

# Syllabus

# Semester 1

## Semester 1

Course Code	Course Title	Course Type	Credit	Total Marks
<b>Core Courses</b>				
	Communication: Concepts and Theories	Core Compulsory	4	100
	Writing for Media	Core Compulsory	4	100
	Radio and Podcast Production	Core Compulsory	4	100
	Fake News and Fact-Checking	Core Compulsory	2	50
	Indian Knowledge System in Communication	Core Compulsory	2	50
	Language Skills for Media (English)	Ability Enhancement Course (AEC)	2	50
	Multimedia Lab – I (Page Layout and Design)	Skill Enhancement Course (SEC)	2	50
	Multimedia Lab – II (Audio Recording and Editing)	Skill Enhancement Course (SEC)	2	50
	Media Portfolio – I	Value Addition Course (VAC)	2	50
<b>Open Elective Courses (OEC)/MOOC (any Two)</b>				
	Science Communication	Departmental OEC	2	50
	Photography and Image Editing	Departmental OEC	2	50
	Media Reviews and Critique	Departmental OEC	2	50
	Mobile Journalism	Departmental OEC	2	50
	Any relevant OEC offered by other departments at CU Jammu with prior approval of the HoD, MCNM	Interdisciplinary OEC	2	50
	Appropriate MOOC from SWAYAM platform with prior approval of the HoD, MCNM	Swayam MOOC	2	50
<b>Total</b>			<b>28</b>	<b>700</b>

## **Course Title: Communication: Concepts and Theories**

**Credits: 4**

### **Course Objectives:**

- To familiarize students with key concepts and processes in (mass) communication.
- To explore different theories and models of (mass) communication.
- To apply theoretical frameworks in analyzing real-world communication scenarios.
- To evaluate the relevance and limitations of different communication theories and models.
- To understand contemporary issues in communication.
- To develop effective communication strategies based on theoretical insights.

### **Unit 1: Introduction to Communication**

- Communication: meaning, definition, functions, and principles
- Understanding the process and elements of communication
- Objectives of communication
- Types of communication
- Indian concept of communication
- Barriers to communication
- Seven C's of communication
- Communication contexts and perspectives
- Evolution of communication studies

### **Unit 2: Introduction to Mass Communication**

- Basics of mass communication: concept and definition
- Elements and process of mass communication
- Characteristics and functions of mass communication
- Means and channels of mass communication
- Early forms of mass communication (oral traditions, print media)
- Evolution of Electronic media and broadcasting (radio, television)
- Digital revolution and the rise of new media
- Agenda-setting, gatekeeping, framing
- Public opinion, propaganda, censorship
- Media convergence and interactivity
- Mass media technologies

### **Unit 3: Models of Communication**

- Importance of communication models
- Understanding relevance and limitations of different models
- Linear Models of Communication
- Interactive Models of Communication
- Transactional Models of Communication
- Cultural Models of Communication
- Rhetorical Models of Communication
- Network Models of Communication
- Nonverbal Communication Models
- Indian models of communication including *Sadharanikaran*
- Role of models in advancing communication theory

#### **Unit 4: Theories of Mass Communication**

- Hypodermic Needle Theory (Magic Bullet Theory)
- Two-Step Flow Theory
- Uses and Gratifications Theory
- Agenda-Setting Theory
- Cultivation Theory
- Framing Theory
- Social Learning Theory
- Spiral of Silence Theory
- Media Dependency Theory
- Reception Theory
- Encoding/Decoding Theory
- Media Ecology Theory
- Critical Theory
- Public Sphere Theory

#### **Unit 5: International Communication**

- Globalization
- Media imperialism
- Cultural exchange and soft power of media
- Media ownership and control
- International media regulations
- ICT development and digital divide
- International news flow and media diplomacy
- Human rights and freedom of expression
- Role of media in shaping national/international priorities

#### **Suggested Readings:**

- **Baran, S. J., & Davis, D. K. (2019).** *Mass Communication Theory: Foundations, Ferment, and Future* (8th ed.). Wadsworth Cengage Learning.
- **Barkemeyer, R., & Harrison, K. (Eds.). (2018).** *Communication Theories for Everyday Life*. Routledge.
- **Bryant, J., & Oliver, M. B. (Eds.). (2009).** *Media Effects: Advances in Theory and Research* (3rd ed.). Routledge.
- Craig, R. T., & Muller, C. M. (Eds.). (2021). *Theories of communication: A short introduction*. Palgrave Macmillan.
- **DeFleur, M. L., & Ball-Rokeach, S. J. (1989).** *Theories of Mass Communication*. Longman.
- **Dominick, J. R. (2016).** *The Dynamics of Mass Communication: Media in Transition* (13th ed.). McGraw-Hill Education.
- Griffin, E. (2020). *A first look at communication theory* (10th ed.). McGraw-Hill Education.
- **Gurevitch, M., Coleman, S., & Blumler, J. G. (Eds.). (2009).** *Media and Communication Theory* (2nd ed.). Sage Publications.
- **Hall, S. (1980).** *Encoding/Decoding*. In S. Hall, D. Hobson, A. Lowe, & P. Willis (Eds.), *Culture, Media, Language* (pp. 128-138). Hutchinson.

- **Katz, E., Blumler, J. G., & Gurevitch, M. (Eds.). (1974).** *Uses of Mass Communications: Current Perspectives on Gratifications Research*. Sage Publications.
- **Lasswell, H. D. (1948).** *The Structure and Function of Communication in Society*. In L. Bryson (Ed.), *The Communication of Ideas* (pp. 37-51). Harper & Brothers.
- Littlejohn, S. W., & Foss, K. A. (Eds.). (2020). *Theories of human communication* (12th ed.). Waveland Press.
- McQuail, D. (2010). *Mass communication theory*. Sage Publications.
- **McQuail, D. (2010).** *McQuail's Mass Communication Theory* (6th ed.). Sage Publications.
- **Miller, K. (2005).** *Communication Theories: Perspectives, Processes, and Contexts*. McGraw-Hill Education.
- **Petty, R. E., & Cacioppo, J. T. (1986).** *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*. Springer.
- **Severin, W. J., & Tankard, J. W. (2014).** *Communication Theories: Origins, Methods, and Uses in the Mass Media* (6th ed.). Longman.
- **West, R., & Turner, L. H. (2010).** *Introducing Communication Theory: Analysis and Application* (4th ed.). McGraw-Hill Education.
- West, R., & Turner, L. H. (2018). *Introducing communication theory: Analysis and application* (8th ed.). McGraw-Hill Education.
- **Wright, C. R. (1986).** *Communication and Social Influence Processes*. Guilford Press.

