

BERHAMPUR UNIVERSITY

COURSES OF STUDIES FOR MA (JOURNALISM & MASS COMMUNICATION)

Choice Based credit system in semester pattern

(Effective from 2020)

COURSE PLAN

The syllabus has been designed on Choice Based credit system in accordance with the guidelines provided by University Grants commission. it is only applicable to the Department of Journalism and Mass communication under the Chairman, Post Graduate Council, Berhampur University, Bhajna Bihar, Behampur, Odisha and shall come effect from the academic session 2020-21. Under this syllabus Master of Arts (Journalism and Mass Communication) examination consists of four semesters. the 1st semester shall cover the period from June to December and 2nd semester from January to May during the first academic session. Similarly the 3rd semester shall commence from June to December and 4th Semester from January to May of the second academic session.

The credits specified for each paper for MA (J&MC) indicates the weightage of various courses of the programme. The number of credits along with the grade points that the student has satisfactorily completed measures the performance of the student. Satisfactory progress of a student is subject to his/ her maintaining a minimum cumulative Grade Point Average (CGPA) as well as minimum grade in different courses of the programme. Description of credit distribution for the course has been mentioned below.

1	Total number of semester of semesters	04
2	Total courses in all semesters	20
3	Total number of credits in each courses	04
4	Total number of credits	80 credits
5	Number of core courses in the respective semesters	
	(i) First semester	05
	(ii) second semester	05
	(iii) third semester	02
	(iv) fourth semester	03
	Total	15
6	Number of core elective courses in the respective semesters	

	(i) Third semester	02
	(ii) Fourth Semester	02
	Total	04
7	Number of elective courses for Choice Based	
	(i) Third semester	01
	Grand Total	20

COURSE STRUCTURE

MASTER'S PROGRAMME IN JOURNALISM & MASS COMMUNICATION

Total credit to be completed= 80 credits

Maximum semesters allowed=04 semesters

PROGRAMME OBJECTIVES:

1. To acquaint students with the theory and practice of journalism and mass communication.
2. To impart training to the students in Print/Radio/Television/Web/Media research
3. To put communication practices within the realm of Indian and Odia cultural context.

	1 ST Semester										
	Course code	Core Course	L	T	P	CH	CR	Type	marks		
	MJMC C101	Evolution Of Indian Media	3	1		4	4	CORE	20+80=100		
	MJMC C102	Communication Theories	3	1		4	4	CORE	20+80=100		
	MJMC C103	Media Writing	2		4	6	4	CORE	20+80=100		
	MJMC C104	Reporting and Editing	3	1	4	8	4	CORE	20+80=100		
	MJMC C105	Advertising	3	1	4	8	4	CORE	20+80=100		
	Total Class Hours/Credits						30	20			
	2 ND Semester										
	Course code	Core Course	L	T	P	CH	CR	Type	marks		
	MJMC C201	Media Law & Ethics	3	1		4	4	CORE	20+80=100		
	MJMC C202	Communication Research	3	1		4	4	CORE	20+80=100		
	MJMC C203	Radio	3	1	4	8	4	CORE	20+80=100		

		Communication								
	MJMC C204	TV Communication	3	1	4	8	4	CORE	20+80=100	
	MJMC C205	New Media, Evolution , Principles and Practice	2		4	6	4	CORE	20+80=100	
	Total Class Hours/Credits					30	20			
3 RD Semester	Course code	Core Course	L	T	P	CH	CR	Type	marks	
	MJMC C301	PR & Corporate Communication	3	1		4	4	CORE	20+80=100	
	MJMC C302	Internship					4	CORE	20+80=100	
	Core Elective (any 2 Courses)									
	MJMC E303	Women, Children and Media	4	1		5	4	Elect.	20+80=100	
	MJMC E304	Human Rights & Media	4	1		5	4	Elect.	20+80=100	
	MJMC E305	Film Studies	4	1		5	4	Elect.	20+80=100	
	MJMC E306	Folk Media & Community Media	4	1		5	4	Elect.	20+80=100	
	MJMC E307	Odia Journalism	4	1		5	4	Elect.	20+80=100	
	CBCT (Any One)									
	MJMC E308	Citizen Journalism	3		3	6	4	Open Elect.	20+80=100	
	MJMC E309	Visual Communication & Photo Journalism	3		3	6	4	Open Elect.	20+80=100	
		Total Class Hours/Credits					20	20		
4 th Semester	Course code	Core Course	L	T	P	CH	CR	Type	marks	
	MJMC C401	Communication for social change and development	4			4	4	CORE	20+80=100	

MJMC C402	Global Communication	4			4	4	CORE	20+80=100
MJMC P403	Communication Research Project (Dissertation)		4		4	4	Project	20+80=100
Core Elective (Any 2 Courses)								
MJMC E404	Community Radio	4		4	8	4	Elect.	20+80=100
MJMC E405	Documentary Production	4		4	8	4	Elect.	20+80=100
MJMC E406	Science Communication	4		4	8	4	Elect.	20+80=100
MJMC E407	Web Design and Animation	4		4	8	4	Elect.	20+80=100
Total Class Hours/Credits					28	20		

1. L=Lecture, T=Tutorial=Practical, Ch=Contact Hours
2. CBCT-Choice Based Credit Transfer and Open for the students of the department.
3. Students will undertake the internship during the summer semester-break after completion of the second semester.
4. The department offers for allied elective courses of inter-disciplinary nature. A student is required to select any one of the following allied elective courses and apply to the HOD in writing, expressing his/her interest. Considering majority of choices of the students and teaching faculties, the HOD in consultation with the teaching staff council may notify the allied elective courses to be taught for that particular session. In this regard the decision of the HO is final and binding.

Computing

Air conditioned computer laboratory with internet facility and non-linear editing suite for multimedia production classes. The students learn the technical skills of the post production in video. The students are also taught skills of sound recording and editing in the laboratory.

Laboratories

A Multimedia laboratory fitted with public address system. The students run a narrowcasting community Radio News Bulletin “Bhanja Vani” wherein they learn the skills of gathering news, preparing and presenting for Radio broadcasting, a conference cum preview theatre.

