UNIVERSITY OF DELHI

FACULTY OF APPLIED SOCIAL SCIENCES AND HUMANITIES

UNDERGRADUATE PROGRAMME
(Courses effective from Academic Year 2015-16)

SYLLABUS OF COURSES TO BE OFFERED
Core Courses, Elective Courses & Ability Enhancement Courses

Disclaimer: The CBCS syllabus is uploaded as given by the Faculty concerned to the Academic Council. The same has been approved as it is by the Academic Council on 13.7.2015 and Executive Council on 14.7.2015. Any query may kindly be addressed to the concerned Faculty.

Undergraduate Programme Secretariat

Preamble

The University Grants Commission (UGC) has initiated several measures to bring equity, efficiency and excellence in the Higher Education System of country. The important measures taken to enhance academic standards and quality in higher education include innovation and improvements in curriculum, teaching-learning process, examination and evaluation systems, besides governance and other matters.

The UGC has formulated various regulations and guidelines from time to time to improve the higher education system and maintain minimum standards and quality across the Higher Educational Institutions (HEIs) in India. The academic reforms recommended by the UGC in the recent past have led to overall improvement in the higher education system. However, due to lot of diversity in the system of higher education, there are multiple approaches followed by universities towards examination, evaluation and grading system. While the HEIs must have the flexibility and freedom in designing the examination and evaluation methods that best fits the curriculum, syllabi and teaching–learning methods, there is a need to devise a sensible system for awarding the grades based on the performance of students. Presently the performance of the students is reported using the conventional system of marks secured in the examinations or grades or both. The conversion from marks to letter grades and the letter grades used vary widely across the HEIs in the country. This creates difficulty for the academia and the employers to understand and infer the performance of the students graduating from different universities and colleges based on grades.

The grading system is considered to be better than the conventional marks system and hence it has been followed in the top institutions in India and abroad. So it is desirable to introduce uniform grading system. This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students. To bring in the desired uniformity, in grading system and method for computing the cumulative grade point average (CGPA) based on the performance of students in the examinations, the UGC has formulated these guidelines.

CHOICE BASED CREDIT SYSTEM (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

Outline of Choice Based Credit System:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.
2. **Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.
   2.1 **Discipline Specific Elective (DSE) Course**: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).
   2.2 **Dissertation/Project**: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.
   2.3 **Generic Elective (GE) Course**: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.
   P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.
3. **Ability Enhancement Courses (AEC)/Competency Improvement Courses/Skill Development Courses/Foundation Course:** The Ability Enhancement (AE) Courses may be of two kinds: AE Compulsory Course (AECC) and AE Elective Course (AEEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement. They ((i) Environmental Science, (ii) English/MIL Communication) are mandatory for all disciplines. AEEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.
   3.1 AE Compulsory Course (AECC): Environmental Science, English Communication/MIL Communication.
   3.2 AE Elective Course (AEEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instruction.

Project work/Dissertation is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

Details of courses under B.A (Honors), B.Com (Honors) & B.Sc. (Honors)

Course	*Credits	
	Theory+ Practical	Theory + Tutorial

==

I. Core Course

(14 Papers)	14X4= 56	14X5=70

Core Course Practical / Tutorial*

(14 Papers)	14X2=28	14X1=14

II. Elective Course

(8 Papers)

A.1. Discipline Specific Elective	4X4=16	4X5=20

(4 Papers)

A.2. Discipline Specific Elective

Practical/ Tutorial*	4 X 2=8	4X1=4

(4 Papers)

B.1. Generic Elective/

Interdisciplinary	4X4=16	4X5=20

(4 Papers)

B.2. Generic Elective

Practical/ Tutorial*	4 X 2=8	4X1=4

(4 Papers)

- **Optional Dissertation or project work in place of one Discipline Specific Elective paper (6 credits) in 6th Semester**

III. Ability Enhancement Courses

1. **Ability Enhancement Compulsory**

(2 Papers of 2 credit each)	2 X 2=4	2 X 2=4

   Environmental Science

   English/MIL Communication

2. **Ability Enhancement Elective** (Skill Based)

(Minimum 2)	2 X 2=4	2 X 2=4

(2 Papers of 2 credit each)

              _____   _____

Total credit	**140**	**140**

Institute should evolve a system/policy about ECA/ General Interest/Hobby/Sports/NCC/NSS/related courses on its own.

* wherever there is a practical there will be no tutorial and vice-versa

PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEM IN
B.A. (HONS) Multi Media and Mass Communication

SEMEST-ER	CORE COURSE (14)	ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) (2)	ABILITY ENHANCEMENT ELECTIVE COURSE (AEEC) (2) (SKILL BASED)	ELECTIVE DISCIPLINE SPECIFIC DSE (4)	ELECTIVE GENERIC (GE) (4)
I	**C MMMC 01** **Communication, Media and Society** **C MMMC 02** **Introduction to Journalism**	**English Communication**			**GE 1 Advertisement and Media**
II	C MMMC 03 **Communication Research** **C MMMC 04** **Print Media Production**	**Environmental Science**			**GE 2** **Social Media**

SEMESTER	CORE COURSE (14)	ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) (2)	ABILITY ENHANCEMENT ELECTIVE COURSE (AEEC) (2) (SKILL BASED)	ELECTIVE DISCIPLINE SPECIFIC DSE (4)	ELECTIVE GENERIC (GE) (4)
III	**C MMMC05** **Exploring Hindi Cinema** **C MMMC 06** **Graphic Designing &Visual Images** **CMMMC 07** **Television Journalism**		**AEEC-1** **Theatre and Communication**		**GE 3** **Public Service Broadcasting**

SEMESTER	CORE COURSE (14)	ABILITY ENHANCE-MENT COMPULSORY COURSE (AECC) (2)	ABILITY ENHANCEME-NT ELECTIVE COURSE (AEEC) (2) (SKILL BASED)	ELECTIVE DISCIPLINE SPECIFIC DSE (4)	ELECTIVE GENERIC (GE) (4)
IV	**C MMMC 08** **Development Communication**				

	C MMMC 09 Camera and Editing for TV		AEEC-2 Communication & Disaster Management		GE 4 Media Moments in History
	C MMMC 10 Reporting and Anchoring				