## **Course Title: Writing for Media**

**Credits: 4**

### **Course Objectives**

- To develop a thorough understanding of the principles and techniques of media writing.
- To develop an understanding of news values, ethical issues, and a sense for.
- To produce engaging content tailored for various media formats and audiences.
- To develop necessary skills for researching and interviewing to collect accurate information for news and non-news writing.
- To familiarize students with editing editorial process and publishing.

### **Unit 1: Introduction to Media Writing**

- Understanding the process of writing
- Various formats of media writing
- News vs non-news writing
- Structures, styles and tones of writing
- Four Cs of writing: Clarity, Coherence, Conciseness, and Consistency
- Principles and techniques of clear writing
- Mastery over language
- Idea generation and audience analysis
- Researching and interviewing
- Writing and word processing tools
- Addressing plagiarism and attribution
- Understanding defamation and privacy issues
- Ethical responsibilities of a media writer

### **Unit 2: News Reporting and Writing**

- News: concept, definition, structure, types, elements, sense and values
- Information vs News
- Hard news vs soft news
- News intro/lead and different types
- Crafting compelling headlines, leads and captions
- Reporting: fundamentals, types
- Different reporting beats
- Reporting past events, upcoming events and speech stories
- News gathering process and steps
- Sources of news and importance of attribution
- Writing effective press releases
- Reporting from press releases
- Qualities of a journalist/reporter

### **Unit 3: Non-News Writing**

- Understating different types of media writing other than news
- Feature writing: structure, types, and categories
- Writing articles, columns, editorials, opinion, and views
- News vs feature vs article
- Developing engaging human-interest stories
- Techniques for narrative storytelling

- Using quotes and anecdotes effectively
- Writing reviews (Book, Performance, Film, Apps, Products)
- Writing books and monographs

#### **Unit 4: Writing for Electronic and Digital Media**

- Writing news for radio and TV
- Writing for the ear and eyes: clarity, brevity, and impact
- Multimedia Storytelling: integrating text, audio, and video
- Creating interactive and immersive content
- Scriptwriting for radio and TV programmes
- Formats and structures of broadcast scripts
- Writing for documentaries: Building characters and scenes
- Crafting clear content for the web: news, blogs, features and articles
- Importance of headlines, subheadings, and bullet points
- Writing for readability and user engagement
- Crafting effective social media posts

#### **Unit 5: Editing and Editorial Process**

- Understanding the craft of editing
- Overview of editorial process
- Editorial setup and structure in a media house
- Roles and responsibilities of an editor
- Types of Editing: Copyediting, Content Editing, Proofreading, and substantive editing
- Correcting grammar, punctuation, and syntax
- Ensuring consistency in style and terminology
- Fact-checking and verifying sources
- Editing for clarity and coherence
- Eliminating ambiguity and redundancy
- Ensuring readability and accuracy
- Gatekeeping and selection of news and stories
- Editing content for websites, blogs, and social media
- SEO considerations in editing
- Editing Software and AI-based grammar/style checkers
- Ethical considerations in editing

#### **Suggested Readings**

- Brooks, B. S., Kennedy, G., Moen, D. R., & Ranly, D. (2021). *Telling the story: The convergence of print, broadcast and online media* (6th ed.). Bedford/St. Martin's.
- Brooks, B. S., Pinson, J. L., & Wilson, J. G. (2020). *The Art of Editing in the Age of Convergence* (11th ed.). Routledge.
- Cappon, R. (2005). *The Associated Press Guide to News Writing: The Resource for Professional Journalists*. Basic Books.
- Carroll, B. (2020). *Writing and editing for digital media* (4th ed.). Routledge.
- Clark, R. P. (2016). *Writing Tools: 55 Essential Strategies for Every Writer*. Little, Brown and Company.
- Einsohn, A., & Schwartz, M. E. (2019). *The copyeditor's handbook: A guide for book publishing and corporate communications* (4th ed.). University of California Press.

- Friedlander, J., & Lee, J. (2007). *Feature Writing for Newspapers and Magazines: The Pursuit of Excellence* (6th ed.). Pearson.
- Garner, B. A. (2016). *Garner's modern English usage* (4th ed.). Oxford University Press.
- Harrower, T. (2012). *Inside reporting: A practical guide to the craft of journalism* (3rd ed.). McGraw-Hill Education.
- Johnson, C. (2008). *The Associated Press Stylebook and Briefing on Media Law* (42nd ed.). The Associated Press.
- Ludwig, M., & Gilmore, G. (2013). *Modern News Editing* (5th ed.). Wiley-Blackwell.
- Mencher, M. (2011). *News reporting and writing* (11th ed.). McGraw-Hill Education.
- Pape, S., & Featherstone, S. (2005). *Feature Writing: A Practical Introduction* (2nd ed.). Sage Publications.
- Raman, U. (2010). *Writing for the media*. Oxford University Press.
- Rich, C. (2015). *Writing and reporting news: A coaching method* (8th ed.). Cengage Learning.
- Scanlan, C. (2003). *Reporting and writing: Basics for the 21st century*. Oxford University Press.
- Stovall, J. G. (2015). *Writing for the mass media* (9th ed.). Pearson.
- Strunk, W., & White, E. B. (2019). *The elements of style* (5th ed.). Allyn & Bacon.
- White, A. (2020). *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect* (4th ed.). Three Rivers Press.



**Course Title: Radio and Podcast Production****Credits: 04****Course Objectives:**

- To introduce students to various signifiers of audio, sound and spoken words and how to write for ears.
- To understand the historical evolution and significance of radio broadcasting and podcasting.
- To familiarize students with various aspects, processes and formats of radio programming and podcast production.
- To develop skills in news gathering, reporting, interviewing, storytelling, and scriptwriting for radio and audio narratives.