Student Project Work

Project Work is a part of the Curriculum. During semester IV, students are required to produce a dissertation which carries 100 marks. They are also required to produce media products in print/Video/Web-based media which carries 100 Marks. all the students undergo 4 weeks of internship at a select media organization which also carries 100 marks

Syllabus for Semester–I

MJMC C101-EVOLUTION OF INDIAN MEDIA

MODULE I: Press through the Ages

Unit-1: Early communication modes-The Indian context, Oral communication, Traditional forms of communication, written communication, Development of printing, Newspapers and magazines in the nineteenth century

Print media-Journalism in India, Historical development of important newspapers in English, Historical development of important magazines in English

Indian Press before independence-Social issues before independence, Economic issues, Political issues

Indian Language Press and National Movement-Birth of the Indian Language Press, First war of Indian independence and the press, Issues of freedom, both political freedom and press freedom

Unit-II: History of Indian Press

Press Organizations-Press Commission, Press Council, Registrar of Newspapers for India, Audit Bureau of Circulation

Pioneers in Indian Journalism-Important personalities of Indian journalism, Mahatma Gandhi and his journalism, Contribution of Raja Ram Mohan Roy, Indian News Agencies

The Press in India after independence-Social political and economic issues, Role of the Indian press; problems and prospects

Unit-III: Broadcasting in India

History of Radio Broadcasting-- Radio broadcasting in India, AM and FM broadcasting, AIR Services and Special Audience Programme

Radio as medium of mass communication--Development of radio as a medium of mass communication, Radio as an instrument of propaganda during the World War II, Emergence of AIR – commercial broadcasting, Development Programme on Radio

Growth of Television broadcasting in India-- Historical perspective of television in India, Early experiments in Indian television network- SITE

Unit-IV:

Growth and development of Odia Journalism. Kujibara Patrika, Missionary press, Utkal Dipika and weekly journalism in the 19th and early 20th century. Growth of Odia dailies and Odia press during freedom movement. Odia newspapers in the post-independence era.

The New Odia Journalism 1984. Survey of contemporary Odia press. Growth of television and internet journalism in Odisha. Future challenges and prospects for Odia Journalism.

Suggested readings:

1. Mahapatra, Pradeep. Odia-Sambadaikata ra Krama Vikas-Utkala Dipika ra Bhumika, Berhampur University, 1999.
2. Pati, Madhusudan. Gourisankar Ray, New Delhi: Sahitya Academy, 1994.
3. Sahu, Padma Charan, Odia-Pran Sashibhusan Rath, Berhampur, Asha Pustakalaya, 1995.
4. Mohany, Nibedita. Odia Nationalism: Quest for a United Odisha, New Delhi: Manohar Publication 1982.
5. Mahapatra, Pramod Kumar. Satabdi Sadhak, Cuttack: Odisha Book Store, 1993. Agarwala, VirBala. *Handbook of Journalism & Mass Communication* (Concept, 2001).
6. 2. Bhatt, S.C. *Indian Press since 1955* (Publication Div., Ministry of I & B, Govt. of India, 2000).
7. Natarajan, J. *History of Indian Journalism* (Publication Div. Ministry of I & B Govt. of India, 2000).
8. Sudarshan, K.N. et al. *Electronic Media* (Indian Publisher's Distributions, 1998).
9. M. Chalpathi, Rau, *The Press in India*, Allied Publishers Private Limited (1968)

MJMC C102: COMMUNICATION THEORIES

Unit-I

Human Communication: Meaning, definition, nature, process, elements, verbal & Non-Verbal communication; Types of Communication settings-Interpersonal, Interpersonal, small group and Mass communication, Mass Communication: Meaning and Definition, Interpersonal Vs Mass

Communication Characteristics of mass media audience, Functions of Communication and Mass Communication.

Unit-II

Models of Communication: Aristotle, Lasswell, Shannon and Weaver, Osgood, Schramm, Dance, Berlo Gerbner, Newcomb, Melvin, DeFleur, Westly and Mclean & Kincid's convergence model.

Unit-III

Theories of Communication: Magic Bullet Theory, two-step flow and Multi step Flow, Agenda setting, Individual difference theory, Selectivity and Gate-Keeping, Diffusion of innovation, Personal influence Theory, Cultivation Theory.

Unit-IV

Normative theories: Authoritarian, Libertarian, Communist Media. Social responsibility, development media, democratic participant theory. Media theory. Media & Communication policy in India. communication convergence and its impact.

Suggested readings:

1. Ghosh, Subir. Mass Communication Today.
2. Agarwal, Virbala. handbook of Journalism and Mass Communication.
3. narula, Uma. handbook of Comunication
4. narula, Uma. Mass Communiation Theories
5. Mc. Qualli, Dennis, Mass Communication.
6. Narula, Uma. Mass Communication Theory and Practce
7. Murty, DVR Meia & Accountability-An Overview
8. Share, Dhiraj. Comuncation in the IT age.
9. De, Fleur Melvin. Human Commuication
10. Fiske, John. Introduction to Commuication Studies.
11. Ault, Emery, Agee. An Introduction to Mass Communication.
12. Verma, Dr Shalini. Body language
13. Rayudu, C.S. Communication
14. Vi;anilam, J.V. Mass Communication in India.
15. Rajan, Nalini. 21stCenturyJournalism in India

MJMC C103: MEDIA WRITING

This course is designed to impart skills of journalistic writing for different media platforms to the students. The course incorporates changes in the nature of media professions and the need to adapt to convergence of media productions and technologies and also to acquire the ability to work on multiple platforms.

Unit-I

What is media writing? Media writing as communication, Telling stories, engaging the reader. Research and writing. Introduction to narrative, Narrative writing, with an example of a notification story, descriptive and explanatory writing.

Principles of good writing, basic tools of writing, characteristics of media writings. with revision of grammar, syntax and style. Drafting and revising.

Unit-II

Ideas for writing, Explaining ideas and processes. engaging the reader: what makes a good introduction or lead to a story? The language of Journalism: concrete, specific, active, clear, democratic, non-sexist, non-racist.

Unit-III

Writing for Print: Principles of news writing, News values, news story, news structure, concept of inverted pyramid, lead paragraph, quotations and back ground, Headlines and caption writing. Feature writing, types of feature, profiles, writing book reviews and film reviews, writing columns. News sources, skills of research, objectivity style book, freelance. Writing for magazines-writing for broadcast: writing for eyes and ears.

Unit-IV

Writing for web: characteristics of web writing, technical writing, blogs, online journalism. Freedom of expression, restrictions on publications, ethics and responsibility, defamation, liable. Practical writing exercises- anecdotes, news story., features, captions, headlines, copywriting, reviews, press release.

Suggested readings:

1. Batty Craig and Cain Sandra(2010). Media writing: A Practical introduction. Palgrave Macmillan.
2. Stovel.J.(2006). Writing for Mass Media, 6th edition. Allyn and Bacon.
3. Melvin Mencher(2006). News Reporting and Writing. 10th edition. McGraw-Hill.

