

Syllabus 2016-17

Radio & TV Journalism

Indian Institute of Mass Communication (IIMC)

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

Rumi

Academic Plan/Instructions

1. The PGD in RTV course will begin on August 1, 2016 and end on May 31, 2017.
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 and on acquisition of the skill needed for Broadcast Journalism. The second term will be mostly devoted to honing of these skills and giving the students a practical exposure to various aspects of the functioning of media.
4. 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 aggregated. A student will be expected to gain a minimum of 40% marks in each paper (both theory and practicals).
5. To help them relate the learning of concepts with practice, students will be attached to a media organization for internship in the month of May. Each student will be expected to submit a report to the Institute on his/her internship experience. Internship is mandatory, without which the diploma will not be awarded.
6. Each student will be expected to attend a minimum of 75% of the classes including the practical sessions.
7. 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 expected to be proficient in typing, a basic skill-set that comes handy when they later take up jobs in the media sector.
8. 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. No separate credits will be awarded on the basis of these lectures.
9. Students must submit their assignments in time. Non-compliance of deadline will be treated as indiscipline.
10. Students are expected to go through the Code of Conduct for students issued by the Institute and must follow it in letter and spirit.

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 tools

Paper	Marks
1. Introduction to Communication	100
2. Introduction to Journalism, Media laws, Ethics and Regulation	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 Journalism	100
10. Advertising, PR/CC and Media Business Management	100
TOTAL	1000

Paper-1

Introduction to Communication **100 Marks (Theory 75 Practical 25)**

Course Objectives

- To introduce concepts, processes and theories of communication
- To introduce to communication and media research, its relevance, methods and application
- To develop understanding of Development Communication, its theories and practices

Part A

30 marks

Conceptualizing 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 and Role of Kinesics

Defining Mass Communication: Main characteristic, functions, role and importance in Society

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

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, 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)

Media and Women: the Feminist discourse

Normative Theories of Media

Public opinion and democracy: James Bryce and Walter Lippmann

New media Theories: Networked Societies and Digital Convergence: Manuel Castells, Christian Fuchs, Evgeny Morozov

Language and Communication

Importance of Language in Mass Communication and Society

Signs and Symbols

Use of Language in different Mass media

Difference between TV, Radio, Print and Web/Digital language

Part B

Communication and Media Research: Basic Concepts, Design & Methods

25 marks

- 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, Ratings and People's Meter, TAM, BARC, RAM, IRS
- Internet and Journalistic Research

Part C

Development Communication

20

marks

Idea of Development and its discourses

- Concept of Development: Evolution, Historical perspectives and debates
- Models of Development : Capitalist Model, Neo-liberal Model, Socialist Model, 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 and Marginal communities: Women, Dalit, Adivasis, Minorities, LGBTs

Development Communication

- 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 and SDGs

- 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.

OR

- A well-researched news documentary (audio or video) of seven to ten minutes' duration may be produced by individual student or max three students in a group. Students are encouraged to work on women-related issues for their research project or documentary film as part of their Media Research Project.

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

भारत में जनसंचार और प्रसारण मीडिया, मधुकर लेले, राधाकृष्ण प्रकाशन, नई दिल्ली, 2011

समकालीन संचार सिद्धांत, सुष्मिता बाला, डीपीएस पब्लिशिंग हाउस, नई दिल्ली, 2007

जनसंचार माध्यमों का वैचारिक परिप्रेक्ष्य, जवरीमल्ल पारख, ग्रंथ शिल्पी, नई दिल्ली, 2000

जनसंचार विश्वकोश, प्रो. रमेश जैन, नेशनल पब्लिशिंग हाउस, नई दिल्ली, 2007

संचार माध्यम व सांस्कृतिक वर्चस्व, हरवर्ड आई शिलर, ग्रंथ शिल्पी.

