

1. The Postgraduate Diploma in Radio and Television Journalism programme will begin in September 2023 and end in June 2024.
2. The academic session is divided into two Semesters:

I Semester September 2023–January 2024

II Semester: January 24, 2024–June 2024

Academic Calendar for the Session 2023-2024

Sl.No.	Particulars	Dates
1.	Commencement of Session	4 th September2023
2.	Registration & Document Verification	11 September, 2023 (For Delhi Campus)
3.	Orientation Lectures for all PG Diploma Courses	12 th and 13 th September, 2023
4.	Classes Begin	14 th September 2023
5.	Internal Assignments etc.	8 th January to 12 th January 2024
6.	First Semester Examinations	15 th January to 19 th January 2024
7.	Semester End Break	20 th January to 28 th January 2024 (9days)
8.	Commencement of Second-Semester Classes	29 th January 2024
9.	Internal Assignments etc.	15 th to 19 th April 2024
10.	Second-Semester Examinations	22 nd to 26 th April 2024
11.	One-Month Compulsory Internship/Placement	May 2024
12.	Submission of Internship Certificates	31 st May2024
13.	Announcement of Final Result	The first week of June2024

Course Structure

I Semester				
Paper No.	Name of the Paper	Theory	Practical	Total Marks
I.	Communication Theory and Research	60	40	100
II.	Introduction to Journalism, Ethics, and Media Laws	60	40	100
III	Print Journalism	60	40	100
IV	Radio Journalism	60	40	100
V	Television Journalism	60	40	100
II Semester				
VI	Development Communication	60	40	100
VII	Television News: Reporting & Editing	60	40	100
VII	Radio News: Reporting & Editing	60	40	100
IX	Digital Journalism	60	40	100
X	Advertising, Public Relations, Corporate Communication and Media Management	60	40	100

Course Objectives

- To introduce concepts, processes, and theories of communication and media.
- To introduce communication research, its relevance, methods, application.

Unit-I**20 Marks****Conceptualizing and Models of Communication**

- Defining Communication: Elements and Process,
- Functions of Communication
- Dimensions of Communication: Intrapersonal, Interpersonal, Group Communication and Mass Communication
- Importance of Verbal and Non-verbal Communication.
- Defining Mass Communication: Main characteristic, Functions, Role and Importance in Society
- Models of Communication (Aristotle, Laswell, Berlo, Shannon and Weaver, Westley and MacLean, Newcomb, Gerbner, and Schramm)

Unit II**20 Marks**

- Theories and Models of Mass Communication
- Normative Theories: Four Theories of the Press
- Authoritarian theory
- Libertarian theory
- Social responsibility theory
- Soviet media theory
- Media Effects Theories: Hypodermic Needle, Two-Step/Multi-Step Flow
- 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 & Democrat Participation Theory,
- Cultural Hegemony, Political Economy, Multiculturalism, Functionalism
- Structuralism, Frankfurt School (Adorno, Horkheimer & Habermas), Print Capital (Benedict Anderson), Medium is Message (McLuhan), Agenda Setting (McComb Shaw) and Manufacturing Consent (Chomsky), Public Sphere (Habermas)
- Indian Communication Theories and Traditions: Concept and Process, Sahr Sadharanikaran, Natya Shastra, and Samvaad. Contribution of Narad, Maharshi Valmiki: Ved vyas and Gautam Buddha.
- New media Theories: Networked Societies and Digital Convergence: Manuel Cast
- Christian Fuchs. Socio-psychological theories of New Media
- International Communication: Propaganda and Misinformation, New and Communication Order, Telecommunication and Development, World Order and Post Cold War Developments, Soft Power

Unit III**20 marks**

- Communication and Media Research: Basic Concepts, Design and 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 Data Analysis: Data Coding, categorizing and Interpretation, Audience Research Studie: Opinion Polls, Ratings and People's Meter, BARC, RAM, IRS
- Qualitative Research Methods: Observation, IDIs and Interviewing Skills, FGD
- Use of Video as a Research Tool, Ethical Guidelines for Researchers
- Internet and Journalistic Research
- Social Media Research
- Research Project Proposal and Report Writing format

Unit IV

40 marks

Practical Research Project

Suggested Reading:

1. Mass Communication Theory, Denis Mcquail, Sage Publications, NewDelhi, 5th Edition, 2010
2. Communication Theories for Everyday Life, John Baldwin, Stephen Perry, Mary Moffitt, Pearson, USA, 2003
3. Critical Terms for Media Studies, WJT Mitchell & Mark B.N. Hansen (Ed.), The University of Chicago Press, 2010
4. The Basics of Communication Research, Earl Babbie & Leslie A. Baxter, Cengage Learning, USA, 2003
5. Applied Communication Research Methods: Getting Started as a Researcher, Michael, P. Boyle & Mike Schmierbach, Routledge, USA, 2015
6. Mass Communication Research Methods, Anders Hansen, Simon Cottle, Ralph Negrine & Chris Newbold, Macmillan Press, London, 1998
7. McQuail's Mass Communication Theory, McQuail, Denis, Sage Publication.
8. Mass Media Research, Wimmer, Dominick, Cengage Learning.
9. Communication Culture and Media Studies, The key concepts, Hartley John, Routledge Publication, New York, 2010.
10. Evaluating Public Communication Exploring New Models, Standards and Best Practices, Macnamara Jim, Routledge Publication, 2018.
11. Schramm, W. Roberts, D.F., The process and effects of mass communication, Urbana, IL: University of Illinois Press, 1971
12. Mass communication in India, Keval J. Kumar, Jaico Publishing House, Mumbai, 2011
13. Mass Communication : An Indian Perspective; Subir Ghosh; Shishu Sahitya Samsad, Kolkata
14. संचार माध्यम व सांस्कृतिक वर्चस्व, हरवर्ड आईशिलर, ग्रंथशिल्पी, नई दिल्ली।
15. जनमाध्यमों का मायालोक, नॉमचोमस्की, ग्रंथशिल्पी, नई दिल्ली।
16. जनसंचार माध्यम और सांस्कृतिक विमर्श, जवरीमल्लपारख, ग्रंथशिल्पी, नई दिल्ली, 2000.

17. सूचना क्रांति की राजनीति व विचारधारा, प्रो. सुभाष धूलिया, ग्रंथशिल्पी, नई दिल्ली, 2001.
18. संचार के सिद्धांत, आर्मंडमैतलार्त, ग्रंथशिल्पी, नई दिल्ली.
19. शोधकार्य प्रणाली: आरंभिक शोधकर्ताओं के लिए चरणबद्ध गाइड, रंजीत कुमार, सेज प्रकाशन, नई दिल्ली, 2017.
20. संचार शोध और मीडिया; धनञ्जय चोपड़ा; लोकभारती, इलाहाबाद
21. रिसर्च प्रोजेक्ट के लिए आवश्यक मार्गदर्शन, जिनाओलियारी, सेज प्रकाशन, नई दिल्ली, 2017.
22. संचार शोध और मीडिया, धनञ्जय चोपड़ा, लोकभारती प्रकाशन, प्रयाग.
23. शैक्षणिक लेखन, प्रबंधन के छात्रों और शोधकर्ताओं के लिए मार्गदर्शिका, मोनिप्पल्लि, पवार, 2017.
24. सफलगुणात्मक अनुसंधान, ब्रौन, वर्जीनिया, 2018.
25. रिसर्च प्रोजेक्ट के लिए आवश्यक मार्गदर्शन, लियरी, जिनाओ, सेज पब्लिकेशन, 2017.
26. जनसंचार, सिद्धांत और अनुप्रयोग, विष्णुराजगढ़िया, राधाकृष्ण प्रकाशन.
27. संचार के मूल सिद्धांत: सिंह, ओमप्रकाश, 2018.
28. भारतीय संचार दर्शन: एक नई दृष्टि, रमण, साकेत, तरुण प्रकाशन, 2017
29. संचार के सिद्धांत: आर्मंडमैतलार्त, मिशेलमैतलार्त, ग्रंथशिल्पी, 2010
30. शोध कार्य प्रणाली: आरंभिक शोधकर्ताओं के लिए चरणबद्ध गाइड- रंजीत कुमार, सेज प्रकाशन, नई दिल्ली (2017)
31. रिसर्च प्रोजेक्ट करने के लिए आवश्यक मार्गदर्शन – जिनाओलियारी, सेज प्रकाशन नई दिल्ली (2017)
32. शोध प्रस्ताव कैसे करें तैयार- पैमडेनिकोलो और लुसिंडाबेकर, सेज प्रकाशन, नई दिल्ली (2017)

