

Department of Communication
MA Journalism and Mass Communication (NEP)
Semester III (August, 2023)

Course Title	Introduction to Television Production (Domain Specific)
Course Code	JMC201
Semester	III (August 2023)
No. of Credits	05
Name of Faculty Member (s)	Dr. Srinivas Lankala
Course Description: 150/200 words	<p>The course introduces the fundamental concepts and skills required to produce programmes for television. It is structured around the production of short single-camera narrative films and a live studio-based multi-camera production exercise.</p> <p>The course consists of weekly lectures that introduce specific concepts, skills, principles and equipment use. They cover scriptwriting, sound recording, lighting design, visual composition and the principles of editing. These lectures are followed by an intensive 3-hour production session that includes single-camera production and editing exercises in the first half of the course, and studio-based, multiple-camera, live production in the latter half.</p> <p>The final project for the course is the production of a narrative drama in consultation with the instructor. This exercise involves scripting, field and studio-based single-camera production and post-production using non-linear editing software.</p>
Course Outcome	<ol style="list-style-type: none"> 1. Learn the fundamental concepts and basic skills of television programme production. 2. Demonstrate the knowledge and use of filmmaking principles and conventions. 3. Understand the creative use of technical elements such as light, sound and optics. 4. Demonstrate the knowledge of scriptwriting formats in television and film.
Evaluation Scheme	<p>This is a practicum-based course. Evaluation is based on:</p> <p>Single-camera production of short narrative films: 30 marks</p> <p>Live multiple-camera studio production: 20 marks</p> <p>Final narrative drama film project: 50 marks</p>

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Semester III (August, 2023)

Course Title	Editing and Print Production (Domain Specific)
Course Code	JMC202
Semester	III (August 2023)
No. of Credits	05
Name of Faculty Member (s)	Prof. G. Nagamallika & Dr. Suchitra Patnaik
Course Description: 150/200 words	<p>This course intends to train the learner in imparting journalistic editing skills for print media with special focus on newspapers and magazines. The course is designed in such a way that the training in soft skills in editing is placed within the broad framework of the conceptual domain of journalism both as a modern institution and profession. The norms that define journalism tend to be that of modernity and the “skills” can be located within the problematics of this field.</p> <p>A brief and introductory theoretical take on ‘editing’ within the institutional practices of journalism, a full-fledged skill-oriented training in editing various kind of news stories; special focus on feature writing; hands-on-training on lay-out and designing softwares such as QuarkXpress and Photoshop will be some of the main features of the course.</p>
Course Outcome	<ol style="list-style-type: none"> 1. To impart skills in writing news and features that is locally, regionally and nationally relevant. 2. To gain hands-on-training in editing news stories and newspaper layout. 3. To learn basic principles of designing. 4. To train in different aspects of newspaper production technologies.
Evaluation Scheme	<p>The course is structured around two-hour long TWO weekly interactive sessions. Internal assessment will comprise of classroom tests, assignments, presentations, term papers and other group activities. Students have to bring out lab journal.</p> <p>The broad evaluation scheme is as follows;</p> <p>Attendance and Participation: 10%</p> <p>Class room Presentations: 10%</p> <p>Written Assignments : 10%</p> <p>Class Project : 10%</p> <p>Term End Examination: 60%.</p>