मीडिया, बाजार और लोकतंत्र, पंकज बिष्ट व भूपेन सिंह, शिल्पायन प्रकाशन, दिल्ली, 2012

जनमाध्यमों का मायालोक, नॉम चोम्स्की, ग्रंथ शिल्पी

जनसंचार बदलते परिप्रेक्ष्य में, बलबीर कुन्द्रा, तक्षशिला

मीडिया और जनसंवाद, वर्तिका नंदा-उदय सहाय, सामयिक प्रकाशन.

पत्रकारिता के सिद्धांत, डा. रमेश चंद्र त्रिपाठी, अशोक प्रकाशन, नई दिल्ली, 1994

जनसंचार माध्यमों का राजनीतिक चरित्र, जवरीमल्ल पारख, अनामिका पब्लिकेशन

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

अनुसंधान रिसर्च मैथडोलॉजी, डॉ. सिद्राम सलवदे, इशिका पब्लिशिंग हाउस, जयपुर
संचार और मीडिया शोध, विनीता गुप्ता, वाणी प्रकाशन, 2015

Journals and Web Sources

Asian Journal of Mass Communication
Media Asia
www.mib.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 Thusssu, 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

पत्रकारिता एवं विकास संचार, डा. अनिल कुमार उपाध्याय, भारती प्रकाशन, वाराणसी, 2007

मीडिया और सामाजिक बदलाव: तुलनात्मक परिप्रेक्ष्य में भूमंडलीकरण एवं मानवाधिकार, जोसेफ गाथिया, कॉन्सेप्ट पब्लिशिंग कंपनी, नई दिल्ली, 2009

Paper II

Introduction to Journalism, Media Laws, Ethics and Regulation

100 Marks (Theory 100)

Course Objectives

- To introduce students to the idea of Journalism, its role and functions in society and democracy

- To develop understanding of Media and its relationship with India's Constitution and Media Laws
- To apprise students on the principles of ethics, journalistic ethics, their role and importance of ethical and responsible Journalism

Part A

20 marks

Journalism: Concept, Objective and Functions

- Elements and Foundations of Journalism
- Role of Journalism in Society: Journalism and Democracy: Concept of Fourth Estate
- Functions of Journalism: Credible-Informational Journalism and Critical-Investigative-Adversarial Journalism
- Journalism and its accountability

Making Sense of News: Politics, Economics and Sociology of News

- Formulating Public Opinion and Role of Citizenship
- Journalism: Issues and Contemporary Debates
- Journalism in Changing Times: As a Mission, Profession and Business
- 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, PR Journalism, Tabloid Journalism

Journalism and Critical Thinking

- Logic, Evidence and Rationality
- Observation and Questioning
- Arguments and Analysis
- Dealing with Numerical information and Data
- Searching Truth: Role of Research

Part B

Indian Constitution & Media

40 marks

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 Judgements 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, 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)

Cyber laws

- The need for cyber laws: Regulation of Social Media and other web platforms

- Regulatory authorities and framework
- Information Technology Act
- Implementation issues

Part C

Media Ethics

40 marks

Ethics of Journalism

- Principles and Ethics: Role and Importance
- Rationale and Evolution of Journalistic Ethics
- Journalistic ethics: Concept, Importance and Debates
- Journalists' Code of Conduct: Some Model of Code of Conduct (RTDNA, SPJ, NBA etc.)
- Resolving Ethical Dilemmas: Different Methods
- Dealing sensitively with women issues and other marginalized communities

Major Debates & Court Cases

- Debate on Newsroom Diversity and Media Laws
- Recent court cases new issues
- Corrupt practices: Paid News, Media Net, Private Treaty, Advertorials
- Media Trial and Sting Operation
- Cartelisation of Media
- Commodification of Women
- Cross Media Monopoly and Cross Media Ownership

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-Regulation
- Press Ombudsman: Readers' Editor
- Media Council of India or PCI

Media Organisations

- Trade Union Rights in Media

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

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

First Draft: Witness to the Making of Modern India, B.G. Verghese, Westland Limited, 2010

