

“Do not be satisfied with the stories that come before you. Unfold your own myth”

Rumi

INTRODUCTION

1. The Post-Graduate Course will begin on August 01, 2014 and end on May 31, 2015.
2. The academic session is divided into two terms:
I term August- December.
II term: January - May
3. The first term will broadly concentrate on providing students the conceptual inputs. The second term will be mostly devoted to the acquisition of the skill needed for mass communication.
4. It is important for students to acquire and master, as far as possible, the various skills within the first term so that they can go on to the crucial second term which will be devoted more to practical assignments.
5. Evaluation will be done partly on the basis of testing in theory and partly on the basis of practical work done. Each term will have such evaluation and the credits will be totaled. A student will be expected to gain a minimum of 40% marks in each paper.
6. To help them relate the learning of concepts with practice, students will be attached to media organization in the month of April. Each student will be expected to submit a report to the Institute on his/her internship.
7. Each student will be expected to attend a minimum of 75% of the classes including practical.
8. Computer literacy is an essential part of the course. The Institute has a well-endowed computer room in which word processing, make-up, graphics and other computer skills may be learnt. Students are advised to make the fullest use of it to acquire competence in using the computer.
9. The Institute will organize a series of Special Lectures by experts in various areas of current affairs to update and improve the students' awareness and understanding of political, economic and cultural trends in society. Eminent media persons and academics drawn from various prestigious institutions will deliver them. Special Lectures, Seminars and Group Discussions will include such as: Landmarks in Socio-cultural and Political History of India, Cultural Heritage of India, Socio-economic and Political Systems Economic Development and Social Change, Role of mass media in developing countries, International Economic Order, Non-Aligned Movement, International Institutions; UN and its agencies, Exchange arrangements-bilateral, multilateral, and regional. While these lectures form an essential part of the professional training and learning process, the individual student's gain will be reflected in his or her performance in the assignments given. No separate credits will be awarded on the basis of these lectures.

Post Graduate Diploma in Radio & TV Journalism

Course Objectives

To provide in-depth understanding of the concept, role and significance of communication in social development

To acquaint the students with the best traditions and practices of Journalism

To train the students in the art and craft of TV Journalism and equip them with skills and practices to readily take up journalistic and production jobs in TV Channels

Provide understanding of Radio journalism, program generation, station management of FM stations.

To provide extensive hands on training in the latest digital audio video technologies, social media and new media.

Paper	Marks
1. Communication: Concept and Process	100
2. Media laws and Ethics	100
3. Print Journalism	100
4. Radio Journalism: Concept, Process & Production	100
5. TV Journalism: Concept and Process	100
6. Television Production and Management	100
7. Television News: Reporting & Editing	100
8. Radio News: Reporting & Editing	100
9. New Media	100
10. Advertising / PR and Corporate Communication	100
TOTAL	1000

Paper-1

Communication: Concept
100 Marks (Theory 75% Practical 25%)

Part A

30 Marks

Conceptualizing Communication

- Dimensions of Communication: Intrapersonal, Interpersonal, Group Communication and Mass Communication
- Importance of Verbal and Non-verbal Communication and Role of Kinesics
- Functions and Elements of Mass Communication

Models of Communication: Classical, Intermediary, Interactive, Transactional Models

- Aristotle's definition of Rhetoric, Berlo's SMCR Model,
- Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model
- Newcomb's Model of Communication, George Gerbner's Model
- Schramm's Interactive Model, and Ecological Model

Theories and Ideologies of Mass Communication

- Media Effects: Hypodermic Needle, Two-Step/Multi-Step Flow Theory
- Psychological and Sociological Communication Theories: Cognitive Dissonance, Selective Perception, Cultivation Theory, Uses and Gratification Theory, Spiral of Silence
- Social Learning Theories and Social Change, Developmental & Democratic participation theory
- Role of Ideologies in Understanding the Mass Media, Prominent Ideologies in Media studies: Hegemony, Critical Theory, Political Economy, Multiculturalism, Functionalism and Structuralism
- Frankfurt School (Adorno, Horkheimer & Habermas), Print Capitalism (Benedict Anderson) Medium is Message (MacLuhan), Agenda Setting (McComb and Shaw) and Manufacturing Consent (Chomsky)
- Normative Theories of Media
- Public opinion and democracy: James Bryce and Walter Lippmann
- New media Theories: From Medium Theory to the Second Media Age: Postmodern society and network society, Networked Societies and Digital Convergence.

Communication and Media Research: Basic Concepts, Design & Methods

- Areas of Research, and Types of Research
- Research Problem Questions and Hypotheses
- Theoretical Framework, Literature Review and Analysis
- Primary and Secondary research data sources
- Research Design: Objectives, Study Area, Variables, Sampling
- Research Methods:
 - Quantitative Method: Survey research methods : Structured/Semi-Structured Questionnaire:, Case Studies, Content Analysis
 - Qualitative Research Methods: Observation, IDIs and Interviewing Skills, FGD
 - Use of Video as a Research Tool, Ethical Guidelines for Researchers
- Data Analysis: Data Coding, categorizing and Interpretation
- Research Project Proposal and Report Writing format
- Audience Research Studies: Opinion Polls, Reception Studies, Ratings and People's Meter, , TAM, RAM, IRS
- Internet Media and Research

Development Communication

- Concept of Development, History and Process
- Models of Development : Alternative Models of Development: Small is beautiful (Schumacher), Participatory-Conscientisation and Communitarian Model of Development, Role of Government in Development: Evolution of Planning process and new approaches, Rights-based Approach to Development: Education, Food, Employment and Health.
- Development Communication
- Dominant Paradigm: WW Rostow's Theory, Empathy and Multiplier effect
- Dependency Theory: Critique of Dominant Paradigm,
- Development and Under-development, Centre-Periphery debate and Perspectives of the developing world.