**Unit 1: Understanding Sound and Audio**

- Basics of acoustics and audio perception
- Basic properties of sound waves (frequency, amplitude, wavelength)
- Human voice, hearing range and perception of sound
- Understanding decibels and sound pressure levels
- Sound propagation and reflection in different environments
- Absorption, diffusion, resonance, reverberation, and harmonics

**Unit 2: Radio Technology, Equipment and Governance**

- What is radio? Characteristics of radio
- Evolution of radio and its technology
- Radio as a medium of mass communication
- Functions of radio
- Evolution of radio broadcasting in India
- Types of radio stations and transmissions
- Equipment for radio production
- Analogue and digital signals
- Government rules and regulations governing radio in India
- Issues related to ownership and control of radio

**Unit 3: Radio Production and Broadcasting**

- Understanding processes of radio production
- Basics of radio broadcasting
- Radio studio, its components and functioning
- Equipment and software for audio recording and editing
- Analogue and digital audio recordings
- Understanding the concepts and processes of audio editing
- Structure and functioning of a radio station
- Broadcasting: Studio (recorded, Live) and OB (recorded, Live)
- Outdoor (field) recording skills
- OB broadcasting of special, sports and mega events
- Sound design, effects, foley and music

**Unit 4: Radio Programmes and Packaging**

- Formats of radio programmes: announcements, talks/talk shows, interviews, studio discussions, vox pop, radio features and documentaries, magazines, music shows, phone-in programme and drama, news stories, news bulletins and fillers.
- Radio news and current affairs
- Radio advertisements: social and commercial; Radio jingles
- General principles of scripting and writing for radio
- Principles of conducting engaging interviews for audio
- Editing for clarity, pacing, and narrative flow
- Elements of effective storytelling in audio narratives
- Structuring episodes and series
- Basic inputs: human voice, music and sound effects
- Anchoring and radio jockeying
- Understanding pitch, tempo, vitality and enthusiasm, timbre and tone
- Understanding audience and market research

### **Unit 5: Podcast Production**

- What is a podcast? Basics of podcasting
- Growth and evolution of podcasting
- Podcasting vs radio broadcasting
- Types and formats of podcasts (interviews, storytelling, solo shows, panels)
- Role of podcasts in modern media and their influence
- Identifying a niche and target audience
- Developing a unique podcast concept and voice
- Planning episodes and creating a content calendar
- Recording, presentation and interviewing skills
- Podcast hosting and distribution
- Marketing, promotion, analytics and monetizing strategies
- Legal and ethical considerations
- Best practices for creating your on-air presence/style and monetization

### **Suggested Readings:**

- Adams, M. H., & Massey, K. K. (2007). *Introduction to radio: Production and programming*. Pearson.
- Alsop, T. (2020). *How to start a podcast: Practical tips from the experts*. Hardie Grant Books.
- Alten, S. (2010). *Audio basics* (7th ed.). Cengage Advantage Books.
- Aspinall, R. (1971). *Radio programme production: A manual for training*. Unesco Press.
- Beaman, J. (2006). *Programme making for radio*. Routledge.
- Blue, C. (2019). *Podcasting made simple: Everything you need to know to get your podcast up and running*. Independently published.
- Bottomley, A., & Mason, R. (Eds.). (2020). *Podcasting: The audio media revolution*. Bloomsbury Academic.
- Boyd, A. (2001). *Broadcast journalism: Techniques of radio and television news* (5th ed.). Focal Press.
- Crofts, A., & Dixon, M. (2016). *Podcasting: New aural cultures and digital media*. Palgrave Macmillan.

- Gilmurray, B. (2003). *The media student's guide to radio production*. Bedford/St. Martin's.
- Gough, H. (1975). *The radio programme: Planning, producing, presenting*. Basic Books.
- Machin, D., & Niblock, S. (2006). *News production: Theory and practice*. Routledge.
- McHugh, S. (2020). *The power of podcasting: Telling stories through sound*. Columbia University Press.
- McLeish, R. (2005). *Radio production* (5th ed.). Focal Press.
- Quirk, A. (2017). *Podcast: A beginner's guide to podcasting*. Quirk Productions.
- Roberts-Breslin, J. (2007). *Making media: Foundations of sound and image production*. Focal Press.
- Shapiro, A. (2018). *Podcasting: How to start a podcast and create a successful podcasting show*. Audible Studios.
- Van Orden, J. (2018). *Beyond powerful radio: A communicator's guide to the internet age—news, talk, information & personality for broadcasting, podcasting, internet, radio*. Focal Press.
- Ward, S., & Mier, A. (2020). *Podcasting for dummies* (3rd ed.). For Dummies.
- Winer, D. (2019). *Podcasts and how to make them: A comprehensive guide*. Independently published.

## **Course Title: Fake News and Fact-Checking**

**Credits: 2**

### **Course Objectives:**

- To familiarize students with the concept and history of fake news.
- To analyze the impact of fake news on society and democracy.
- To develop skills to identify and debunk fake news using various fact-checking techniques and tools.

### **Unit 1: Fake News: An Introduction**

- Definition and history of fake news
- Differences between fake news, misinformation, and disinformation
- Case studies: historical examples of fake news
- Cognitive biases and their role in believing fake news
- The spread of fake news on social media
- Emotional appeals and fake news
- The impact of fake news on society
- Political and social implications
- Legal aspects and regulating fake news
- Logical fallacies and deception

### **Unit 2: Fact-Checking: Tools and Techniques**

- What is fact-checking?
- The role of fact-checkers in journalism
- Online fact-checking tools
- Using Google reverse image search
- Verifying social media posts and videos
- Evaluating information sources and evidence
- Identifying and evaluating scholarly information
- Cross-referencing information
- Analyzing primary vs. Secondary sources

### **Unit 3: Combating Fake News**

- Media literacy and education
- Importance of media literacy
- Teaching fact-checking skills
- Developing critical thinking
- Strategies for combating fake news
- Role of social media platforms
- Government and policy responses
- Grassroots and community efforts
- Future of fake news and fact-checking
- Emerging trends and technologies (e.g., deepfakes)
- The role of artificial intelligence in fact-checking
- Future challenges and opportunities