When News was New, Terhi Rantanen, Wiley-Blackwell, West Sussex, 2009

The International Libel Handbook: *A Practical Guide for Journalists*, Ed. Nick Braith Waite, 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

भारत का संविधान, महावीर सिंह, ईस्टर्न बुक कंपनी, लखनऊ, 1991

पत्रकारिता के परिप्रेक्ष्य, जगदीश प्रसाद चतुर्वेदी, साहित्य संगम

पत्रकारिता की लक्ष्मण रेखा, आलोक मेहता, सामयिक प्रकाशन, नई दिल्ली, 2008

Web Sources

www.thehoot.org

www.newslaundry.com

www.medialens.org

www.counterpunch.com

www.fair.com

Paper III

Print Journalism

100 Marks (Theory 50 Practical 50)

Course Objectives

- To introduce students to Print Journalism, its evolution, growth and expansion and contemporary trends
- To cultivate news sense, reporting and editing skills
- To impart hands-on-training on writing, reporting and editing for print publications

Part A

History and Development of Print media

15 marks

Growth of newspapers in India

- Evolution of Press in India: Pre-independence period
- Growth of Newspapers in India after 1947: Main Trends
- First and Second Press Commission: Main findings
- Censorship during Emergency (1975-77): Why it matters and its lessons
- Expansion of Regional Newspapers after 1977: Main Trends
- Evolution and Growth of News Agencies
- Crisis and Future of Newspapers and magazines: Western and Indian experiences

Part B

Reporting

15 marks

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

- Styles of News writing: Inverted Pyramid style, feature style, sand clock style, Nut Graph
- 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
- 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
- Interpretative News & Descriptive News
- Investigative News stories

News gathering process

- 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 & Reporting

Part C

Editing

20 Marks

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: Broadsheet, 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

Practical assignments

30 Marks

- 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 five **20 marks**
Lab Journals each in **English and Hindi languages**.

Writing assignments on women issues will be encouraged. Students are encouraged to produce "Women's Special" lab journal.

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

समाचार और संवाददाता, जोगलेकर, वी वी प्रकाशन

समाचार अवधारणा और लेखन प्रक्रिया, सुभाष धूलिया व आनंद प्रधान, भारतीय जनसंचार संस्थान, नई दिल्ली, 2004

फीचर लेखन: स्वरूप एवं शिल्प, डा. मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003

भेंट वार्ता और प्रेस कॉन्फ्रेंस, प्रो. मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003

मीडिया लेखन के सिद्धांत, नवीन चंद्र पंत तक्षशिला प्रकाशन, नई दिल्ली, 2005
सूचना प्रौद्योगिकी और समाचार पत्र, रवींद्र शुक्ला, राधाकृष्ण प्रकाशन, नई दिल्ली, 2005
व्यावहारिक पत्रकारिता, अर्जुन शर्मा, तक्षशिला प्रकाशन, नई दिल्ली, 2004
प्रिंट मीडिया: सिद्धांत एवं व्यवहार, रूपचंद्र गौतम, श्री नटराज प्रकाशन
समाचार संकलन और लेखन, नंदकिशोर त्रिखा, हिन्दी समिति
समाचार सम्पादन, प्रेमनाथ चतुर्वेदी, एकैडमिक बुक्स
अनुवाद प्रक्रिया और स्वरूप, डा. कैलाशचंद्र भाटिया, तक्षशिला प्रकाशन

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

फोटो पत्रकारिता, नवल जायसवाल, सम्यक प्रकाशन
फोटो पत्रकारिता, मीनाक्षी पुनिया, यूनिवर्सिटी पब्लिकेशन
फोटो पत्रकारिता- एक विश्लेषणात्मक अध्ययन, अभिषेक सक्सेना, साद पब्लिकेशन
फोटो पत्रकारिता के मूलतत्त्व, शशीप्रभा शर्मा, कनिष्क पब्लिकेशर्स