Development Theories and the Indian Experience

- Theories of Development Communication: Mass Media and Modernization, Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm
- Media and National Development
- Alternative approaches to Development Communication: Participatory Development Communication (Paulo Freire, Miguel Sabido)
- Experiences from Developing Countries with special emphasis on India

Development Support Communication

- International Developmental Agencies
- MDGs
- Development Communication and Role of Civil Society and Government
- Telecommunications and development: ICTs for Development

Participatory Approach & Role of Media

- Knowledge Generation and Knowledge sharing
- Bottom up and Dialogic Communication Process
- Participatory Communication Process: Planning, Designing, Implementation and M&E

Part D

25 Marks

Media Research Project

- Students in groups/individual student should design a research proposal and carry it through by preparing a Synopsis— defining Scope of study Objectives, methodology-Type of research tools for field-work and analysis. At the end of the data collection/study a research project report should be submitted for evaluation.

Suggested Reading

Communication Concepts and Theories

- Mass Communication Theory: *An Introduction*, Denis Mcquail, Vistaar Publications, New Delhi, 2005
- A History of Communications: *Media and Society from the Evolution of Speech to the Internet*, Marshal T. Poe, Cambridge University Press, New York, 2011
- Rediscovering Mass Communication, Samuel L. Becker & Churchill L. Roberts, Longman, New York, 1992
- Mass Communication in India, Keval J. Kumar, Jaico Publishing House, Mumbai, 2011
- Marxism and Media Studies, Mike Wayne, Pluto Press, London, 2003
- Media Studies: *A Reader*, Paul Marris & Sue Thornham, Edinburgh University Press, Edinburgh, 1996
- Journalism: Concept, Approaches and Global Impact (Two Volumes), Jaya Chakravarty, Sarup and Sons, New Delhi, 2007
- Critical Terms for Media Studies, Edited by WJT Mitchell & Mark B.N. Hansen, The University of Chicago Press, 2010
- The Routledge Companion to News and Journalism, Edited by Stuart Allen, Routledge, London, 2010
- Lister, Martin : K. Kelly; J. Dovey S Giddings; & I Grant: 2008, *New Media: A Critical Introduction* , 2nd Routledge, London
- Everett, A. (2003). Digitextuality and click theory: Theses on convergence media in the digital age. In A. Everett, ed. & J. Caldwell (Eds.), *New media: Theories and practices of digitextuality* (pp. 1–28). New York: Routledge.
- Qvortrup, L. Understanding new digital media: Medium theory or complexity theory. *European Journal of Communication* vol. 21 (2006). pp. 345–356

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Web Sources

- www.comminit.com
www.oneworld.org
www.onthecommons.org
www.infochangeindia.com

Communication Research

- Mass Communication Research Methods, Anders Hansen, Simon Cottle, Ralph Negrine & Chris Newbold, Macmillan Press, London, 1998
- The Basics of Communication Research, Leslie A Baxter & Earl Babbic, Thomson Learning, Toronto, 2004

Research Methods for Graduate Business and Social Science Students, John Adams, Hafiz TA Khan, Robert Raeside & David White, Response Books, Delhi, 2007
Writing Term Papers: *The Research paper and the Critical paper*, Hulon Willis, Harcourt Brace Jovanovich, INC, 1977

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Journals and Web Sources

Asian Journal of Mass Communication

Media Asia

www.audiencemap.com

www.rnib.nic.com

Development Communication

Development Communication in Practice: *India and the Millennium Development Goals*, J.V. Vilanilam, Sage, New Delhi, 2009

Communication and Development in India: *A Sociological perspective*, Dhanraj A. Patil, Amar M. Dhere & Chandrashekar B. Pawar, Rajat Publications, New Delhi, 2010

Culture, Communication and Social Change, P. C. Joshi, Vikas Publishing House, New Delhi, 1989

International Communications: *Continuity and Change*, Daya Krishna Thussu, Arnold Publishers, London, 2000

Indian Media in a Globalised World, Maya Ranganathan and Usha M. Rodrigues, Sage, New Delhi, 2010

Development Communication: *What Next? An Agenda for the Press*, DVR Murthy, Kanishka Publishers, New Delhi, 2006

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Paper II

Media Laws, Ethics and Regulation
[100 Marks Theory]

Part A

40 Marks

Indian Constitution & Media

Freedom of Speech & Expression

- Freedom of Speech and Expression
- Main features, Scope and Importance of Article 19
- Interpretation of Article 19: Defining the freedom of Press and Media
- Supreme Court Cases related to Article 19
- Right to Information Act 2005
- Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc.

Restrictions on Media

- Official Secrets Act
- Judiciary and Contempt of Court
- Legislature and its Privileges
- IPC and Cr. PC
- Censorship and its different forms
- Right to Privacy

Laws related to Press & Broadcast Media

Press:

- Copyright Act: Main features, issues
- Books and Newspapers Registration Act
- Working Journalists Act
- Press Council Act and Role of PCI

Broadcast Media:

- Cable TV Network Regulation Act
- Cinematography Act
- Prasar Bharti Act
- Digitization and Conditional Access System (CAS)
- Proposed Broadcast Regulatory Authority of India Act

Part B

10 Marks

Cyber laws

- The need for cyber laws
- Cyber preparedness across the globe
- Regulatory authorities and framework
- Information Technology Act
- Implementation issues

Part C

40 Marks

Media Ethics

Principles of Ethics

- Rationale and Evolution of Journalistic Ethics
- Journalistic Values: Concept, Importance and Debates
- Journalists' Code of Conduct
- Resolving Ethical Dilemmas: Different Methods

Major Debates & Court Cases

- Debate on Newsroom Diversity and Media Laws
- Recent court cases new issues

Media Regulation

- Regulatory practices in developed democracies
- Debates and Controversies related to Media Regulation
- Regulation of Broadcast, Press and Web
- Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation
- Press Ombudsman: Readers' Editor

Part D

10 Marks

Media Organisations

- International bodies: IPI, role of UNESCO, SAFMA
- Press Council, TRAI, BRAI, IBF
- INS, Editor's Guild, IFWJ, IJA, NUJ, IUJ, NBA, BEA
- Trade Union Rights in Media

