

Programme Structure & Syllabus for M.A Convergent Journalism

Programme Structure

Course Code	Courses	Credits	CIA	Ext.	Total Marks
First Semester					
MCJ-101	Media History and Development	4 Credits	40	60	100
MCJ-102	Introduction to Convergent Journalism	4 Credits	40	60	100
MCJ-103	Development Communication	4 Credits	40	60	100
MCJ-104	Development of Personality & Language Skills	4 Credits	40	60	100
SS	Soft Skills Elective	4 Credits	40	60	100
Second Semester					
MCJ-201	Media Laws & Ethics	4 Credits	40	60	100
MCJ-202	Media Research	4 Credits	40	60	100
MCJ-203	Writing for Media	4 Credits	40	60	100
MCJ-204	Digital Photography & Image Editing	4 Credits	40	60	100
SO	Social Orientation Elective	4 Credits	40	60	100
Third Semester					
MCJ-301	Reporting, Writing and Editing for Print Media	4 Credits	40	60	100
MCJ-302	Broadcast Journalism (Radio & TV)/ Online Journalism	4 Credits	40	60	100
MCJ-303	Media and Society	4 Credits	40	60	100
MCJ-304	Introduction to Advertising and Public Relations	4 Credits	40	60	100
MCJ-305	Dissertation on any topic related to the any of the two options in MCJ-401		40	60	100
Fourth Semester					
MCJ-401	Specialization 1: Broadcast or Online Journalism: Production of Radio News, TV News & a Documentary Film	4 Credits	40	60	100
MCJ-402	Specialization 2: Print/Online Journalism: Production of a Lab Journal/Online news-site	4 Credits	40	60	100
MCJ-403	Film Appreciation	4 Credits	40	60	100
MCJ-404	Option 1: Conflict Journalism/ Option 2: Environmental Journalism/ Option 3: Sports Journalism/ Option 4: Developmental Journalism/ Option 5: Political Journalism	4 Credits	40	60	100
MCJ-405	Electives: Mobile or Internet or SUN or Webcasting	4 Credits	40	60	100

Note 1: Dissertation must be submitted by the beginning of Semester IV.

Note 2: Four practical exercises would be conducted during the session to assess the comprehension of students in the respective papers/subjects.

DETAILED SYLLABUS OF SEMESTERS I & II

MCJ-101: Media History and Development

Objective: Introduction to major landmarks in the origins and evolution of the media.

Unit I

Evolution and developments in print.

Unit II

Evolution and developments in electronic media and film.

Unit III

Development in content, technology, audience, circulation, management.

Unit IV

Social, political and economic development of Media.

Selected Readings

Journalism in India By Rangasawami Parthasarthy Sage Publications, New Delhi.

Broadcasting in India By P C Chatterjee, Sage Publication

Satellite Over South Asia By D Page & W Crawley, Sage Publication

India on TV By Nalin Mehta, Harper Collins

Mass Communication in India By Keval J Kumar

MCJ-102: Introduction to Convergent Journalism

Objective: Introduction to convergence of Journalism and major landmarks in the online journalism.

Unit I

Definition of convergent journalism, evolution of convergent journalism, Technology and convergence, scope of convergent journalism, newssite and newsprint—the difference between the virtual and real, The Web—and a converged multimedia news environment

Unit II

The elements of digital storytelling, Specialized news sites: an evaluation and analysis, Bloggers vs. Journalists, What bloggers can learn from journalists, What journalists can learn from bloggers, Blogging evolving as a form of journalism

Unit III

Social Utility Networks (SUN): Facebook, Twitter; Video tubes: Youtube, Metacafe, Linking, framing, sharing, tagging, grouping, restricting. SUN: A sociological study.

Role of Social Media (Facebook, Twitter, Youtube) as alternative media in the contemporary world, Samizdat, Tamizdat and the postmodern "Anonymous

Unit IV

Age of Infojournalism or Information Journalism, SUN—A boon or bane, We Media: How audiences are shaping the future of news and information, Online news reaching and its Potential?

Selected Readings

Convergent Journalism: An Introduction By Stephen Quinn and Vincent Falk, Focal Press

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

Understanding Media Convergence By August E Grant, Oxford University Press

MCJ-103: Development Communication

Objective: Introduction to the concepts, models and theories of development Communication.

Unit I

Modernisation, Dependency, and alternative models of development

Unit II

Role of mass media and new media in bringing about social changes.

Unit III

Indian Society: Social, political and economic aspects.

Unit IV

Role of legislature, Bureaucracy and Judiciary in India in development.

Role of Government, NGO's and national and global agencies in development.