Paper IV

Radio Journalism: Concept, Process and Production **100 Marks (Theory 75 Practical 25)**

Course Objectives

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

- To enable students to write and produce programmes for Radio

Part A

Radio Broadcasting

20 marks

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, Web Radio

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 software
- Management of FM Radio stations

Community Radio

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

- Challenges of Community Radio

Part B

Radio Production

25 marks

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

Broadcast News

30 marks

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

Practical Exercises:

25 marks

- 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

आकाशवाणी एवं दूरदर्शन: उद्भव तथा विकास, डा. ओम प्रकाश जमलोकी, अरावली बुक्स इंटरनेशनल, नई दिल्ली, 2002

अजूबे आकाशवाणी के, महावीर जी सिंघल, पत्रकार परिवार

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 60 Practical 40)**

Course Objectives

- To introduce students to principles of Visual Communication, Films with focus on Documentaries and Photography
- To develop understanding of Television, its Newsroom, Organisational structure and Reporting process
- To enable students to write news scripts for TV

Visual Communication

- Visual Communication: Thinking visually
- Ways of Seeing: Language and grammar of Visuals
- Images as Sign, Images and Technology,
- Principles and tools of Visual Communication
- Visual Culture and literacy and Visual Perception
- Use of visuals across media: Visual Creativity
- Visual journalism: Use of Still Camera and Video Camera
- Visual manipulation and ethics

Evolution of Documentary

Evolution of Cinema

- Cinema and Society
- Silent Era and Sound Film: Important Features
- World cinema and Documentary: 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/ new wave and its impact on Documentary making
- Popular Cinema, Multiplex Cinema

Film appreciation & criticism: Tools and Techniques, Language and Grammar of Cinema

Genres & Formats, Censorship vs Certification, Film bodies

International Film Festivals and Awards

Photography

Understanding Photography: Idea, Evolution, Role and Importance

Camera: Features, Functions, Formats and its Design

How Camera works: 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 Photos: Photo Journalism

Photo editing: principles and techniques, writing caption and cut lines

Photo essay and photo feature: Writing for photos, Use of still Photo in TV

Part B

Understanding TV

20 marks

Evolution and development of TV

- Television Broadcasting: Main Characteristics
- History of TV in India: SITE experiment, growth and expansion of Terrestrial network, introduction of Colour TV, advent of Cable and Satellite TV and DTH services
- Channel Distribution: role of MSO's, CAS, HITS, DTH, IPTV
- TV on Mobile 3G & Notebook, Prospects of 4G

Contemporary trends

- 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 and challenges
- Economics of TV broadcasting: Ownership Patterns, Business Model and its impact on content
- National and International TV news agencies

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

Part C

TV Reporting

20 marks

TV Reporters Tools and Techniques

- Locating TV stories: Sources of news, Ideation
- Developing TV stories: Process and Planning
- 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 D

TV news (Practical)

40 marks

- Various types of Photography
- 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
- Film Review

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

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

Film and Documentary

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 Nelmes, 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

टेलीविजन, संस्कृति और राजनीति, जगदीश्वर चतुर्वेदी, अनामिका पब्लिशर्स, नई दिल्ली, 2004
सिनेमा और संस्कृति, राही मासूम रजा, वाणी प्रकाशन, नई दिल्ली, 2003
हिंदी सिनेमा का सुनहरा सफर, बट्टी प्रसाद जोशी, सिनेवाणी प्रकाशन, बम्बई, 1998
फिल्म पत्रकारिता, विनोद तिवारी, वाणी प्रकाशन, नई दिल्ली, 2007
हॉलीवुड बॉलीवुड, अनवर जमाल व सैबल चटर्जी, वाणी प्रकाशन, नई दिल्ली, 2006
हिंदी सिनेमा का समाजशास्त्र, जवरीमल्ल पारख, ग्रंथ.
फिल्में कैसे बनती हैं, ख्वाजा अहमद अब्बास, नैशनल बुक ट्रस्ट
हिंदी सिनेमा का इतिहास, मनमोहन चड्ढा, सचिन प्रकाशन
फिल्म और फिल्मकार, डॉ. सी भास्कर राव, कनिष्क पब्लिशर्स