Suggested Reading

Media Laws and Ethics

- Introduction to the Constitution of India, Durga Das Basu, SC Sarkar & Sons Pvt Ltd, Calcutta, 1966
- Constitution of India, I.S. Vidyasagar, ABD Publishers, Jaipur, 2006
- Law of the Press, DD Basu, Prentice Hall, New Delhi, 2006
- Television in India: *Satellites, Politics and Cultural Change*, Ed. Nalin Mehta,
- Freedom of Press: *Under the Indian Constitution*, BR Sharma, Deep and Deep publications, New Delhi, 1993
- Contemporary India: *Economy, Society & Polity*, Reena Marwah, Ameeta Motwani & Tanuja Sachdev, Pinnacle, New Delhi, 2009
- Makers of Modern India, Ed. Ramachandra Guha, Penguin, New Delhi, 2010
- Press Laws and Media Ethics, Anil K. Dixit, Reference Press, Delhi, 2006
- The Muzzled Press, KS Padhy, Kanishka Publishers, New Delhi, 1994
- Journalistic Ethics, PK Menon, Pointer Publishers, Jaipur, 2005
- Indian Journalism: *Keeping It Clean*, Alok Mehta, Rupa, New Delhi, 2007
- When News was New, Terhi Rantanen, Wiley-Blackwell, West Sussex, 2009 (Temporalization, Cosmopolitanization, Globalization, Commodification, Localization and Nationalization)
- The International Libel Handbook: *A Practical Guide for Journalists*, Ed. Nick Braithwaite, Butterworth-Heinemann Ltd, Oxford, 1995
- Media Communication Ethics, Louis Alvin Day, Wadsworth CENGAGE Learning, New Delhi, 2006
- Press, Media and telecommunication Laws Containing Acts, Rules, Orders and Regulations, Universal Law Publishing Company, New Delhi, 2008
- Principles and Ethics of Journalism and Mass Communication, YK D'souza, Commonwealth Publishers, New Delhi, 1998
- Good News, Bad News: *Journalism Ethics and the Public Interest*, Jeremy Iggers, Westview Press, Oxford, 1998
- Only the Good News: *The Law of the Press in India*, Rajeev Dhavan, Manohar Publications, New Delhi, 1987
- Broadcast Journalism in the 21st Century, KM Shrivastava, New Dawn Press, New Delhi, 2005

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Web Sources

www.medialens.org

www.counterpunch.com

www.fair.com

Paper III

Print Journalism **100 Marks (Theory 50% Practical 50 %)**

Part A

15 Marks

History and Development of Print media

Growth of newspapers in India

- Evolution of Press in India: As a Mission in Pre-independence period
- Growth of Newspapers in India after 1947: Main Trends
- First and Second Press Commission: Main findings
- Expansion of Regional Newspapers after 1977: Main Trends
- Evolution and Growth of News Agencies: National and International
- Indian Media and Foreign Direct Investment norms: Issues and debates

Part B

15 Marks

Reporting

News value and elements of News

- Defining news: News value, Elements of News
- Changing Concepts of News: Factors & Issues

Styles of news & non-news writing

- Structure of News: Five W's (Who what, when, why, where) and one H (How)
- Selection of Information, Writing Intro/Lead, Body
- Different types of Intro/Lead
- Organizing the News Story: Angle, Attribution, Quote, Background & Context
- Fact checking: Ensuring Accuracy, Objectivity, Fairness and Balance
- Headlines Writing
- Inverted Pyramid style, feature style, sand clock style, Nut Graph
- News Feature: Characteristics, Types, Writing Style and Packaging
- Non-news Features: Writing Style and Packaging
- Opinion Writing: Editorial, Article, Commentary
- In-depth Analysis and Research based Reports
- Narrative Writing and other forms of Journalistic Writing

News gathering process

- Types of Reporting
- Role and Importance of Sources
- Cultivating, Verifying and Dealing with Sources of News
- Qualities of a good Reporter
- Risks of Reporting
- Ethical aspects of Sourcing news & Reporting

Different formats of news report

- Factual and Routine news
- Analytical News
- Interpretative News & Descriptive News
- Investigative News and research based or in-depth news
- Sequential News

Part C

20 Marks

Editing

Role, objectives and tools of editing

- Newsroom structures of Newspapers, magazines and news agencies
- Different editorial positions in newsroom and their roles and responsibilities
- Editorial Vision: Generating Ideas, Ensuring Creativity, objectivity & Innovation
- Managing and allocating Editorial Resources, Team work
- Editorial Co-ordination: Managing Different Desks, dealing with different pressures
- Management of News flow: News flow on the desk from different sources
- Copy Editing: Ensuring News value and other criteria
- Objectives of copy editing: Checking facts, language, style, clarity & simplicity
- Relevant graphics for copy, Photo Captions
- Editing symbols, Newsroom terminology

Visualizing and planning of a newspaper/magazine

- News selection and Placement
- Newspaper format: Full format, Tabloid and Magazine
- Elements of Design: Shape, Colour, Texture;

- Aesthetics- Balance, Contrast, Rhythm, Unity, Harmony
- Typography, Colour and Visual representation
- Rules: Column Rule, Cut off Rule, Window
- Front Page Design /Functional Design /Horizontal design
- Modular design, Total page design /Single-theme design
- Preparing Dummy of Newspaper and its different pages
- Principles of Graphics and their Importance
- Software for Designing: PageMaker, Quark Express, Corel Draw, Photoshop, In-design
- Newspaper Printing Methods

Part D

30 Marks

Practicals

- Filing news reports
- Feature writing
- Editing news copy with symbols
- News selection and placement
- Preparing dummies
- Graphics
- Softwares: Quark Express, Corel Draw, Photoshop, In-design
- Photojournalism practicals (still photography, editing, captions)

Lab Journal: Students will be divided into groups to produce at least TEN *Lab Journals* each in **English and Hindi languages.**