Unit V

Development Communication through print, electronic/broadcast media and internet.

Selected Readings

India's Communication Revolution By Arvind Singhal, Sage Publications, Second Edition.

Everybody loves a good drought By P Sainath

Communication and Development in the Third World: Theory and Practice By Srinivas Melkote, Sage, 2000, Second edition.

Designing Messages for Development Communication By Bella Mody, Sage Publications, 1996.

MCJ-104: Development of Personality and Language Skills

Unit I

Historical background of writing - elements of language - writing as coding of contents - language for mediated communication.

Unit II

Reading Skills: Scanning, skimming, analyzing, taking notes, words-usage, building vocabulary.

Speaking Skills: Pronunciation, enunciation, intonation, narration, non-verbal clues, and body language.

Unit III

Principles and methods of effective writing, rules of grammar, punctuation, spelling, sentence construction; paragraphing, narration; adjectives and adverbs, tenses, sequence, logic.

Unit IV

Creativity in writing - features, articles, profiles, interview stories - business writing, technical writing, letters, CVs.

Unit V

Writing short stories, novels, plays, scripts, book and film reviews-Writing for target groups special interest audiences

Unit VI

Translation techniques: Urdu-English, English-Urdu.

Practical exercises applicable to all units.

Selected Readings

The Complete Idiot's Guide to Creative Writing By Laurie E. Rozakis

A Writer's Roadmap By Wendell Wellman

Multisensory Teaching of Basic Language Skills: Activity Book By Suzanne Carreker & Judith Birsh

MCJ-201: Media Laws and Ethics

Objective: To introduce students to the laws & ethics applicable to practices in different media professions.

Unit I

Freedom of speech and expression; reasonable restrictions.

Unit II

Laws of defamation, Contempt of Court, Official Secrets Act, Copyright Act, Press and Books Registration Act, Intellectual Property Rights.

Unit III

Press Commission Reports, Working Journalists Act, Wage Boards, Code of Conduct for Journalists and Media Professionals, Convergence Bill, Cyber Law.

Unit IV

Broadcasting Code for AIR and Doordarshan, Advertising and Public Relations Codes, Cable Television Regulations Act, Film Censorship, Reports of Committees on Broadcasting.

Unit V

Media and Judiciary, PCI, Federal Communication Commission (FCC) in USA, Multinational media and their respective comparative laws and ethics. Various reactions and responses to Indian media laws and ethics due to the societal heterogeneity and diversity in India.

Selected Readings

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

MCJ-202: Media Research

Objective: To introduce students to media research methods.

Unit I

Literature Review, Research Design.

Unit II

Probability and Non-Probability Sampling, Qualitative research (Interviews, In-Depth Interviews, Case Studies, Ethnography, Discourse Analysis).

Unit III

Quantitative research (Market Research, Ratings, Readership, Circulation, Surveys, Content Analysis).

Unit IV

Statistical Analysis; Audience surveys, content analysis, production and policy research. Formative and Summative Research. Report Writing.

Unit V

Research Agencies: National and International.

Selected Readings

Media Research Methods By Wimmer & Dominick, Wadsworth Publications

Mass communication Research Methods By Anders Hansen et al

MCJ-203: Writing for Media

Objective: Introduction to various types and styles of writing.

Unit I

Writing for print and broadcast.

Unit II

Writing for Internet.

Unit III

Writing for films.

Unit IV

Writing for stage plays.

Unit V

Writing for research and thesis.

Selected Readings

Writing and Reporting News By Carole Rich, Wadsworth Press.

Granta Books of Reporting (All Volumes)

MCJ-204: Digital Photography & Image Editing

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

Unit I

Production of Image:

Digital photography - elements and principles - visual language - meaning – photographers' jargon; composition of photography - subject and light.

Unit II

Technology and Operations:

Digital Photographic equipment - cameras - types - formats - lens - their types and functions - types and functions – accessories

Unit III

Techniques:

Shots - focus – shutter-speed - selection of subject - different types of photographs - action - photo editing – Using different software in image editing, procedure - pictures for newspapers and magazines

Unit IV

Aspects of photography:

Photographing people; portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising; conflicts - war - political and social photography – lifestyle and fashion photography – photography for education

Unit V

Photojournalism:

News values for pictures - photo-essays - photo features; qualities essential for photojournalism; picture magazines - colour photography; impact of technology. Practical, field assignments and their evaluation.

Selected Readings

David Pogue's Digital Photography: The Missing Manual By David Pogue

Build a Better Photograph: A Disciplined Approach to Creativity By Michael Stern