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

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 VI

Television Production and Management **100 Marks (Theory 50 Practical 50)**

Course Objectives

- To introduce to TV production processes and techniques
- To impart hands-on-training on TV production
- To enable students to produce TV news and programmes etc

Part A

The process of TV production

30 marks

Basics of TV 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
- Use of Live View

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

Production of TV news program

10 marks

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 C

TV News flow management

10 marks

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)

Part D

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
- Documentary production (Group exercise: 10 minutes duration)

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

भारतीय इलेक्ट्रॉनिक मीडिया, देवव्रत सिंह, प्रभात प्रकाशन दिल्ली, 2005

टेलीविज़न की भाषा, हरीशचंद्र बर्णवाल, राधाकृष्ण प्रकाशन, दिल्ली, 2014

टीवी एंकरिंग-चैनलों के चेहरे, श्याम कश्यप, मुकेश कुमार, राजकमल प्रकाशन, दिल्ली, 2015

आधुनिक मीडिया प्रबंधन, डा. भगवान देव पांडेय व मिथिलेश कुमार पांडेय, तक्षशिला प्रकाशन नई दिल्ली, 2009

Web Sources

www.cableandsatellite.com

www.adi-media.com

www.cable-quest.in

Paper VII

Television News Reporting and Bulletin Production **100 Marks (Theory 25 Practical 75)**

Course Objectives

- To acquaint students with different Reporting Beat
- To prepare students to develop specialisation in niche areas of reporting
- To enable students to write and produce stories on specialised areas of reporting

Part A

Field work and News Beats

25 marks

City/Civic Reporting

- Knowing the City: Evolution, Culture, Demographics, Socio-economic Growth and key issues
- City Governance, key Institutions and Functionaries
- Defining the Civic Issues: Water, Electricity, Education, Health, Transport, Waste Management, Environment, Public Places, Policing and Crime Control, Emergency Services
- Tools and Techniques of City/Civic Reporting
- Reporting Events and Routine stories, Crisis and Emergencies, Civic Issues
- Covering Gender Issues

Political Reporting

- Reporting Politics: Understanding its nuances

- Political parties' beat: Mastering Party system, Developing Sources
 - Interviewing Political leaders (Off the Record and On the Record), Art of Questioning, Reading Between the lines, Context and Background
- Parliament coverage: Understanding Parliamentary system, Parliamentary Procedures, Do's and Don'ts of Parliamentary Reporting
- Election reporting: Understanding Electoral system, Role and functions of Election Commission, Historical Context, Election Data, Dynamics of 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
- Share Market, Commodities Market, Bullion Market and Money Market
- 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 sportspersons
- 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

Reporting Rural Affairs and Agriculture

- Rural and Agricultural scene in India
- Issues of rural development and Agricultural crisis

- Changing patterns of Indian Agriculture, Farmers distress and questions of livelihood
- Methods and tools of Rural and Agriculture Reporting
- Writing and presenting Rural and Agriculture Stories

Conflict Reporting

- Defining 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

- Evolution of Environmental Journalism
- Covering Environmental Emergencies, Reporting Nuclear & other Disasters
- Case Studies: Bhopal Gas Tragedy, Tsunami, Gujarat Earthquake, Uttarakhand/Kashmir Floods in India
- Leading Environment Journals 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

Public Health Reporting

- Understanding role of Public Health in National Development
- Nature of Health Care Services; Health Care and Community Participation,
- Rural Health Care: Delivery systems and Regional Imbalances: Role of NGOs and Private Organizations: Culture and Indigenous systems of Medicine
- Nature of demands for health Services: Determinants of the Quality of health Care
- Consumer Protection Act and Rights of the Patients
- Health Sector Challenges, Urban Health Concerns
- Sources of Health News, Dealing with Research reports, Academic Research on Health and different stakeholder