20 Marks

Suggested Reading

Print Journalism

Journalism in India: *From the Earliest Times to the Present Day*, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1989
Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997
History of Indian Journalism, J. Natrajan, The Publication Division, New Delhi, 1955
The Rise and Growth of Hindi Journalism, Ram Ratan Bhatnagar, Vishwavidyalaya Prakashan, Varanasi, 2003
Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi, 1998
The History of Urdu Press, MA Khan, Classical Publishing House, New Delhi, 1995
So You Want To Be Journalist?, Bruce Grundy, Cambridge University Press, Cambridge, 2007
India's Newspaper revolution: *Capitalism, Politics and the Indian Language Press, 1977-99*, St. Martin's Press, New York, 2000
India's Communication Revolution: From Bullock cart to Cyber Marts by a Singhal, and E M Rogers Reaching Audiences: *A Guide to Media Writing*, Katherine C. Mcadams & Jan Johnson Elliot, Allyn & Bacon, Boston, 1995
News Writers' Handbook: M L Stein, Susan F Paterno, R Christopher Burnett
Practical Newspaper Reporting by David Spark and Geoffrey Harris
Writing and Reporting News: A Coaching Method by Carole Rich
News Writing by George Hough (Kanishka Publishers)
The Unwritten Rules of Copy Editing, Dominic Gettins
Reporting for Journalists, Chris Frost, Routledge, London, 2001
News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007
PTI Style Book
Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.
Feature Writing for Journalists, Sharon Wheeler, Routledge, New York, 2009

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Journals and Web Sources

Communicator (Indian Institute of Mass Communication), New Delhi
Vidura (Press Institute of India), New Delhi

www.news.google.com

www.rocketenews.com

www.alltheweb.com

www.thehoot.org

www.ptinews.com

www.uniindia.com
www.webduniya.com
www.presscouncil.nic.in
www.reuters.com

Typography and Photojournalism

100 Days in Photographs: *Pivotal Events that Changed the World*, Nick Yapp, National Geographic

Art and Print Production, NN Sarkar, Oxford University Press, New Delhi, 2009

Visual Communication and Photojournalism, PK Chandra, Swastik Publishers, New Delhi, 2007

Photojournalism and Today's News: *Creating Visual reality*, Loup Langton, Wiley-Blackwell, Sussex, 2009

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Paper IV

Radio Journalism: Concept, Process and Production
100 Marks (Theory 80% Practical 20%)

Part A

20 Marks

Radio Broadcasting

Characteristics of Radio

- Broadcast spectrum management in India
- The Medium: Role of Sound, Characteristics, Strengths & Limits
- Radio Broadcasting: Main Characteristics
- Different Types of Radio: AM (Medium & short wave), FM, Community Radio, DRM and Internet radio broadcasting.

Evolution and Growth of Broadcasting

- Airwaves – Public or Private Property
- Pre-Independence and Post-Independence broadcasting
- Public service broadcasting

Broadcasting policy

- Broadcasting code and limitations
- Roles of AIR and private broadcasters
- Commercial broadcasting policy
- Community Radio policy

Contemporary Broadcasting

FM Broadcasting

- Organization and structure
- Various functionaries and their roles
- Planning and organizing the content
- Music clock
- Positioning the channel
- Broadcast laws and ethics for music broadcasting

FM technology and softwares

- Management of FM radio stations

Community Radio

- Role of Community Radio in Empowerment
- Community Radio, Culture and Society
- Community Radio and Contemporary Issues
- Management of Community Radio stations

Part B

20 Marks

Radio Production

Basic concepts of Audio production

- Microphones – Designs, Categories and Applications.
- Digital Studio Mixer. Portable Audio Mixers.
- Recording formats.
- Understanding sound recording / Perspective of sound
- Sound transfer, Editing and post-production. Editing softwares
- OB recording equipment
- Audio Workstations – Nuendo, Avid Pro tools and others.
- Studio recording.
- Off air / On air studios and their working

Online Sound editing

- Online Sound editing software
- Newsroom software- Dalet, phone –in & radio bridge
- FM broadcast softwares – RCS, etc.

Part C

40 Marks

Broadcast News

Radio newsroom organization & structure

- Newsroom organization and structure and functions
- Different editorial positions in newsroom and their roles and responsibilities
- Editorial Vision: Generating Ideas, Ensuring Creativity and Innovation
- Managing and Allocating Editorial Resources, Team work
- Editorial Co-ordination: Managing Different Desks

Types of news bulletins

- 15-minute bulletin, 5 minute, news-on-phone, headlines
- Radio News Magazine
- New Format News

Writing for Radio

- Thinking audio
- Planning and structuring the copy for various audio inputs
- Rewriting the printed and agency copy for broadcasting
- Writing for voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox- Pops, Interviews

Compiling Radio news bulletins

- Production of different formats of news - 2-minute headline bulletin to one hour news show
- Handling of news run down, last minute changes and on air changes in the news

Headline writing

- Role and Importance of Headlines
- Different types of Headlines
- Checking Language, Spelling and Grammar
- Following Style Book

Writing for radio programmes

- Radio features/documentaries
- Radio commentaries
- Spotlight/Talks, etc

Part D

20 Marks

Practical Exercises:

- Preparing a Music clock for FM channels
- Drawing up fixed point chart for community radios
- Compiling short news bulletins
- Production of field based Radio features
- Production of Studio based Radio programmes in different formats

Suggested Reading

Radio Journalism:

Style Book AIR

Broadcasting in India, GC Awasthy, Allied, Bombay, 1965

Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987

Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985

Radio Production, Robert Mcleish, Focal Press, Oxford, 2005

Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010

Radio Programme Production: *A Manual for Training*, Richard Aspinall, UNESCO, Paris, 1971

Modern radio Production: *Production, Programming and Performance*, Hausman, Messere, Benoit & O'Donnel, Wadsworth, Boston, 2010

The Radio Station: *Broadcast Satellite and Internet*, Michael C. Keith, Focal Press, Oxford, 2010

Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003

Broadcast Journalism: *Techniques of Radio and TV News (Media Manuals)*, Andre Boyd, Focal Press, London, 1997

Radio Communication at Close Range, PK Bandopadhyay, BR Publishing Corporation, 2010.