Journals

1. IIMC Journals, Communicator and Sanchar Madhyam
2. Journal of Communication, etc.

Course Objectives

- To introduce the idea of journalism, its role, and functions in society and democracy.
- To develop an understanding of media and its relationship with India's constitution and media laws.
- To introduce the principles of ethics, journalistic ethics, their role, and the importance of ethical and responsible journalism.

Unit-I**20 Marks****Journalism: Concept, Objectives and Functions**

- Elements and foundations of journalism
- Language of Journalism
- Journalism and society: Journalism and democracy: The concept of the Fourth Estate
- Functions of journalism: credible, informational journalism and critical, investigative, adversarial journalism
- Journalism and accountability
- Journalism in changing times: as a mission, profession, and business, the Future of Journalism

Types of Journalism

Watchdog Journalism, Advocacy Journalism, Investigative Journalism, Data Journalism, Community Journalism, Development Journalism, Citizen Journalism, Alternative Journalism, Non-profit Journalism, Entrepreneurial Journalism, Yellow Journalism, and Solution Journalism.

Critical Thinking and Media Literacy**Unit-II****20 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 the press and media
- Supreme court judgments related to Article 19
- Right to Information Act 2005: Right to Know
- Fundamental rights and duties

Restrictions on Media

- Official Secrets Act
- Defamation
- Judiciary and Contempt of Court Legislature and its Privileges
- IPC and Cr. PC
- Censorship and its different forms
- Right to Privacy
- Pressures on Media: political, corporate, social, religious, advertisers and lobbies, etc.
- Indecent Representation of Women (Prohibition) Act 1986

Laws Related to Press & Broadcast Media

Press

- Copyright Act: main features and issues
- Books and Newspapers Registration Act
- Working Journalists Act/ Labour Court
- 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)

Cyber Laws

- The need for cyber laws: regulation of Social Media and other web platforms
- Regulatory authorities and framework
- Information Technology Acts and Digital Media Ethics Code

Case Studies

Important case studies and Debates involving journalists and media houses for breaching the law.

Unit III

20 marks

Media Ethics

Ethics of Journalism

- Principles of Ethics: Key principles, importance, and contemporary relevance
- Rationale and evolution of journalistic ethics
- Journalistic Ethics: Concept, importance and debates
- Journalists' code of conduct: Some models of codes of conduct (RTDNA, SPJ, PCI, NBA etc.)
- Resolving ethical dilemmas: different methods
- Media trial and sting operation
- Cross Media Ownership: Emergence of duo poly and monopoly
- News room diversity

Media Regulation

- Regulatory practices in developed democracies
- Debates and controversies related to media regulation: ownership distribution, investment, and content regulation
- Regulation of broadcast, press, and web: Challenges and issues
- Different forms of regulation: State regulation, self-regulation, co-re,
- Press ombudsman: readers' editor
- Media Council of India or PCI

Media Organisations

- Trade Union Rights in Media

- International bodies: IPI, WAN, role of UNESCO, SAFMA
- Press Council, TRAI, IBF, NBA, BEA, Editors “Guild
- INS, IFWJ, IJA, NUJ, IUJ

Unit-IV Practical

40 Marks

Mode of Evaluation: Tests and Assignments

Suggested Reading

1. Law of the Press, Durga Das Basu, Prentice Hall, New Delhi, 2006
2. Constitution of India, Subhash Chandra Kashyap, National Book Trust, India, Delhi
3. Media Communication Ethics, Louis Alvin Day, Wadsworth CENGAGE Learning, New Delhi, 2006
4. Good News, Bad News: Journalism Ethics and the Public Interest, Jeremy Iggers, Westview Press, Oxford, 1998
5. Media's Shifting Terrain: Five Years That Transformed the Way India Communicates' Pamela Philipose, Blackswan, India, 2018
6. Freedom, Civility, Commerce: Contemporary Media and the Public, Sukumar Murlidharan, Three Essays Collective, New Delhi, 2019.
7. Journalism, Who, What, When, Where, Why, and How, Stovall, James, PHI Learning Private Limited, New Delhi.
8. Newspaper management in India, Kothari, Gulab, Intercultural Open University, The Netherlands.
9. An introduction journalism, Rudin, Richard & Trevor, Ibbotson, New Delhi: Focal, 2002.
10. Mass Communication Law and Ethics, Second Edition, Moore, Roy L, New Jersey: Lawrence Erlbaum Associates, 1999.
11. India's legal system, Can it be saved? Nariman, Fali S, New Delhi: Penguin Random House, 2017
12. Writing for News Media: The story teller's craft: Pickering Ian, New York: Routledge, 2018.
13. Media's Shifting Terrain: Five Years That Transformed the Way India Communicates' Pamela Philipose, Blackswan, India, 2018
14. The Indian Newsroom, Sandeep Bhushan, Context, 2019
15. लुटियन के किले का भूगोल, प्रभाष जोशी, राजकमल प्रकाशन, नई दिल्ली.
16. हिंदी पत्रकारिता, प्रवृत्तियां और सरोकार, विजयदत्त श्रीधर, दृष्टि ऑफ सेट
17. मीडिया कानून और आचार संहिता; डॉ. शालिनी जोशी, सेज प्रकाशन, दिल्ली.
18. मीडिया : नया दौर नयी चुनौतियां, द्विवेदी, संजय, नई दिल्ली यश, 2018.
19. मीडिया शिक्षा : मुद्दे और अपेक्षाएं, द्विवेदी, संजय, नई दिल्ली: यश, 2018.
20. मीडिया : भूमंडलीकरण और समाज, द्विवेदी, संजय, दिल्ली : यश, 2015.
21. मीडिया विविध आयाम, त्रिवेदी, सुशील, गाजियाबाद: के एल पचौरी, 2013.
22. मीडिया में कथा : एक वर्कबुक, राव, भास्कर सी., नई दिल्ली : कनिष्क, 2013.
23. पत्रकारिता एवं प्रेस कानून, द्विवेदी, मनीषा, नई दिल्ली: कनिष्क, 2006.
24. समकालीन हिंदी पत्रकारिता, श्रीधर, विजयदत्त, सामयिक, 2017.
25. सामयिक मीडिया और प्रेसविधि: पृथ्वीनाथ पांडे, सुनील साहित्य सदन, 2020.
26. पत्रकारों के लिए शैक्षणिक योग्यता, कितनी आवश्यक, कितनी व्यावहारिक, कुमार, प्रमोद, 2020
27. जर्नलिज्म इन इंडिया - पार्थसारथी रंगास्वामी, स्टर्लिंग पब्लिशर्स, 2011
28. भारत का संविधान - महावीर सिंह, ईस्टर्न बुक कंपनी, लखनऊ, 1991

29. प्रेस विधि और अभिव्यक्ति स्वातंत्र्य - डॉ हरबंस दीक्षित, वाणी प्रकाशन, 2007

WebSources

1. www.thehoot.org
2. www.newswriters.in
3. The Information Technology Act, 2021 in English and Hindi.