- Reporting Health Stories: Do's and Don'ts

Crime Reporting

- Crime Reporting: Features, its objective and importance
- 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, follow up.
- Role of a Crime Journalist: Do's and Don'ts for a crime reporter

TV Reporting assignments (Practical)

25 Marks

- Covering city/civic issues
- 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

Building the Bulletin

Practical 25 marks

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 Marks

Practical 25

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

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

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

ब्रेकिंग न्यूज़, पुण्य प्रसून बाजपेई, वाणी प्रकाशन 2007

टेलीविज़न, संस्कृति और राजनीति, जगदीश्वर चतुर्वेदी, अनामिका पब्लिशर्स, नई दिल्ली, 2004

स्मार्ट रिपोर्टर, ब्रजमोहन, शैलेश, वाणी प्रकाशन, दिल्ली 2012

चुनाव, राजनीति और रिपोर्टिंग, ब्रजेश राजपूत, शिवना प्रकाशन, सिहोर, 2013

टेलीविज़न और क्राइम रिपोर्टिंग, वर्तिका नंदा, राजकमल प्रकाशन, दिल्ली 2010

साक्षात्कार, मनोज कुमार, मध्य प्रदेश हिंदी अकादमी प्रकाशन, 1995

विदेश रिपोर्टिंग-सिद्धान्त और व्यवहार, रामशरण जोशी, राधाकृष्ण प्रकाशन, 2005

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 (*Practical 100*)**

Course Objectives

- To impart hands-on-training on 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

Part A **marks**

50

Art and Craft of Radio News Reporting

- 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

- 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 marks

50

Compiling and Editing

- 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

- 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'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
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
आकाशवाणी एवं दूरदर्शन: उदभव तथा विकास, डा. ओम प्रकाश जमलोकी, अरावली बुक्स इंटरनेशनल, नई दिल्ली, 2002
प्रसार भारती 2007, ऑल इंडिया रेडियो, पब्लिकेशन डिवीजन, दिल्ली
गोल, 1983, ये आकाशवाणी है, भारत में रेडियो प्रसारण का इतिहास, पब्लिकेशन डिवीजन, दिल्ली
भारत में प्रसारण, पीसी चैटर्जी, सेज प्रकाशन, दिल्ली, 1987
कम्युनिटी रेडियो, मनोज कुमार, आलेख प्रकाशन, दिल्ली, 2015

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 40 Practical 60)

Course Objectives

- To introduce and develop understanding of New Media, its evolution, theoretical underpinnings and growth and expansion
- 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

Part A

10 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

10 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

10 Marks

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 crowd sourcing, WhatsApp, Snapchat, Skype
- 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

10 Marks

Writing for New Media

Writing for a Whole range of Media

- (Hyper) Text

- Audio
- Video
- Still images
- Animation: Making short animated presentation using digital tools like powtoon, moovly , easysketch pro etc
- Flash interactivity: Creating Animations using flash
- 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
- Creative Presentations

Practical

Marks 60

1. Writing Blogs
2. Designing Webpage (Group Exercise)
3. Creation and maintaining a YouTube channel
4. Creation and maintenance of Facebook page, Twitter handle, Instagram
5. 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

न्यू मीडिया-इंटरनेट की भाषायी चुनौतियां और संभावनाएं, आर.अनुराधा, राधाकृष्ण प्रकाशन, दिल्ली 2012

नए जनसंचार माध्यम और हिंदी, सुधीश पचौरी, अचला शर्मा, राजकमल प्रकाशन, दिल्ली 2008

वेब पत्रकारिता, श्याम माथुर, राजस्थान हिंदी ग्रंथ प्रकाशन, जयपुर, 2012

वेब पत्रकारिता-नया मीडिया, नया रूझान, शालिनी जोशी, शिवप्रसाद जोशी, राधाकृष्ण प्रकाशन 2012