SEMESTE-R	CORE COURSE (14)	ABILITY ENHANCEM-ENT COMPULSORY COURSE (AECC)(2)	ABILITY ENHANCEMENT ELECTIVE COURSE (AEEC) (2) (SKILL BASED)	ELECTIVE DISCIPLINE SPECIFIC DSE (4)	ELECTIVE GENERIC (GE) (4)
V	C MMMC 11 Global Politics and Media			DSE1 Radio Production	
	C MMMC 12 Documentary			DSE 2 Photography	
VI	C MMMC 13 Communication and the Plastic Arts			DSE 3 Communication for Special Needs	

	CMMMC14 **Integrated Marketing Communication**			**DSE 4** **Fashion Communication**	

CORE PAPERS

SEMESTER I

C MMMC01- COMMUNICATION, MEDIA and SOCIETY

Unit I Introduction to Communication

- **Definition and Processes**
- **Forms of Communication (verbal, non verbal, paralanguage, iconic, semiotic etc.)**
- **Levels of Communication (interpersonal, intrapersonal, group, public, mass com)**
- **Communication as Subversion (silence, satire, subterfuge)**

Unit II   Determinants and Shifting Paradigms

- **Culture and Communication**
- **Semiotics and Communication**
- **Ideology and Communication**
- **Digital Communication (SMS, E mail, Facebook, Whats App)**

Unit III   Mass Media and Mass Communication

- **Normative Theories and the Public Sphere**
- **Affect and Effect (Agenda Setting, Limited effect, Cultivation, Spiral of Silence)**
- **Encoding and Decoding**
- **Effective Communication (noise, codes, culture, technology)**

Unit IV   Uses and Gratification: Four Models

- **Publicity Model**
- **Ritual Model**
- **Convergence Model**
- **Reception Model**

Indicative Reading List

- **Bel, B. et al. (2005) Media and Mediation, Sage, New Delhi.**
- **Bernet, John R, (1989) Mass Communication, an Introduction, Prantice Hall.**
- **Baran and Davis, Mass Communication Theory.**
- **Cyber Mohalla from Sarai Reader: Shaping Technologies, 187 and page 190-191.**
- **Fiske,John 1982, Introduction to Communication Studies, Routledge.**
- **Gupta, Nilanjana ed.(2006)Cultural Studies, World View Publishers.**
- **McQuail, Dennis. 2000, (fourth Edition) Mass Communication Theory, London, Sage.**
- **Miller, Katherine,(2004), Communication theories: perspectives, processes and contexts, McGrow Hill.**
- **Michael Ruffner and Michael Burgoon, Interpersonal Communication.**
- **Narula,Uma (2001), Mass Communication -Theory and Practice, Har-Anand Publications,New Delhi**
- **Saraf, Babli Moitra. "In Search of the Miracle Women: Returning the Gaze". Translation and Interpreting Studies (TIS), Vol.Nos.1&2, Spring Fall 2008**
- **Small, Suzy. 2003 "SMS and Portable Text" in Sarai Reader 03: Shaping Technologies.**
- **Williams, Kevin. Understanding Media Theory.**

C MMMC 02 - INTRODUCTION TO JOURNALISM

Unit I   Journalism and Society

- **Media and Democracy : the Fourth Estate, Freedom of Expression, Article 19 of the Constitution of India**

- **Media Consumption and News Production; Audience, Readerships, Markets**

- **Forms of Journalism: news, features, opinions, yellow, tabloid, penny press, page 3.**

- **Changing Practices: new/alternative media, speed, circulation,**

Unit II Principles of Journalism

- **Social Responsibility and Ethics**

- **Positioning, Accuracy, Objectivity, Verification, Balance and Fairness**

- **Defining Spot/Action, Statement/Opinion, Identification/Attribution**

- **News vs Opinion, Hoaxes**

Unit III   The News Process: from the event to the reader

- **News: meaning, definition, nature**

- **Space, Time, Brevity, Deadlines**

- **Five Ws and H, Inverted pyramid**

- **Sources of news, use of archives, use of internet etc.**

Unit IV   Language and Narrative of News

- **Constructing the story: selecting for news, quoting in context, positioning denials, transitions, credit line, byline, and dateline.**
- **Styles for print, electronic and online journalism**
- **Robert Gunning: Principles of clear writing,**
- **Rudolf Flesch's Formula- skills to write news**

Indicative Reading List

- **Adams, Sally, Gilbert, Harriett, Hicks, Wynford. Writing for Journalists, Routledge, London, 2008.**
- **Bull, Andy. Essential Guide to Careers in Journalism, Sage, London, 2007.**
- **Bruce D. Itule and Douglas A. Anderson, News writing and reporting for today's media, McGraw Hill Publication.**
- **Flemming, , Carole and Hemmingway, Emma, An Introduction to journalism, Sage, London, 2005.**
- **Franklin, Bob, Hamer, Martin, Hanna, Mark, Kinsey, Marie, Richardson, John E.: Key Concepts in Journalism Studies, Sage, London, 2005.**
- **Harcup, Tony. Journalism Principles and Practice, Sage, London, 2009.**
- **King, Graham. Collins Improve Your Writing Skills, Collins, London, 2009.**
- **Schudson, Michael: 2011, Sociology of News, W.W. Norton, New York,**
- **Schwartz, Jerry: 2002, Associated Press Reporting Handbook, McGraw-Hill, New York,**
- **Smith, Jon: 2007, Essential Reporting, Sage, London,**
- **Truss, Lynne: 2003, Eats, Shoots & Leaves, Profile Books, London, **
- **Watson, Don: 2003, Gobbledygook, Atlantic Books, London,**
- **Willis, Jim: 2010, The Mind of a Journalist, Sage, London,**

Written Examination

SEMESTER II

CMMMC 03   COMMUNICATION RESEARCH

Unit I   Introduction to Communication Research

- **Definition, Role and Function**
- **Basic and Applied Research**
- **Role of Theory in Research**
- **Ethical Issues and Questions**

Unit II   Some Research Methodologies

- **Quantitative - Qualitative Methods**
- **Content Analysis**
- **Archival Methods**
- **Ethnographic Methods**