English :

<https://mib.gov.in/sites/default/files/IT%28Intermediary%20Guidelines%20and%20Digital%20Media%20Ethics%20Code%29%20Rules%2C%202021%20English.pdf>

Hindi:

<https://egazette.nic.in/WriteReadData/2021/225464.pdf>

Course Objectives

- To introduce basic concepts of print journalism, its evolution, growth and expansion, and contemporary trends
- To cultivate news sense, reporting, and editing skills
- To impart hands-on experience in writing, reporting, and editing for print publications

Unit-I**20 Marks****History and Development of Print Media****Growth of Newspapers in India**

- Evolution of press in India: pre-independence period
- Growth of newspapers in India after 1947: key trends
- First and second press commissions: main issues
- Censorship during Emergency (1975-77): Why Matters and its Lessons
- Expansion of regional newspapers after 1977: key trends
- Post-1991 phase of the newspaper industry: impact of economic liberalization and related key trends and issues
- Evolution and growth of news agencies
- Crisis and future of newspapers and magazines: Western and Indian experience
- Newspapers in the era of Digital Journalism (Case studies on Media Houses)

Reporting**News Value and Elements of News**

- Defining news: news value, elements of news
- Changing concepts of news: factors and issues
- Types of reporting
- Role and importance of sources
- Cultivating, verifying, and dealing with sources of news
- Qualities of a good reporter
- Dealing with risks in reporting
- Ethical aspects of sourcing News and reporting

Unit-II**20 Marks****News Writing and Editing**

- Styles of news writing: Inverted pyramid style, feature style, hour glass style, nut graph
- Selection of information, writing intro/lead, body
- Different types of intro/lead
- Organizing the news story: angle, attribution, quote, background, and context
- Fact-checking: ensuring accuracy, objectivity, fairness and balance
- Headline writing
- News feature: characteristics, types, writing style and packaging
- 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
- Interpretative news and descriptive news
- Investigative news stories
- Editing and compiling news stories

Newsroom and its functions

- Newsroom structures of newspapers, magazines, and news agencies
- Different editorial positions in newsrooms and their roles and responsibilities
- Editorial vision: generating ideas, ensuring creativity, objectivity, and innovation
- Managing and allocating editorial resources, and teamwork.
- 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

Unit-III

20 Marks

Visualizing and Planning a Newspaper/Magazine

- News selection and placement
- Newspaper format: broadsheet, tabloid and magazine
- Elements of design: shape, color, texture
- Aesthetics-balance, contrast, rhythm, unity, harmony
- Typography, color, 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 a dummy of the newspaper and its different pages
- Principles of graphics and their importance
- Software for designing: Quark Express, Corel Draw, Photoshop, in-design
- Newspaper printing methods, Different types of printing machines.

Photography

- Understanding photography: idea, evolution, role, and importance
- Camera: features, functions, formats, and design
- Camera: lenses, focus, light and exposure
- Principles of photographic composition
- Various types of photography: portrait, wildlife, nature, fashion, city life, night photography, news photo
- News value of photographs: photo journalism
- Photo Editing: principles and techniques, writing captions and outline's
- Photo Essay and Photo Feature: writing for photos, use of still photos in Television

Practical Assignments

40 Marks

- News and feature writing: generating ideas, collecting material-observation, research, interview, writing process, and styles.
- Lab Journal: Students will be divided into groups to produce some Lab Journals either in English and/or Hindi language according to their specific language strength. This will include practical marks for photos that of students click as a part of their photo journalism assignment.
- Translation and Typing exercises.

Mode of evaluation: Tests and Assignments

Suggested Reading

1. Journalism in India: From the Earliest Times to the Present Day, Rangaswami Unithasarthi, Sterling Publishers, NewDelhi, 1989
2. History of Indian Journalism, J.Natrajan, The Publication Division, New Delhi, 1955
3. So, You Want to Be Journalist? Bruce Grundy, Cambridge University Press, Cambridge, 2007
4. India's Newspaper Revolution: Capitalism, Politics, and the Indian Language Press, 1977-99, Robin Jeffrey, St. Martin's Press, New York, 2000
5. Writing and Reporting News: A Coaching Method, Carole Rich, Sage Publication, 2015
6. Reporting for Journalists, Chris Frost, Routledge, London, 2001.
7. Art and Print Production, Sarkar, N.N, Oxford University Press.
8. Hicky's Bengal Gazette: The untold story of India's first newspaper / Andrew Otis, Chennai: West-land Publications, 2018.
9. The Indian Newsroom, Sandeep Bhushan, Context, 2019
10. Writing and reporting News: A Coaching Method, Carole Rich
11. Reporting for Journalists, Chris Frost, Routledge, London, 2001
12. Intimate Journalism: The Art and Craft of Reporting Everyday Life, Walt Harrington, New Delhi
13. समाचार अवधारणा और लेखन प्रक्रिया, सुभाष धूलिया व आनंद प्रधान, भारतीय जन संचार संस्थान, नई दिल्ली, 2004.
14. फीचर लेखन : स्वरूप एवं शिल्प, डा. मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003.
15. भेंटवार्ता और प्रेसकॉन्फ्रेंस, प्रो. मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003.
16. सूचना प्रौद्योगिकी और समाचार पत्र, रवींद्र शुक्ला, राधाकृष्ण प्रकाशन, नई दिल्ली, 2005.
17. समाचार बाजार की नैतिकता- शर्मा, कुमुद, नई दिल्ली: सामयिक, 2013.
18. सम्पादकीय विमर्श- शर्मा, बलदेव भाई, यश, दिल्ली : 2019.
19. हिंदी मीडिया के हीरो: देश के 101 मीडियादिग्गों की सक्सेज स्टोरीज, द्विवेदी, संजय, नई दिल्ली: यश, 2018.
20. हिंदी वाक्य विज्ञान, सहाय, चतुर्भुज, नई दिल्ली, वाणी, 2020.
21. स्मार्ट रिपोर्टर, शैलेश, ब्रजमोहन, वाणी प्रकाशन
22. समाचार और संवाददाता - काशीनाथ जोगलेकर, वाराणसी विश्वविद्यालय प्रकाशन, 1997
23. समाचार संकलन और लेखन - नंदकिशोर त्रिखा, हिन्दी समिति, उप्र 1974
24. समाचार अवधारणा और लेखन प्रक्रिया - सुभाष धूलिया, आनंद प्रधान; भारतीय जन संचार संस्थान, नई दिल्ली, 2004
25. संपादन कला - एन सी पंत, तक्षशिला प्रकाशन, नई दिल्ली, 2004
26. शैली पुस्तिका- बालमुकुंद सिन्हा, नेशनल पब्लिशिंग हाउस, नई दिल्ली, 1995
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28. भारतीय पत्रकारिता का इतिहास - जेनटराजन, प्रकाशन विभाग, 2002.