### **Suggested readings:**

- Bakir, V., & McStay, A. (2018). *Fake news and the economy of emotions: Problems, causes, solutions*. Routledge.
- Cook, J., Lewandowsky, S., & others. (2020). *The Debunking Handbook 2020*.
- Ireton, C., & Posetti, J. (Eds.). (2018). *Journalism, fake news & disinformation: Handbook for journalism education and training*. UNESCO.
- McNair, B. (2017). *Fake news: Falsehood, fabrication and fantasy in journalism*. Routledge.
- Nyhan, B., & Reifler, J. (Eds.). (2016). *Misinformation and Mass Audiences*. University of Texas Press.
- O'Connor, C., & Weatherall, J. O. (2019). *The misinformation age: How false beliefs spread*. Yale University Press.
- Oreskes, N., & Conway, E. M. (2010). *Merchants of doubt: How a handful of scientists obscured the truth on issues from tobacco smoke to global warming*. Bloomsbury Press.
- Smith, S. H. (2004). *The fact-checker's bible: A guide to getting it right*. Anchor.
- Stengel, R. (2019). *Information wars: How we lost the global battle against disinformation and what we can do about it*. Atlantic Monthly Press.
- Tandoc, E. C., Jr. (Ed.). (2019). *Journalism and Fake News: Filters and Fact-Checking*. Springer International Publishing.
- Wu, T. (2016). *The attention merchants: The epic scramble to get inside our heads*. Knopf.

## **Course Title: Indian Knowledge System in Communication**

**Credits: 2**

### **Course Objectives:**

- To understand the fundamental principles of the Indian Knowledge System in communication.
- To analyze traditional Indian communication methods and their relevance in today's media landscape.
- To explore the intersection of traditional Indian philosophies and modern communication theories.
- To apply concepts from Indian Knowledge System (IKS) in various communication contexts, including journalism, public relations, and digital media.

### **Unit 1: Foundations of Indian Knowledge System**

- Understanding IKS and its historical development
- Key texts and sources of IKS (*Vedas, Upanishads, Puranas, Ramayana* and *Mahabharata, Gita* etc.)
- *Darshanas* and their perspectives on communication
- Concepts of *Rasa* (aesthetic experience), *Satyam* (truth), and *Dharma* (duty) in communication
- Sanskrit/classical languages and Indian communication
- Indian iconography and its communicative aspects

### **Unit 2: Ancient Indian Communication Theories and Practices**

- Oral traditions, *katha*, folk media and knowledge sharing
- Folk narratives, proverbs, and songs as communication tools
- Rhetoric and debate: *Shastrartha* and its principles
- Historical development of media in India, from inscriptions to print media
- The role of traditional media like paintings, manuscripts, and temples in communication
- The communicative role of festivals and rituals in Indian culture
- The concepts of *Sadharanikaran, samvaad, sanchaar*
- *Natyashastra* and visual communication
- *Rasa Siddhanta*
- *Sahridaya*
- *Shrimad Bhagavad Geeta and Samvaad*
- *Devrishi Narad as Adi sancharak, and other Indian communicators*

### **Unit 3: Contemporary Applications and Reflections**

- Indian communication systems in modern media
- Integrating IKS in cross-cultural communication
- IKS and intercultural dialogue
- The role of media in reviving IKS
- Concepts of dharma, karma, and ahimsa in ethical communication
- Appropriation and commercialization of IKS

### **Suggested Readings:**

- Adhikary, N. M. (2008). The sadharanikaran model and Aristotle's model of communication: A comparative study. *Bodhi: An Interdisciplinary Journal*, 2, 268-289.
- Adhikary, N. M. (2009). An introduction to Sadharanikaran model of communication. *Bodhi: An Interdisciplinary Journal*, 3(1), 69-91.
- Adhikary, N. M. (2010). Communication and moksha-in-life. *Ritambhara: Journal of Nepal Sanskrit University Research Center*, 14, 183-195.
- Adhikary, N. M. (2010). Sahridayata in communication. *Bodhi: An Interdisciplinary Journal*, 4(1), 150-160.
- Adhikary, N. M. (2010). Sancharyoga: Approaching communication as a vidya in Hindu orthodoxy. *China Media Research*, 6(3), 76-84.
- Adhikary, N. M. (2011). Theorizing communication: A model from Hinduism. In Y. B. Dura (Ed.), *MBM anthology of communication studies* (pp. 1-22). Madan Bhandari Memorial College.
- Balasubramanian, V., & Rajaraman, V. (Eds.). (2015). *Communication and power in early Indian empires*. Oxford University Press.
- Banerjee, A. (Ed.). (2009). *Indian communication theories: Methods and practices*. Sage Publications.
- Bhattacharya, K. K., Choudhury, B. L., & Rao, R. N. (2023). *Natyasastra: A study of continuity and progress of Indian communication theorising and praxis*. Motilal Banarsidass.
- Chakraborty, K. (2016). *Indian communication: Theory and practice*. Oxford University Press.
- Chakravarty, A. (2018). *Sanskrit and the Indian knowledge system: Science, technology, and communication*. Munshiram Manoharlal Publishers.
- Chatterjee, S. (2017). *The Indian knowledge system and communication: Traditions and innovations*. Routledge.
- Chattopadhyay, S., & Mazumdar, S. (2018). *Communication in ancient India: An analytical study*. DK Printworld.
- Dasgupta, S. (2006). *Science and modern India: An institutional history, c. 1784-1947*. Pearson Longman.
- Kumar, K. (2012). *Media and cultural identity: Indian perspectives*. Rawat Publications.
- Lal, V. (2011). *The history of Indian literature and the cultural communication*. Oxford University Press.
- Malhotra, R. (2016). *The battle for Sanskrit: Is Sanskrit political or sacred, oppressive or liberating, dead or alive?*. HarperCollins Publishers India.
- Misra, V. (2019). *Classical Indian thought and the Indian knowledge system*. Sage Publications.
- Prakash, M. (2013). *Ancient Indian education: Brahmanical and Buddhist*. Motilal Banarsidass Publishers.
- Sarukkai, S. (2009). *Indian philosophy and communication: Essays in the history of science*. Springer.

## **Course Title: Language Skills for Media (English)**

**Credits: 2**

### **Course Objectives**

- To recognize the significance of orthography in media.
- To master the rules of spelling, punctuation, and grammar relevant to media writing.
- To apply orthographic principles across various media formats.
- To familiarize with popular media style guides and develop advanced writing skills.