Unit III   The Survey: Readership, Audience, Consumers

- **Survey: Schedule, Sample**
- **Focus Groups, Questionnaire Design**
- **Field work, Telephone Polls, Online Polls.**
- **Primary and Secondary data**

Unit IV   Presenting Research:

- **Writing a proposal – research question, thesis statement**
- **Tools of Data Collection**
- **Data Analysis: Statistical-Coding and Tabulation, Non-Statistical-Descriptive and Historical**
- **Bibliography and Citation**

Indicative   Reading List

- **Asa Berger, Arthur, Media Research Techniques, Sage Publications, 1998.**
- **Croteau David and Hoynes Pine, William, Media/Society: Industries, Images and Audiences Forge Press.**
- **Kothari, C.R , Research Methodology: Methods and Techniques, New age International Ltd. Publishers.**
- **Wimmer and Dominick, Mass Media Research Thomson Wadsworth.**

Written Examination

Practical- Project+ Viva

C MMMC 04   PRINT MEDIA PRODUCTION

Unit I Trends in Print Journalism

- **Agenda setting role of newspapers- Ownership, Revenue, Editorial policy,**
- **Citizen Journalism, Investigative journalism**
- **Sting operations and Celebrity/ Page 3 journalism.**
- **Ethical debates in print journalism - Paid news, Advertorials**

Unit II   Specialised Reporting

- **Business**
- **Parliamentary**
- **Agriculture /Rural**
- **International Affairs**
- **Entertainment**

Unit III Production of a Newspaper

- **Planning for print : size, anatomy, grid, design**
- **Format, typography, copy, pictures, advertisements**
- **Plotting text: headlines, editing pictures, captions**
- **Page-making : Front page, Editorial page, Supplements**

Unit IV Technology and Print

- **Technology and Page making techniques: layout, use of graphics and photographs)**
- **Printing Processes: Traditional vs modern**
- **Desk Top Publishing : Quark Express, Coral Draw, Photoshop etc**
- **The Invention of the Printing Press**

Indicative Reading List

- **Kamath, M.V. Professional Journalism, Vikas Publications**
- **Goodwin, Eugene H. Groping for ethics in Journalism, Iowa State Press**
- **Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)**
- **Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984.**
- **Sarkar, N.N. Principles of Art and Production, Oxford University Press**
- **Stuart Allan, Journalism: Critical Issues, Open University Press**

Written Examination

Practical

SEMESTER III

C MMMC05   EXPLORING HINDI CINEMA

Unit I   Historical Overview:

- **The Parsi Theatre**
- **The Silent Era and The Talkie**
- **Narrating the Nation in Hindi Cinema**
- **Romance and Social Mores: "Heroes and Heroines"**

Unit II   Some Significant Turns

- **New Wave Cinema and The Formula Film**
- **The Angry Young Man**
- **The Indian Diaspora and Bollywood**
- **Contemporary Bollywood Cinema**

Unit III   The Hindi Film Song

- **Cinematic Narrative and the Song (theme, mood, story, relief, interior monologue subversion)**
- **Aesthetics: Rasa and Abhinaya, Raga and Tala**
- **The Score – Lyrics, Music, Singer**
- **Entertainment and the Public Imagination**

Unit IV   Hindi Cinema- Two case studies

Suggested screenings
- **Do Bigha Zamin/Bandini**
- **Sahab, Bibi, Ghulam/ Pyaasa,**
- **Awara/Shri 420**
- **Mughal-e-Azam/Pakeeza**
- **Deewar/ Zanjeer**
- **Koi Mil Gaya/Krish**
- **HTHK/DDLJ/Maine Pyar Kiya**
- **Sholay/Amar Akbar Anthony**

Indicative Reading List

- **Bose, Mihir . Bollywood: a history. Tempus. 2006.**
- **Griffiths, Alison "Discourses of Nationalism in Guru Dutt's Pyaasa," Deep Focus, 6.**
- **Manschot, Johan; Vos, Marijke de . Behind the scenes of Hindi cinema: a visual journey through the heart of Bollywood. KIT. 2005.**
- **Mazumdar, Ranjani "Rage on Screen" from her Bombay Cinema: An Archive of the City. Minneapolis and London: University of Minnesota Press, 2007 .**
- **Rajadhyaksha, Ashish "Indian Cinema: Origins to Independence," in Geoffrey Nowell Smith, ed. The Oxford History of World Cinema. New York & Oxford: Oxford University Press.**
- **Ramachandran, T. M. 70 years of Indian cinema, 1913–1983. CINEMA India-International. June 1985.**

Written Examination

C MMMC 06 GRAPHIC DESIGNING AND THE VISUAL IMAGE

Unit 1 Communication and Graphics

- **Principle and Theory of Design and Graphics**
- **Layout: concepts and types**
- **Working with color: theory of colors**
- **Pixel and Resolution : Vector and Bitmap Graphics**

Unit 2 Digital Images

- **Working with Images**
- **File Formats of Images**
- **Editing Images, Morphing and Manipulation**
- **Creating Special Effects**

Unit 3   Working with Software for Visual Imaging

- **Adobe Photoshop**
- **Corel Draw**
- **Adobe In design**
- **Using Image for Motion and Video Graphics**

Unit 4   Production

- **Book Cover**
- **Posters**
- **Tabloid**
- **Preparing Text Graphics/ 2D Graphics**

Indicative Reading List

- **White Alex W , The Elements of Graphic Design (Second Edition).**

- **Hearn D. & Baker P. M. Computer Graphics, Prentice – Hall, New Jersey, 2001.**

- **Villamil , John & Molina, Louis. Multimedia: An Introduction, Prentice – Hall, New Delhi, 2001.**

Written Examination

Practical +Viva

C MMMC 07   TELEVISION JOURNALISM

Unit I   Television in India

- **News, Information and Entertainment – Doordarshan**
- **Audience Segments and Cultural Impact**
- **Satellite TV and Private TV Channels**
- **24 X 7 News**

Unit II   Television News Gathering

- **The Camera - News for TV**
- **Finding the Story and Sources**
- **Packaging**
- **Ethical issues in TV Journalism**

Unit III   Formats and Types for TV programmes

- **Theories of Visual Literacy: Gestalt, Semiotics**
- **Reporting Skills, Research and Editing**
- **Use of graphics and special effects**