Course Objectives

- To introduce the medium of Radio, its evolution, policies, and trends in contemporary broadcasting
- To develop an understanding of different genres of Radio and their nuances
- To enable students to write and produce programs for Radio

Unit-I**Marks 20****Radio Broadcasting**

- Introduction to Radio Broadcasting
- The medium: role of sound, characteristics, strengths, and limitations
- Radio broadcasting: main characteristics
- Types of Radio: AM (medium and short wave), FM, Community Radio, DRM and Internet Radio

Evolution and Growth of Radio Broadcasting

- History of Radio in India
- Airwaves-public or private property
- Pre-Independence and Post-Independence broadcasting
- Public Service Broadcasting

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) cop, Vox-Pops, interviews
- Radio features/documentaries
- Radio commentaries
- Spotlight/Talks, etc
- Headline Writing
- Style Book for Radio

Unit-II**20 marks****Radio Production****Basic Concepts of Audio Production**

- Microphones-Designs, categories and application
- Digital Studio Mixer
- Portable Audio Mixer
- Recording formats
- Understanding sound recording/perspective of sound
- Sound transfer, editing, and post-production, Editing Software
- OB recording equipment
- Studio recording: Off-air/On air studios
- Usage of mobile phones in audio production

Types of News Bulletins (AIR Formats)

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

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

Unit-III

20 Marks

Broadcasting Policy and Community Radio

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

FM Broadcasting

- Organization and structure
- Planning and organizing the content
- Writing for FM Radio
- Radio Jockeying

Community Radio

- Community Radio in India: Role and Importance
- Community Radio: Content and Production
- Management of Community Radio stations
- Writing for Community Radio

Digital Story Telling/ Podcasting

- Introduction of Podcasting
- Content creation and writing for Podcasts
- Different types of Podcasting
- Production of Podcasting

Unit-IV

40 Marks

Practical

- Writing Radio News Bulletins
- Production of field-based Radio Reports, Features and Documentaries
- Production of Radio programs in different formats for Community Radio
- Production of Podcasts

Mode of Evaluation Tests and Assignments

Suggested Reading

1. Broadcasting in India, G C Awasthy, Allied, Bombay, 1965
2. Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985

3. Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
4. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
5. Radio Programme Production : A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971
6. The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010
7. Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003.
8. Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and Kanchan K. Malik, Sage, New Delhi, 2007.
9. The Radio Handbook, Carole Fleming, Routledge, 2002.
10. Radio in Global Age, David Mandy, Polity Press, Cambridge, 2000
11. Broadcasting Journalism: Techniques of Radio & Television News, Andrew Boyd, New Delhi.
12. Indian Broadcasting, H K Luthra, Publications Division, New Delhi, 1987.
13. Stay Tuned, The story of Radio in India, Pankaj Athawale, Indus Source Books, Mumbai
14. Radio Programme Production, Neelamalar, M.-PHI Learning Pvt. Ltd., New Delhi.
15. आकाशवाणी एवं दूरदर्शन : उद्भव तथा विकास, डॉ. ओमप्रकाश जमलोकी, अरावली बुक्स इंटरनेशनल, नई दिल्ली, 2002.
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17. ये आकाश वाणी है, भारत मेरे डियो प्रसारण का इतिहास, पब्लिकेशन डिवीजन, दिल्ली, 1983
18. भारत में प्रसारण, पीसी चैटर्जी, सेज प्रकाशन, दिल्ली, 1987.
19. कम्युनिटी रेडियो, मनोज कुमार, आलेख प्रकाशन, दिल्ली.
20. रेडियो: माध्यम और तकनीकी, कठेरिया, धरवेश, दिल्ली: शिल्पायन, 2013.
21. रेडियो वार्ता शिल्प, कुमार, सिद्धनाथ, दिल्ली: राधाकृष्ण, 2019.
22. भारतीय इलेक्ट्रॉनिक मीडिया - डॉ. देवव्रत सिंह, प्रभात प्रकाशन, नई दिल्ली, 2007
23. रेडियो प्रसारण, कौशल शर्मा, प्रभात प्रकाशन, नई दिल्ली.
24. रेडियो वार्ता शिल्प, सिद्धनाथ कुमार, राधाकृष्ण प्रकाशन, नई दिल्ली.
25. पटकथा लेखन, एक परिचय, मनोहर श्याम जोशी, राजकमल प्रकाशन, नई दिल्ली.

Journals and Web Sources

- Broadcast and Cable Sat
- IMPACT
- PITCH
- www.allindiaradio.org
- www.air.com
- www.mib.gov.in
- www.airwaves.net

Course Objectives

- To introduce the principles of visual communication: films with a focus on documentaries and photography
- To develop an understanding of Television, its newsroom, organizational structure, and reporting process
- To enable the process of writing news scripts for television

Unit-I**20 Marks****Visual Communication**

- Visual Communication: thinking visually
- Principles and tools of visual communication
- Use of visuals across media: visual creativity
- Visual journalism: Use of still camera and video camera
- Visual manipulation and ethics
- Basics of Videography

Evolution and Development of Television

- Television Broadcasting: main characteristics
- History of TV in India: SITE experiment, growth, and expansion of the terrestrial network, the introduction of Colour TV
- Advent of Cable and Satellite TV and DTH services
- Channel distribution: Role of MSOs, CAS, HITS, DTH, IPTV
- TV on Mobile 3G & Prospects of 4G, 5G
- Case Studies of selected TV News Media Houses

Contemporary TV Broadcast Scenario

- Indian TV Industry: Main features, trends and issues
- Public service TV broadcasting: Role, Evolution, Growth and Expansion, Challenges and Future
- Commercial TV broadcasting: News and Non-News sectors
- News Television industry: Main features, trends challenges
- Economics of TV broadcasting: Ownership Patterns, Business Model and its impact on content
- National and International TV news agencies

Organizational Structure of TV News Channels

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

Unit-II**20 Marks****Writing to Visuals**

- The writing process-thinking audio and video

- Developing TV stories: Process and planning
- Planning and structuring the copy for various audio-visual inputs
- Structuring a TV news report, V/O's, packages and story formats
- Editing bytes, procuring and editing visuals archives, graphics, and other sources
- Writing anchor leads
- Writing for actions, 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
- Selected News Story Case Studies

TV News Reporting

- Locating TV stories: Sources of news, ideation
- PTC: Opening, bridge, and closing
- The equipment, fieldwork, TV news interviews, shooting, recording and editing
- Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and split screen, V/O from the field, and technical challenges
- Major International events and TV coverage
- Satellite link for news reporting from abroad
- Satellite bookings and co-ordination with local TV channels, booking local editing facilities
- Planning news stories of cultural and social interest on the sidelines
- Satellite phones, broadband, optical fiber and internet, and 4 G-based solutions

Unit-III

20 Marks

Cinema and Documentaries

- Silent Era and Sound Film: important features
- World Cinema: History and development
- Documentary Film: History and development
- News Documentary: Role and importance
- Indian Cinema and Documentary: Evolution and Growth, Main features, Films Division, Independent Documentary makers, Bollywood and Regional Cinema
- Parallel Cinema/Art Cinema and its impact on Documentary making
- Popular Cinema, Multiplex Cinema
- Film appreciation and criticism: tools and techniques, language and grammar of cinema
- Genres and formats, censorship vs. certification, film bodies
- International film festivals and awards
- Script writing for Films and TV fiction.

