

# **Shri Rawatpura Sarkar University Raipur**



## **Examination Scheme & Syllabus**

**For**

### **Master of Journalism**

**One Year (Two-Semester Course)**

### **Semester (II)**

**(Effective from the session: 2022-23)**



## Faculty of Arts

# Shri Rawatpura Sarkar University, Raipur

### Master of Journalism

### One Year (Two-Semester Course)

### Semester-(II)

### Examination Scheme

(Effective from the session: 2022-23)

S.N	Paper Code	Th/Pr	Name of Paper	Type Of Paper	Teaching Hours Per Week				Examination Scheme				Total Marks
					L	T	P	TC	Theory		Practical		
									Ex.	In.	Ex.	In.	
1	AMJ06-201	Th	PRINCIPLES OF JOURNALISM	Core	3	1		4	70	30			100
2	AMJ06-202	Th	FILM STUDIES	Core	3	1		4	70	30			100
3	AMJ06-203	Th	PUBLIC RELATION	Core	3	1		4	70	30			100
4	AMJ06-204	Th	MEDIA & SOCIETY	Core	3	1		4	70	30			100
5	AMJ06-205	Pr	Practical	Pr			8	4			70	30	100
6	AMJ06-206	Pr	Report Writing	Pr			8	4			70	30	100
<b>Total Contact Hrs. Per Week: 32</b>				<b>Total Credit: 24</b>				<b>Grand Total Marks: 600</b>					

<b>Course Title</b>	<b>PRINCIPLES OF JOURNALISM</b>				
<b>Course Code</b>	AMJ06-201				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	3	1	2	6	
<b>Prerequisites</b>	To introduce different types of media and their characteristics, merits and demerits				
<b>Course objectives</b>	To introduce the students to basics of journalism and its role in society				
<b>Course Contents</b>	<p>UNIT-I Understanding News</p> <ul style="list-style-type: none"> <li>• Ingredients of news, News: meaning, definition, nature</li> <li>• The news process: from the event to the reader (how news is carried from event to reader)</li> <li>• Hard news vs. Soft news, basic components of a news story</li> <li>• Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line by line.</li> </ul> <p>UNIT-II Different forms of print-</p> <ul style="list-style-type: none"> <li>• A historical Perspective Yellow journalism</li> <li>• Penny press, tabloid press</li> <li>• Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch</li> <li>• formula- skills to write news</li> </ul> <p>UNIT-III Understanding the structure and construction of news</p> <ul style="list-style-type: none"> <li>• Organizing a news story, 5W's and 1H, Inverted pyramid</li> <li>• Criteria for newsworthiness, principles of news selection</li> <li>• Use of archives, sources of news, use of internet</li> </ul> <p>UNIT-IV Different mediums-a comparison</p> <ul style="list-style-type: none"> <li>• Language and principles of writing: Basic differences between the print, electronic</li> <li>• Online journalism</li> <li>• Citizen Journalism</li> </ul> <p>UNIT-V Role of Media in a Democracy</p> <ul style="list-style-type: none"> <li>• Responsibility to Society</li> <li>• Press and Democracy</li> <li>• Contemporary debates and issues relating to media Ethics in journalism</li> <li>• Press Council of India</li> </ul>				
<b>Course outcomes</b>	Understand the basics of journalism and recognize the contributions of the renowned journalists to the field of print media and also know to the journalism and its impact on society.				
<b>Text Books</b>	<ul style="list-style-type: none"> <li>• Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.</li> <li>• M.L. Stein, Susan Paterno &amp; R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing, 2006.</li> </ul>				
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• George Rodman. Mass Media in a Changing World; McGraw Hill Publication, 2007.</li> <li>• Carole Fleming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications, 2006</li> </ul>				

