

DEPARTMENT OF COMMUNICATION
M.A. Journalism and Mass Communication (NEP)
SEMESTER I (September - 2023)

Learning Outcome Based Course Descriptions

M.A. JMC (NEP) Semester I (September 2023)

Programme outcomes:

1. To demonstrate a systematic understanding of the major communication and media theories and their applications in the field of journalism and mass communication.
2. To understand the linkages between media and society, and their effects on culture, technology and the public sphere.
3. To demonstrate and develop an interdisciplinary understanding of communication and its relations to other academic and professional disciplines.
4. To use research methods to identify problems and issues in media and society and provide solutions, by framing questions, using appropriate theories and methods, and collecting and analysing data.
5. To create and communicate knowledge in the fields of print, broadcast and new media by independently producing original print and audio-visual material which will also enable hands-on working experience using state-of-the-art industry standards and practices.
6. To learn advertising and public relations basics with both theoretical and practical outcomes
7. To script and produce fiction and non-fiction films, research papers and a dissertation, and to write, edit, design and produce a lab journal for print and online circulation, to demonstrate subject related and transferable skills, and build a creative portfolio which can enable employment in media industries
8. To create new knowledge in the field of Communication and Journalism that reflects current technological contexts and is relevant to the needs of society, and to communicate such knowledge to the public sphere.
9. To fulfill the professional and personal goals of students in terms of creative output, career preparation and life skills.
10. To apply knowledge of communication practices in emerging contexts in the corporate, social and other professional sectors.

Course Descriptions

Course Title	Theories of Communication (Domain Specific)
Course Code	JMC101
Semester	I (September 2023)
No. of Credits	05
Name of Faculty Member (s)	Dr.K.Rajaram
Course Description: 150/200 words	<p>It is expected that students will acquire the following skills:</p> <ul style="list-style-type: none"> • Working knowledge of theories of communication and media, including new media • Understanding of how to apply theory to empirical research process • Understanding of the historical development of the field of mass communication and its theoretical foundations • Critical ability to evaluate theories as applied to practical communication problems • Demonstrate enhanced media literacy skills
Course Outcome	<ol style="list-style-type: none"> 1. To provide important analytical and conceptual tools in the field of communication and media for researchers, activists and practitioners exploring multiple social contexts 2. To take a critical approach in analyzing various theoretical/analytical frameworks in classical and contemporary theories of communications and media studies, covering selectively, the key thinkers, concepts and paradigms as well as major areas of research in communications and media studies. 3. To have continuous discussions on the role of theory in communication research as the dynamic nature of the field of study necessitates meaningful conversations on how communications and media theories historically emerge and help explain concomitant communication practices. 4. To study the drastic theoretical and methodological transformation the field of communication and media studies has undergone with the advent of new media technologies.
Evaluation Scheme	<p>The module is organized around weekly lectures by the instructor and class presentations by the students, followed by submissions of short notes of the presentations. Attendance, as per statute, is compulsory and students are expected to actively participate in all academic activities related to the course. The Evaluation schema will be as follows:</p> <p>Attendance/Class presentations: 10% (power point presentations of 10 to 12 minutes duration, a total of 3 (three) presentations by each student)</p> <p>Submission of notes: 20% (a short note based on each class presentation, of 750 to 1000-word length)</p> <p>Mid Term Assignment: 20 % (a short essay of 1500 words, on a topic that will be assigned to students in the class)</p> <p>Final Essay: 60 % (a project /report/essay of 3000 words, on a topic that the students will choose in consultation with the instructor)</p>

Course Title	News Reporting (Domain Specific)
Course Code	JMC102
Semester	I (September 2023)
No. of Credits	05
Name of Faculty Member (s)	Dr. Suchitra Patnaik
Course Description: 150/200 words	The course trains students to acquire a hands-on experience in the field of reporting, a crucial aspect of print journalism. With the increase in the relevance of newspapers both print and online, it is indeed a very necessary basic skill that is expected of future journalists. Sending students to collect local stories and understand the nuances of report writing is an integral part of this course.
Course Outcome	<ol style="list-style-type: none"> 1. To learn basic principles of journalism 2. To understand journalistic practices in newsrooms 3. To train in various aspects of news reporting like data collection and interviews 4. To learn how to write news in different journalistic formats
Evaluation Scheme	Term End Examination – 40%; Internal Marks – 60%

Course Title	Introduction to Media Studies (Inter Disciplinary)
Course Code	JMC110
Semester	I (September 2023)
No. of Credits	05
Name of Faculty Member (s)	Dr. Srinivas Lankala
Course Description: 150/200 words	The course provides an introductory overview of the interdisciplinary field of Media Studies. It is structured as a survey course as well as a reading seminar that explores different forms of media analysis from the multiple perspectives of Communication and Journalism, Cultural Studies, Critical Theory, Technology Studies and the broader social sciences. It is intended to provide common ground for students from diverse disciplinary backgrounds and enable them to develop a holistic approach towards the study of media structures, texts, effects, industries and practices. The course will also introduce several sub-fields in the study of media which students may encounter in more depth in subsequent semesters.
Course Outcome	<ul style="list-style-type: none"> • Explain the theoretical concepts of media, communication, culture and critique • Describe the historical evolution of different media and evaluate their future trajectories • Understand multiple disciplinary and theoretical approaches to studying media • Analyse the role and effect of the media in contemporary social and political contexts.
Evaluation Scheme	<p><i>Internal Evaluation:</i></p> <ul style="list-style-type: none"> • Presentation of an assigned reading, accompanied by a short response paper: 10% • Mid-semester examination (best of 2 exams): 20% • Class participation and attendance: 10% <p><i>Final Evaluation:</i></p> <ul style="list-style-type: none"> • End-semester written examination: 60%

Course Title	Scripting for Television (Inter Disciplinary)
Course Code	JMC108
Semester	I (September 2023)
No. of Credits	05
Name of Faculty Member (s)	Prof. Sujatha Mukiri
Course Description: 150/200 words	<p>The course is a basic introduction to the craft of developing and writing scripts for television. The initial half of the course covers fundamental concepts of video such as shots, sequences, movements, lighting and sound. It then introduces narrative techniques such as plot, character, structure, theme and voice. By the end of the course, the student will be familiar with the skills to conceptualise, develop and produce shooting scripts, storyboards and screenplays for different genres of fiction and non-fiction television programmes, such as television drama, interviews / talk-shows and documentary films.</p> <p>The course involves lectures, screenings and in-class writing and video exercises. Many of the exercises will be group-based, and attendance and participation is mandatory. The exercises will include peer-review and feedback on individual scripts and screenplays.</p>
Course Outcome	<ol style="list-style-type: none"> 1. Understand the television production process and the role of writing 2. Demonstrate the skills to conceptualise and develop screenplays for different genres of television, such as drama, non-fiction programming, and documentary films 3. Demonstrate different ways to create and communicate social messages through scripts for public service announcements and advertisements 4. Produce a set of short scripts in different genres and formats to build students' own creative portfolios, and prepare for careers
Evaluation Scheme	<p>This is a practicum-based course. Evaluation is based on:</p> <ol style="list-style-type: none"> 1. Five internal in-class exercises for 10 marks each: 50% 2. Final Script assignment for 50 marks: 50% <p>Internal assessment will include five short in-class scripting and video exercises (50%) and a final assignment will be in the form of an individual television script project based on the student's interest (50%)</p>