Unit-IV

40 Marks

Practical

- TV writing for Different Types of Visuals

- TV Script writing
- Videography Practical
- Different TV News Formats
- Different types of PTC, OBs, Facing the Camera
- Film and TV Fiction Script writing exercises
- Film Review

Mode Of Evaluation: Tests and Assignment

Suggested Reading

1. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Oxford, 2010
2. The Rise of 24 Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010
3. An introduction to writing for Electronic Media: Script writing Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
4. Practice of Looking: An Introduction to Visual Culture, Marita Sturken and Lisa Cartwright Oxford University Press, Oxford, 2001
5. Globalization And television: A study of the Indian Experience, 1990-2010, Sunetra Sen Narayan- Oxford University Press, 2013
6. India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008
7. How to Read a Film, James Monaco, Oxford University Press, New Delhi, 2007
8. Bollywood: A Guide to Popular Hindi Cinema, Tejaswini Ganti, Routledge, New York, 2005
9. An Introduction to Film Studies, Ed. Jill Nelmes, Routledge, London, 1996
10. Documentary Story telling, Sheila Curran Bernard, Focal Press, Oxford, 2011
11. Encyclopaedia of Indian Cinema, Ashish Rajadhyaksha and Paul Willemen, British Film Institute, London, 2000.
12. Broadcast Journalism, Jacoby Barrera, ED Tech Press, 2020.
13. Creative camera techniques, Bruck, Axel, London: Focal, 1981.
14. Techniques of television news, Yorke, Ivor, London: Focal, 1978.
15. Techniques of television production, Brdz, Rudy, London: Allen & Union, 1962.
16. Visual Scripting, Halas, John, London: Focal, 1976.
17. The work of television journalist, Tyrell, Rohat, New York: Communication arts books, 1972.
18. Television in India: Satellites, Politics and Cultural Change, Nalin Mehta, Routledge, New York, 2008.
19. Business Entrepreneurship for filmmakers: Charles Haine, Routledge, New York, 2020.
20. टेलिविजन की भाषा, बर्णवाल, हरीशचंद्र, दिल्ली: राधाकृष्ण, 2019.
21. टेलीविजन लेखन, वजाहत, असगर, दिल्ली: राधाकृष्ण, 2018.
22. टेलीविजन LIVE, कठेरिया, धरवेश, दिल्ली: नवचेतन, 2014.
23. टेलिविजन की कहानी, कश्यप, श्याम, दिल्ली: राजकमल, 2008.
24. टेलीविजन लेखन सिध्दांत और प्रयोग, नागर, कुमुद, लखनऊ: भारत, 2002.
25. खबरों विस्तार से, कश्यप, श्याम, मुकेश कुमार, नई दिल्ली: राजकमल, 2018.

26. समाचार टीवी, वेब और सोशलमीडिया, बाला, सुस्मिता, नई दिल्ली: कनिष्क, 2020.
27. टेलीविजन पत्रकारिता, कठेरिया, धरवेश, दिल्ली: शिल्पायन, 2014.
28. पटकथा लेखन, एक परिचय, जोशी, मनोहर श्याम, राजकमल प्रकाशन.
29. भारतीय सिनेमा की विकास यात्रा, शुक्ला, मधुरानी, नई दिल्ली, कनिष्क, 2018.
30. हिन्दी सिनेमा का बदलता रूप, दिलचस्प, नई दिल्ली: भारतीय पुस्तक परिषद्, 2018.
31. सिनेमा समकालीन सिनेमा, ब्रह्मात्मज, अजय, नई दिल्ली: वाणी, 2012.
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Further Reading

- Kumar, Pramod. (2021). Role of Indian Cinema in Igniting the Spirit of 'Swa' during Freedom Movement. Communicator, New Delhi: IIMC.

Journals and Web Resources

1. Journal of South Asian Cinema, London
2. Cinemaya, Journal of Asian Cinema, New Delhi
3. Cinema in India, Bombay: NFDC, 1987-1991.
4. www.upperstal.com
5. www.boxofficeindia.com
6. www.cbfcindia.nt.nic.in
7. www.sarai.net
8. www.studio-systems.com
9. www.nfaipune.nic.in

Web Sources

1. TV News channels online (NDTV, Aaj Tak, CNN-IBN, CNBC, etc.)
2. www.indiatelevision.com
3. www.ddindia.com
4. www.ddnews.com
5. www.screenindia.com

Course Objective:

- To introduce and enhance understanding of the development process and development communication/journalism, its paradigms, evolution, theoretical underpinnings, growth, and current trends.

Unit I**20 Marks****Understanding Development: Concept and Process**

- History of development
- Dominant paradigm: WW Rostow's theory, empathy, critique of a dominant paradigm
- Dependency theory, development and underdevelopment, center-periphery debate and Third World perspective
- Alternative models of development: small is beautiful (Schumacher),
- Participatory (Conscientisation, World Bank), 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
- Telecom and Development

Unit II**20 Marks****Development Communication: Concept, Role and Relevance**

- Theories of development communication: diffusion of innovation, massmedia and modernization, media and national development
- Prominent theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm
- Participatory development communication (Paulo Freire, Miguel Sabido)
- Experiences from developing countries with special emphasis on India
- International developmental agencies and programmes (MDGs, SDGs)
- Development of communication and role of civil society and government

Unit III**15 Marks****Development Journalism: Concept and Objectives of Reporting Development**

- Evolution of development journalism
- Area, scope, and relevance of development journalism
- Development reporting: tools and techniques
- Role of research in development reporting
- Field visits, observation, and interviews
- Style and language
- Using data sets and technical reports
- Presenting and packaging development stories

Development Scene in India: Issues and Challenges

- Rural development
- Marginalized communities and human rights: vulnerabilities of poor, SC/ST/OBC, tribal, minorities, women, children

- Covering human rights
- Coverage of developmental stories in mass media: potential, problems and issues
- Education, Health, and Gender issues

Unit-IV

40 Marks

Practical assignment: Production of a documentary & Radio Documentary on a development issue

Mode of Evaluation: Tests and Assignments

Suggested Reading:

