

**Shri Rawatpura Sarkar University
Raipur**



**Examination Scheme & Syllabus
For
Bachelor of Journalism & Mass
Communication (BAJMC)
Three Year (Six-Semester Course)
Semester- V**

Shri Rawatpura Sarkar University, Raipur

Bachelor of Journalism & Mass Communication

Semester- V

S. No.	Course Code	Course Title	Hours / Week			Credits	Maximum Marks			Sem. End Exam Duration (Hrs)
			L	T	P		Continuous Evaluation	Sem. End Exam	Total	
1	(ABA06-501)	Media & Society	5	1	-	6	30	70	100	3
2	ABA06-502	Convergent Journalism	5	1		6	30	70	100	3
3	ABA06-503	Communication Research	5	1		6	30	70	100	3
4	ABA06-504	Global Media And Politics	5	1		6	30	70	100	3
5	ABA06-505	Practical Work			4	2	15	35	50	3
Total Contact Hr. Per Week: 22 + Prac. Hours			26			Grand Total Marks 450+Practical Marks				

Course Title	MEDIA & SOCIETY				
Course Code	ABA06-501				
Course Credits	L	T	P	TC	
	5	1	-	6	
Prerequisites	Understand the relationship between media and society and its impact.				
Course objectives	<p>1. To make students aware of contemporary media development and challenges in India.</p> <p>2. To help students develop the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people.</p>				
Course Contents	<p>Unit – I: Mass media and society: Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media.</p> <p>Unit – II: Media and democracy: public sphere, Freedom of speech and expression, Right to information, Right to privacy and media as a watchdog.</p> <p>Unit – III: Mass media and public interest: A critical study of media, Analysis of media contents, its role in serving public; marginalized groups. Role of media in social movements: political – cultural movements, national integration, communal harmony.</p> <p>Unit – IV: Ownership of media, content – control, Internal and external threats, pressures on media – media regulations, issues of social class, poverty, development and public health.</p> <p>Unit – V: Media credibility: factors affecting media credibility, contemporary issues, media performance and its role, critical analysis of media credibility: Paid news</p>				
Course outcomes	After course student will able to understand the basics of media and society and how it is interdependent with each other.				
Text Books	<ol style="list-style-type: none"> 1. Media and culture an introduction to mass communication - Richard Campbell 2. Mass media issues analysis and debate – Jeorge Oddman 				
Reference Books	<ol style="list-style-type: none"> 1. Media and Democracy in Asia - An AMIC compilation, 2000 2. Dynamics of mass communication: Media in Transition - Joseph Dominick 3. Conflict sensitive journalism - Ross Howard 4. Media power in politics - Graber, Doris. 1980 5. Media and Society - Arthur Asa Berger 6. Media and Society: challenges and opportunities - Edited by VirBalaAggarwa 				

Course Title	CONVERGENT JOURNALISM				
Course Code	ABA06-502				
Course Credits	L	T	P	TC	
	5	1	-	6	
Prerequisites	This will be covered, a weekly schedule, and a list of tests, assignments, and their associated weightings.				
Course objectives	1. Students will learn about the concept of Convergent Journalism, technologies, applications and related terms. 2. Students will learn about the functioning of cyber journalism and use of internet as a research tool. 3. Learn about Computer Aided Reporting (CAR) and ICT.				
Course Contents	<p>UNIT-I: Evolution of convergent journalism; Characteristics of convergent journalism; Computer assisted reporting; role of gathering information for web; Different types of convergent journalism: precision journalism.</p> <p>UNIT- II: Annotative and opensource journalism; wiki -journalism; open source journalism; citizen journalism; back-pack journalism, Convergent technologies and applications; Multimedia convergence and Interactivity.</p> <p>UNIT-III : CYBER JOURNALISM: E-Newspapers; On-line Editions of Newspapers; Merits and demerits of Cyber Journalism over traditional newspapers and magazines; Socio-economic impact of Cyber journalism, Use of Internet for Mass Communication Research.</p> <p>UNIT IV: WEB WRITING STRUCTURE: -writing for visual effects, web logs, lateral thinking, layering of Information, Editing for web: Formulating the language, headline, summaries and links ;Convergent production and storytelling; use of word as narration rather than on screen text, integration of words & pictures; distributed cognition; animation and gaming.</p> <p>UNIT- V: Age of Information Journalism- Existential journalism, Regulatory challenges to media convergence, Convergence in Cinema and Broadcasting, Communication Convergence Bill; Use of Convergent technology for social change.</p>				
Course outcomes	1. Students will learn to use the cyberspace for journalism. 2. Use the internet to their advantage and avoid pitfalls of information gathered from unreliable internet sources. 3. Tap on opportunities offered by the boom in Information Communication Technologies (ICT).				
Text Books	Quinn, Stephen. <i>Convergent journalism: The fundamentals of multimedia reporting</i> . Peter Lang, 2005. Kolodzy, Janet. <i>Convergence journalism: Writing and reporting across the news media</i> . Rowman & Littlefield, 2006.				
Reference Books	Quinn, Stephen, and Vincent Filak. <i>Convergent journalism an introduction: Writing and producing across media</i> . Routledge, 2005. Schwingel, Carla. "Convergent Journalism." (2006): 209-214. Filak, Vincent F. "Defining Convergence." <i>Convergent Journalism: An Introduction</i> . Routledge, 2014. 17-26.				