### **Unit 1: Importance of orthography in media**

- Overview of different media platforms
- Spelling in media, spelling rules and exceptions
- Punctuation and style guides in media
- Use of numerals and words
- Quotation marks, dialogue and punctuation
- Parts of speech
- Proper use of tenses in media writing
- Sentence structure (simple, compound, complex sentences)
- Common grammatical errors
- Formal vs. informal writing

### **Unit 2: Grammar in Media**

- Basics of grammar and Syntax
- Subject-verb agreement
- Pronoun-antecedent agreement
- Hyphenation and compound words
- Capitalization rules
- Vocabulary development and choosing right words
- Linguistic differences: SVO vs SOV
- Handling phrases and clauses

### **Unit 3: Media Style Guides and Advanced Writing**

- Different style manuals: Associated Press, BBC, PTI
- Crafting compelling sentences and paragraphs
- Paragraph structure: topic sentence, supporting sentences, logical order, concluding sentence and unity
- Effective use of transitions
- Crafting compelling openings and conclusions
- Incorporating evidence and examples
- Using active vs passive voice
- Avoid offensive language, racial slurs, and swear words

### **Suggested Readings:**

- **Blake, E. R. (2013).** *Writing for the media: A handbook for journalists and communicators*. Routledge.
- **Campbell, S. W., & Tsur, I. (2016).** *Language and the media: An introduction*. Cambridge University Press.



- **Harris, R. (2017).** *Effective communication in the media: Theory and practice*. Sage Publications.
- **Kirk, A. (2020).** *Digital media writing: A guide for journalists and media professionals*. Oxford University Press.
- Lamott, A. (1994). *Bird by bird: Some instructions on writing and life*. Pantheon Books.
- **Miller, C. R., & Shepherd, D. (2009).** *Writing and the digital age: An introduction to the practices of online writing*. MIT Press.
- **Nielsen, R. K., & Vaccari, C. (Eds.). (2020).** *The political economy of media and communication: A reader*. Routledge.
- **Pearson, D. (2018).** *Media writing: A practical guide to the craft*. Wiley-Blackwell.
- Pressfield, S. (2002). *The war of art: Break through the blocks and win your inner creative battles*. Hachette Books.
- Strunk, W., & White, E. B. (2000). *The elements of style* (4th ed.). Pearson.
- **Vardaman, J. M. (2015).** *Grammar for media professionals: The essentials*. University of Chicago Press.
- Zinsser, W. (2006). *On writing well: The classic guide to writing nonfiction*. HarperCollins.

**Course Title: Multimedia Lab – I (Page Layout and Design)****Credits: 2****Course Objectives:**

- To familiarize with the publishing terminology and processes.
- To explore the basics of page layout and design process.
- To utilize design software to create professional-quality page layouts.
- To apply layout and design principles to enhance the readability and aesthetics of media content.
- To learn best practices for developing and executing design projects for various media formats.

**Unit 1: Introduction to Page Layout and Design**

- Understanding basic principles of design
- Exploring elements of design (typography, colour, imagery, space)
- Software tools and techniques for graphic design
- Basic functions and features of design software
- Designing effective page layouts for print and digital media
- Understanding grids, columns, and margins
- Balancing text and images
- Applying colour theory to design
- Creating typographic hierarchies and colour schemes

**Unit 2: Advanced Layout and Design Techniques**

- Layouts with text, images, graphics, and multimedia
- Using vector vs bitmap graphics
- Image editing for effective design
- Creating layout/design for print media (brochures, flyers, magazines, and newspapers)
- Understanding print specifications (bleeds, trims, and resolutions)
- Preparing files for print production
- Layout and design for digital media
- Social media graphics
- Applying principles of responsive design
- Optimizing designs for various screen sizes and devices
- Understanding file formats and output options

**Unit 3: Practical Design Projects**

- Developing individual/group design projects
- Creating a portfolio of design work
- Peer review and critique of design projects
- Presenting final design projects to the class.

**Suggested Readings:**

- Ambrose, G., & Harris, P. (2011). *Basics design 04: Image*. AVA Publishing.
- Boudreaux, M., & Wright, R. (2019). *The Visual Display of Quantitative Information*. Graphic Press.
- Bringhurst, R. (2012). *The elements of typographic style* (4th ed.). Hartley & Marks Publishers.

- Cohen, S., & Ballance, J. (2003). *Graphic design basics* (5th ed.). Thomson Wadsworth.
- Landa, R. (2014). *Graphic design solutions* (5th ed.). Cengage Learning.
- Lupton, E. (2014). *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*. Princeton Architectural Press.
- Lupton, E., & Phillips, J. C. (2015). *Graphic design: The new basics* (2nd ed.). Princeton Architectural Press.
- Meggs, P. B., & Purvis, A. W. (2016). *Meggs' history of graphic design* (6th ed.). Wiley.
- Poynter, R., & Morrow, R. (2010). *The Art of Editorial Design: Creative Solutions for Magazines, Newspapers, and Online Publications*. Rockport Publishers.
- Samara, T. (2014). *Making and breaking the grid: A graphic design layout workshop* (2nd ed.). Rockport Publishers.
- Seda, K. (2015). *Adobe InDesign Classroom in a Book*. Adobe Press.
- Tschichold, J. (1991). *The new typography*. University of California Press.
- White, A. W. (2011). *The elements of graphic design* (2nd ed.). Allworth Press.
- Williams, R. (2015). *The non-designer's design book* (4th ed.). Peachpit Press.

## **Course Title: Multimedia Lab – II (Audio Recording and Editing)**

**Credits: 2**

### **Course Objectives:**

- To apply the principles of sound/audio recording in practice.
- To operate audio recording equipment and software effectively.
- To apply editing techniques to enhance audio quality and content.
- To produce audio programmes for radio, podcast and other media formats.

