

# **SidhoKanhoBirsha University, WB**

## **Proposed Syllabus for Two Year MA in Journalism and Mass Communication 2020-2022 Semester I**

### **PAPER I**

#### **Evolution and Development of Media**

**Full Marks: 50**

#### **Objective**

The paper enables students to comprehend how media in India has grown over the years. As a student of Journalism & Mass Communication, understanding the history and evolution of media is important and knowing the development in the media sector of the country plays a vital role to assess the current media as well as the socio-economic and political structure of the nation.

#### **GROUP A**

##### **1. Module 1: Evolution of Print Media**

- Indian Press from Early Days to 21<sup>st</sup> Century: The Statesman; The Times of India, The Hindu The Hindustan Times, The Indian Express, The Navbharat Times, Hindustan, Malayala Manorama etc
- Mahatma Gandhi: Indian Opinion, Satyagrahi, Young India, Navjeevan, Harijan
- Magazine Journalism
- Press outside India
- Post Independence Era and Shift from social service to business

##### **2. Module2: Journalists of Pre Independence days of Bengal**

- James Augustus Hickey, James Silk Buckingham, Raja Ram Mohan Roy
- Baptist Missionary Press, Srirampur (Serampore) Baptist Mission Digdarshan, SamacharDarpan,
- Young BengalandGyananweshan
- SamacharChandrika and BhabanicharanBandyopadhyay
- Ishwar Chandra Gupta and SambadPrabhakar
- Bengal Spectator
- Hindoo Patriot and Harish Mukherjee,
- AmritabazarPatrika and Sishirkumar Ghosh;
- BramhabandhabUpadhayay and Sandhya, Swaraj; Yugantar
- Ananda Bazar Patrika.

## **GROUP B**

### **3. Module 3: Electronic Media & Online/Digital Media**

- Evolution of Radio in India: All India Radio, FM broadcasting in India, Community Radio, Podcasting
- Evolution of Television in India: Doordarshan, SITE, Cable TV, DTH
- Online Journalism
- Latest Development in Indian Media.

### **4. Module 4: Traditional Media**

- Traditional Communication System: Chhau (Purulia, Serikella, Mayurbhanj), Kathputli, Jatra, Harikatha, Nautanki, Kathakali, Yakshagan, Swang, Pandavani, Lavani, Mushaira, Bhangra, Garba, Bihu etc.

### **References:**

1. A History of Mass Communication Six Information Revolutions by Irving Fang, Focal Press Boston, Oxford, Johannesburg, Melbourne, New Delhi, Singapore
2. Journalism in India: From the Earliest Times to the Present Day by Parthasarthy Rangaswami, Sterling Publishers
3. History of Indian Press by S. Natarajan, Publication Division, MIB, GOI
4. Gandhi's Passion The Life And Legacy Of Mahatma Gandhi By Stanley Wolpert, Oxford University Press
5. India's Struggle for Independence 1857-1947 by Bipan Chandra, Mridula Mukherjee, Aditya Mukherjee, K N Panikkar, Sucheta Mahajan, Penguin Books
6. Broadcasting in India, P C Chatterjee, Sage Publications
7. Broadcast news: Radio journalism and an introduction to television, Michel Stephen, Holt, Rinehart, and Winston, 1980
8. Radio and TV Journalism by K M Shrivastava, Sterling Publishers Pvt. Ltd., New Delhi
9. Understanding Digital Culture, Vincent Miller, Sage Publication
10. M. Chalapathi Rau: 'The Press', National Book Trust, India, 1974

## **PAPER II**

### **Mass Communication Theory**

Full Marks 50

The objective of this paper is to understand the impact of communication theories on society, culture and most importantly the audience. Here audience receivers are not only seen as heterogeneous or homogeneous groups; they can also be perceived as individuals, upon whom communication mediums may have diverse effect.