4. Strunk, William & White, E.B. (1999). The Elements of Style. Longman.
5. Clark, Roy Peter (2006). Writing tools: 50 Essential Strategies for Every writer: Little Brown.
6. Raman, Usha(2009). Writing for the Media, OUP.

MJMC C104: REPORTING AND EDITING

Unit-I: Introduction to Journalism

News-- Concept, Definition, news value, objectivity and authenticity, Types of news, news sense, sources of News, cultivation of sources **Unit 2: News Writing--** Principles of news writing, News story, News structure Headlines, Features

Reporting-- Concept, Different types of Reporting– Investigative, Interpretative Reporting beats, Background research

Editing—Concept, Newsroom set up in a news media, Deadline, Layout, Responsibilities of Reporting & Editing desks

Unit- II: Various aspects of Journalism

Photo-journalism-- Concept of Photo Editing, Techniques for good journalistic photography and headline / caption writing, Preparing photo features on various subjects, different types of camera

Freedom of Expression-- Concept and importance, Constitutional provisions for freedom of expression and practice, Implementation of freedom of expression in practice

Background Research-- What is background research, Importance of background research, Background research as a source for journalism

Editorial Writing-- Editorial page and Op-Ed page, issues covered, Editor as leader of the society, Styles of writing editorial

Unit- III: Opinion Writing

Writing of Reviews-- What is review of film and drama, Importance of film and drama review, Principles of reviewing films and dramas, Examples of ideal review writing, Different styles of reviewing film and drama

Features-- What is a feature, Difference between feature and article, Different types of features

Opinion in Journalism-- Introduction. Importance and types of opinions in news media, Writing opinion pieces, columns, types of columns

Unit- IV: Types of Journalism

TV Journalism-- Difference between Print and TV Journalism, Advantages of TV Journalism, Different types, writing for TV Journalism

Radio Journalism-- Comparison of journalism for TV / Radio and Print, Preparations for Radio Journalism, Different types, writing for Radio Journalism

Online Journalism-- Writing for Online Media, Citizen Journalism, News Portals

Textbooks

1. Kessler, Lauren & McDonald, Duncan. *When Words Collide: A Media Writer's Guide to Grammar and Style* (Belmont, California: Wadsworth,1996).
2. Lunsford, Andrea A. *The St. Martin's Handbook: With 2003 MLA Update* (Bedford/ St. Martin's, 2003).

Suggested readings:

1. Clark, Roy Peter & Scanlan, Christopher. *America's Best Newspaper Writing*. Boston: Bedford/St.Martin's, 2001).
2. Strunk, William & White, E.B. *The Elements of Style* (Longman, 1999).
3. Mohapatra, Chintamani. *News Reporting*. BBSR: Bibarani Prakashani.
4. Kamath, M.V. *Journalists Handbook*.
5. Srivastava, K.M. *News Reporting & Editing*.
6. Fedlen. F. *Reporting for Print Media*.
7. Charnley, Mitchell V. *Reporting*.
8. kamath, M.V. *Professional Journalisim*
9. Puri, G.K. *Journalism*
10. Biagi, Shirley. *Interviews that works: A practical guide for Journalists*. Wordsworth Publishing, 1992.

MJMC C105: ADVERTISING

Unit I - Introduction to advertising

Understanding advertising, advertising as a key element in the promotional mix of marketing, functions of advertising, types of advertising, Evolution of Advertising in India and the world; Advertising media; Advertising agencies

Unit II -Theoretical Aspects of Advertising

Advertising Models and Theories– Stimulus Response Theory, Starch Model, AIDA, AIDCA, DAGMAR approach; Aspects of Consumer Behaviour - Analyzing Human Behaviour, Consumer in Economic and Psychological Theories, Market Segmentation.

Unit-III- Media Planning and Creative strategy

Media Planning - Factors influencing media planning - media strategy, media scheduling, mediamapping.

Creative approaches – advertising appeals; Understanding the Creative Process - Idea Generation, Copywriting, Illustration and Layout; Creating advertisements for Television; Social Advertising, brand positioning and brand image and identity. Advertisement planning and advertisement campaign.

Unit IV - Digital and Social Media Advertising + Legal and Ethical issues - Role and scope of Digital media, Evolution of Digital Media Advertising, Digital Advertising in India, Social Media in Brand Building, Some case studies Laws and Acts concerning Advertising, Ethical concerns in Advertising, ASCI and Code of Ethics, Advertising and Intellectual Property Rights

Suggested readings:

1. Jethwaney, Jaishri & Jain, Shruti (2012). *Advertising Management*. OUP.
2. Ogilvy, David. (2001). *Ogilvy on Advertising*, Prion.
3. Valladares, June A. (2000). *The Craft of Copywriting*. Sage Publications.
4. Dennison, Dell. (2003). *The Advertising Handbook*. Jaico Books

Syllabus for Semester –II

MJMC C201: MEDIA LAW AND ETHICS

Unit-I

Indian Constitution- Basic Principles of the Preamble, fundamental rights- freedom of speech and expression and their limits- Directive Principles of State Policy, Provisions of declaring emergency and their effects on media.

Unit-II

Media Ethics- Media's ethical problems including privacy, rights to reply, communal writings and sensational and yellow journalism, conflict of interest. paid journalism, role of press and/or media councils and press ombudsmen in the world, ethical reporting on children.

Unit-III

Press Council of India and Press Commissions of India- board guidelines and codes, a critique of PCI. Accountability and independence of media. Covering conflict and international humanitarian law, code of conduct by associations of media professionals.

Unit-IV

Press Laws- Contempt of Courts Act 1971- Civil and Criminal law of defamation-relevant provisions of Indian penal code with reference to sedition, crime against women and children; laws dealing with obscenity; official secrets act, 1923. Prasar Bharati Act, Copyright Act, Cyber Laws, Cable Television Act, Public Interest Litigation.

Suggested readings:

1. Basu, DD. (2004). Introduction to the Constitution of India. Prentice Hall of India.
2. Guha Thakurta, Paranjoy (2001). Media Ethics: Truth, Fairness and Objectivity, New Delhi: OUP.
3. Mana, B. (2006). Mass Media and related Laws in India. Academic Publishers.
4. Singh, Pp.et.al. (1998). Media, Ethics and Laws, Anmol.
5. Prabhakar, M et.al. (1999). A Compendium of codes of conduct for media professional, University Book House.
6. Fackler, Mark et.al.(1995). Media Ethics-Cases and Moral Reasoning, Longman.