Other Voices: *The Struggles for Community Radio in India*, Vinod Pavarala and. Kanchan K. Malik, Sage, New Delhi, 2007

Radio in the Global Age, David Hendy, Polity Press, Cambridge, 2000

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Journals and Web Sources

Broadcast and CableSat

IMPACT

PITCH

www.allindiaradio.org

www.aiir.com

www.exchange4media.com

www.mib.gov.in

www.airwaves.net

Paper V

TV Journalism: Concepts & Processes
100 Marks (Theory 50% Practical 50%)

Part A

10 Marks

Understanding TV

Evolution and development of TV

- Television Broadcasting: Characteristics as a medium of communication.
- History of TV in India: SITE, Terrestrial, Colour TV, Cable and Satellite.
- Channel Distribution, MSO's, CAS, HITS, DTH, IPTV
- TV on Mobile 3G & Notebook, Prospects of 4G

Contemporary trends

- Indian TV Industry
- Public service TV broadcasting
- Commercial TV broadcasting
- Economics of TV broadcasting
- National and International TV news agencies
- ITU, WARC, International Television agreements

Part B

30 Marks

TV News

Organizational structure of TV news channels

- Modern TV newsroom: Input/output and Assignment Desks
- TV news production desk and its functions
- Visual sources: servers, graphics, archives, MSR and OB

Writing to visuals

- The writing process- Thinking audio and video
- Planning and structuring the copy for various audio visual inputs
- Editing bytes, procuring & editing visuals – archives, graphics & other sources
- Writing Anchor Leads
- Writing for Astons, subtitles, scrawls and other TV screen value addition instruments.

Broadcast styles and techniques of writing

- Handling information overload and allowing visuals to breathe
- Rewriting agency copy
- Writing for Bytes and Outside Broadcast (OB) copy
- Understanding the pitfalls of broadcast punctuation and presentation

TV Reporting

TV Reporters Tools and techniques

- Locating TV stories
- Developing TV stories
- Structuring a TV news report, V/O's, packages & story formats.
- PTC: Opening, Bridge and closing.
- The equipment, Field work, TV news interviews, shooting, recording and editing.
- Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and Split screen, V/O from field and technical challenges.
- Major International events and TV coverage
- Satellite link for News reporting from abroad
- Satellite bookings & co-ordination with local TV channels, booking local editing facilities
- Planning news stories of cultural and social interest on the side lines
- Satellite phones, broadband, optical fibre and internet & 3G based solutions

Part C

10 Marks

Production of TV news program

The production team and the process

- Line producers, field producers and their role
- The production process
- Gate keeping, the run downs, leads, bunching, kickers, Rhythm and flow.
- Back timing and going on air
- News analysis and experts
- Commercials and promo breaks
- Headlines

- Discussions and talk shows
- Organizing the studio for TV news programmes

Part D

50 Marks

TV news (Practical)

- TV writing for different types of visuals
- Structuring TV news reports
- Reporting TV news stories
- Different types of PTC
- Interactive OB exercises
- Facing the camera and voice training
- Studio anchoring and Use of Teleprompter
- Voice over, sound track for features.
- Moderating studio news programmes

Suggested Reading

Television Journalism

Broadcast News: *Writing, Reporting and Producing*, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010

Television Journalism By Ivor Yorke, Routledge.

The Rise of 24-Hour News Television: *Global Perspectives*, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010

An introduction to writing for Electronic Media: *Scripwriting Essentials Across the Genres*, Roberts B. Musburger, Focal Press, Oxford, 2007

Practice of Looking: An Introduction to visual Culture, Marita Sturken and Lisa Cartwright oxford University Press, Oxford, 2001

Globalization And television: A study of the Indian Experience, 1990-2010 by Sunetra Sen Narayan Oxford University Press, 2013

Electronic Journalism: *Principles and Practices*, Aditya Sengupta, Authors Press, New Delhi, 2006

Journalism in the Digital Age: *Theory and Practice for Broadcast, Print and Online Media*, John Herbert, Focal Press, Oxford, 2000

Politics after Television: Hindu Nationalism and the Reshaping of the Public in India by Arvind Rajgopal, New York University

Economics of Culture Industry: *Television in India*, KV Joseph, Shipra Publications, New Delhi, 2010

Television in India: *Many Faces*, Mira K. Desai, Authors Press, Delhi, 2010

India on Television: *How Satellite News Channels Have Changed the Way We Think and Act*, Nalin Mehta, Harper-Collins, New Delhi, 2008

Television and Popular Culture India: *A Study of the Mahabharata*, Ananda Mitra, Sage, Delhi, 1993 (Only Introduction)

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Web Sources

TV News channels on line (NDTV, Aaj Tak, CNN-IBN , CNBC etc.)

www.indiatelevision.com

www.ddindia.com

www.ddnews.com

www.screenindia.com

Television Production
100 Marks (Theory 50% and Practical 50%)

Part A

30 Marks

The process of TV production

Basics of field production

- Different types of cameras-CCD, CMOS-ENG/EFP variety and Studio Cameras
- Audio and Video Switchers
- Video Transmission and Production Servers
- Different types of Video Recorders – Taped/Tapeless Video recording formats
- Graphics Systems – Clients and Servers
- Video Editing - Linear and Non-Linear, Multi-Viewers and Displays

Studio production concepts

- Studio floor plan and signal chain
- Three-point lighting technique. Cool and warm lights. DMX control
- Production control Room-CCU, VM, SEG, CG & teleprompter
- Headphones, fold back and earphones (EP)
- Field lighting, HMI and understanding colour temperature
- Single Camera/Multi Camera Production

TV Direction

Field production

- Basic shots, camera angles
- Ideas, visualizations & production scripts
- Pre production and post production activities
- Grammar of visuals, video editing concepts

Studio production

- Floor plans, pre-production planning
- Dry runs & walk through
- Time line & production schedules
- Working out schedules

- Cues and commands
- PCR production

Mega productions and international events

- Multi camera coverage and multidimensional feeds
- Coverage (Live/Recorded) spanning several continents using satellites, Skype, mobile phones, etc
- Planning several anchors and production co-ordination
- Planning with virtual studios, animation & graphics and archival inputs

Part B

10 Marks

TV News flow management

News room software

- ENPS, I news, Diang, Octopus and others
- Script automation, Ingesting & preview
- Scheduling
- Play list management
- Play out automation
- Channel Branding