## **GROUP A**

### **Module 1 :**

**Communication Theories** – Bullet or Hypodermic Needle, Normative ; Sociological; Mass Society ; Propaganda, Limited-Effects , Critical ; Two-Step Flow ; Multi Step Flow ; Information-Processing ; The Spiral of Silence ;Media Intrusion ;

**Module 2 :**

**Media Effects Theories-** Cultivation, Uses and Gratifications; Play; Social Action; Agenda Setting; Media Dependency; Framing, Priming, Social Cognitive

**GROUP B**

**Module 3 :**

**Critical Theories** – Neo-Marxist,; Political Economy, Postmodernism,

**Module 4 :**

**Human Communication Theories-**Constructionist, Constitutive; Diffusion of Innovation; Transactional; Functional; Feminist

**Reading List**

1. Denis McQuail, McQuail's Mass Communication Theory, 6th Edition, 2010
2. Fortner, Robert and Fackler Mark; The Handbook of Media and Mass Communication Theory, 2014
3. Harris, Richard Jackson; A Cognitive Psychology of Mass Communication, 6th Edition, 2013
4. Keval J. Kumar, Mass Communication in India, 1994
5. Kevin Williams, Understanding Media Theory, (2003),
6. Stevenson Nicholas; Understanding Media Cultures, 2002
7. VirBala Aggarwal, V S Gupta, Handbook of Journalism and Mass Communication
8. Fiske, John et.al (1993) Key Concepts in Communication and Cultural Studies, Routledge.
9. Kincaid, Lawrence.D (1987) Communication Theories: Eastern and Western Perspectives Academic Publishers.
10. Littlejohn, Stephen.W and Foss, Karen A.(2008) Theories of Human Communication, Cengage.
11. Everett. R M. : A History of Communication Study, Free Press, 1997

**PAPER III**

**Media Laws & Ethics**

Full Marks: 50

**Objective :** The basic learning objective of this paper is to impart knowledge of different laws related to media and to familiarize the students with journalistic ethics. Though the basic values derived from the Constitution of India will be dealt in, the exposure to the latest and contemporary laws will also be discussed. As basic understanding of laws related to media is required to be known, the ethical means of journalism also needs to be discussed.

**GROUP A**

**Module-I:**

1. Introduction to Media Laws & Ethics – Difference between the two.
2. Constitution of India – Freedom of Press, Reasonable Restrictions
3. Defamation – Its Various Types, Libel & Slander.
4. Contempt of Court – Civil & Criminal Contempt

**Module-II:**

1. Trial by Media, Right to Privacy
2. Laws related to Reporting on Women, Laws related to Reporting on Children
3. Laws related to Media – Press & Registration of Books Act, Copyright Act, Intellectual Property Act, Cable TV Network (Regulation) Act, Information Technology Act, Cinematography Act, Acts related to Performance (Relevant Portions only)
4. Right to Information Act

## **GROUP B**

### **Module-III:**

1. Press Council of India – Its Formation, Functions, Powers & Limitations, Its Code of Ethics on Different Issues
2. AIR Code – Programme & Commercial
3. Code of Ethics of NBA /IBF and their Complaints Redress Mechanism
4. Advertising Standard Council of India's Code of Ethics

### **Module-IV:**

1. Guidelines for Parliamentary Coverages,
2. Guidelines of Election Commission of India, Issue of Paid News,
3. Sting Operations – Its Ethical & Legal Bindings.
4. Fake News, Facts Checking Mechanisms.

### **Suggested Readings:**

1. Basu, Durga Das. 1982. Introduction to The Constitution of India. Prentice-Hall of India Pvt. Ltd.
2. Bakshi, P.M. 2001. The Constitution of India (with Selective Comments). Universal Law Publishing Co. (Pvt) Ltd.
3. Goradia Divan, Madhavi. 2018. Facets of Media Law. EBC Publishing (Pvt.) Ltd
4. Pathak, Juhi P. 2014. Introduction to Media Laws and Ethics. Shipra Publications
5. Deshpande, Swati. 2006. Media and Law: A Reporter's Handbook. AMIC-India and UNESCO.
6. Guha Thakurata, Paranjoy. 2009. Media Ethics: Truth, Fairness and Objectivity. Oxford University Press

## **PAPER IV**

### **Print Journalism**

#### **News & News Reporting**

**Objective:** This is a basic course in journalism where students will learn how to write news report, features, editorials and other forms of media writing. Along with theory classes, it will need hands on reporting & writing practice.