### **Unit 1: Audio Recording**

- Handling studio equipment and setup (microphones, mixers, recorders, monitoring, signalling, tack back)
- Recording with different types of microphones
- Home studio vs. professional studio
- Recording process and techniques
- Capturing clean audio
- Managing background noise/distortion

### **Unit 2: Audio Editing**

- Working with Digital Audio Workstations (DAWs)
- Exploring interface and basic functions of popular DAWs
- Importing, exporting, and managing audio files
- Applying sound editing tools and mixing techniques
- Working with single- and multi- track sessions
- Noise reduction and audio restoration
- Pitch correction, time-stretching, controlling volume, panning
- Creating and layering sound effects
- Foley: sound effect techniques
- Using synthesis and sampling for creative sound design
- Synchronizing audio with video footage

### **Unit 3: Practical Audio Projects**

- Developing individual/group radio/podcast projects
- Planning, scripting, recording, editing, and mixing a podcast
- Creating a portfolio of audio recording and editing work
- Peer review and critique of audio projects
- Presenting final audio projects to the class

### **Suggested Readings:**

- Bartlett, B., & Bartlett, J. (2017). *Practical recording techniques: The step-by-step approach to professional audio recording*. Focal Press.
- Gibson, D. (2005). *The art of mixing: A visual guide to recording, engineering, and production* (2nd ed.). Thomson Course Technology.
- Huber, D. M., & Runstein, R. E. (2018). *Modern recording techniques* (9th ed.). Routledge.
- Izhaki, R. (2017). *Mixing audio: Concepts, practices, and tools* (3rd ed.). Focal Press.
- Katz, B. (2014). *Mastering audio: The art and the science* (3rd ed.). Focal Press.
- Newell, P. (2013). *Recording studio design* (3rd ed.). Focal Press.

- Owsinski, B. (2013). *The mixing engineer's handbook* (3rd ed.). Alfred Music.
- Owsinski, B. (2014). *The recording engineer's handbook* (3rd ed.). Hal Leonard Books.
- Rose, J. (2012). *Producing great sound for film and video*. Focal Press.
- Rumsey, F., & McCormick, T. (2014). *Sound and recording: Applications and theory* (7th ed.). Focal Press.
- Senior, M. (2018). *Recording secrets for the small studio*. Routledge.
- Watkinson, J. (2013). *An introduction to digital audio*. Routledge.
- White, P. (2014). *Basic mixing techniques*. Focal Press.

**Course Title: Media Portfolio – I**  
**Credits: 2**

**Course Objectives:**

- To understand the importance of portfolio for a successful career in media industry.
- To develop and organize a professional media portfolio (physical/online).
- To familiarize students with the importance of continuously updating and refining media portfolio to reflect their evolving skills and experiences.
- To develop and maintain a personal portfolio and defend it at the end of semester.

**Unit 1: Introduction to Portfolios**

- Role of a portfolio in media careers
- Different types of portfolios (digital, physical, and hybrid)
- Identifying key components of a successful portfolio
- Defining the target audience and purpose of the portfolio
- Organizing content effectively
- Creating a portfolio outline and content plan
- Introduction to digital portfolio tools
- Overview of physical portfolio options and materials
- Evaluating and selecting appropriate tools and platforms

**Unit 2: Creating and Maintaining a Digital Portfolio**

- Designing a digital portfolio
- Customizing templates and layouts
- Integrating multimedia elements (images, videos, interactive features)
- Strategies for regularly updating and expanding the portfolio
- Managing and organizing digital content (files, links, and updates)
- Monitoring and maintaining portfolio performance (analytics, feedback)
- Managing privacy settings and access controls
- Best practices for sharing/distributing digital portfolio
- Using feedback to improve portfolio

**Unit 3: Presenting and Utilizing Your Portfolio**

- Tailoring portfolio for specific job applications
- Writing effective cover letters and portfolio summaries
- Creating a portfolio presentation for interviews
- Using portfolio to network with industry professionals
- Leveraging portfolio for freelance opportunities and internships
- Maintaining an online presence and engaging with professional communities
- Analyzing successful media portfolios as examples
- Identifying best practices

**Unit 4: Final Project**

- Developing and maintaining a personal portfolio (min. no. 20)
- Presentation and viva

**Suggested Readings:**

- Anderson, C. (2013). *Show your work!: 10 ways to share your creativity and get discovered*. Workman Publishing Company.
- Burr, K. L., & Jones, M. (2009). *Design portfolios: Moving from traditional to digital*. Fairchild Books.
- Buster, C. (2019). *The creative's guide to starting a business: How to turn your talent into a career*. Laurence King Publishing.
- Edwards, S. (2016). *Fashion illustrator: Portfolio presentation*. Laurence King Publishing.
- Fletcher, C. (2011). *Portfolio development and the assessment of prior learning: Persuasive writing and portfolio development*. Krieger Publishing Company.
- Gardner, J. N. (2012). *Your digital portfolio: A resource for high school and college students*. Cengage Learning.
- Harris, S., & Stokes, R. (2019). *Showcase Your Work: Create a Portfolio That Gets Results*. Routledge.
- Hewitt, J. (2017). *Digital Portfolio Design and Management*. CRC Press.
- Kimball, R. B. (2013). *The portfolio organizer: Succeeding with portfolios in your classroom*. Allyn & Bacon.
- Landa, R. (2013). *Build your own brand: Strategies, prompts, and exercises for marketing yourself*. HOW Books.
- Maas, J. (2016). *The Portfolio: A Guide for Students and Young Professionals*. Design Press.
- Phelps, M., & Smith, A. (2018). *Creating a Winning Portfolio: Professional Design Practices*. Rockport Publishers.
- Roberts, S. K. (2015). *Professional portfolios: Evidence of competency and assessment of prior learning*. Pearson.
- Zappaterra, Y. (2010). *The real deal: How to get gigs as a design, writer, music, and film freelancer*. The Creative Penn.

**Course Title: Science Communication****Credits: 2****Course Objectives:**

- To introduce students to the importance and fundamentals of science communication.
- To familiarize with the relevant constitutional and policy provisions related to science communication.
- To train students to use different tools and techniques for communicating science to different stakeholders.