Newsroom computer systems

- Content acquisition, content creation and run down management
- Dynamic content distribution, media sharing & import/export through SAN
- Multi-Journalist workstations with script editing
- Workflow management and monitoring, Asset management
- Browse and Craft Editing with voice over facility
- Centralized Graphics System

Broadcast archiving systems

- Preservation planning, Access system
- Media Ingesting, Data Management
- Archival Storage – Tape based, Hard Disk based
- Archival formats – Offline, Near Line and Online
- Metadata and Cataloguing, Metadata Creation, Digital Rights Management (DRM)

Cinema Studies

Evolution of Cinema

- Silent Era: Important Features
- Sound Film: Important Features
- World cinema: History and Development
- Documentary Film: History and Development
- Regional Cinema
- Parallel Cinema/Art Cinema/ new wave
- Popular Cinema, Multiplex Cinema

Film appreciation & criticism

Genres & Formats Censorship and Film bodies

International Film Festivals and Awards

Practical exercises:

50 Marks

- Camera operation & video shooting exercises
- Video editing and laying of sound track and special effects
- Studio lighting exercises
- Field production exercises
- Studio production exercises
- News production exercises

Suggested Reading

Television Production

Television Production Handbook, Herbert Zettl, Wadsworth, Belmont, 2003
Shooting TV News: Views from Behind the Lens, Rich Underwood, Focal Press, Oxford, 2007
Nonlinear Editing: Storytelling, Aesthetics and Craft, Bryce Button, CMP Books, Berkley, 2002
Video Editing: A Post Production Primer, Steven E. Browne, Focal Press, Amsterdam, 2002.
How Video Works: From Analog to High Definition, Focal Press, Oxford, 2007
The Economic Regulation of Broadcasting Markets: Evolving Technology and Challenges for Policy, Ed. Paul Seabright and Jurgen Von Hagen, Cambridge, 2007
Broadcast Management in India: Major Guidelines and Policy Frameworks, Angela Wadia, Kanishka Publishers, New Delhi, 2007 (Page 172-400)
Indian Television and Video Programmes: Trends and Policies, Mridula Menon, Kanishka Publishers, New Delhi, 2007

वर्तमान दूरदर्शन के विकास में भारत की भूमिका का विश्लेषण और भविष्य की दिशा में 2009

Web Sources

www.cableandsatellite.com
www.adi-media.com
www.cable-quest.in

Cinema Studies

How to Read a Film, James Monaco, Oxford University Press, New Delhi, 2007
Bollywood: A Guide to Popular Hindi Cinema, Tejaswini Ganti, Routledge, New York, 2005
An Introduction to Film Studies, Ed. Jill Neldes, Routledge, London, 1996
Documentary Storytelling, Sheila Curran Bernard, Focal Press, Oxford, 2011
Encyclopaedia of Indian Cinema, Ashish Rajadhyaksha and Paul Willemen, British Film Institute, London, 2000.
Liberty and Licence in the Indian Cinema, Aruna Vasudev, Vikas, New Delhi, 1978

फिल्मों को कैसे पढ़ें, जेम्स मोनोको, ऑक्सफोर्ड यूनिवर्सिटी प्रेस, न्यू देल्ही, 2007
बॉलीवुड: एक लोकप्रिय हिंदी सिनेमा का गाइड, तेजास्विनी गान्ती, रूटलेज, न्यू यॉर्क, 2005
फिल्मों का परिचय, एड. जिल नेल्डस, रूटलेज, लंदन, 1996
दस्तावेजी कहानी, शीला कुर्रान बर्नार्ड, फोकल प्रेस, ऑक्सफोर्ड, 2011
भारतीय सिनेमा का एन्सिक्लोपीडिया, अशिश राजाध्याकशा और पॉल विलेमेन, ब्रिटिश फिल्म इंस्टीट्यूट, लंदन, 2000.
भारतीय सिनेमा में आजादी और लाइसेंस, अरुणा वासुदेव, विकास, न्यू देल्ही, 1978

Journals and Web Resources

Journal of South Asian Cinema, London
Cinemaya, Journal of Asian Cinema, New Delhi
Cinema in India, Bombay: NFDC, 1987-1991.
www.upperstal.com
www.boxofficeindia.com
www.cbfcindia.nt.nic.in
www.sarai.net
www.studio-systems.com
www.nfaipune.nic.in

Paper VII

Television News Reporting and Editing
100 Marks (Theory 25% Practical 75%)

Part A

Field work and Beats

25 Marks

Political Reporting

- Reporting Political developments
- Political parties' beat
- Parliament coverage
- Election reporting

Business Reporting

- Sources of Economic and Business News Stories
- Interpreting Data
- Ethics of Economic and Business Reporting
- Covering important Economic and Business Happenings: Budget
- Writing style and language of Economic and Business Stories
- Writing technique of Business News and Features
- Analyzing Economic Issues, Data and Developments
- Challenges of Writing Economic and Business Stories

Sports Reporting

- Sources of Sports stories
- Covering sports events: Observation, public mood, analyzing match, performance of players
- Challenges of Live coverage
- Interviewing sportsperson
- Sports reporting and writing for Television

Lifestyle Reporting

- Travel, Tourism, Fashion and Food, Art and Culture
- Perspectives of Reporting on Life Style
- Challenges & Hazards in reporting Culture

Conflict Reporting

- What is conflict, its causes and implications
- Destructive v/s constructive conflict.
- Different theoretical approaches to understanding Conflict
- Understanding Conflict Journalism and its role and responsibility
- Peace and War time Journalism/conflict sensitive Journalism
- Challenges of Conflict Journalism
- Embedded Journalism and War zones
- Objectivity/Impartiality in conflict reporting
- Do's and Don'ts for a conflict reporter

Reporting Environment & Disasters

- History of Environmental Journalism
- Covering Environmental Emergencies, Reporting Nuclear & other Disasters
- Case Studies: Bhopal Gas Tragedy and Tsunami in India
- Leading Environment Journalists and Magazines
- Institutions and NGOs promoting Environment and Climate (TERI, CSE, etc)
- Environment Risk communication
- Environmental Advocacy, Deliberation and Public Relations
- Social and developmental issues

Crime reporting

- Crime Reporting: Basic Features, its objective and importance
- Sources of Crime Reporting: Collecting and cross checking information
- Tools and Techniques of Crime Reporting: Interviewing, researching, investigation, follow up.
- Role of a Crime Journalist: Do's and Don'ts for a crime reporter

Specialised Reporting: Defence, Science & Technology, Health and Education.