- **Positioning the Camera for TV shots**

Unit IV   The Construction of Real Life

      Presenting Reality

i.   **News/Debates/ Opinions**

ii.   **Breaking News**

iii.   **Interviews**

iv.   **The Soap**

- **Constructing Reality in Reality Shows**
- **Consuming Television**
- **Measurement of Viewership: TAM, TRP etc**

Indicative Reading List

- **Boyd, Andrew. Broadcast Journalism, Oxford.**
- **Broughton, Iry. Art of Interviewing for Television, Radio &Film, Tab Books Inc.1981.**
- **Kumar, Keval J. Mass Communication in India, Jaico Publishing House.**
- **Lawrence Lorenz, Alfred &Vivian John. News Reporting and Writing, Pearson Education.**
- **Mankekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999.**
- **Trevin, Janet, Presenting on TV and Radio, Focal Press.**
- **Yorke, Ivor, Television News (Fourth Edition), Focal Press.**

Written Examination

Practical- Project+ Viva

C MMMC 08   DEVELOPMENT COMMUNICATION

Unit 1   Social Change and Issues in Development

- **Global Parameters of Development and India**

- **Global and Regional Initiatives –Millennium Development Goals, human rights, social inclusion, gender, ecology and sustainable development, public health, family welfare**

- **Communication and Social Change**

- **Media and Social Marketing**

Unit II   Strategic Approaches to Development Communication

- **Development Support Communication-RTI, Social Audits, Grass-root activism, Whistleblowers, NGOs, other agencies**

- **Wood's Triangle**

- **Multi-Media Campaigns, radio, cyber-media, KAP Gap**

- **Diffusion of Innovation; Magic Multiplier; Empathy**

Unit III   Paradigms of Development Communication

- **Linear Models - Rostow's Demographic transition, transmission**

- **Non-Linear - World System Theory, Marxist Theory**

- **Dependency Paradigm – centre-periphery, unequal development, development under development**

- **Alternative Paradigms –participatory, think local/act global think global/act local**

Unit IV   Development Communication- Praxis

- **Designing the Message for Print**

- **Community Radio and Development**

- **TV and Rural Outreach**

- **Digital Media and Development Communication**

Indicative Reading List

- **Gupta V.S. Communication and Development, Concept Publication, New Delhi.**
- **Ganesh S. lectures in Mass Communication, India Publishers, 1995.**
- **Murthy D V R Development Journalism, What Next? Kanishka Publication,New Delhi.**
- **Melkote Srinivas R. & H. Leslie Steeves. Communication for Development in The Third World, Sage Publications.**
- **Joshi Uma. Understanding Development Communication, Dominant Publishers, New Delhi.**

Written Examination

Practical- Project+ Viva

C MMMC 09 CAMERA AND EDITING FOR TV

Unit I Camera

- **Camera Structure**

- **Different Lenses and their Characteristics**

- **Camera Perspective & Movement**

- **Operating Techniques**

Unit II TV Lighting Equipment and Techniques

- **Fundamental Lighting Concepts**

- **Types of Lights**

- **Studio Lighting Procedures**

- **Lighting Objectives**

Unit III Pictorial Elements

- **Concept of Pictorial Design**

- **Sets and Graphics**

- **Scene Elements**

- **Use of Graphic Design**

Unit IV Editing

- **Introduction to Video Editing**

- **Broadcast stages of Video Editing**

- **Timeline Video Editing**

Indicative Reading List

- **Anderson , Gary H. Video Editing and Post Production, Focal Press, London, 1993.**
- **Gupta, R. G. Audio and Video Systems, Tata Mc Graw – Hill, New Delhi , 2003.**
- **Jackman, John.ighting for Digital Video and Television 2010.**
- **Millerson , Gerald .   Video Camera Techniques (Media Manuals), Focal Press , London.**
- **Musberger, Robert B. Single-camera Video Production.**

Written Examination

Practical + Viva

CMMMC 10   REPORTING AND ANCHORING

Unit I   Introduction to Reporting

- **Principles of Reporting**

- **Functions and Responsibilitiesϖ**

- **News elements vis-a-vis Reportage**

- **Qualities of a Reporter**

Unit II   Reporting Types & Techniques

- **News gathering technique**

- **Reporting- Types of News Reports**
- **Reporting- Accident, Courts, Society, Culture, Politics, Sports, Education,**
- **Reporting- Conferences/ Seminars/ Workshops, etc**

Unit III   Anchoring

- **Target audience andesearch in Public Speaking**

- **The Voice and the Microphone**

    i.   **Breathing and articulation**

    ii.   **Voice and its function**

    iii.   **Pitch/tone/intonation/inflection/ fluency**

- **Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/ corporate videos**

- **Body language, Studio autocue reading & Recording the voice**

- **Talk Show Host/ Moderator- Legal pitfalls (what NOT to say)**

Unit IV   Production

- **Reporting from the field**

- **Peace to camera- meaning, importance and use**

- **Vox Pop- meaning and use**

- **Techniques of Television Interview**

Indicative Reading List

- **Herbert Zettl , Television Production Handbook.**
- **Allen , Robert c and Hill Annette Hill ,The Television Reader, Routledge, Ed- 2004.**

- **News Bulletins in English and Hindi on National and Private Channels (as teaching material).**
- **Debates and Talk Shows on National and Private Channels (as teaching material).**

Written Examination

Practical + Viva

SEMESTER V

CMMMC 11 GLOBAL POLITICS AND MEDIA

Unit I   Media and Globalisation

- **Globalisation : barrier–free economy, multinationals and development**
- **Technological advances, telecommunication**
- **Globalization of TV formats**
- **Global networks: information society, network service economy, movement of intangibles**

Unit II   Media and the Global Market

- **Trans-world production chains and BPOs /Call Centres**
- **Media conglomerates and monopolies: Ted Turner/Rupert Murdoch**
- **Global and regional integrations: Zee TV as a Pan-Indian Channel**
- **Entertainment: Local/ Global/Hybrid - KBC/Big Boss/Others?**

Unit III   Global Conflict and Global Media

- **World Wars and Media Coverage-the rise of Radio-propaganda and persuasion**
- **The Gulf Wars: CNN's satellite transmission, embedded Journalism**
- **9/11 and implications for the media**
- **26/11 and implications for the media**