MJMC C202- COMMUNICATION RESEARCH

Unit-I

Definition and element of research: research methods and approaches in social sciences. Mass media research and scientific methods. importance of communication research-Indian scenario. Formulation of research problem, review of literature, hypothesis, research design.

Unit-II

Qualitative and Quantitative Research Methods: Ethnography, Ethno methodology, symbolic interactionism, policy and archival research. Communication policy analysis. analyzing visual: still and moving images, grounded theory, research methods-census method, survey method, observation method, clinical studies, case studies, content analysis.

Unit-III

Tools of Data Collection- Observation, interview schedules, questionnaire, field studies, telephone surveys, online polls, focus groups. sampling methods. Media research-evaluation, feedback-feed forward-media habits-public opinion surveys-pre-election studies and exit polls,

attitude Measurement-Thurstone, Likert, Guttman, Semantic differential Scales, Rating Scales, Levels of Measurement. Reliability and Validity Measurements.

Unit-IV

Data Analysis and Report Writing-Data analysis techniques-Coding and tabulation-Non statistical methods-descriptive-Historical-statistical analysis-univariate, bi-variate, multi-variate tests of significance- central tendency- preparation of research-reports/project reports/dissertations, Referencing and Citation Style. Ethical perspectives of Mass media research.

Suggested readings:

1. Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research- Qualitative and Quantitative methodologies. Routledge.
2. Wimmer and Domnick, (2002) Mm Media Research: An introduction, 10th edition. Boston: Wadworth.
3. Mansen Anders, Cottle Simon, New Chris, (1998), Mass Communication Research methods. New York University Press.
4. Reinard, John C. (2006). Communication Research Statistics, California State University: Sage Publication.
5. Fink, Arlene & Kos, J.B.(2005). How to Conduct Surveys, A step-By-step guide, 3d guide, 3rd edition, University of California: Sage publication.

MJMC C203: RADIO COMMUNICATION

Unit-I

Development of radio as a medium of mass communication, emergence of All India Radio. Growth of Radio in the post-independence er. Fm Radio: state and private initiatives. Radio broadcasting in Odisha

Unit-II

Studio and operating facilities for radio programme production. AM and FM transmission. Internet Radio. Microphone and recorders. Field recordings and voice dispatches.

Unit-III

Evolving formats for radio programs, Role of demographics, News and current affairs, entertainment, business, sports, programmes for special audience and commercials.

Organization of radio newsroom, structure and types of radio news bulletins. writing radio scripts. Print punctuation Vs. Broadcast punctuation.

Unit-IV

Performers for radio: announcers, newscasters, commentators, talk show hosts and entertainers including disc jockeys. Broadcasting ethics, codes & social responsibilities, Radio in Education & development. Community Radio movement.

Suggested readings:

1. Parthasarathy, Rangesswamy. Here is the News. New Delhi: Sterling Publishers Pvt. Ltd.
2. Chatterji, P.C. broadcasting in India. New Delhi, Sage publications, 1987.
3. Srivastava, K.M. Radio and Television Journalism.
4. Rabindran, R.K. Handbook of Broadcast Journalism.
5. Hilliard, Robert. Radio Broadcasting. New York: Longman.
6. Hansman, Carl, Philip Benoit & Lewis B.O Doimell. Radio Production: Production, Programming and Performance. Belmont: Wadsworth/Thomson Learning, 2000.

MJMC C204: TELEVISION COMMUNICATION

Unit-I

Introduction to Television and visual composition-basic rules of composition, television aspect ratio, different video tapes and standards, different formats, classification of shots, basic movements of camera, visuals grammar for television.

Unit-II

Anatomy of Camera-different parts of camera, working of camera, support and accessories of camera, different Lenses for Camera, focus, aperture, depth of field, shutter speed, summing up. lighting-key factors affecting the production, importance of lighting, visual treatment, different lighting methods, sources of light, different types of lights for studio and out-door, understanding lighting instruments.

Unit-III

Sound-Production equipment for sound, audio recording systems, functions of sound, types and uses of microphones, advantages of different microphones In shooting locations, sound effects, sound aesthetics.

Unit-IV

Single camera production-Understanding ENG and EFP, understanding pre-production, production and post production, developing a news idea into a news story, basic interviewing and news writing techniques, news story modules and production, shot planning, coordination between cameraperson and the reporter, piece to the camera, cut-away and uses, shooting for written scripts, set design, editing news story, dubbing and sub titling sound bites, signature tune, packaging.

Suggested readings:

1. Zetfl, H. (2006). Handbook of Television Production. Wadasworth
2. Shelley, S.L. (1999). A practical Guide to Stage Lighting. Focual Press.
3. Srivastava, K.M. Radio and TV Journalism.
4. Kaushik, S. Radio and TV Journalism.
5. Kumar, S. Broadcast Journalism
6. Rabindran, R.K. handbook of Broadcast Journalism.
7. Raiteni, Charles. Writing for Broadcast News: A story telling Approach to Crofting TV and Radio News Reports.
8. Masani, Meher. Broadcasting and the people.
9. Compesi, Ronald J and et.al.(1997). Video field production and Editing, Allyn & Bacon.
10. Burrows, Thomas D. and et.al.(2000) Video Producton: Disciplines and Techniques. McGraw-Hill.

MJMC C205: NEW MEDIA: EVOLUTION, PRINCIPLES & PRACTICE

Unit- I - Overview of online Communication

Meaning of communication, features of Online Communication, video conferencing, Webcasting,microblogging, Computer mediated communication, Mojo

Unit -II - New media

History of New Media, characteristics of New Media, types of New Media, new Media vs. old Media

Unit- III - Social Media

Digital culture and digital identity, User Generated Communication, Wiki, Blogs, YouTube,Participatory culture and Social Media, Citizen Journalism

Unit- IV - Emerging trends in New Media, Cyber Laws and Ethics.

New media & Public sphere, New Media & e-democracy, Mobile phone: a convergent technology, Smartphone culture and society. Cyber Crimes & Security: Types and case studies, Cyber Laws & Ethics, Internet censorship in India

Suggested readings:

LA Lievrouw, S Livingstone, *Handbook of new media: Social shaping and consequences of ICTs*, Sage 2002

Flew. Terry, *New Media: An Introduction*, Oxford Higher Education, 3rd, 2007
Levinson. Paul, *New New Media*, Allyn & Bacon, 2nd, 2012

Lev Manovich, *The language of New Media*, MIT Press, 2001

Jenkins, Henry (2006) *Convergence Culture: Where Old and New Media Collide*. New York London: New York University Press.