TV Reporting assignments (Practical)

25 Marks

- Reporting political events and covering political parties.
- Specialized coverage for Life style reporting, TV film reviews.

- Covering conflict situations
- Sports reporting
- Environment/Science reporting
- Business reporting
- Crime reporting
- Covering social and developmental stories

Part B

25 Marks

Building the Bulletin

Practical

- Multi tasking - Planning video footage, generating news content and video editing
- Visual editing
- Editing problems: Application of visual grammar & ethics
- Compilation of news: Two-minute minute bulletins to one-hour news programmes

Talk Shows & OB

25 Marks

Practical

- TV studio interview
- TV News studio discussions
- Talk shows with audience participation
- TV Studio discussion with live OB inputs
- OB with live audience

Suggested Reading

Television Journalism

Broadcast News: *Writing, Reporting and Producing*, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010

Television Journalism By Ivor Yorke, Routledge.

The Rise of 24-Hour News Television: *Global Perspectives*, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010

An introduction to writing for Electronic Media: *Scripwriting Essentials Across the Genres*, Roberts B. Musburger, Focal Press, Oxford, 2007

Practice of Looking: An Introduction to visual Culture, Marita Sturken and Lisa Cartwright oxford University Press, Oxford, 2001

Globalization And television: A study of the Indian Experience, 1990-2010 by Sunetra Sen Narayan Oxford University Press, 2013

Electronic Journalism: *Principles and Practices*, Aditya Sengupta, Authors Press, New Delhi, 2006

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Politics after Television: Hindu Nationalism and the Reshaping of the Public in India by Arvind Rajgopal, New York University

Economics of Culture Industry: *Television in India*, KV Joseph, Shipra Publications, New Delhi, 2010

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Television and Popular Culture India: *A Study of the Mahabharata*, Ananda Mitra, Sage, Delhi, 1993 (Only Introduction)

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Web Sources

TV News channels on line (NDTV, Aaj Tak, CNN-IBN , CNBC etc.)

www.indiatelevision.com

www.ddindia.com

www.ddnews.com

www.screenindia.com

Paper VIII

Radio News: Reporting and Editing
100 Marks (Theory 20%; Practical 80%)

Part A

Art and Craft of Radio News Reporting

10 Marks

- Locating radio news stories
- Structure a radio news report
- Tools and techniques of radio news reporting
- Radio news interviews and vox pops
- Role and responsibilities of reporters
- Radio features, talks and other programs

Practicals

40 Marks

- Reporting a press conference
- Reporting politics
- Reporting economy
- Reporting sports
- Art, culture and entertainment
- Science and environment reporting
- Production of radio features
- Production of Radio magazine/talks programmes

Part B

Compiling and Editing

10 Marks

- Basics of radio news editing
- Different editing styles
- Use of voice dispatches and other inputs
- Incorporating live news dispatches in the bulletin
- Radio bridge production

Practicals

40 Marks

- Compiling Headline News
- Editing 5 minute Bulletin without headlines
- Compiling a 15-minute Radio News bulletin
- Planning a 60-minute Radio news show

Suggested Reading

Radio Journalism

Style Book AIR

Broadcasting in India, GC Awasthy, Allied, Bombay, 1965

Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987

Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985

Radio Production, Robert Mcleish, Focal Press, Oxford, 2005

Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010

Radio Programme Production: *A Manual for Training*, Richard Aspinall, UNESCO, Paris, 1971

Modern radio Production: *Production, Programming and Performance*, Hausman, Messere, Benoit & O'Donnell, Wadsworth, Boston, 2010

The Radio Station: *Broadcast Satellite and Internet*, Michael C. Keith, Focal Press, Oxford, 2010

Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003

Broadcast Journalism: *Techniques of Radio and TV News (Media Manuals)*, Andre Boyd, Focal Press, London, 1997

Political Economy of Communication in India, Pradip Ninan Thomas: *The Good, the bad and the ugly*, Sage, Delhi, 2010

Radio Communication at Close Range, PK Bandopadhyay, BR Publishing Corporation, 2010.

Other Voices: *The Struggles for Community Radio in India*, Vinod Pavarala and. Kanchan K. Malik, Sage, New Delhi, 2007

Radio in the Global Age, David Hendy, Polity Press, Cambridge, 2000

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Journals and Web Sources

Broadcast and CableSat

IMPACT

PITCH

www.allindiaradio.org

www.aiir.com

www.exchange4media.com

www.mib.gov.in

www.airwaves.net

Paper IX

NEW MEDIA JOURNALISM
100 Marks (Theory 60%; Practical 40%)

Part A

15 Marks

Introduction to New Media

Nature of the web

- Vast amount of information generated each day
- Revolutionary change in communication
- The unparalleled benefits of the net and Social media.
- Freedom of expression V/s Privacy
- The “Dark Net”
- Largest ungoverned space on earth

Understanding the technology

- Introduction to concepts of digitization and convergence.
- Application software: Word processing, Spreadsheet, Image Editing.
- Introduction to Internet, World Wide Web (WWW), Search Engines.
- Overview of New Media Industry
- Introduction to Web-designing: Role of Navigation, Color, Text, Images, Hyperlinks, Multimedia elements and Interactivity.
- Web Content Management System, Wordpress/Joomla
- Digital Tools for Journalists (Document Cloud - Drop Box, Overview, Timelines, Wordle, etc.)
- Overview of open source culture and software, Open Source Licenses (Creative Commons)
- Security issues in using digital technology (Malware, Phishing, Identity Thefts)

Part B

15 Marks

New Media Journalism

- Convergence and Journalism
- News on the web: Newspapers, magazines, radio and TV newscast on the web
- Changing paradigms of news; emerging news delivery vehicles; integrated newsroom;
- Data Journalism: Computer Assisted Reporting (CAR), Visualisation of data,

Open source data collection and analysis.