Unit IV   Ideology, Culture and Globalisation

- **Cultural politics: media hegemony and legitimation of media driven global cultures, homogenization, the English language**

- **Rise of Regional Initiatives: Al-Jazeera**
- **Hacking ;WikiLeaks, Media Executions**
- **Freedom of Expression debates**

Indicative Reading List

- **Choudhary, Kameswar (ed) Globalisation, Governance Reforms and Development in India, Sage, New Delhi.**

- **Kamalipor, Yahya R. Globalization of Corporate Hegemony , New York Press.**

- **Monroe, Price. Media Globalisation' Media and Sovereignity, MIT press, Cambridge, 2002.**

- **Kamalipor, Yahya R and Snow Nancy ,War, Media and Propaganda, Rowman and Littlefield Publication.**

- **Patnaik, B.N &ImtiazHasnain(ed) Globalisation: language, Culture and Media, Indian Institute of Advanced Studies, Shimla, 2006.**

- **Singh, Yogendra . Culture Change in India: Identity and Globalisation, Rawat Publication, New Delhi, 2000.**

- **Thussu, Daya Kishan Continuity and Change , Oxford University Press.**

- **Unesco Publication, Communication and Society, Today and Tomorrow "Many Voices One World".**
- **Yadava, J.S.   Politics of news, Concept Publishing and Co.**
- **Zelizer Barbie and Allan Stuart, Journalism after 9/11, Routledge Publications.**

Written Examination

C MMMC 12 DOCUMENTARY

Unit 1   Documentary Theory

- **Understanding the Documentary**
- **Observational and Verite documentary**
- **The performative/fictive in Documentary: Using re enactment/reconstruction**
- **Ethics and Representation**

Unit II Pre-Production

- **Researching the Documentary**
- **Modes of Research: Library, Archives, location, life stories, ethnography**
- **Writing a concept: telling a story**
- **Script Writing, Treatment**
- **Writing a proposal and budgeting**

Unit III People and Techniques   [18

- **The Documentary Crew**
- **Equipment**
- **Scripting**
- **Sound for Documentary**

Unit IV   Video Documentary Production

- **The Documentary Camera**
- **Shooting styles**

- **Production details and logistics**
- **Editing styles**

Indicative Reading List

- **Badley, W.Hugh. The Techniques of Documentary Film Production, London , Focal Press.**
- **Barnow Erik and Krishnaswamy Documentary.**
- **Das Trisha How to Write a Documentary.**
- **Ellis , Jack EC, A New History of Documentary Film.**
- **Mehrotra,   Rajiv , The Open Frame Reader: Unreeling the documentary Film Ed. by PSBT.**
- **Rabiger, Michal, Directing the Documentary.**
- **Renov Michael "The Truth about Non Fiction" and "Towards a Poetics of Documentary" in Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London: Routledge, 1993.**

Written Examination
Practical
(One Film 8-10 min.)+Viva

SEMESTER VI

CMMMC 13   COMMUNICATION AND THE PLASTIC ARTS

Unit 1   Communicating with the Public

- **Plastic Arts as Mass Media**
- **Architecture**
- **Sculpture**
- **Paintings**

Unit II   Public Art and the Public Space

- **The Chowk/Piazza**
- **The Wall**
- **The Sidewalk**
- **The Garden**

Unit III   The March of Empire

- **Power and the Semiotics of Scale**
- **Monuments and Triumphalism**
- **The Memorial**
- **The Collosseum/The Red Fort/Taj Mahal/ India Gate**

Unit IV   The Language of Faith

- **Temples, Churches, Mosques, Stupa**
- **Iconography**
- **Frescoes and paintings**
- **Khajuraho/The Sistine Chapel/Birla Mandir**

Written Examination

Practical-Project

Practical: Project to study any two forms of the plastic arts as mass communication with two specific examples.

Sources: The pedagogy of entire Course will be interactive and with LCD projection and PPT presentation, based on material available online.

Indicative Reading List

- **Baneerjee , Jitendra N.   Development of Hindu Iconography, Munshiram Manoharlal Publishers, 1956.**

- **Canon, Jon. The Secret Language of Sacred Spaces: Decoding Churches, Cathedrals, Temples, Mosques and Other Places of Worship Around the World, 2013.**

- **Cummings Cathleen Decoding a Hindu Temple: Royalty and Religion in the Iconographic Program of the Virupaksha Temple, Pattadaka .**
- **Didron, M. Milligston E. J. (Translator) .Christian Iconography or The History of Christian Art in the Middle Ages Part 1 , Kessinger Publishing, 2003.**

- **Dev ,Krishna. (Author), Lall, Darshan (Photographer). Sculptural Art of Khajuraho , Antique Collectors Club Ltd , 1994.**

- **Đukanović Zoran Public Art in Public Space. ACADEMICA - Akademical group, Edition Avangarda, Belgrade.**

- **Dixon -Andrew Graham. Michelangelo and the Sistine Chapel, Skyhorse, 2009.**
- **Moore, Albert C. Iconography of Religions: An Introduction**
- **Tajuddin ,Mohamad,Rasdi Mohamad. Rethinking the Mosque in the Modern Muslim Society.**
- **Walker, John A. Art in the Age of Mass Media, 2001.**

- **Merrifield, Mary P. The Art of Fresco Painting in the Middle Ages and the Renaissance, NOOK Book.**

C MMMC 14   INTEGRATED MARKET COMMUNICATIONS

Unit I Understanding Integrated marketing Communication

- **Meaning and concept**
- **Key features, Objectives and components of IMC**
- **Theoretical Underpinnings and Models of IMC**
- **Benefits and Barriers**

Unit II - Promotional Elements and Tools
- **Understanding Promotional mix.**
  IMC tools
  i. **Personal selling**
  ii. **Advertising**
  iii. **Public Relations**
  iv. **Direct and Database Marketing**
  v. **Sales promotion**
  vi. **Online communication / Interactive marketing**

Unit III - Marketing Communication

- **The Marketing concept**
- **Segmentation, Targeting and positioning**
- **Developing Marketing Strategy- SWOT analysis, Strategic planning process**
- **Consumer Behaviour**