कम्युनिकेशन टेक्नालॉजी, मीडिया पॉलिसी और नेशनल डिवलपमेंट, वीएस गुप्ता, कॉन्सेप्ट पब्लिकेशन, दिल्ली, 1999

Web Sources

www.trai.gov.in

www.siliconindia.com

www.iamai.in

www.contentsutra.com

www.isoc.org

Paper X

Advertising, PR/CC & Media Business Management **100 Marks (Theory- 75, Practical- 25)**

Course Objectives

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

Part A

25 Marks

Public Relations and Corporate Communication

- History, Concepts, Definitions, Role and Changing Trends in PR and CC.
- PR and Media – A Symbiotic 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
- Laws and Ethical Issues in PR
- Professional bodies in PR: PRSI, PRPA, professional codes of ethics.

Part B

25 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 – AAI, ASCI, code of ethics etc.
- Laws and Ethical Issues in Advertising

Part C

25 marks

Media Business Management & 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 Eyeballs)
- **Government Information System** : Overview, Functioning, Scope and Significance at the centre 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 ad deconstruction and Case Studies
- RTI Act –Scope and significance
- Elections and the growing role of PR
- Introduction to Media Management and Media Economics

Part D

25 Marks

Creativity, Campaign Planning and Production (Practical)

- Understanding Creativity in Advertising/Communication: Creative Brief, Ideation and Brainstorming
- Case studies
- Campaign Planning & Production

Practicals (25 marks)

- Crisis Communication simulation on a current issue -10 marks
- Production of theme based Campaigns (Group exercise) -15 marks

Suggested Reading

Advertising Management, Jaishri Jethwaney and Shruti Jain, Oxford University Press, New Delhi, 2012

Brand Sense, Martin Lindstrom , Kogen Page Publication

Corporate Communication Principles and Practice, Jaishri Jethwaney, New Delhi, Oxford University Press 2010.

Corporate Communications: A 21st Century Primer, Joseph Fernandez, Response Books, New Delhi, 2004

Communication in Organisations, Dalmar Fisher, Jaico Publishing House, Mumbai, 1999

Creative Strategy in Advertising, Bonnie L Drewniansy, Wordsworth Cengage,

Creative Strategy in Advertising, Drewniansy L Bonnie, Wordsworth Cenagage, USA, 2011

Effective Public Relations, Scott Cutlip et al, London 1995.

Making of Advertising, Ghoshal Subhash, Mc Millan, 2002

Ogilvy on Advertising, Ogilvy David, Prion Books, London 1997

Ogilvy on Advertising, David Ogilvy, Prion Books, London,1997

Public Relations Management, Jaishri Jethwaney and N N Sarkar, Sterling, New-Delhi, 2015

Public Relations Strategy, Oliver Sandra, Kogan Page, 2008

Social Sector Communication in India - Concepts, Practices and Case Studies, Jaishri Jethwaney, Sage, New Delhi, 2016.

Social Media Marketing, Paul Martin, Global Vision Publishing New Delhi 2011.

Uncommon sense of Advertising: Getting the Facts Right, Tiwari Sanjay, Response 20003

What is Big Idea, George Lois, Plume, 1993

डिजिटल युग में मासकल्चर और विज्ञापन, जगदीश्वर चतुर्वेदी व सुधा सिंह, अनामिका पब्लिशर्स नई दिल्ली, 2010

सूचना प्रौद्योगिकी और समाचार पत्र, रवीन्द्र शुक्ला, राधाकृष्ण प्रकाशन, दिल्ली 2008

एडवर्टाइजिंग मैनेजमेंट, सीएल त्यागी, अरुण कुमार, अटलांटिक प्रकाशन, दिल्ली, 2004

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.agencyfacts.com

www.adage.com

www.indiaprwire.com

www.prcai.org

www.gfpr.org

www.tamindia.com

www.adexindia.com

www.corporatewatch.org

www.ascionline.com