1. Communication for Development in the Third World: Theory and Practice, Srinivas R Melkote and H. Leslie Steeves, Sage Publications, New Delhi
2. Communication for Development and Social Change, Jan Servaes(ed.), Sage Publications, India, 2007
3. India: Economic Development and Social Opportunity, Jean Dreze and Amartya Sen, Oxford University Press, Delhi, 1995.
4. Pedagogy of the oppressed, Paulo Freire, Penguin Books Limited, New Delhi, 2017
5. Human Rights in a Globalised World: An Indian Diary, Mukul Sharma, Sage, India, 2010
6. Landscapes and Lives: Environmental Dispatches on Rural India, Mukul Sharma, Oxford, India, 2002
7. Green and Saffron, Mukul Sharma, Orient Black Swan, India, 2011
8. Caste and Nature: Dalits and Indian Environmental Politics, Mukul Sharma, Oxford University Press, India, 2017
9. Democratic Governance in India: Challenges of Poverty, Development, and Identity, Niraja Gopal Jayal and Sudha Pai, SAGE, Delhi, 2001
10. Development Communication in Practice: India and the Millennium Development Goals, J.V. Vilanilam, Sage, New Delhi, 2009
11. An Uncertain Glory: India and its Contradictions, Jean Dreze and Amartya Sen, Princeton University, USA, 2013,
12. International Communications: Continuity and Change, Daya Krishna Thussu, Arnold Publishers, London, 2000
13. Indian Media in a Globalised World, Maya Ranganathan and Usha M. Rodrigues, Sage, New Delhi, 2010
14. Everybody Loves a Good Drought, P. Sainath, Penguin, 1996.
15. Small is Beautiful, A Study of Economics as if People Mattered, E.F Schumacher, Blond and Briggs, Harper Collins. 1973.
16. United Nations Development Programme, Human Development Reports
17. UN Documents, Committee on Economic, Social and Cultural Rights Reports. Media and development, Gangadarappa, M, July-Sept. 1995.
18. Unsung Builders of Modern Bharat following Gandhi by deeds, Kumar, Pramod, Gandhi Smriti-Darshan Smiti, 2019.
19. Improving People's Lives: Lessons in Empowerment from Asia- Mukul Sharma (ed), SAGE, Delhi, 2003
20. Network Power: the Social Dynamics of Globalisation- D Singh Grewal, Yale University Press, New Haven, 2008
21. The Myth of the Information Revolution: Social and Ethical Implications of Communication Technology- Michael Traber (ed.), Sage, London, 1986
22. विकास का समाजशास्त्र, श्यामचरण दुबे, वाणी प्रकाशन, नई दिल्ली.

23. पत्रकारिता एवं विकास संचार, डॉ. अनिल कुमार उपाध्याय, भारती प्रकाशन, वाराणसी, 2007.
24. मीडिया और समाजिक बदलाव, तुलनात्मक परिप्रेक्ष्य में भूमंडलीकरण एवं मानवाधिकार, जोसेपगाथिया कॉन्सेप्ट पब्लिशिंग कम्पनी, नई दिल्ली, 2009.
25. कृषि एवं ग्रामीण विकास पत्रकारिता, अर्जुन तिवारी, संयज बुक सेंटर, वाराणसी, 1999.
26. विकास संचार और पत्रकारिता, त्रिवेदी, सुशील, दिल्ली: प्रिया पुस्तक सदन, 2013.
27. ग्रामीण विकास: सिद्धांत, नीतियाँ एवं प्रबन्ध, सिंह, कटार, नई दिल्ली: सेज, 2018
28. भारत और उसके विरोधाभास- ज्यां ट्रेज और अमर्त्य सेन, राजकमल प्रकाशन, नई दिल्ली, 2018
29. जनमाध्यम, संप्रेषण और विकास - देवेन्द्रइस्सर, इंद्रप्रस्थ, नई दिल्ली, 1995

Websites:<https://www.undp.org/content/undp/en/home>/<https://www.usaid.gov/>
<http://www.fao.org/home/en>/<https://www.gsdmagazine.org/>
Magazine : Down to Earth National Geographic

Course Objectives

- To acquaint students with different reporting beats
- To enable students to develop specialization in niche areas of reporting
- To enable students to write and produce stories on specialized areas of reporting

Unit I**20 marks****Fieldwork and News Beats****News Gathering**

- Off-line News Gathering
- Online news Gathering

City/Civic Reporting

- Civic Reporting: Process, Roles and Responsibilities

Public Health Reporting

- Nature of Health Reporting; Tools and Techniques.
- Reporting for Pandemic, Reporting health stories: Do's and don't's

Lifestyle Reporting

- Travel, tourism, fashion and food, art and culture
- Auto, Gadgets and Technology
- Assignment: 1 TV package

Rural Affairs and Agriculture Reporting

- Issues of rural development and agricultural crisis
- Methods and tools of rural and agriculture reporting
- Assignment: 1 TV package

Reporting Science, Environment, and Disasters

- Nature and scope of Science Reporting; Scientific Temper; Covering environmental emergencies, reporting nuclear and other disasters
- Case Studies : Bhopal Gas Tragedy, Tsunami, Gujarat Earthquake, Uttarakhand/Kashmir Floods in India
- Assignment: 1 TV package

Unit II**20 Marks****Political Reporting**

- Political parties' beat: mastering the party system, developing sources
- Interviewing political leaders (off-the-record and on-the-record), the art of questioning, reading between the lines, context, and background
- Parliament coverage: understanding the parliamentary system, parliamentary procedures and rules,

do's and don't of parliamentary reporting

- Election reporting: understanding the electoral system, role, and functions of the election commission, historical context, election data, dynamics of election reporting
- Assignment: 2 TV packages

Business Reporting

- Sources of economic and business news stories
- Interpreting data, Covering important economic happenings
- Share market, commodities market, bullion market and money market
- Writing technique of business news and features
- Assignment: 1 TV package

Sports Reporting

- Sources of sports stories, Covering sports events.
- Interviewing sportspersons

Unit - III

20 Marks

Conflict Reporting

- Defining conflict, its causes, and implications, Understanding conflict journalism
- Peace and wartime journalism, Embedded journalism, and war zones

Crime Reporting

- Understanding the police system, IPC, and Cr.PC, criminal investigative system, judicial system, and procedures
- Sources of crime reporting: collecting and cross-checking information
- Tools and techniques of crime reporting: interviewing, researching, investigation, and follow-up.
- Assignment: 1 TV package

Unit IV

40 Marks

Practical

- Planning for TV news content and video footage, Writing the script
- Voice Over and its importance
- Video Editing: Basic of visual grammar and ethics, Editing the footage according to script and voice over
- Compilation of news, Making TV News packages
- Anchoring
- OB with a live audience
- TV studio interview
- TV News studio discussions
- Talk shows with audience participation
- MOJO
- Vox Pop
- Walk-through
- TV News bulletin making (half an hour)

Note: Students have to submit at least one practical assignment in each category individually/group-wise.

Suggested Reading

1. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
2. Television Journalism, Ivor Yorke, Routledge, 2016
3. An introduction to writing for Electronic Media: Scriptwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
4. Practice of Looking: An Introduction to Visual Culture, Marita Sturken and Lisa Cartwright Oxford University Press, Oxford, 2001
5. Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John Herbert, Focal Press, Oxford, 2000
6. Business and Financial Journalism, E.C.Thomas, Indian Institute of Mass Communication, New Delhi, 2018.
7. Television news: The heart and how-to of video storytelling / Teresa Keller, New York: Routledge, 2019.
8. Television studies: The key concepts. / Bernadette Casey and others, London: Routledge, 2002.
9. Documentary Handbook: PeterLee-Wright; Focal Press, London.
10. Introduction to Documentary; Nicholas Bill, Indiana University Press, USA.
11. स्मार्ट रिपोर्टर, ब्रजमोहन, शैलेश, वाणी प्रकाशन, दिल्ली, 2007.
12. टेलीविजन और क्राइम रिपोर्टिंग, वर्तिका नंदा, राजकमल प्रकाशन, दिल्ली, 2010.
13. विदेश रिपोर्टिंग- सिद्धांत और व्यवहार, रामशरण जोशी, राधाकृष्ण प्रकाशन, 2005.
14. टेलीविजन पत्रकारिता, सिद्धांत और कार्यप्रणाली, संजय गौड़, जयपुर, वाइकिंग बुक्स, 2012.
15. टेलीविजन समाचार, आलेख, सम्पादन एवं प्रस्तुति, शम्सी, शकील हसन, नई दिल्ली, 2000.

