

THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY

Department of Communication

M.A. Journalism and Mass Communication

Courses on offer: January – April 2020 (Semesters II & IV)

Semester II

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*Core Courses**

- JMC 201 Introduction to Television Production (*Dr. Srinivas Lankala*)
- JMC 202 Editing and Print Production (*Prof. Nagamallika G. & Dr. Suchitra Patnaik*)
- JMC 206 Culture and Communication (*Prof. T.T. Sreekumar*)

Elective Courses

- JMC 204 Development Communication (*Dr. Panthukala Srinivas*)
 - JMC 413 Introduction to Semiotics (*Dr. Srinivas Lankala*)
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Semester IV

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*Core Courses**

- JMC 401 Dissertation[#] (*All faculty members*)
- JMC 402 Media Policy, Laws and Ethics (*Dr. Suchitra Patnaik & Prof. Nagamallika G.*)
- JMC 405 Documentary Production[#] (*Drs. Nagraj A. & Srinivas Lankala*)

Elective courses

- JMC 404 Corporate Communication (*Prof. Sujatha Mukiri*)
- JMC 408 International Communication (*Dr. Nagraj A.*)
- JMC 413 Introduction to Semiotics (*Dr. Srinivas Lankala*)

** Compulsory for M.A. JMC students*

Open to M.A. JMC students only

SEMESTER II Course Descriptions

Course Title	Introduction to Television Production
Course Code	JMC 201
Semester	II
No. of Credits	5
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 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. Each weekly production session will be based on the concepts covered in that week's lecture. 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> <p>Television and video production is never an individual enterprise: it depends on perfect coordination among a large number of people with very different roles. For this reason, this course involves teamwork and group-based activity at every stage. Each student's work and progress depends on the cooperation and participation of all other students in the class.</p>
Evaluation:	<p>This is a practicum-based course. Evaluation is based on:</p> <ol style="list-style-type: none">1. Single-camera production of short narrative films: 30 marks2. Live multiple-camera studio production: 20 marks3. Final narrative drama film project: 50 marks

Course Title	Editing and Print Production
Course code	JMC 202
Semester	II
No of credits	5
Name of faculty members	Prof. Nagamallika Gudipaty Dr. Suchitra Patnaik
Course descriptions (outlines)	<p>Objectives This course focuses on journalistic editing skills for print media with special focus on newspapers and magazine journalism. The course includes hands-on training in newspaper production.</p> <p>Unit 1 Editing, Principles of Editing, need for editing, Editorial Desk, functions of editorial desk, editing symbols- Editing skills – News assessment, understanding news value, language skills, The Role of the Editor- The News Flow Management- News Judgment - Editing news and feature, Editing Photographs</p> <p>Unit 2 Editing process and tools: Symbols, handling various types of copy; Rewriting, integrating, updating, and referencing, proof reading.</p> <p>Unit 3 Principles of Design, Typography, copy for printing, digital prepress, Printing Process, Newspaper page makeup</p> <p>Unit 4 Basic principles of lay-out and design; Learning layout software Quark Xpress; Bring out lab journal</p>
Evaluation	Internal assessment: 50% End Semester assessment : 50%

Course Title	Culture and Communication
Course Code	JMC 206
Semester	II
No. of Credits	5
Name of Faculty Member(s)	Prof. T.T. Sreekumar
Course Description: 150/200 words	<p>This course intends to introduce the learner to the broader cultural aspects of communication from an interdisciplinary praxis. The mode of approach will be to focus on the interlocking epistemic spheres of social sciences and humanities and thereby exploring the wider cultural domain of communications. The conceptual domains of Mass Culture, popular culture etc. will be discussed thoroughly as part of the course. The cultural context of technology and communication media will be discussed by locating it within the historical context of India. The questions of culture, identity, and nation will comprise some of the notional terrains through which the course will engage with the idea of communications. The class room interactions and lectures will be supplemented by student presentations and film screening.</p> <p><i>Course Modules:</i></p> <ul style="list-style-type: none"> • Communication, Technology and Society • Popular Culture, Ideology • Print Culture and Public Sphere <p>Visual Cultures</p>
Evaluation:	Internal: 40% Final: 60%