Unit IV - IMC Plan and Campaigns

- **Developing IMC Plan / Campaign planning**
- **Situation analysis, Market research and formulating objectives**
- **Campaign creation and Production**

- **Media Planning, selection, budgeting and scheduling**

Indicative Reading List

- **Kotler, Philip and Keller, Lane, Designing and Managing Integrated Marketing Communication.**
- **Egan J., Marketing Communications, Thomson, 2007.**
- **Fill C, Marketing Communications: Interactivity, Communities and content5th ed., FT Prentice Hall, 2009.**
- **Pickton D & Broderick A, Integrated marketing communications 2ND ED., Pearsons,2009.**
- **Ramaswami V.S and Namakumari S, Marketing Management, Planning, implementation and control, 3rd edition, Macmillan.**

Written Examination

Practical- Project+ Viva

ELECTIVE DISCIPLINE SPECIFIC –DSE

DSE I RADIO PRODUCTION

Unit I   Growth of Radio

- **What is Radio?**
- **Evolution of Radio-–Amateur and HAM to FM and Digital**
- **Radio Broadcast in India**
- **Radio and Democracy- participatory, community-driven, special-needs, development communication, distress and disaster.**

Unit II   The Grammar & Aesthetics of Radio

- **Radio formats (simple and complex)**
- **Radio features, documentaries & magazines**
- **Writing for Radio- idiom of the spoken word**

Unit III   Sound for Radio

- **Voice behind the mike –different types of mikes**

- **Sound –Frequency and Wave length**
- **Journey of Sound-Analogue and Digital**
- **Special effects-Menu and Synthesis**

Unit IV   Production for Radio

- **Pre-Production – (Idea, research, RADIO script, storyboarding, proposal writing, budget, floor plans, pilot)**
- **Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges)**
- **Editing, Creative use of Sound Editing**

Indicative Reading List

- **Chatterjee , P.C. The adventures of Indian Broadcasting, Konark.**
- **Luthra ,H.R. Indian Broadcasting, Publication Division.**
- **Mc Liesh, Robert.Radio Production, Focal Press.**
- **Saxena ,Ambrish, Radio in New Avatar –AMTO FM, Kanishka Publishers, New Delhi.**

Written Examination
Practical+ Viva

DSE II   STILL PHOTOGRAPHY

Unit I The Photograph

- **Invention and Implications**

- **Photography, the photograph and culture**

- **The Black and White, Color and its Impact**

- **Image and Text- The Captioned Photo**

Unit II   Photographic equipment, controls & tools

- **Camera: point & shoot, SLRs, DSLRs, SLDs, SLT, Mirrorless, Digital**

- **Camera Settings, Menus, Exposure, Shooting modes and their significance**

- **Photographic Optics: Lenses their use, types & specifications**
- **Aperture - role & significance in image making**
- **Kinds of Shutters - significance & application**
- **ISO settings and their significance**
- **White Factor**
- **Depth of field as an image making tool**

Unit III   Understanding Light and its Uses

- **Light: Visible spectrum, Colour temperature, units & significance in photography**
- **Quality of light: hard light soft light**
- **Lighting equipment: On camera flash, its use and limitation, studio flash, and accessories**
- **Lighting ratio**
- **Types of lights: indoor, outdoor & mixed**
- **Three point lighting**

Unit IV   Production

- **Photography/ Photoshop**
- **Cropping, Morphing, Picasa/faststone**
- **Pixel & Megapixels**
- **Working with image & text**

Indicative Reading List

- **Butler, Yvonne V. The Advanced Digital Photographer's Handbook, Focal Press.**
- **Berger, J. Ways of Seeing, Harmonsworth, Penguin, 1972.**
- **Langford, Michael. Fox, Anna,. Smith, Richard Sawdon. Langford's Basic Photography: The Guide for Serious Photographers, July 23, 2010, Revised 9th Edition.**
- **Edwards, Steve. Photography: A Very Short Introduction, Oxford.**
- **Sontag, Susan. *On Photography,* London*:* Penguin, 2008.**

Written Examination
Practical+ Viva

DSE III COMMUNICATION FOR SPECIAL NEEDS

Unit I   Defining Special Needs

- **Disability and the Question of Access**

- **The Discourse of Marginalization (gender, poverty, access)**

- **The Indian Scenario**

Unit II Communication and Media for the Differently-Abled- 1

- **The Visually Challenged**

- **Braille/JAWS**

- **White Stick/ Tactile Tracks**

Unit III   Communication and Media for the Differently-Abled- 2

- **The Hearing Impaired**

- **Sign Language**

Unit IV   The Question of Inclusion

- **State, Institutions and Civil Society**

- **Strategies of Intervention in Developed Countries**

- **The Way Forward in India**

Indicative Reading List

- **Daniels, Marilyn. Dancing with Words: Signing for Hearing Children Literacy, Bergin & Garvey, 2000.**
- **Laprelle, Lorie, Lynn. Standing on My Own Two Feet, Blind Children's Center, 2009.**
- **Laura, Greene, Dicker, Eva B. Discovering Sign Language, Gallaudet University Press, 1990.**
- **Ling, by Daniel. Speech and the hearing-impaired child**

- **Messing, Lynn S (Editor), Campbell, Ruth (Editor). Gesture, Speech, and Sign, Oxford University Press, 1999.**
- **Presley Ike, D'Andrea, Frances Mary,. Assistive Technology for Students who are Blind or visually impaired: A Guide to Assessment, American Foundation for the blind, 2009.**
- **Rogow, Sally. Language, Literacy and Children with Special Needs, Pippin Publishing1997.**
- **Swenson, Anna M. Beginning with Braille: A Balanced Approach to Literacy, American Foundation for the Blind, 1999.**

On Line Links:

- **Kohama, A Inclusive Education in India: A Country in Transition intldept.uoregon.edu/wp-content/.../**
- **Lal, Rubina, Disabilities: Background & Perspective infochangeindia.org/disabilities/...**
- **Willings, Carmen, teachingvisuallyimpaired.com.Wilko Heuten , Niels Henze , Susanne Boll , Martin Pielot. Tactile Way finder: A Non-Visual Support System for Way finding , www.uni-oldenburg.de/.../Heuten2008-NordiCHI-Tactile-Wayfinder.pdf**