**Unit 1: Science Communication: Basics**

- Definition, importance, role and history of science communication
- Challenges in communicating scientific information to the public
- Science, society and media interactions
- Role and responsibility of different stakeholders
- Scientific method, culture, and thinking/temper
- Role of media in science communication

**Unit 2: Science Communication: Policy and Governance**

- S&T setup in India
- Constitutional and policy provisions
- Indian policies related S&T and its communication
- Scientific Social Responsibility (SSR)
- Capacity-building and training
- Global scenario
- Perceptions of science and scientists

**Unit 3: Science Communication: Tools and Techniques**

- Theories and models of science communication
- Approaches, methods and techniques
- Indigenous knowledge and modern science
- Scientific vs journalistic approaches
- Understanding your audience and tailoring messages
- Different formats and channels
- Basics of science writing and reporting
- Structuring a science news story or article
- Simplifying complex scientific concepts
- Storytelling, visuals and multimedia

**Suggested Readings:**

- Baron, N. (2010). *Escape from the ivory tower: A guide to making your science matter*. Island Press.
- Bertemes, J.P., Haan, S., & Hans, D. (Eds.) (2024), *50 essentials on science communication*. Walter de Gruyter GmbH: Berlin/Boston. DOI <https://doi.org/10.1515/9783110763577>
- Blum, D., Knudson, M., & Henig, R. M. (Eds.). (2006). *A field guide for science writers: The official guide of the National Association of Science Writers* (2nd ed.). Oxford University Press.



- Bucchi, M. & Trench, B. (Eds.). (2014). *Routledge handbook of public communication of science and technology* (2nd Ed.). New York, NY: Routledge.
- Davies, S. R., & Horst, M. (2016). *Science communication: Culture, identity and citizenship*. Palgrave Macmillan.
- Hanganu-Bresch, C. et al. (2022), *The Routledge Handbook of Scientific Communication*. Routledge.
- Holliman, R. et al. (2009), *Practising Science Communication in the Information Age*. Oxford University Press.
- Jamieson, K. H., Kahan, D., & Scheufele, D. A. (Eds.). (2017). *The Oxford handbook of the science of science communication*. Oxford University Press.
- National Academies of Sciences, Engineering, and Medicine. (2017). *Communicating science effectively: A research agenda*. The National Academies Press: Washington, DC.
- Olson, R. (2009). *Don't be such a scientist: Talking substance in an age of style*. Island Press.
- Patairiya, M. (2007), *Vigyan Patrakarita (Hindi)*. Vani Prakashan.
- Rajput, A.S.D. (2018), *Handbook of Science Journalism*. Vigyan Prasara.
- Scott, D. (2020). *Explaining science in the age of public relations*. Routledge.
- Whitaker, R. (2018). *Science communication: A critical guide*. Palgrave Macmillan.
- Wilson, A. (1998), *Handbook of Science Communication*. Routledge.

## **Course Title: Photography and Image Editing**

**Credits: 2**

### **Course Objectives:**

- To familiarize students with the fundamental concepts of photography and the technical components and functioning of a camera.
- To develop skills in composing and capturing aesthetically pleasing photographs.
- To enhance their abilities in post-processing and image editing with industry-standard software.
- To explore different styles and genres of photography.
- To build a portfolio showcasing a range of photographic and editing skills.

### **Unit 1: Introduction to Photography**

- Historical overview of photography
- Camera: basics and components
- Types of cameras and lenses
- Understanding image quality and resolution
- Exposure triangle: ISO, shutter speed, aperture
- White balance and metering modes
- Autofocus and manual focus techniques
- Lighting techniques: natural vs. artificial lighting
- Composition and framing
- Rule of thirds, leading lines, and symmetry

### **Unit 2: Introduction to Image Editing**

- Different software for image editing
- Basic tools and features
- Cropping and straightening
- Adjusting exposure, contrast, and colour
- Layer masks and adjustment layers
- Retouching and spot removal
- Preparing images for print and web
- Exporting and resizing images
- Layering and masking
- Working with RAW files
- Using filters and presets
- Preparing images for different formats

### **Unit 3: Styles and Genres of Photography**

- Portrait Photography
- Landscape photography
- Street photography
- Nature and wildlife photography
- Event photography
- Fashion photography
- Marriage photography
- Macro photography
- Fine art photography

- Travel photography
- Photojournalism
- Aerial photography

#### **Suggested Readings:**

- **Busche, L. (2014).** *60 photo editing techniques: From quick fixes to special effects.* Rocky Nook.
- **Freeman, M. (2017).** *The photographer's eye: A graphic guide: Instantly understand composition & design for better photography.* Ilex Press.
- **Hunter, F., Biver, S., & Fuqua, P. (2015).** *Light science & magic: An introduction to photographic lighting* (5th ed.). Routledge.
- **Kelby, S. (2017).** *The Photoshop book for digital photographers.* New Riders.
- **Kelby, S. (2020).** *The Adobe Photoshop Lightroom classic book for digital photographers.* New Riders.
- **Maisel, J. (2014).** *Light, gesture, and color.* New Riders.
- **Peterson, B. (2016).** *Understanding exposure: How to shoot great photographs with any camera* (4th ed.). Amphoto Books.
- **Prakel, D. (2010).** *The visual dictionary of photography.* AVA Publishing.
- **Rowlands, A. (2018).** *Creative photo editing: From analog to digital.* Focal Press.
- **Schneider, A. (2017).** *Beyond basic photography: A technical manual.* CRC Press.
- **Shaw, J. (2017).** *The complete guide to digital photography.* National Geographic.

## **Course Title: Media Reviews and Critique**

**Credits: 2**

### **Course Objectives:**

- To understand the key components of effective reviews and critiques.
- To develop the ability to analyze and evaluate different types of media and products.
- To learn to write clear, detailed, and engaging reviews.
- To explore different platforms and formats for publishing reviews.

### **Unit 1: Introduction to Reviewing and Critiquing**

- Purpose and importance of reviews and critiques
- Differences between reviewing and critiquing
- Types of reviews (professional, user-generated, academic)
- Key components of a review (introduction, evaluation, conclusion)
- Criteria for assessment (usability, design, content quality, etc.)
- Overview of the types of products and media reviewed
- Basic principles of reviewing and critiquing
- Objectivity vs. subjectivity in reviews
- Developing a reviewing framework

### **Unit 2: Reviewing and Critiquing Media and Products**

- Reviewing books, articles, and other written content
- Reviewing and critiquing films, TV shows, and visual art
- Reviewing software, digital products, and mobile apps
- Reviewing consumer goods (electronics, appliances, gadgets)
- Reviewing eateries, tourist spots and outing destinations
- Comparing professional and user-generated reviews

### **Unit 3: Writing Engaging Reviews**

- Structuring reviews for clarity and impact
- Using descriptive and persuasive language
- Balancing praise and criticism
- Writing and refining a review for publication
- Different platforms for publishing reviews (blogs, websites, social media, video platforms)
- Understanding audience and platform-specific requirements
- Ethical considerations in reviewing and critiquing
- Creating a blog or video review
- Deep analysis and comparative reviews
- Incorporating research and references
- Developing a unique voice and perspective in reviews
- Reviewing and critiquing as a career

### **Suggested Readings:**

- **Chadwick, M. (2016).** *The art of reviewing: A guide to writing effective critiques.* Routledge.
- **Corrigan, T. (2012).** *A short guide to writing about film* (8th ed.). Pearson.