Course Title	Development Communication
Course Code	JMC 204
Semester	II
No. of Credits	05
Name of Faculty Member(s)	Dr. Panthukala Srinivas
Course Description: 150/200 words	<p>Communication plays a central role in social development. It is recognised as one of the crucial functions of any system or organisation. Students of development need to better appreciate the importance of this so-called thread that weaves the social fabric together. A better understanding of communication leads to more meaningful applications of its methods in development work. Hence, a course that enumerates and discusses concepts, theories, principles, and methods central to development is deemed necessary in any communication curriculum, particularly in the developing world.</p> <p>The Course:</p> <p>Communication for Development familiarizes them the students to the basic concepts of mass communications, theories, and models governing various perspectives. It introduces students to the fundamental concepts in the theory and practice of development communication. It also aims to provide the conceptual framework necessary for a proper understanding of the creative, theoretical, practical and technical competencies essential to the study of development communication. Course content includes definition of communication; introduction to the communication; analysis of basic components of development communication; models of the processes of mass communication; basic theories and an introduction to the practice of development communication</p>
Evaluation Scheme	<p>Internal – 40%: 1st Internal Development Diary, II nd Internal Written Test</p> <p>External – 60%: End Semester Exam</p>

Course Title	Introduction to Semiotics
Course Code	JMC 413
Semester	II & IV
No. of Credits	5
Name of Faculty Member(s)	Dr. Srinivas Lankala
Course Description: 150/200 words	<p>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, cultural and media studies 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 relationship of semiotics with the larger discipline of communication, and the application of semiotic methods in the study of contemporary cultural texts and discourses.</p>
Evaluation:	<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 Tutor: 60%</p>

SEMESTER IV Course Descriptions

Course Title	Dissertation
Course Code	JMC 401
Semester	IV
No. of Credits	5
Name of Faculty Member(s)	All faculty members of the Department of Communication
Course Description: 150/200 words	<p>This is a core course for the students of MA JMC who will have the option of choosing to do either the Documentary Production project or writing a Dissertation. The M.A. Dissertation is the practical counterpart of the JMC 301 Media Research course taught in Semester III, where the process of writing a dissertation research proposal was discussed. The students are expected to continue the preliminary proposals that emerged out of their work in the Media Research course and complete their research fieldwork and writing by the end of the semester. The students who register for this course are allotted a supervisor from the department faculty who would interact with them regularly. The details of the dissertation would be discussed in the classroom after registration. The dissertation should follow the Department of Communication's 'Guidelines for Dissertations' that will be provided to all dissertators. The supervisor will set mutually agreed deadlines for different stages of the dissertation and all dissertators are expected to participate in regular presentations of their ongoing progress at regular intervals throughout the semester.</p>
Evaluation:	Continuous evaluation will be based on weekly updates and presentations with 40% weightage while 60% would be for the completed dissertation.

Course Title	Media Policy, Laws and Ethics
Course Code	JMC 402
Semester	IV
No. of Credits	5
Name of Faculty Member(s)	Dr. Suchitra Patnaik Prof. Nagamallika Gudipaty
Course Description: 150/200 words	<p>One of the primary objectives of the course is to sensitize budding young professionals about the intricacies of media policy and regulation in the country and orient them with several ethical issues relating to journalism and media management. It also aims to explore the current developments in media policy and debate about the various contentious issues relating to media legislation.</p> <p>Part 1: Media policy Introduction to policy making for media sector. Role of media in society. Freedom of media in democracies. Rationale for media regulation. Political philosophies of media freedom and media regulation. Article 19 (a) ; Policies impacting print media and advertising industry; Digitization issues in radio and television broadcasting.</p> <p>Part 2: Media laws and regulation Defamation Laws, Contempt of court and legislature, Official secrets act; Copyright and Plagiarism Laws, Right to Information act; Impact of global trends and global regulatory environment. Regulation of digital and mobile platforms.</p> <p>Part 3: Media Ethics Concepts of truth fairness and objectivity, The press council of India- guidelines; Journalistic liberty and safety of journalists; The phenomenon of paid news and advertorials; Corporatization and private treaties; The right to privacy and investigative journalism.</p>
Evaluation:	Internal assessment : 40% End semester assessment : 60%