- **Unesco ,Special needs education and community-based www.unesco.org/education/pdf/281_74.pdf**

Written Examination
Practical – Project+Viva

DSE IV FASHION COMMUNICATION

Unit I   Fashion as Communication

- **Fashion & Lifestyle**
- **Fashion as a Visual Language**
- **Creativity and Design**
- **Culture and Consumption- Aspiration and Gratification**

Unit II   Fashion Journalism

- **Writing the Fashion Feature**
- **Graphic design for Fashion**
- **Fashion Photography**
- **The Audio-visual clip**

Unit III   Advertising and Public Relations
- Visual merchandising/ retail experience design,
- Exhibition and display design,
- Brand management of Fashion Industry
- Fashion Advertising and Promotion

Unit IV   The Fashion Industry

- Structure and Financial Model

- Understanding Market Segments

- Location of Communicators

- Making a Portfolio

Indicative Reading List

- Barthes, Roland, Carter, Michael. (Editor), Stafford, Andy, (Translator). The Language of Fashion, Bloomsbury Academic, 2006.
- Barnard, Malcolm. Fashion Theory: An Introduction, Routlrdge, 2014.
- Barnard, Malcolm. Fashion as Communication, Routledge, 2002.
- Hethorn ,Janet. (Editor), Ulasewicz ,Connie. Sustainable Fashion: Why Now?: A conversation exploring issues, practices, and possibilities, Fairchild Books, 2008.
- Kapferer, Jean-Noël. Bastien Vincen t. The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands (Hardcover) Kogan Page, 2009.
- Welters Linda (Editor) , Lillethun, Abby. The Fashion Reader, Bloomsbury Academic, 2011.

Written Examination

Practical (Project) +Viva

ABILITY ENHANCEMENTELECTIVE COURSE -AEEC

AEEC I   THEATRE AND COMMUNICATION

    Unit 1. Communication and the Public

- ,Orality and Performance : speech, song, dance, visual effects

- Entertainment and Information - jatra, bahrupiya, nautanki,

- Religion and the Theatrical- Ramleela, Krishna Leela

- Theatre as Subversion - Colonial Rule and the Dramatic Performances Act of 1876

- Theatre as Resistance

    Unit II   Locales and Spectators

- The Marketplace- Commedia dell'arte
- The Street Corner- Nukkad Natak
- The Mobile Tableaux- Jhaki, processions
- The Theatre and its architectonics –Classical Greek, Modern

    Unit III   Theatrical Techniques as Communication

- Brecht's Alienation Effect
- Dario Fo's Act III
- The Mask in Classical Greek Drama
- Bibek in the Jatra of Bengal
- The Chorus
- The Sutradhar
- The Vidushak and Shakespeare's Clown

    Unit IV Theatre as Self-Expression

- Devising a Message
- Writing a Script
- Designing a Set
- Performing a Scene

Indicative Reading List

- Amodio, Mark C. Writing the Oral Tradition: Oral Poetics and Literate Culture in Medieval England , ND University of Notre Dame Press, 2004.

- Bauman, R. Story, Performance and Event: Contextual Studies of Oral Narrative, Cambridge University Press, 1986.
- Beardsley, M. C., "Aspects of Orality: A Short Commentary", New Literary History 8,3 Spring 1977.
- Dundes, A. (ed.), The Study of Folklore, Englewood Cliffs, NJ: Prentice Hall, 1965.

- Emigh, John. Masked Performance: The Play of Self and Other in Ritual and Theatre, University of Pennsylvania Press, 1996.

- Graham Ley, A Short Introduction to the Ancient Greek Theater. Revised Edition.   Chicago: The University of Chicago Press, 2006.

- Hansen, Kathryn. Grounds for Play: The Nautanki Theatre of North India , Berkeley: University of California Press, *1992*.

- Minchin, Elizabeth.   Orality, Literacy and Performance in the Ancient World , Brill Academic Publishers,2011.

- Sarakāra ,Suśānta , Āhsāna Nājamula . Origin and Development of Jatra
  Lokenatya o Sangskritik Unnayan Kendro, 1994.
- Thorne Gary , Stage Design: A Practical Guide ,Crowood Press, 1999.
- Schechter Joel Popular Theatre: A Sourcebook, Routledge, 2013.
- Willett, John (edited and translated). Brecht on Theatre the Development of an Aesthetic, Hill and Wang, New York.

Written Examination

AEEC II   COMMUNICATION AND DISASTER MANAGEMENT

Unit I   Introduction

- **Disaster and Disaster Preparedness.**
- **The Politics of Disaster**
- **The Economy of Disaster**
- **Response: Rescue, relief and rehabilitation**

Unit II   Technology and Disaster communication

- **Emergency Response HAM radio and community radio, internet, email, mobile, social media, blogging;**
- **Information Communication Technology (ICT) - computer, television, radio, applications like distress communication and deploying bio-surveillance etc. ICT systems are also used for modelling and predicting outcomes based on real data.**
- **Geo-Informatics Technology (GIT), GIS. GPS**

Unit III   Natural Disaster and role of Media

- **The Nepal Earthquake of April 2015**

- **The Kashmir Floods Oct 201**

- **The Orissa Cyclone 2014?**

- **Uttarakhand Disaster 2013**

Unit IV   Man-made Disaster and role of Media –a case study

- **Bhopal Gas Tragedy/Chernobyl/Holocaust/ Hiroshima**

Indicative Reading List

- Alexievich, Svetlana, Keith ,Gessen (translator). Voices from Chernobyl: The Oral History of a Nuclear Disaster, Picador,1997.

- Benson , Charlotte and Clay, Edward.   Understanding the Economic and Financial Impacts of Natural Disasters, World Bank Publications , 2004.
- Carter, W. Nick. Disaster Management A Disaster Manager's Handbook Asian Development Bank.
- Chouhan , L.B, Alvares, Claude . Bhopal - The Inside Story, Apex Press, 2004.
- Dominique, Lapierre, Moro, Javier It was Five Past Midnight in Bhopal, HPB/FC; 1st Indian pbk. ed, 2001.
- Gupta, Harsh K. (Editor) Disaster Management ,Universities Press 2003.
- Gopi, Satheesh. Global Positioning System: Principles And Applications Tata McGraw-Hill Education,2005

- Karim Hassan A.(ed) Big Data: Techniques and Technologies in Geoinformatics,) CRC Press 2014.
- Luite,Achyut l Understanding Disaster Management in Practice with reference to Nepal, Practical Action, 2010.
- Mukhopahyaya, Asim Kumar , Crisis and Disaster Management Turbulence and Aftermath, 2009
- Медведев Григорий , Medvedev Grigori. The Truth About Chernobyl, Basic Books, 1979.