Hassan Robert, Thomas Julian (2006). *The New Media Theory Reader*, Open University Press.

SYLLABUS FOR SEMESTER-III

MJMC C301- PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS

Corporate communication is an emerging field – an integrated approach to all kinds of communications produced by an organization, directed at all relevant target groups. This course seeks to familiarize students with the foundational concepts in Public Relations and Corporate Communication, its scope and functions and its various applications.

Unit I Understanding Public Relations – Concept of Public Relations, Internal and External Publics, PR vis-à-vis Advertising, Organizational Structure, Functions of PR department, PR tools. Structure and Functions PR Agencies, Client- Agency-Media interface, Client Servicing

Unit II Theoretical Foundations in PR- Excellence theory, Theories relating to organizations, Systems Theory, Situational Theory, Grunig and Hunt's models of Public Relations

Unit III Corporate Communication – Defining Corporate Communication, evolution of Corporate Communication in India, Corporate Communication vis-à-vis Public Relations, Media relations – tools and techniques, Essentials of Media Relations, Writing for media

Unit IV Corporate Reputation Management and Crisis Communication – Reputation, Imperatives of Reputation management, Image repair theory, Building corporate identity, Crisis Communication and Management, Crisis Response Strategy, Community Relations and CSR,

Employee, Investor ,Government and Customer Relations, Corporate Communication in Brand Promotion, IMC. Corporate Communication and ethics, Legal aspects of Corporate Communication, Corporate laws, Professional bodies in PR/ Corporate Communication – PRSI, IPRA, Professional code of ethics; New trends in PR, digital platforms, Social Media.

Suggested readings:

1. Jethwaney, Jaishri (2010). *Corporate Communication – Principles and Practice*. OxfordUniversity Press.
2. Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*, OUP.
3. Black, Sam. (1983), *Practical Public Relations*, Prentice Hall.
4. Ries, Al & Reis, Laura (2002). *The Fall of Advertising and the Rise of PR*

MJMC C302- INTERNSHIP

Internship (Minimum 4 weeks)

Students will undertake a four-week internship in media and communication organizations such as newspapers, magazines, radio, television, advertising agencies, public relations concerns or any other approved by the Head of the Department. Students will be evaluated based on the feedback received from the training institute, student's presentation and a detailed report. The students shall be required to produce a certificate to the effect that he/she completed the prescribed internship programme.

MJMC E303- WOMEN, CHILDREN & MEDIA

Unit -I

Media and social issues, problems of girl child and women-female infanticide and feticide, child marriage; dowry, divorce, widowhood, rape, prostitution, domestic violence, problems for elderly women , single women and working women, gender discrimination, reflections of such issues in media.

Unit -II

Rights of children and adolescents, child labor, exploitation of children and reform process.

Unit-III

Media and violence against women, media and women empowerment, Impact of media on women and children, women and children in advertising.

Unit-IV

Women- as news makers, women and children's magazines, role portrayal Of Women in media, programmes on women and children's on radio and TV children's film Women Journalists.

Suggested readings:

1. Publication Division. Women in mass Media
2. Kaplan, E. Ann; Women & Film: Both sides of the Camera, New York: Methnen, 1983.
3. Cowil, Elizabeth. Representing the Women: Cinema and Psychoanalysis. London: Macmillan Press ltd, 1997,

MJMC E304- HUMAN RIGHTS & MEDIA

Unit-I

Evolution of human rights, universal declaration of human rights, media ',and human rights in international perspective.

Unit-II

Thought and expression, freedom of speech and expression under Indian constitution, Freedom of press, right to know. Freedom of speech, right to -privacy.

Unit-III

Writing on human rights-types of reports, sources of news, trends in Indian press, problems of writing about human right issues. Right to Information Act.

Unit-IV

The role of media in protecting human rights violations, investigative journalism, persuasive journalism and media activism. Media lobbying. Politics of Human Rights.

Suggested readings:

1. Department of Public Affairs, United Nations. Universal Declaration of Human Rights.
2. Papademas, Diana (Ed). Human Rights & Media.
3. Guruswamy, S. Human Rights & Gender Justice
4. Kar, P.K and P.P. Panda. Awareness of Womens Rights: Projection in Mass

MJMC E305- FILM STUDIES**Unit –I**

Origin and development of cinema-film language and theories, aesthetic theories, Soviet formalist theories, semiotic' i theories and ideological theories. Film and society , film movements, new wave films-

Unit-II

Film and technology, short history of technological development, film shooting, sound recording, set designing and set lighting; camera movements. Film crew-Director, Producer, Film star, Writer, Music director, Choreographer, Editor, Cinematographer, Art Director, Costume designer and others, Techniques of script writing

Unit-III

Film audiences. Film Censorship. Regulation and finance of film production, film magazines, film festivals, film awards, reviews of select Indian and foreign films.

Unit-IV

Cinema-in Odisha-history and technological developments, personalities of Odia cinema, cinema and Odia Culture, problem of Odia cinema. Review of select Odia films.

Suggested readings:

1. Robinson, David. World Cinema: A Short History 1895-1980. London: Eyre Methnen, 1973
2. Barnouw, Erik & S. Krishnaswamy, Indian Film. New York: Columbia University Press, 1963

3. Dickimnson, Thorold. A Discovery of Cinema. London : Oxford University Press, 1971.
4. Robert, Stam & Toby Millev (Ed). Film and Theory: Anthology. Malden Blackwell Publishers Inc, 2000.
5. Andrew, J Dudley. The Major Film. Theories: An Introduction. London: Oxford University Press, 1976.
6. Mast, Gerald & Marshall Cohen. Film Theory and Criticism: Introductory Readings. London: Oxford University Press, 19
7. Nichols, Bi! (Ed). Movies and Methods. Calcutta: Seagull Books 1993.
8. Mamer, Bruce. Film Production Technique. Belmont:Wadsworth/Thomson Learning, 2000.
9. Beltetini, Gianfranco. The Language & Technique of the Film. Hagne: Monton, 1973.
10. Bondanella, Peter (Ed). Federico Fellini: Essays in Criticism: New York: Oxford University Press, 1978.
11. Ray, Satyajit. Our Films, Their Film Hyderabad. Orient Longman Ltd, 1976.
12. Ghatak, Ritwik. Cinema and I. Calcutta: Rupa & Co., 1987.
13. Hill, John & Gibson, Pamela Church. (2000). Oxford Guide to Film Studies. Oxford University Press,
14. Stam, Robert! (2000) Film Theory: An Introduction. Black Well

MJMC E306: FOLK AND COMMUNITY MEDIA

Unit-I

Culture and Tradition -Meaning of Culture, Tradition, Folklore, oral tradition, Different Folk Media in India and Odisha, Devotional and religious forms, voicing public opinion and creating awareness through folk media.