Course Title	<b>FILM STUDIES</b>				
Course Code	AMJ06-202				
Course Credits	L	T	P	TC	
	5	1	-	6	
Prerequisites	Understanding the basics of film studies.				
Course objectives	Observe with knowledge and reflect upon the articulation of a film's content, form and structure. Identify and define the formal and stylistic elements of film. Develop an understanding of film language and terminology, and analyze the ways in which that this language constructs meaning and ideology.				
Course Contents	<p>Unit-I. Language of Cinema  Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage  Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element  Difference between story, plot, screenplay</p> <p>Unit- II. Film Form and Style, German Expressionism and Film Noir, Italian Neorealism  French New-Wave, Genre and the development of Classical Hollywood Cinema</p> <p>Unit-III -Alternative Visions  Third Cinema and Non Fiction Cinema  Introduction to Feminist Film Theory  Auteur- Film Authorship with a special focus on Ray or Kurusawa</p> <p>Unit- IV - Hindi Cinema, 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)  The Indian New-Wave Globalisation and Indian Cinema, The multiplex Era  Film Culture</p> <p>Unit- V. Film and society, culture, impact on society, pro &amp; cons of films. Contemporary Cinema</p>				
Course outcomes	<ol style="list-style-type: none"> <li>1. Observe with knowledge and reflect upon the articulation of a film's content, form and structure.</li> <li>2. Identify and define the formal and stylistic elements of film.</li> <li>3. Develop an understanding of film language and terminology, and analyze the ways in which that this language constructs meaning and ideology. Gain a basic understanding of film theory and global film history, to be able to identify significant movements and articulate key concepts.</li> </ol>				
Text Books	Gokulsing, K. Moti, and Wimal Dissanayake. <i>Indian popular cinema: A narrative of cultural change</i> . London: Trentham Books, 1998. Chakravarty, Sumita S. <i>National identity in Indian popular cinema, 1947-1987</i> . University of Texas Press, 2011.				
Reference Books	Thomas Elsaesser, ed. <i>Early Cinema: Space, Frame, Narrative</i> . London: British Film Institute, 1990, 86-94 David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. <i>Narrative, Apparatus, Ideology</i> . New York: Columbia University Press, 1986, 17- 34. Paul Schraeder "Notes on Film Noir" in John Belton ed. <i>Movies and Mass Culture</i> New Brunswick, New Jersey: Rutgers University Press: 1996 pg.153-170 Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in <i>Film Theory: An Introduction</i> . Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129.				

Course Title	<b>PUBLIC RELATION</b>				
Course Code	AMJ06-203				
Course Credits	L	T	P	TC	
	5	1	-	6	
Prerequisites	Understand the historical background and role Public Relations in various areas				
Course objectives	Understand the basic idea of Public Relations and to very understanding the ethical aspects and future of Public Relations in India.				
Course Contents	<p>Unit-I: Public Relations-Meaning, Definition, Nature and Scope, Historical Background, Technological and Media Revolution and Role in Business, Government, Politics, NGOs and Industry.</p> <p>Unit II: Concepts of Public Relations -Press, Publicity, Lobbying, Propaganda, Advertising, Sales Promotion and Corporate Marketing Services</p> <p>Unit III: Tools of Public Relations Press Conferences, Meets, Press Releases, Announcements, Webcasts</p> <p>Unit IV: Public Relations and Mass Media, Present and future of Public Relations in India, Ethics of Public Relations and Social Responsibility</p> <p>Unit V: Public Relations and Writing Printed Literature, Newsletters, Opinion papers and Blogs</p>				
Course outcomes	<p>Have insight into the use of the technological advancements in Public Relation</p> <p>Comprehend tools of Public Relations in order to develop the required skills.</p>				
Text Books	<p>Reddi, CV Narasimha. <i>Effective public relations and media strategy</i>. PHI Learning Pvt. Ltd., 2019.</p> <p>Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta</p>				
Reference Books	<p>1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books</p> <p>2. Frank Jefkins, Advertising Made Simple, Rupa &amp; Co.</p> <p>3. Chunawalla, Advertising Theory And Practice, Himalaya Publishing House</p> <p>4. Jethwaney Jaishri, Advertising, Phoenix Publishing House</p> <p>5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.</p> <p>6. Heath Robert L, Handbook of Public Relations, Sage Publications,</p> <p>7. Dennis L. Wilcoxe &amp; Glen T, Public Relations, Pearson</p> <p>8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall</p>				

Course Title	<b>MEDIA &amp; SOCIETY</b>				
Course Code	AMJ06-204				
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"> <li>1. Media and culture an introduction to mass communication - Richard Campbell</li> <li>2. Mass media issues analysis and debate – Jeorge Oddman</li> </ol>				
Reference Books	<ol style="list-style-type: none"> <li>1. Media and Democracy in Asia - An AMIC compilation, 2000</li> <li>2. Dynamics of mass communication: Media in Transition - Joseph Dominick</li> <li>3. Conflict sensitive journalism - Ross Howard</li> <li>4. Media power in politics - Graber, Doris. 1980</li> <li>5. Media and Society - Arthur Asa Berger</li> <li>6. Media and Society: challenges and opportunities - Edited by VirBalaAggarwa</li> </ol>				