- Nomura, Ted .Hiroshima: The Atomic Holocaust: An Illustrated History, Antarctic Press and Mindvision,2014.

- Rabbany, Ahmed EI. Iintroduction to GPS: The Global Positioning System, Artech House, 2002.

- Sarangi, Aruna. ICTs in Disaster, Neha Publishers and Distributers, 2010.
- Sylves, R. Disaster Policy and Politics: Emergency Management and Homeland Security , CQ Press, 2008.
- Wise, Stephen.   GIS Fundamentals, CRC Press ,2013.

On Line Links:

- Narain Sunita, Bhushan Chandra. A continuing disaster , www.downtoearth.org.in/content/30-years-after-bhopal-gas-tragedy

Written Examination

GE I ADVERTISEMENT AND MEDIA

Unit I Introduction

- **The Advertisement as Communication**
- **Capitalism and the Advertising Industry**
- **Theories of Advertising - Information, Service, Ideology**
- **Grammar of Advertisements – print, audio-visual**

Unit II Models of Advertising

- **AIDA model**
- **DAGMAR model**
- **Maslow's Hierarchy model**

Unit III Advertising through Print, Electronic and Online media

- **Types of media for advertising**
- **Segmentation, Positioning and Targeting**
- **Media selection, Planning , Scheduling**
- **Market strategy and Branding**

Unit IV   The Ad Agency-Practices

- **Profile of the advertising professional**

- **Encoding the Ad**

- **Cultural Codes**

- **Ethical Issues in Advertising –Regulatory Bodies**

Indicative Reading List

- **Chunawalla. Advertising Theory and Practice, Himalaya Publishing House.**

- **Jefkins, Frank. Advertising Made Simple, Rupa& Co.**

- **Jethwaney, Jaishri. Advertising, Phoenix Publishing House.**

- **Ogilvy, David. Ogilvy on Advertising,Pan/Prion Books.**

- **Goldman, R. Reading Ads Socially, London Routledge, 1992.**

Written Examination

GE II   SOCIAL MEDIA

Unit 1   **Social Media- a new paradigm**

- **The Digital Experience – mobile, cyberspace, online, apps**
- **Technology and Literacy Redefined - Internet, Intranet, www.**
- **The User & The Fourth Screen- representation & reproduction**
- **Changing Character of Communication-Ethical Issues?**

Unit II Social Media Technologies & Applications

- **Analogue and digital technology**
- **Digitization of media**
- **Media convergence**
- **ICT-scope and role**

Unit III Types of Social Media
- **Facebook, Twitter**
- **Wordpress, Blogger**
- **YouTube, Docs, Drive, Hangouts, social bookmarking, slideshare,**
- **Skype, Building communities-pages & channel**

Unit IV Impact of Social Media

- **Internet/Online activism**
- **Citizen Journalism**
- **Cyber crime**
- **Democratization /Digital Divide**
- **Audience analysis & Content planning**

Indicative Reading List

- **Bennett,W.Lance. New Media Power: The Internet and Global**

Activism 2003.

- **Castells. Manual The Network Society: a cross-cultural perspective, Edward Elgar, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45), 2004.**
- **Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to Blogging'** *New Media & Society***, Vol. 6, No. 1, 2004.**
- **Lister Martin .New Media – A critical Introduction. Routledge, 2009.**

Written Examination

GE III   PUBLIC SERVICE BROADCASTING

Unit I   Issues in PSB

- **Definitions and Mappings**
- **Revenue Models**
- **Global Overview of Public Service Broadcasting**
- **Public Service Model in India: Policy and Laws**

Unit II   State Initiatives and Interventions

- **All India Radio**
- **Doordarshan**
- **Films Division**
- **The Prasar Bharti Bill**

Unit III   Participatory Communication

- **Community Radio, Campus Radio**
- **Community Video**
- **Citizen Journalist**
- **Digital Media and ICT**

Unit IV   Case studies:

- **Public Service Broadcasting Trust, (PSBT) India**

- **British Broadcasting Corporation (BBC)**

Indicative Reading List

- **Chatterjee P.C, Broadcasting in India, New Delhi, Sage 1987.**
- **The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002.**
- **Saxena ,Ambrish, Radio in New Avatar- AM to FM, Kanishka Publishers .**

Written Examination

GE IV MEDIA MOMENTS IN HISTORY

Unit I   Media and Society

- **Media impact on individual and society**
- **Democratic Polity and mass media**
- **Media and Cultural Changes**
- **Rural-Urban Divide in India: grass-roots media**

Unit II   Media and Democracy

- **Mediated Democracy**
- **Civic ritual**
- **Secularization of entertainment**
- **Creation of Public opinion**

Unit III   Media Moments in History

- **Dandi March**
- **Tryst with Destiny' broadcast**
- **Fall of Berlin War**
- **The Emergency in India**

Unit IV   Public Sphere and its critique

- **"Public sphere" of the disempowered?**

- **Media and Social Difference : class, gender, race etc.**
- **Genres – Romance, Television , Soap Opera, Sports**

Indicative Reading List

- **Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press.**
- **Balnaves, Mark, Stephanie Donald, and Brian Shoesmith. Media. theories and approaches: A global perspective. Palgrave-Macmillan. 2009.**
- **Entman, Robert,(eds) Mediated Politics:Communication in the Future of Democracy, Cambridge University Press.**
- **Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011.**
- **Sreberny, Annebelle. "Society, culture, and media: Thinking comparatively" in *The SAGE handbook of media studies*, Sage. 2004.**
- **Sundaram, Ravi. "Recycling modernity: pirate electronic cultures in India." *Third Text* 13, no. 47 ,1999.**

Written Examination