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Course Title	Media Research (Domain Specific)
Course Code	JMC301
Semester	III (August 2023)
No. of Credits	05
Name of Faculty Member (s)	Dr. P.Srinivas
Course Description: 150/200 words	<p>This course provides the necessary skills in research methodology to write a dissertation which forms part of a core paper in the final semester of MCJ. This course also provides core competence in media and social science research methodology, essential for those who are interested in further academic research in the discipline.</p> <p>The first part of the course covers basic concepts of the scientific method and its history and context. It introduces different kinds of research in the broader social sciences and humanities and the different methodologies employed, before providing an overview of the various streams of research in the field/discipline of communication. Students will be required to familiarize themselves with the significant milestones in different areas of communication inquiry as well as important ongoing and contemporary developments in the field.</p> <p>The latter half of the course introduces the craft of research and writing: the steps in the research process, the role of methodology and the components of different qualitative and quantitative methods in communication research. By the end of the course students should be familiar with basic statistical and quantitative techniques and tools, as well as qualitative methods such as interviews, ethnography and textual analysis.</p>
Course Outcome	<ol style="list-style-type: none"> 1. Acquire the basic conceptual skills of academic research 2. Understand the relationship of communication theories to real research problems 3. Develop an understanding of the diverse streams of research in media studies, and their relationship to other disciplines in the humanities and social sciences. 4. Demonstrate the application of various qualitative and quantitative research methods and the use of basic statistical techniques and tools
Evaluation Scheme	<p>Evaluation includes internal assessment for 40% and a final assignment for 60% of the grade.</p> <p>Internal assessment includes:</p> <ol style="list-style-type: none"> 1. In-class presentation and critique of an assigned research paper: 10% 2. One internal written exam: 20% 3. Class participation and attendance: 10% <p>The final assignment will be in the form of a comprehensive research proposal for a dissertation project, incorporating a research statement, literature review, methodology and annotated bibliography. This will be written in individual consultation with the course instructor over the duration of the semester: 60%</p>

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Semester III (August, 2023)

Course Title	Introduction to Semiotics (Inter Disciplinary)
Course Code	JMC413
Semester	III (August 2023)
No. of Credits	05
Name of Faculty Member (s)	Dr. Srinivas Lankala
Course Description: 150/200 words	Semiotics refers to the systematic study of signs and signification. This course is designed to introduce the basic concepts of semiotics as a field, theory and method. We will discuss the historical and philosophical origins of semiotics, its relationship to structuralism and post-structuralist thought and its applications in the fields of media studies and visual culture. While the origins of semiotics lie in the thought of ancient Greek philosophers such as Aristotle and the Stoics, the course will focus on the theories of the sign inaugurated by the work of the linguist and founder of modern Semiotics, Ferdinand de Saussure. We will discuss the interrelated emergence of structuralism, and its influence on Marxism and post-Marxist thought, psychoanalysis, hermeneutics, visual culture and contemporary social theory. Readings for the course will engage with the application of semiotic analyses in the field of ideology, politics, history, and literary and cultural discourses. A substantial part of the course will investigate the field of media semiotics and the application of semiotic methods to the analysis of mass media.
Course Outcome	<ol style="list-style-type: none"> 1. Develop a critical understanding of semiotics as a field of knowledge as well as a method of media analysis 2. Understand the interdisciplinary origins of semiotics in linguistics, literary theory, philosophy and media studies 3. Demonstrate the application of the semiotic method as a tool for analysing contemporary mass media and visual cultural texts 4. Demonstrate the application of semiotics as a means of critical analysis of current discourses in popular culture, politics and society.
Evaluation Scheme	<p>Evaluation includes internal assessment for 40% and a final assignment for 60% of the grade.</p> <p>Internal assessment includes the following assignments in order of submission:</p> <ol style="list-style-type: none"> 1. In-class presentation and critique of an assigned original reading: 10% 2. Short research paper on an applied topic: 20% 3. Class presentation of final research topic: 10% <p>The final assignment will be in the form of a research paper on a topic to be decided in consultation with the Course Instructor: 60%</p>

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Course Title	International Communication (Inter Disciplinary)
Course Code	JMC408
Semester	III (August 2023)
No. of Credits	05
Name of Faculty Member (s)	Dr. A.Nagraj
Course Description: 150/200 words	The course will provide an insight into theories and issues concerning global communication. It discusses about imbalances and hegemony in the process of transnational communication. The course also will provide a broad understanding of media in different parts of the world.
Course Outcome	<ol style="list-style-type: none"> 1. To understand the basic theories of international communication and its approaches in the context of globalization. 2. To understand the overall communication process and role of media in regional, national and international communication and its impact. 3. Critical understanding of international dimensions of Communication in the context of Globalization, Ideological promotion, international relations and propaganda, emergence of third world political communication, and organizational structure and functions. 4. Understanding the fundamental and complex relationship of Political, Economic and Cultural dimensions of International Communication and impact of ICT on news flow, international telecommunication and regulatory organizations.
Evaluation Scheme	Term End Examination – 60%; Internal Marks – 40%