## **GROUP A**

### **Module I**

Definition of news; news values; news writing; structure of news reports (inverted pyramid); news features; researching for news; verifying news; spot news; follow up news. Interviews. Reporting meetings & conferences.

## **Module II**

Types of news. Beats. Covering Beats: Crime, courts, trials; covering government & secretariat; covering assembly/parliament; politics and elections; business, economy and development.

## **GROUP B**

### **Module III**

Changing character of news: Data Journalism, Rural Journalism, Reporting for Multi Media. RTI. Field Reporting. How to write non-news content for the media? Editorials, leader articles, features and human interest stories; profiles. How are they different from news writing?

### **Module IV**

News and Public opinion; Public relations and hard news. Fake news. Investigative Journalism.

## **References:**

Harris Julian, Leiter Kelly, Johnson Stanely (1992,) The Complete Reporter, Fundamentals of News Gathering, Writing, and Editing, Allyn & Bacon  
Mencher, Melvin (2006) News Reporting and Writing, Mac-Graw Hill, Boston  
Scalnan, Christopher (2000) Reporting and Writing: Basics for the 21st Century, Harcourt College Publishers  
Harrington Walt (1997) Intimate Journalism: The Art and Craft of Reporting Everyday Life, Sage Publications

## **PAPER V**

### **Media Organization Management**

**Objective:** This paper provides the student the background of how the media industry works. First two units will be taught through class colloquium in teacher-guided, student-presented topics. Case studies will inform the reality of the industry too. Third and fourth units will be taught in combination of policy review, case study informed by theoretical input. Practical exercise will be in production, general management and marketing engagement for a group production with identifiable individual contributions- newspaper/ webportal with multimedia text.

## **GROUP A**

### **Module I: Overview of Media Industry**

Introduction to Media Industry: Newspaper, Magazine, Radio, TV, Digital & Social Media,  
Indian ScenarioMedia Industry segments, boundary spanning organizationUnique traits of media business,  
Competition, industrial organization model Media organization: vision, mission and goal; core tasks, product & services  
Ownership: types, issues in investment in media, FDI-OCB-NRI-FII),Social media enterprise  
Trend of convergence in media organizations, implications for media products,  
Organisations like RNI (Registrar of newspaper in India), INS (Indian Newspaper Society, ABC, (Audit Bureau of Circulation), NBA (News Broadcasters Association), IBF (Indian Broadcasting Federation)

## **Module II: Overview of Management**

Concept of management, management principles for media organizations

Types of management, Policy formulation, planning and control

Organizational design for delegation, decentralization, authority sphere, motivation, control and co-ordination. Organisational structure of different departments in Big MO: general management, finance, editorial/programme, circulation/distribution, advertising, branding, HR, production, IT and reference sections

### **GROUP B**

## **Module III: Managing Core Tasks**

Editorial/programme management across media types

:Communication package, Content Management & Mix/(editorial mix/ Programme Mix, Planning and execution of programme production – production terms, control practices and procedures, scheduling, transmitting/updating, record keeping, quality control and cost effective techniques, Editorial – Response system.

## **Module IV: Media Economics & Marketing**

Basic Concepts, types of capital, Revenue model, MO profit equation & break-even

Accounting System, Budgeting and finance, budget control, costing.