Unit-II

Community: Definitions, concept and characteristics of a community; Community norms, customs "and' institutions in contemporary 'India, Community social capital, Communities as stakeholders in deveiopment.

Unit-III

Understanding community media- Case study of select community media initiatives. Community media in India and Odisha. Community Radio in India: Introduction, History and Recent development.

Unit-IV

Participatory techniques- Community participation, Participatory data collection techniques. Practical - Community media production in collaboration with a community in any format such as Street play, Puppetry, Radio, Video etc.

Suggested readings:

Textbooks

1. Howley, K. (2010). Understanding Community Media, New Delhi: Sage
2. Pavarala, V. & Malik, K. (2007). Other Voices: The struggle for community radio in India. New Delhi: Sage

References

1. Hal leek, D.D. (2002). Hand Held visions: The impossible possibilities of community media. USA: Fordham University Press. Gordon, J. (2009). A of community media debates and dilemmas. Bern: Peter Lang

MJMC E307 - ODIA JOURNALISM

Unit-1

Growth of Odia journalism and its protection to Odia language; role of Odia newspapers in the formation of separate Odisha province and the freedom movement; press and poll s in the post-independence era; the New Journalism in Odisha.

Studies on Odia newspapers: Th Dainik Ash The Samaj^ The Prajatantra, The Dharitri, The Sambad; The English press in Odisha. Eminent Odia journalists: Goon Shankar Ray, Neelamani Vidyaratna, Sashi Bhusan Rath, Gopabandhu Das, Neelakantha Das, Bala Krishna Kar,

Godavarish Mohapatra, Harekrushna Mahatab, Sreeharsh Misra, Radhanath Rath, Surendra Mohanty and Pradyumna Bal.

Unit-III

Odia magazine journalism: Literacy, criticism, special audience, cinema and feature oriented journals.

Unit-IV

Problems of Odia press: the question of limited readership and advertisement revenue, competition from English and other neighbouring press. Prospects of Odia press: the concept of rural and tribal newspapers, Odia press and government advertisements, ownership of Odia press, Odia press in contemporary society.

Suggested readings:

1. Mahaptra, Pradeep. Odia-Samb dikata-ra-Krama- vikas-re Utkal ika-ra Bhumika, Berhampur: Berhampur University, 199
2. Pati, Madhusudan. Gourishankar Ray New Delhi: Sahitya Academy, 1994
3. Sahu, Padma Charan. Odia-prana Sashibhusan Rath,Berhampur :Asha Pustakalaya, 1995
4. Mohanty, Nibeidta. Odia Nationalism : quest for a United Odisha, New Delhi: Manohar Publication, 1982
5. Mahapatra, Pramod Kumar. Satabdi Sadhak, Cuttack: Odisha Book Store, 1993.
6. Jeffrey, Robin. India's Newspaper Revolution, New Delhi : Oxford, 200.
7. Rajan, Nalini. 21st Centu Journalism, in India, New Delhi, Sage Publications, 2007.
8. Ravindranath, P.K. Indian Regional Journalism. New Delhi: Authors Press, 2005.

MJMC E308 (Open Elective): CITIZEN JOURNALISM

COURSE OBJECTIVES

- understand the similarities and differences between mainstream, alter-native and citizen produced journalism
- know their ethical and legal responsibilities as content producers

- Develop hands-on skills in using social media tools. Such as blogs, Twitter, Flickr and YouTube.
- have a basic understanding of the state of journalism today

Unit-I

Citizen Journalism: Background, Concept and Case Studies. News and types of News, Basics of news writing and news selection, Interviews: type and techniques, Platforms for Citizen Journalism, Introduction to Social Media. Cell phone journalism.

Unit-II

ICT in journalism, Social Collaboration: Virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing. Blogs, Copyright, and Censorship: Threats Facing Open Source Journalism.

Unit-III

Cyber activism: Concept and Case Studies. Social Collaboration: virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing. Social publishing: Flickr, Instagram, Youtube, Sound cloud

Unit-IV

Web design, integrating multimedia content. Audio clips, Podcasting and citizen Journalism, basics of digital photography and basics of videography.

Practical -Creating and designing Blogs, developing web designs, Cell phone reporting, Publishing multimedia content in the internet and web version of lab journals.

Suggested readings:

1. Citizen Journalism, Global Perspectives. Stuart Allan and Einar Thorsen (Eds). NY: Peter Lang, 2009.
2. Readings: Text: Citizen Journalism, Global Perspectives, Chapters 15 & 18.

3. Text: Citizen Journalism, Global Perspectives. Chapters 2, 3 & 4. Online: Social Media, Human Rights, and Political Change by Sarah Joseph 4. We the media: grassroots journalism by the people for the people by Dan Gillmor. 1st edition, July 2004.
4. We've got blog: how weblogs are changing our culture. Perseus publishing
5. Felix, L. Stolarx, D.(2006). Video blogging & Podcasting, Focal Press.
6. Mirabito, M., Morgenstern, B. L. (2004). New Communication Technologies, Focal Press
7. Ward, M.(2002). Journalism Online, Focal Press.
8. Citizen Witnessing: Revisioning Journalism in Times of Crisis. Stuart Allan, NY: Peter Lang, 2013.

MJMC E309 (Open Elective): VISUAL COMMUNICATIONS AND PHOTOGRAPHY

The course aims at helping the students to understand the importance of visuals and graphics in communication. It introduces students to communicate effectively and create powerful messages through visuals. The theoretical aspects of Visual communication as the principles of design are dealt elaborately. In addition students would be taught the basics of photography.

Unit-I

Concept of Art: What is Art? Structure, Form and Meaning of Art, Art as Commerce, Art as Commodity, Art as human relation of Images, Reality and constructed Images

Unit-II

The Visual Image - Visual mode of communication. The visual elements-space, line, form, shape, texture, light and colour, rhythm, movement, balance, harmony, variety and unity. Organization of visual elements. Cognitive approaches to visual communication. Perception depth, height, colour, shape etc. Creative process- the ability to treat- transform and arouse curiosity

Unit-III

Theories of Visual Communication- its application in analyzing visual elements in media, Visual analysis: Introducing Semiotics, Interpreting images from different perspectives.