Web Sources

1. TV News channels online (NDTV, Aaj Tak, CNN-IBN, CNBC etc.)
2. www.indiatelevision.com
3. www.ddindia.com
4. www.ddnews.com
5. www.screenindia.com

Course Objectives

- To impart hands-on experience in the art and craft of radio news reporting and compilation of news bulletins
- To enable students to write, edit, and produce radio news stories and compile news bulletins

Unit I**20 Marks****Radio News Reporting**

- Locating radio news stories
- Structuring a radio news report
- Tools and techniques of radio news reporting
- Radio news interviews and vox pops
- Role and responsibilities of reporters

Unit II**20 Marks**

- Radio features, talks and other programs
- Reporting a press conference
- Reporting politics, economy, sport, art, culture and entertainment; science and environment
- Production of radio features
- Production of Radio magazine/talks programmes

Unit III**20 Marks**

- Environment Programme
- Film Programme
- Plays
- Stories
- Radio Jockeying and its skills

Unit IV**40 Marks****Practical****Radio News writing**

- Radio Feature writing
- Preparing Radio News bulletin with voice dispatches
- Radio Talk shows
- Radio studio discussion
- Production of Radio Feature
- Digital Story Telling / Podcasting and its techniques
- Writing for FM Radio
- Interviewing for Radio
- Making programmes for FM Radio
- Radio Jockeying and its skills
- Writing for Community Radio

- Making programmes for Community Radio

Mode of evaluation: Assignment

Suggested Reading

1. Radio Production, Robert Mcleish, Focal Press, Oxford, 2005.
2. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010.
3. Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003.
4. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997.
5. Radio news: Its reach, impact and potential, Sud, K K, March 1989.
6. Radio program production / Asspinall Richard.
7. Radio Programming: Tactics and Strategy, Norberg Eraic G, New Delhi, Focal Press, 1996.

Course Objectives

- To introduce and develop a critical understanding of New Media, its evolution, theoretical underpinnings, growth and expansion, opportunities and challenges.
- To apprise the students about the symbiotic relationship between New Media and Legacy Media.
- To cultivate Social Media skills.
- To enable students to write, produce, and distribute for the digital platforms.

Unit I**20 Marks****Introduction to New Media****Nature of the Web**

- Revolutionary change in communication
- The benefits and drawbacks of the Internet and Social Media.
- The “Dark Net”
-

Understanding the Technology

- Introduction to concepts of digitization and convergence.
- Application software: Word processing, Spreadsheet, Image Editing.
- Introduction to the Internet, World Wide Web (WWW), and Search engines.
- Overview of the 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)
- Artificial Intelligence and Its impact on Media

Journalism and Emerging Technologies

- Drone Journalism
- Artificial Intelligence
- Virtual and Augmented Reality

Unit II**20 Marks****New Media Journalism**

- Convergence and Journalism
- News on the web: Newspapers, magazines, radio, and TV newscastson the web
- Changing paradigms of news; emerging news delivery vehicles; integrated newsroom
- Challenges in the digital age: fake news, misinformation, disinformation and Fact-Checking.
- Challenges and opportunities for a newsperson - gatekeepers to news guides
- Techniques of measuring digital audience.

Writing for New Media

- Writing for Social Media
- (Hyper) Text, Audio, Video, Still images
- Animation: making short animated presentations using digital tools like Powtoon, Moovly, easy sketch pro etc
- Flash interactivity: creating Animations using flash
- Blogs
- Microblogging & Social networking/Facebook/Twitter/RSS feeds
- Poll surveys/Email etc
- Digital Storytelling formats
- Content writing, editing, reporting and management
- Structure of a web report
- Planning and designing of WebPages, Blogs, web channels, e-Newspaper, e-Magazine
- Creative Presentations
- Ethical concerns for New Media

Unit III

20 Marks

Data Journalism

- Case Studies
- Open Datasets
- Cleaning Data
- Analysing Data
- Tools for Data Visualization
- Data Visualization-Infographics and Interactives

Entrepreneurship Journalism

- Introduction and current scenario
- Case studies and future prospects

Mobile Journalism

- Technology, content reaction and broadcasting
- Mobile journalism in the era of social media.

YouTube journalism

- Introduction and current scenario
- Content creation and YouTube guidelines
- Future Prospects

Social Media and Citizen Journalism

- Social networking; Introduction to social profile management products-Facebook, Twitter, LinkedIn
- Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowdsourcing, Whatsapp, Snapchat, Skype
- Social publishing: Flickr, Instagram, Youtube, Soundcloud, Snaptube etc.
- Citizen Journalism: Concept, Case studies
- Blogging; a brief history of blogs, blogs as narratives, Bloggers as journalists and „opinionates”

Unit IV**40 Marks****Practical**

- Writing for different Social Media platforms, Blog writing
- Designing a Webpage or Creating and maintaining a YouTube channel
- Creation and handling of the Facebook page, Twitter handle, Instagram
- Planning and Content creation for different news websites
- Planning and Content creation writing for online platforms/ E-Commerce websites
- Creating stories as a Citizen Journalist

Suggested Readings :

1. Media Literacy, Keys to Interpreting Media Messages, Silverblat Art, Yadav Anubhuti, Kundu Vedabhyas, DIMLE (The Digital International Media Literacy E-Book Project) <https://www.kobo.com/us/en/ebook/media-literacy-8>
2. India Connected: Mapping the Impact of New Media, Sunetra Sen Narayan and Shalini Narayanan(ed.), Sage, India, 2016
3. The New Media Reader, Ed. Noah Wardrip & Fruinand Nick Montfort, The MIT Press, Cambridge, 2003
4. A Journalist Guide to the Internet: The Netasa Reporting Tool, Christopher Callhan, Pearson/Allynand Bacon, 2007
5. Cyber Media Journalism: Emerging Technologies, Jagdish Chakraborty, Authors Press, New Delhi, 2005
6. Online Journalism: A Critical Primer, Jim Hall, Pluto Press, London, 2001 Mass Media, Politics and Democracy, John Street, Palgrave Mcmillan, Hampshire, 2011
7. Producing Online News: Stronger Skills, Stronger Stories, Ryan M. Thornburg, CQPress, Washington, 2011
8. The Psychology of the Internet, Patricia Wallace, Cambridge University Press, 2015.
9. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age.
10. Digital Sub-editing and Design- Stephen Quinn, Focal Press, Oxford, MA, 2001.
11. The New Media Handbook, Andrew Dewdney and Peter Ride, Routledge, 2006.
12. Video blogging & Podcasting, Lionel Felix & Dame in Stolarx, Focal Press, 2006.
13. New Media Journalism: Prof. Anubhuti Yadav; Sterling Publishers, New Delhi
14. इंडिया कनेक्टेड, न्यू मीडिया के प्रभावों की समीक्षा, सुनेत्रा सेन नारायण, शालिनी नारायण, (सम्पादित), सेज इंडिया.
15. न्यू मीडिया-इंटरनेट की भाषायी चुनौतियां और सम्भावनाएं, आर. अनुराधा, राधा कृष्ण प्रकाशन, दिल्ली, 2012.
16. वेब पत्रकारिता-नया मीडिया, नया रुझान, शालिनी जोशी, शिव प्रसाद जोशी, राधाकृष्ण प्रकाशन, 2012.
17. मोबाइल पत्रकारिता, कुमार, कौस्तुभ, नई दिल्ली: के.के., 2020
18. डिजिटल मीडिया का सामाजिक पक्ष, श्रीवास्तव, मुकुल, दिल्ली: यश, 2018.
19. डिजिटल क्रांति और हिंदी, मिश्र, स्मिता, दिल्ली: अनंग 2020.
20. नया मीडिया: अध्ययन और अभ्यास; शिव प्रसाद जोशी; पेंगुइन प्रकाशन, दिल्ली

Course Objectives

- To discuss the symbiotic relationship between Media and Public Relations/Corporate Communication
- To deliberate on the role of advertising in the financial sustenance of Media Institutions and its impact on Media objectivity and fairness
- To discuss how Public Relations/Corporate Communication and Advertising can be of value to Journalism and vice-versa.