Marketing management across media types: distribution/transmission/hosting/circulation, pricing for time/space/time-space/product/archival services, brand promotion, advertisement procurement & placement (strategy, contract and agency relations), PR with external public, Exploiting social media platform & digital marketing techniques

Circulation Strategies of Print Media, Carriage Systems in TV & Radio (DAS & DTH)

Emerging Marketing Strategies, Customer Relationship Management

Audience Research & Readership Survey

### **Recommended Readings:**

- The Indian Media Business by Vanita Kohli-Khandekar (Response Books)
- Media Organization Management by B. Loha Choudhury (Unique Books International)
- Electronic Media Management by Peter Pringle, Michael F Starr (Focal Press)
- Understanding Media Economics by Gillian Doyle (Sage Publications)

## **PAPER VI**

### **International Relations**

**Full Marks: 50**

#### **Objective**

The paper International Relations enables students to comprehend how international organizations are functioning in the world politics and why international disputes like trade wars among countries take place. The students are

exposed to theories, models, and concepts which enables them to unearth the foreign policies, political views and critically analyse the rationalities of global politics. As a student of Journalism & Mass Communication, understanding the domains of both politics and international relations thus play a vital role to assess the governmental functions, policies and study the behaviour of the governing bodies in the both national and international scenario.

## **GROUP A**

### **Module I**

- Basic Concepts and Theories in International Relations: English School Theory, Marxist & Neo-Marxist Theories, Neo-Liberalism, Critical Theory, Fascism, World System Theory.
- Indian Approach on International Relations: Anti-Colonialism, Non-Alignment, Gandhian Theory
- Introduction to International Communications: Its significance, advantages and effects in the global scenario
- Dissemination of global news: Reasons behind the inequity of distribution of news on the international scenario

### **Module II**

- Indian Foreign Policies: Evolution of Indian Foreign Policies, Strategic characteristics of Indian Foreign Policy
- Defence Policies of India: How defence policies are structured, features of the Indian Defence Policy, India's defensive measures in guarding the Indian Ocean
- India's relations with neighbouring countries and the world. Contemporary problems on Indian foreign policies: Cyber terrorism, Energy supply, Maritime security

## **GROUP B**

### **Module III**

- International Organizations: Role of United Nations, Role of League of Nations, Role of United Nations in peacekeeping, humanitarian grounds and safeguarding world environment.
- International Laws: Its history and approach, role of the International Court of Justice, Features of International laws
- Understanding International Political Economy, Role of International Economy Institutions: International Monetary Fund, World Bank, World Trade Organization
- Concept of Globalization in World Politics: Understanding the aspects of political, cultural, economic and social globalization.

### **Module IV**

- Global conflicts, resolution and peace building: Concepts and measures to establish peace, scope of global peace management.
- Geo-political issues: History of geo-politics post-cold war, religious issues
- Indian Political Structure: Political system, sociology and economy of India
- Public Diplomacy, India and other nations

### **Reading List:**

Burchill, Scott, et al. *Theories of International Relations 5th Edition*. London: Palgrave, 2013.

Chandra, Bipin, Mridula Mukherjee and Aditya Mukherjee. *India After Independence: 1947-2000*. New Delhi: Penguin, 2000.

Hamelink, Cees J. *Cultural Autonomy in Global Communications*. London: Longman, 1983.

Kapur, Harish. *India's Foreign Policy – Shadows and Substance*. New Delhi: Sage Publications, 1994.

Keck, Margaret E and Kathryn Sikkink. *Activist Beyond Borders: Advocacy Network in*. Cornell University Press, 1998.

P.Bajpai, Kanti and Siddharth Mallavarapu. *International Relations in India: Bringing Theory Back Home*. New Delhi: Orient Longman, 2005.

Reus-Smit, Christian and Duncan Snidal. *The Oxford Handbook of International Relations*. Oxford, 2008.

Sinha, Atish and Madhup Mohta. *Indian Foreign Policies: Challenges and Opportunities*. New Delhi: Academic Foundation, 2007.

Shearer, I A., *Starke's International Law*, 11th Edition, Oxford University Press, 2007.

Gilpin, Robert, *The Challenge of Global Capitalism - The World Economy in the 21th Century* (Princeton N.J.: Princeton University Press, 2000).

A. Kumar (ed.), *Nation-Building in India: Culture, Power and Society*, Radiant Publishers, New Delhi, 1999

Baylis, John and Smith, Steve (eds.), *The Globalization of World Politics* (3rd edn. 2004).

Mc Nair: *Political Communication*, Psychology Press, 2003