Unit-IV

Photography-history, principles of photography, Pinhole camera, basics of camera operation, parts of the camera, Digital versus Analogue camera, SLR, Point and Shoot camera,

Basic element of Composition: Perspectives, Depth of field, Rule of the third, Focal length. Types of Lenses- normal, wide, telephoto, filters. Branches of photography- Nature, Still, Architecture, Wedding, Sports, Photo Journalism etc. Basics of Typography, selection and combination of fonts, color for fonts, using fonts for different forms of media.

Practical: Posters/Brochure design and Photography exhibition

Suggested readings:

Textbooks

1. Smith Kenneth L., et.a. (2011). Handbook of Visual Communication: Theory, Methods, and Media 'a. Routledge.
2. Messaris, Paul (1996). Visual Persuasion- Use of Images in Advertising.

References

1. Hodge, Gavin, et. al. (1990). An introduction to Photography. Sandstone Publishing.
2. Wileman, Ralph E. (1993). Visual Communicating, Educational Technology Publication.
3. Bergstrom, Bo. (2009). Essentials of Visual Communication. Thames and Hudson.
4. Drew, Helen. (2005). The Fundamentals of Photography AVA Publishing.
5. McCartney, Susan. (2001). Mastering the Basics of Photography, Allworth Press.

SYLLABUS FOR SEMSTER- IV

MJMC C401- COMMUNICATION FOR SOCIAL CHANGE AND DEVELOPMENT

Unit- I: Communication and Development

Understanding development-- Origin of the concept of Development, Approaches to Development, Indicators of Development

Agencies in Development-- Role of Government in development, National and International NGOs in development, UN agencies in Development **Communication for Development:**

Meaning and Concept-- Definitions of Development Communication, Evolution of Development Communication, Need and significance

Modernization Paradigm-- Mass media the magic multiplier, Diffusion of Innovation, Development Support Communication

Unit- II: Approaches in Development

Dependency Paradigm-- Development of Underdevelopment, World systems theory, NWICO

Multiplicity and Alternative Paradigm— Development as empowerment, Development as freedom, Development as grassroots governance

Approaches in Communication for Development-- Behaviour Change Communication, Social Marketing, Entertainment Education, Advocacy

Participatory approaches to Communication for Development-- Diffusion Vs Participatory Approach, Levels and types of Participation, Participatory tools for data collection

Unit- III: Media and Development

Strategic planning and situation analysis-- Significance of formative research, Monitoring and evaluation

Role of different media in development-- Public service broadcasting for development, Community media for development

Information and Communication Technology in Development-- Why technology for development, Bridging the Digital divide

Unit- IV: Strategies for Development Communication

Environmental and Sustainable approaches in Development-- Environment and climate change, Perspectives to sustainable development, Sustainable Development Goals

Strategies of development communication in India-- Media for nation building, Family planning and other health communication strategies, Agriculture and rural development

Movements, Rights and Issues in National Development-- Women's movements, Education and food security, Free speech and Information rights

Suggested readings:

Textbooks

1. Srinivas Melkote, & Steeves. (2001). *Communication for Development in the Third World*. New Delhi: Sage.

2. Servaes, J., Jacobson, T. & White, S.A. (Eds.), *Participatory communication for social change*. Thousand Oaks: Sage.

Reference books

1. Gupta, V.S. *Communication for Development and Civil Society* (Concept, 2004).
2. Narula, Uma . *Development Communication* (Har Anand Publications, 2002).
3. Ravindran,R.K. *Media in Development Arena* (Indian Publishers Distributors, 2000). Narula , Uma . *Development Communication*.
4. Murty, DVR. *Development Communication-Theory & Practice*.
5. Gupta, V.S. *Communication Technology, Media Policy and Development*
6. Mody , Bela. *Designing Messages for Development Communication*.
7. Mathur, K.B. *Communication for Development and Social change*,
8. Gupta, V.S. *Communication, Development and Civil Society*.
9. Joshi, Uma. *Understanding Development Communication'*
10. Gupta, V.S. *Communication and Development*

MJMC C402 - GLOBAL COMMUNICATION

This course aims to give the theories of perspectives of communication as applied in political fields and also at international level so as to understand the role of communication both in resolving international disparities and rein-forcing the existing power relations between and within nations. The course in fact, is designed combining what was seen as two different perspectives into one course because of the changing-global and national communication and media context and commonalities in theoretical trajectories.

Unit-I

International dimensions of Political Communication. Globalization of media, transnational news, Ideological promotion and conflict, international relations and propaganda, emergence of third world political communication. Communication as a human right - UNO's Universal Declaration of Human Rights and communication - international news agencies and syndicates, their organizational structure and functions - a critique of western news values.

Unit-II

Introduction to identity politics and its relation to nation-building -Local-assertions and its links to global assertions, gender issues - country or region-specific gender, race, class and caste issues from a post-colonial perspective; racial profiling, discrimination, xenophobia and cross border migration, HDI, Development and Environmental Concerns-conflict of interests between economic and environmental concerns.

Unit-III

Political, Economic and Cultural dimensions of International Communication- communication and information as a tool of equality and exploitation, international news flow. Imbalance in media growth - international, regional and internal disparities. Impact of ICT on news flow, information super highways - international telecommunication and regulatory organizations.

Unit- IV

UNESCO's efforts in removal of Imbalance in News flow - debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's report - non-aligned news agencies pool - it's working, success, failure. Issues in international communication - democratization of information flow and media systems -professional standards; information - prompted cultural imperialism - criticisms; violence against media persons - effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security.

Suggested readings:

Text books:

1. Thussu, Daya Kishan (2006). International Communication: Continuity and Change, 2nd. Hodder Arnold Publication.
2. Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.

References:

1. Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, New York: Pantheon Books.
2. Seator, Jean. (1998). Politics and the Media, Blackwell.
3. Gunther, Richard. (2000). Democracy and the Media, Cambridge. Thussu, DayaKishan (2009), International Communication: A Reader. Routledge

MJMC C403: COMMUNICATION RESEARCH PROJECT

Every student will have to prepare a dissertation in any area of Journalism and Mass communication detailed in the curriculum under the guidance of a regular faculty member. The objective of the exercise is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research based effort and should endeavour to create new knowledge in any area of Journalism and Mass Communication. The guide(s) to supervise such dissertations will be appointed by the Head of the Department from among the regular faculty members of the Department. The guide(s) should certify that the dissertation is based on the work carried out by the candidate. Three copies of the dissertation should be submitted to the Head of the Department within clear 15 days (including holidays) before commencement of the Fourth Semester examination for onward transmission to the Controller of Examination. The students at their own cost should carryout preparation of the dissertation. The dissertation will be evaluated both by the internal and external examiners and marks shall be communicated to the Controller of the Examination through the Head of the Department.