Unit-I**20 Marks****Public Relations and Corporate Communication**

- History, concepts, definitions, role, and changing trends in PR and CC
- PR and Media–Asymbiotic or adversarial relationship
- Target audience segmentation
- Internal and external communication-Tools and methods
- PR department/agency structure, role and functions
- PR as a source of news for media–how does it work
- Media relations management
- Writing for media (press releases, press notes, rejoinders, etc.)
- Public relations in public and private sector
- Corporate Social Responsibility: Concepts, scope, and case studies
- Crisis communication
- Social Marketing in Indian context
- Influencer Marketing
- Laws and ethical issues in PR
- Professional bodies in PR: PRSI, PRPA, professional codes of ethics.

Unit-II**20 Marks****Advertising**

- Role, scope, concepts, definitions, objectives, and classification
- Current discourse on media and advertising: impact on news objectivity and fairness
- Ad agency structure, various departments and functions
- The process of advertising
- Brand management-The basics
- Television channels and newspapers emerging as brands
- Social and economic impact of advertising
- Concepts of media planning and buying
- Professional bodies in advertising–AAAI, ASCI, code of ethics, etc.
- Laws and ethical issues in advertising

Unit-III**20 marks****Media Business Management and Government Information System**

- Ownership Patterns

- Management of Media Organizations–Case Studies of Media Organisations
- Economic and Marketing of Media Organisations: Circulation, Advertising, and Changing Dynamics in Marketing of Newspapers and News Channels (the race for TRPs and Eye balls)
- Government Information System: Overview, Functioning, Scope, and Significance at the center and state governments “level
- Government Relations/Public Affairs
- Role and function of various Media units of the Ministry of Information & Broadcasting
- Prasar Bharati, AIR, Doordarshan, Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity, Photo Division, Publications Division, Research Reference & Training Division, Song & Drama Division, Office of the Registrar of Newspapers for India (RNI), Press Council of India, Press Information Bureau (PIB), Indian Institute of Mass Communication (IIMC), Films Directorate of Film Festivals (DFAI), Films Division (FD), Central Board of Film Certification, Children’s Film Society, India Film and Television Institute of India, Pune (FTII), Film Certification Appellate Tribunal National Film Archive of India (NFAI) Satyajit Ray Film and Television Institute (SRFTI), National Film Development Corporation
- Government Campaigns through ad deconstruction and Case Studies
- RTI Act–Scope and significance
- Elections and the growing role of PR
- Introduction to Media Management and Media Economics

Unit-IV

40 Marks

Practical

- Understanding Creativity in Advertising/Communication: Creative Brief, Ideation and Brainstorming
- Case studies
- Campaign Planning & Production
- Crisis Communication simulation on a current issue
- Production of theme based Campaigns
- Event Management
- Media Management Case studies

Suggested Reading

1. Advertising Management, Jaishri Jethwaney and Shruti Jain, Oxford University Press, New Delhi, 2012
2. Brand Sense, Martin Lindstrom, Free Press Publication, 2010
3. Corporate Communication Principles and Practice, Jaishri Jethwaney, New Delhi, Oxford University Press 2010.
4. Corporate Communications: A 21st Century Primer, Joseph Fernandez, Response Books, New Delhi, 2004
5. Creative Strategy in Advertising, Drewaniany L Bonnie, Words worth Cengage, USA, 2011
6. Effective Public Relations, Scott Cutlipetal, London 1995.
7. Making of Advertising, Ghoshal Subhash, McMillan, 2002
8. Ogilvy on Advertising, Ogilvy David, Prion Books, London 1997
9. Public Relations Management, Jaishri Jethwaney, and N N Sarkar, Sterling, New-Delhi, 2015
10. Public Relations Strategy, Oliver Sandra, Kogan Page, 2008

11. Social Sector Communication in India - Concepts, Practices and Case Studies, Jaishri Jethwaney, Sage, New Delhi, 2016.
12. Advertisement writing, Frank Jefkins, Plymouth: Macdonald, 1976.
13. Advertising, Thomas C O'Guinn; Charis T Allen and Richard J Semenik, London: South-Western College Publishing, 2000.
14. Advertisements are little more than think-kits, Ghosh, Rishab Aiyer, Asian Age.
15. Advertising: A decision-making approach, Charles H Patti and Charles F Frazer, New York: Dryden Press, 1988.
16. Public Relations, Henslowe, Philip, New Delhi: Kogan India Press, 2008.
17. Public relations: A scientific approach, Baldev Sahai, New Delhi: S. C. P. E., 1980.
18. Public relations in India: Inside the industry's mind and the 2013 outlook, MSL Group, India, 2013.
19. Public relations and the social web, Rob Brown, New Delhi: Kogan Page India, 2010,
20. Public relations: Creates strategies & tools, J N Jathwany, New Delhi: Sterling, 1994.
21. सूचना प्रौद्योगिकी और समाचार पत्र, रवींद्र शुक्ला, राधाकृष्ण प्रकाशन, नई दिल्ली, 2008.
22. विज्ञापन पत्रकारिता: वर्तमान तकनीक एवं अवधारण, पंत, एन. सी. इन्द्रजीत सिंह, नई दिल्ली : कनिष्क, 2008.
23. विज्ञापन बाजार और हिन्दी, पाण्डेय, कैलाशनाथ, नई दिल्ली: लोक भारती, 2019.
24. विज्ञापन प्रबंधन, शुक्ला, शशि कांत, दिल्ली, श्रुति बुक्स, 2015
25. भारत में विज्ञापन: प्रदीप सौरभ/ मानसी; नेशनल बुक ट्रस्ट, नई दिल्ली
26. जनसम्पर्क के विविध आयाम, श्रीवास्तव, पवित्र, नई दिल्ली, लोक भारती 2019.
27. विज्ञापन और ब्रांड: डॉ. संजय सिंह बघेल; सस्ता साहित्य मंडल, दिल्ली

Journals, Magazines, and Web Sources

1. The Journal of Advertising, American Academy of Advertising
2. Journal of Public Relations Research, Routledge
3. International Journal of Advertising
4. Pitch
5. Brand Equity (Economic Times)
6. Advertising Age
7. USP Age
8. PR Quarterly
9. Public Relations Review
10. Business India
11. Business World
12. Economic Times
13. Mint
14. www.agencyfaqs.com
15. www.adage.com
16. www.indiaprwire.com
17. www.prcal.org
18. www.gfpr.org
19. www.tamindia.com 20. www.adexindia.com
20. www.corporatewatch.org
21. www.ascionline.com

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