Course Title	COMMUNICATION RESEARCH				
Course Code	ABA06-503				
Course Credits	L	T	P	TC	
	3	1	2	6	
Prerequisites	This will be covered, a weekly schedule, and a list of tests, assignments, and their associated weightings.				
Course objectives	1. To discuss the objectives and significance of research and details of research plan, along with research methods. 2. Discuss sampling, scaling techniques and data collection tools. 3. Processing and analysis of data; visual and graphical representation of data; 4. To learn hypothesis testing and data analysis techniques, including statistical analysis.				
Course Contents	<p>Unit I – Introduction to Research: Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature).</p> <p>Unit II – Methods of Media Research: Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.</p> <p>Unit III – Sampling: Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, and Tools of data collection: Primary and Secondary data- Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.</p> <p>Unit IV- Methods of analysis and report writing: Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical), Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography, Writing the research report.</p> <p>Unit V - Ethnographies and other Methods, Readership and Audience Surveys, Ethnographies, textual analysis, discourse analysis, Ethical perspectives of mass media research</p>				
Course outcomes	1. Students will be able to devise a cogent and coherent research plan. 2. They will be able to select and employ research method suitable to their chosen topic/field of study. 3. They will be equipped with known techniques of data interpretation and analysis. 4. They shall be able to represent the information gathered in visual and graphic formats.				
Text Books	Baxter, Leslie A., and Earl R. Babbie. <i>The basics of communication research</i> . Cengage Learning, 2003. Jensen, Klaus Bruhn, ed. <i>A handbook of media and communication research</i> . London: Routledge, 2002.				
Reference Books	Esser, Frank, and Thomas Hanitzsch, eds. <i>Handbook of comparative communication research</i> . New York: Routledge, 2012. Hansen, Anders, et al. <i>Mass communication research methods</i> . NYU Press, 1998. Merrigan, Gerianne, Carole Logan Huston, and Russell Johnston. <i>Communication research methods</i> . New York: Oxford University Press, 2009.				

Course Title	GLOBAL MEDIA AND POLITICS				
Course Code	ABA06-504				
Course Credits	L	T	P	TC	
	3	1	2	6	
Prerequisites	This will be covered, a weekly schedule, and a list of tests, assignments, and their associated weightings.				
Course objectives	<ol style="list-style-type: none"> 1. The course will provide students an understanding of the relationship between globalization and media 2. It will help them to understand the present situation of media business. 3. It will help them to understand the media business and regional alternatives 4. The course will provide them an understanding about the role of culture in global media scenario 				
Course Contents	<p>Unit 1: Media and international communication: The advent of popular media- a brief overview Propaganda in the inter-war years: Nazi Propaganda, Radio and international communication</p> <p>Unit II: Media and super power rivalry: Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, Voice of America Communication debates: NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, Rich – Poor</p> <p>Unit III : Global Conflict and Global Media World Wars and Media Coverage post 1990: Rise of Al Jazeera The Gulf Wars: CNN’s satellite transmission, embedded Journalism 9/11 and implications for the media</p> <p>Unit IV: Media and Cultural Globalization Cultural Imperialism, Cultural politics: media hegemony and , Global cultures, homogenization, the English language , Local/Global, Local/Hybrid</p> <p>Unit V: Media and the Global market Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide Media conglomerates and monopolies: Ted Turner/Rupert Murdoch Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Others</p>				
Course outcomes	<ol style="list-style-type: none"> 1. Understand the functioning of global media business. 2. They will know about the new global media scenario. 3. They will understand the impacts of different issues on global media scenario 4. They will be able to know about the global media culture 				
Text Books	- DayaKishanThussu. <i>International Communication: Continuity and Change</i> , Oxford University Press ,2003.				

	<ul style="list-style-type: none"> - Yahya R. Kamalipour and Nancy Snow. <i>War, Media and Propaganda-A Global Perspective</i>, Rowman and Littlefield Publishing Group, 2004. - Communication and Society, Today and Tomorrow “ <i>Many Voices One World</i>”Unesco Publication, Rowman and Littlefield publishers, 2004. - Barbie Zelizer and Stuart Allan. <i>Journalism after 9/11</i>, Taylor and FrancisPublication, 2012. - DayaKishanThussu . <i>War and the media : Reporting conflict 24x7</i>, Sage Publications,2003.
<p>Reference Books</p>	<ul style="list-style-type: none"> - Stuart Allan and Barbie Zelizer. <i>Reporting war : Journalism in war time</i>, Routledge Publication, 2004. - Lee Artz and Yahya R. Kamalipor. <i>The Globalization of Corporate Media Hegemony</i>, New York Press,2003. - Yadava, J.S, <i>Politics of news</i>, Concept Publishing and Co.1984. - ZahidaHussain and Vanita Ray. <i>Media and communications in the third world countries</i>,Gyan Publications,2007.