MJMC E404: COMMUNITY RADIO

This is a practical oriented course designed with a view to provide the students an understanding of the concept and process of Community Radio Broadcasting. The course will introduce to the latest developments in the field of Community Radio. The main emphasis of the course will be on production with the involvement of the local community,

Unit-I:

Need, Origin, Concept, Philosophy and Policy of CRS, CR as an alternative mass medium,

Unit-II:

CRS worldwide, AMA C Different Forum s of CRS, Role of CR in dev.

Unit-III:

Growth and development of CR in Indi. CR in NER, Community Radio versus Campus Community Radio, News and Current Affairs in Community Radio in India.

Unit-IV:

Production Techniques in CRS, io layout. Outdoor Broad/ Narrow casting.

Practical: Students would plan, produce and broadcast programmes of different genres in coordination with various communities in the broadcast area.

Suggested readings:**Textbooks**

1. Tabing Louie. (2002). How to do comm radio, Unesco\ Publication, New Delhi.
2. Fraser, Colin & Estrada Rastrepo Sonia. (2001). Community Ra Hand-book UNESCO

References :

1. Andrew Boyd., Peter Stewart & Ra Alexander. Broa cast Journalism, Focal Press, New York and London
2. Pavarala, V & Malik, K. (2007) Other Voices -Struggle for community Radio in India. Sage.

MJMC E405: DOCUMENTARY PRODUCTION

The course is designed to enable students to make documentary films. They would have an understanding or fiction and non-fiction in film language, also the social relevance of documentaries in the society. The students are ex-posed to theoretical understanding of the production techniques and types of documentaries, production and post-production of documentaries.

Unit-I

Introduction to Non-fiction- Introduction, understanding the Non-fiction genre, History of actualities, Types of documentaries, Theoretical approach to documentaries, early documentaries.

Unit-II

Production process of Documentary- Pre-production of documentary, Approaches to documentary production, Developing Ideas, Research on the subject, Reece, zeroing on the subject, Development of script, Scheduling, Budgeting.

Unit-III

Essential elements of Script- understanding the Visual elements, modes of recording the Sound, and understanding the sound elements, different approaches to the Story and its elements, understanding the Point of view.

Unit-IV

Production of Documentary- Field production of documentary, Indoor and outdoor shooting, precautions before documentary shooting, conducting interviews, understanding the role of interviewee, different approaches to interview, when and how to break the interview, Logging on location, Crew and responsibilities.

Unit-V

Post- Production- Types of editing softwares. Logging to system. Shots identification, rough cut, Final cut, Use of narration, importance of music, use of effects titling, advantages of subtitling acknowledgments, understanding copyright. **Practical** - Shooting and Editing

Suggested readings:

Textbooks

1. Rabinger, Michael (1998). Directing the Documentary, Focal Press.
2. Zettl, H.(2006) Handbook of Television Production, Wadsworth.

References:

1. Shelley, S.L. (1999) A Practical Guide to Stage Lighting, Focal Press.
2. Compesi, Ronald J etal (1997) Video field Production and Editing, Allyn & Bacon
3. Burrows, Thomas D., et.al. (2000) Video Production; Disciplines and Techniques. McGraw-Hill.

MJMC E406: SCIENCE COMMUNICATION

With the growing significance of the need for communicating scientific aspects of everyday life to major phenomenon of the world, this course has been designed to provide the students with an adequate exposure about the broad of world of science communication covering all its aspects. The course includes historical development, evolution, current status across the world with special emphasis upon our country along with relevant examples and discussions. The core idea is to inculcate a sense of a scientific attitude in the minds of the future professional communicators at a young age so that they can take up the cudgels in the future.

Unit I - Science Communication

Concept, importance of science communication, evolution of science communication in India, general communication versus science communication, science reporting and writing .Language for science communication, coverage of science & technology events, creating a scientific attitude among masses.

Unit II - Institutional efforts in science communication

ISRO, DRDO, SITE and Kheda experiment, NCSTC, Vigyan Prasar, National Science Communication Congress, Science communication – a bridge between research institutions and masses, Science Communication on Wheels experiment of Government of India.

Unit III – Concepts and issues

Concepts and issues in Environmental Communication and Health Communication

Unit IV - Media for Science Communication

Conventional mass media for science communication, community media for science communication, comparison among various media, new media for science communication. study of some prominent science communicators like Issac Asimov, JBS Haldane, D. Nelkin, Jayant V Narlikar, Dinesh Goswami Kshiradhar Baruah etc. and their contribution to the field. study of some prominent science magazine and TV programme.

Suggested readings:

1. Haldane, JBS. Science and Everyday Life (Pelican, Harmondsworth, 1939, reprinted 1943).
2. Nelkin, D. Selling science : How the Press covers science and Technology, 2nd revised edition (W.H. Freedman, New York, 1995).
3. Leach, M and Scoones, I. The Slow Race – Making Technology Work for the poor (Demos, London, 2007).
4. Royal Society. The Public Understanding of Science (Royal Society, London, 1985).

MJMC E407: WEB DESIGN/ANIMATION

This is a speculation course to enable students who have an aptitude for new media career orientation to undertake a project. This is a practical oriented course to allow students to apply their knowledge and skills on web designing and animation and come out with a production either a web design or animated projects.

Unit-I

Defining Web Layout (Head & Body), Head tags, Body tag with colour, background with image and text color, text formatting, text attributes, Defining page setup for web, understanding file formats for web.

Unit-II

HTML, Photoshop, Flash, Dream weaver, Javascript, Creating Web banners, Web Animation in Photoshop, Converting Photoshop Lay out to HTML in Photoshop[, working with Multiple images, rulers, guides & Grids, Working with layers.

Unit-III

Animation concepts FPS, Understanding animation for web, flash interface, working with tools. creating basic animation frame by frame, creating animation using onion skin, shape animation understanding fps and timing difference, understanding and creating symbols for animation.

Practical: Students will design Webpages or production animation programmes.

Suggested readings:**Textbooks:**

1. Purcell, Lee (2001) ABC of Java Script. BpB Publication
2. Reinhardt Robert & Snow Dowd (2002). Flash Mxbibe. Wiley Publishers.
3. Adobe Creative Team (2005) Adobe Photoshop 7.0 classroom in a Book. Adobe Publishers.
4. Ramesh Bangia (2002). Learning Multimedia. Khanria Book Publishers.