Course Title	Documentary Production
Course Code	JMC 405
Semester	IV
No. of Credits	5
Name of Faculty Member(s)	Dr. Nagraj A. Dr. Srinivas Lankala
Course Description: 150/200 words	<p>This is a project-based course that is a core requirement for students in the final semester of the M.A. JMC programme, as an alternative to the JMC 401 Dissertation project.</p> <p>Documentary film, which is defined as the ‘creative treatment of actuality’ has a rich diversity of modes and forms of expression. The course is intended to facilitate the production of a creative audio-visual text that is based in actuality and follows any of the defined modes of documentary cinema, such as the observational, the performative or the expository. It can incorporate a personal, reflexive narrative or a conventional informational voice-over. The project is intended to be a group-based exercise. Groups will be allocated a faculty supervisor who will set regular class meeting times, deadlines for different stages of production such as research, scripting, location-based shooting and post-production. Necessary equipment will be issued at each stage to the group with the permission of their supervisor. The groups are expected to strictly follow all handling instructions and deadlines for equipment return. Groups will also be allotted post-production time slots in the Department’s facilities and are required to submit a final cut of their respective films to be screened for evaluation at the end of the semester.</p>
Evaluation:	<p>Each group’s film will be evaluated as a collective project, and all members will be assigned the collective grade of the group.</p> <p>Continuous internal evaluation will be based on regular submission of required materials at appropriate deadlines set by the supervisor. The materials may include scripts, plans, reports, rushes and rough cuts: 50% of the grade The final cut of the film will be screened for evaluation of the final grade: 50%.</p>

Course Title	Corporate Communication
Course Code	JMC 404
Semester	IV
No. of Credits	5
Name of Faculty Member(s)	Prof. Sujatha Mukiri
Course Description: 150/200 words	<p>The term "corporate communication" refers to the totality of a corporation's efforts to lead, motivate, persuade, and inform its various publics, which include consumers, investors, employees, and the media.</p> <p><i>Objectives:</i> After completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the basic principles and theories associate with corporate communications. • Examine a range of micro and macro issues as they affect business at individual, country, and international levels as they related to communicating for companies. • Analyze, interpret, and understand the concepts relating to corporate advertising and media advertising examined using current, real-live examples found in the media. • Analyze, interpret, and understand the limitations of policies in managing real-world issues as they link to governmental relations and investor relations. • Apply corporate communication principles and concepts to crisis management communications and to media relations. <p>In this course, we will study the forms and practices of corporate communication and their impact on contemporary global society. By the end of the course, students will have a rich understanding of corporate communication, both as a practical and strategic activity and as a key communication process within contemporary global society</p>
Evaluation:	Case Study and mid-term test: 50% Semester-end examination: 50%

Course Title	International Communication
Course Code	JMC 408
Semester	IV
No. of Credits	5
Name of Faculty Member(s)	Dr. A. Nagraj
Course Description: 150/200 words	<p>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 will also provide a broad understanding of media in different parts of the world.</p> <p>The students are given a brief understanding of Historical overview of international communication, Theories of International Communication, The New World Information and Communication Order, Emergence of the third world demand for the new order and Overview of Media in different countries. Globalization and Media and its impact.</p> <p><i>Course Objectives</i></p> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> • Analyze and explain the role of international communication in a global society • Critically analyze the impact of various social and political philosophies on the media • Understanding and applying communication as the solution of global problems • Evaluate the process of international communication within the frame work of social, cultural, economic, religious and political division of the early 21st century.
Evaluation:	Internal – 40% External – 60%

Course Title	Introduction to Semiotics
Course Code	JMC 413
Semester	II & IV
No. of Credits	5
Name of Faculty Member(s)	Dr. Srinivas Lankala
Course Description: 150/200 words	<p>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, cultural and media studies 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 relationship of semiotics with the larger discipline of communication, and the application of semiotic methods in the study of contemporary cultural texts and discourses.</p>
Evaluation:	<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 Tutor: 60%</p>