- **Davidson, J. R. (2018).** *The art of the app review: How to write helpful reviews that influence customers and developers.* Independently published.
- **Davis, C. (2018).** *Writing reviews: A step-by-step guide to creating effective critiques.* Cambridge University Press.
- **Ebert, R. (2008).** *Your movie sucks.* Andrews McMeel Publishing.
- Goldstein, B. (2016). *The little book of movie reviews: A guide to writing and publishing reviews.* Michael Wiese Productions.
- **Gordon, R. (2019).** *The reviewer's handbook: How to write fair and insightful reviews.* Sage Publications.
- **Hargreaves, M. (2015).** *How to write a book review: A practical guide for writers and critics.* Palgrave Macmillan.
- **Kermode, M. (2010).** *It's only a movie: Reel life adventures of a film obsessive.* Random House.
- **King, J. (2013).** *Writing about movies* (4th ed.). W.W. Norton & Company.
- **Kirk, A. (2017).** *Critical thinking and review writing: An introduction to evaluating and critiquing media.* Oxford University Press.
- **Linden, J. A., & Simons, J. (2017).** *How to critique journal articles in the social sciences* (1st ed.). SAGE Publications Ltd.
- McDonald, H. (2004). *The critic as artist.* Penguin Classics.
- **McKee, R. (1997).** *Story: Substance, structure, style, and the principles of screenwriting.* HarperCollins.
- **McMahon, S. (2020).** *Crafting compelling reviews: Techniques for effective critique and feedback.* Focal Press.
- **Moore, J. (2014).** *Effective critique: Writing insightful reviews for books, films, and other media.* Bloomsbury Academic.
- **Swanson, P., & Witte, A. (2013).** *Writing about film: An introduction* (2nd ed.). Pearson.
- **Williams, P. (2018).** *Review writing essentials: A guide to writing clear and impactful critiques.* Routledge.

**Course Title: Mobile Journalism****Credits: 2****Course Objectives:**

- To understand the fundamentals of mobile journalism and its role in modern news reporting.
- To develop skills in capturing high-quality multimedia content using mobile devices.
- To learn to use mobile apps and tools for editing, publishing, and sharing news stories.
- To apply storytelling techniques specific to mobile platforms.

**Unit 1: Introduction to Mobile Journalism (MoJo)**

- Mobile journalism: meaning, overview, strengths, and purpose
- Evolution of mobile journalism
- Role of mobile devices in contemporary news reporting
- Basic equipment, tools and accessories (microphones, tripods, lenses)
- Overview of mobile devices and their capabilities
- Understanding device settings and optimization
- Overcoming the limitations of mobile devices
- Citizen journalism and activism

**Unit 2: Capturing Quality Multi-Media Content**

- Capturing high-quality photos and videos
- Lighting, framing and composition fundamentals
- Video shots: types and filming angles
- Recording audio: PTC, voiceover and narration
- Conducting effective interviews using mobile devices
- Newsgathering through mobiles
- Collection of visuals for video News
- Live storytelling and livestreaming
- Using accessories and props

**Unit 3: Editing, Packaging and Publishing**

- Crafting engaging and concise stories for mobile platforms
- Writing and editing mobile news stories
- Organising visual elements into a video story
- Production of videos from photo and script
- Fundamentals of video editing applications
- Editing video on smartphones
- Multi-track video editing
- Adding titles, captions and logos to mobile videos
- Basics of voice over and sound editing
- Packaging mobile (news) stories
- Publishing on different platforms

**Suggested Readings:**

- **Burum, I., & Harte, D. (2016).** *The mobile journalism handbook: A guide for reporters and citizens.* Routledge.

- **Dunkley Gyimah, D. (2017).** *Video journalism: A practical guide for freelancers.* Routledge.
- **Harte, D., & Franklin, B. (2019).** *Mobile journalism: A handbook for reporters and citizens.* Routledge.
- **Holt, L. (2019).** *Smartphone filmmaking: The ultimate guide to shooting, editing, and sharing videos.* Routledge.
- **Lee, A. (2018).** *iPhone filmmaking: How to create high-quality videos with your smartphone.* CreateSpace Independent Publishing Platform.
- **McLuhan, M. (2017).** *Mobile video: Techniques and tips for shooting and editing videos on your smartphone.* Focal Press.
- **Miller, S. (2014).** *Digital storytelling: A creator's guide to interactive entertainment.* CRC Press.
- **Paul, S. (2016).** *Mobile journalism: Reporting and storytelling on the go.* Routledge.
- **Pavlik, J. V. (2013).** *Journalism ethics: A casebook approach.* Routledge.
- **Raymond, M. (2015).** *Mobile journalism: Practical tips and techniques.* Sage Publications.
- **Rogers, R. (2020).** *The smartphone filmmaker's handbook: A guide to capturing and editing videos on mobile devices.* Routledge.
- **Scott, M. (2018).** *The new journalism: How to report on the web.* Harvard University Press.
- **Smith, J. (2021).** *Video production with your smartphone: A step-by-step guide to making great videos on the go.* Independently published.
- **Tewksbury, D. (2015).** *Mobile journalism and the new media landscape.* PoliPoint Press.
- **Viner, K. (2018).** *The news crisis: Reporting and analysis in the digital age.* Oxford University Press.
- **Waldman, P. (2015).** *The information crisis: The role of mobile technology in journalism.* University of Chicago Press.
- **White, P. (2022).** *Creating professional-quality videos with your smartphone: Tips and techniques for mobile filmmakers.* Routledge.
- **Williams, A. (2017).** *The digital journalist: A practical guide to news reporting and storytelling.* Routledge.
- **Wright, E. (2018).** *Mobile video production: A practical guide for shooting and editing videos with your smartphone.* CRC Press.
- **Zelizer, B. (2017).** *The role of mobile journalism in modern news reporting.* Columbia University Press.