- Challenges and opportunities for a newsman - gatekeepers to news guides
- Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Part C

15 Marks

Social Media and Citizen Journalism

- Social networking; Introduction to social profile management products- Facebook, LinkedIn.
- Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing
- Social publishing: Flickr, Instagram, Youtube, Sound cloud
- Citizen Journalism: Concept, Case studies.
- Blogging; a brief history of blogs, blogs as narratives, Bloggers as journalists and 'opinionates'.

Part D

15 Marks

Writing for New Media

Writing for a Whole range of Media

- (Hyper) Text
- Audio
- Video
- Still images
- Animation
- Flash interactivity
- Blogs
- Micro blogging & Social networking/Facebook/Twitter/RSS feeds.
- Poll surveys/Email etc.
- Digital Story telling Formats
- Content writing, editing, reporting and its management
- Structure of a web report
- Planning and designing of WebPages, Blogs, web channels, e-Newspaper, e-Magazine

Practical

Marks 40

- Writing Blogs
- Designing Webpage (Group Exercise)
- Creation and maintaining a YouTube channel
- Creation and maintenance of Facebook page, Twitter handle
- Comparative study of different news websites.

Suggested Readings

The New Media Reader, Ed. Noah Wardrip & Fruin and Nick Montfort, The MIT Press, Cambridge, 2003

A Journalist Guide to the Internet: *The Net as a Reporting Tool*, Christopher Callhan, Pearson/Allyn and Bacon, 2007

Cyber Media Journalism: *Emerging Technologies*, Jagdish Chakraborty, Authors Press, New Delhi, 2005

Online Journalism: *A Critical Primer*, Jim Hall, Pluto press, London, 2001

Mass Media, Politics and Democracy, John Street, Palegrave Mcmillan, Hampshire, 2011

Producing Online News: *Stronger Skills, Stronger Stories*, Ryan M. Thornburg, CQ Press, Washington, 2011

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Web Sources

www.trai.gov.in

www.siliconindia.com

www.iamai.in

www.contentsutra.com

www.isoc.org

Paper X

Advertising, PR and Corporate Communication
100 Marks (Theory 75% Practical 25%)

Part A

15 Marks

Introduction to the Course

- Relevance, role and scope of Advertising, Public Relations and Corporate Communication in media
- Advertising as a source of revenue for media
- Current discourse on the dependence of media on PR and advertising
- Case Studies

Part B

15 Marks

Advertising

- Concepts, Definitions, Objectives and Classification
- Ad agency structure various departments and functions
- How advertising works: the process of advertising
- Brand management: Basics; television channels emerging as brands
- Brand wars among competing channels
- Professional bodies in advertising: AAI, ASCI, etc.
- Ethical and Legal Issues

Part C

20 Marks

Public Relations and Corporate Communication

- Evolution of PR and CC
- Concept, definitions, role and objectives
- PR as a source of News for media
- Corporate Writing: Press Release
- Media Relations- the symbiotic relationship between PR and media
- Organizing media events: press conference, facility visits, etc
- Corporate Social Responsibility: concepts, scope & Case Studies
- Professional bodies in PR: PRSI PRCAI, etc

Part D

25 Marks

Creativity, Campaign Planning and Production (Practical)

- Creativity in Advertising, ideation and Brainstorming
- Deconstruction of companies: Process & Hands on Skills
- Campaign Planning: Process and Steps
- Campaign Production: Process and Steps
- Creation of Advertising Campaigns and Presentation

Practicals

25 Marks

- Presentation on media as brands (Group exercise)
- Production of theme based campaign (Group exercise)

Suggested Readings

Corporate Communications: *A 21st Century Primer*, Joseph Fernandez, Response Books, New Delhi, 2004
Communication in Organisations, Dalmar Fisher, Jaico Publishing House, Mumbai, 1999
Public Relations, Jaishree Jethwani and Sarkar, Sterling, New-Delhi, 2000
Advertising Management, Jaishree Jethwani, Oxford University Press, New Delhi, 2010
Creative Strategy in Advertising, Bonnie L Drewniansy, Wordsworth Cengage, What is Big Idea, George Lois, Plume, 1993
Making of Advertising, Ghoshal Subhash, Mc Millan, 2002
Brand Sense, Martin Lindstrom Kogen Page Publication
Ogilvy on Advertising, Ogilvy David, Prion Books, London 1997
Public Relations Strategy, Oliver Sandra, Kogan Page, 2008
Uncommon sense of Advertising: Getting the Facts Right, Tiwari Sanjay, Response 20003
Ogilvy on Advertising, David Ogilvy, Prion Books, London, 1997
Advertising Management, Jaishri Jethwaney & Shruti Jain, Oxford University Press 2006.
Public Relations Management, Jaishri Jethwaney, 2010
Public Relation Management, Jaishri Jethwaney & N N Sarkar, ND. Sterling 2010.
Effective Public Relation, Scott Cutlip et al, London 1995.
Social Media Marketing, Paul Martin, Global Vision Publishing New Delhi 2011.
Corporate Communication, Jaishri Jethwaney, 2010
Corporate Communication – Principles and Practice, OUP, New Delhi 2010.
Creative Strategy in Advertising, Drewniansy L Bonnie, Wordsworth Cenagage, USA, 2011.

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Journals, Magazines and Web Sources

The Journal of Advertising, American Academy of Advertising
Journal of Public Relations Research, Routledge
International Journal of Advertising
Pitch
Brand Equity (Economic Times)
Advertising Age
USP Age
PR Quarterly
Public Relation Review
Business India
Business World
Economic Times
Mint

www.agencyfaqs.com

www.adage.com

www.indiaprwire.com

www.prcal.org

www.gfpr.org

www.tamindia.com

www.adexindia.com

www.corporatewatch.org

www.ascionline.com

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