Contemporary Conflict Resolution*', Polity Press, Oxford, UK

Laxmi. Murthy. *Handbook of Conflict Resolution*. SAFAR Publications.

David P. Barash, Charles P. Webel, (2000). '*Peace and Conflict Studies*', (3rd Ed.), Sage

Niall Ferguson (2007). '*The war of the World: History's Age of Hatred*', Penguin.

OGE-115-DRR: Development Communication and Rural Reporting

Continuous Internal Assessment (CIA): 40

End-Semester Assessment (ESE): 60

Objective: *To introduce the concept of Communication and understand its various implications in Rural Development.*

Unit I: Introduction to Communication

Communication – Concept, Principles Types and Barriers

Basic models of Communication – Laswell’s, Berlo’s, Two-Step Flow

UNIT II: Communication & Development

Development – definition, Indicators and parameters of development

Development Journalism, Development Communication & Development Support Communication

Basic models of Development Communication: Walt Rostow’s, Daniel Lerner’s,

Wilbur Schramm’s, Everett Roger’s, Development Media Theory, Nora Quebral

Sustainable Development Goals-2030

UNIT III: Rural Reporting

Introduction to Rural reporting

Reporting Issues in Rural areas, Media Advocacy for Rural Development

Grass root innovations and media

Participatory and Community Media - SNS, press, radio, TV and folk media in rural areas

Role Models in Rural communication: Works of P. Sainath – a case study

Unit IV: Field research and Case Studies

Communication and social change – Government, NGOs, RTI and Self-Help Groups

Swachh Bharat, MGNREGA

Case Studies – Gurez, Tosamaidan and Wular Development Authority

Media case studies – Ketla, Ziyarat Times, Bhut Raat, Krishi Vigyan Kendras and Goan Connection

Select Reading

Sainath, P. (2000). *Everybody loves a Good Drought: Stories from India’s poorest Districts*: Penguin.

John Babu, K. (2016). *Media and Communication for Development*: Dominant

Srinvas Melkote & H. Leslie, Steeves. (2015). *Communication for Development: Theory and practice for empowerment and social justice*: Sage.