



RKDF UNIVERSITY, RANCHI

Scheme of Examination (Semester 1st)
Choice Based Credit System (CBCS) w.e.f July 2021

MA Journalism & Mass Communication

Subject wise distribution of marks and corresponding credits

S.No.	Subject Code	Subject Name	Marks Distribution				
			Internal Marks	External Marks		Total Marks	
			Max	Max	Min	Max	Min
1	PJM101	Mass Communication Theory	30	70	21	100	35
2	PJM102	Ethical Journalism	30	70	21	100	35
3	PJM103	Introduction to Multimedia	30	70	21	100	35
4	PJM104	Print & Photo Journalism	30	70	21	100	35
5	PJM105	Project Work	0	0	0	100	50
Total						500	



RKDF UNIVERSITY, RANCHI

MA Journalism & Mass Communication

SEMESTER – 1th

Choice Based Credit System

S.No.	Subject Code	Subject Name	L	T	P	Credit
1	PJM101	Mass Communication Theory	3	1	0	4
2	PJM102	Ethical Journalism	3	1	0	4
3	PJM103	Introduction to Multimedia	3	1	0	4
4	PJM104	Print & Photo Journalism	3	1	0	4
5	PJM105	Project Work	3	1	0	4
Total			15	5	0	20



Subject: Mass Communication Theory

Sub. Code: PJM101

The purpose of this course is to give students a theoretical foundation so they can better understand media and their role in society. This course will enable aspiring journalists to question common assumptions, interrogate texts and develop ethical concerns for the effects of their work. Theory helps media practitioners understand the power of communication and the changes it can bring about in socio-political processes. Exposing media students to a multiplicity of theoretical perspectives should make them more versatile and responsible communicators.

Objectives

- To have a basic understanding of key communication and persuasion theories.
- To trace the development of various theoretical schools and communication models.
- To develop a critical perspective for analyzing and understanding media texts.
- To understand the process, elements, characteristics, importance, function and role of mediated communication in society.
- To develop multiple perspectives for analyzing and dealing with media and international press systems.
- To help students integrate theory into their production processes.
- To understand the importance, application and growth of communication in development objectives for communicators.
- To prepare students for more advanced academic study and the application of media theories.

Unit 1:

Basics of Mass Communication

Introduction to communication:

- Definitions, History, Elements and Process of communication
- Barriers to communication
- Types of communication

Critical communication perspectives:

- Bias, objectivity and stereotyping
- Narrative theory

Unit 2:

Communication Models and Theories

Communication models:

- Rhetoric, SMCR, Shannon & Weaver, Newcomb, Westley-McLean, Schramm and Shoemaker

Mass communication theories:

- Mass society theory, magic bullet theory, limited effects theory, two-step flow, agenda setting, uses and gratification, functionalism and semiotics

Unit 3:

Cultural Studies

- Culture, ideology and hegemony
- Media, democracy and the state
- Political economy
- Spiral of silence



- Public sphere
- Post-modernism, post-structuralism
- The digital turn
- Communication media and empire
- Markets Globalization and Ownership patterns
- Politics of representation

Relevant Readings:

1. Mass Communication Theory: An Introduction by Denis Mcquail.
2. Theories of Communication: A Short Introduction by a Mattelart.
3. Understanding Media by Marshall McLuhan.
4. Understanding Media Theory by Kevin Williams (Arnold 2003)
5. Mass Communication Theories and Research by Alixis Tann.
6. Communication Studies: An Introductory Reader, Edited by J Corner Hawthorn.
7. The Process and Effects of Mass Communication by Wilbur Schramm and F. Roberts (Illinois 1971)
8. Key Concepts in Television Studies by Bernadette Casey, Neil Casey, Ben Calvert, Liam French and Justice Lewis (Routledge)
9. Communication and Social Change by P.C. Joshi.
10. Designing Messages for Development by Bella Modi (Sage Publications 1991)
11. The Myth of the Information Revolution: Social and Ethical Implications of
12. Communication Technology Edited by Michael Trabant.



Subject: Ethical Journalism

Sub. Code: PJM102

This course examines the legal framework and ethical constraints that professional journalists and strategic communicators should know, particularly those laws and ethics that directly affect newsgathering and news dissemination. As such, it acquaints journalism students with Article 19 and Indian media laws and regulations, copyright issues, and the types of evolving ethical and social responsibilities today's media professionals will encounter.

Unit 1:

- History and Overview of Indian Media Law
- Brief history of press laws in India: Before and after independence
- Freedom of expression and speech under the Constitution of India.
- Laws governing the reporting of court proceedings and contempt of court.
- Laws governing coverage of the proceedings of Parliament and state assemblies and press privileges
- Right to information and the Official Secrets Act
- Laws concerning the use of the airwaves, Internet, telephony, and e-media
- Laws against defamation and libel
- Press Council of India

Unit 2:

- Codes of ethics and moral reasoning for ethical journalists
- Theoretical approaches to ethics: The golden mean, categorical imperative, the principle of utility, the veil of ignorance, Judeo-Christian ethics
- Conventional ethical journalism standards: Accuracy, truth, objectivity, fairness, balance, naming and protection of sources, conflict of interest, editorial and business firewalls
- Reporting on underprivileged and vulnerable people
- Good taste and the ethics of aesthetics

Unit 3:

- Legal and Ethical Media Practices
- Writing within the law
- Press rights and responsibilities toward victims and the accused
- Responsibilities to victims
- Dealing with sensational material
- Managing private rights, privacy, and public interest

Relevant Readings:

1. Press Laws by D.D. Basu (Prentice Hall)
2. Press Laws by Subir Ghosh.
3. Journalistic Ethics by P.K. Bandhopadhyay and Kuldeep S. Arora.
4. Journalism Ethics by Phillip Seib & Kathy Fitzpatrick.
5. Ethics, Copyright & the Bottom Line by Eastman Kodak.
6. Mass Communication Law and Ethics by Roy L. More.



Subject: Introduction to Multimedia

Sub. Code: PJM103

This paper aims to familiarize students to the integration of text, graphics, drawings, still and moving images for effective storytelling. The students will be introduced to basics of multimedia journalism, software and platforms that aid such storytelling.

Unit 1:

- Introduction to multimedia and hypermedia
- Elements of multimedia
- Characteristics of hypermedia
- Transmedia and cross media journalism

Unit 2:

- Why convergence matters
- Cross platform stories
- Linear and non-linear storytelling
- Tools for multimedia journalism

Unit 3:

- Brainstorming and planning stories
- Reporting a multimedia story
- Interviewing, getting quotes and information and
- Doing collaborative stories
- Basics of using mobile phones for covering stories

Unit 4

- Structuring and writing a story
- Introduction to software for digital stories
- Editing and rewriting
- Pitching and publishing stories

Relevant readings

1. The Principles of Multimedia Journalism by Richard Koci Hernandez and Jeremy Rue
2. Writing and Editing for Digital Media by Brian Carroll
3. Convergent Journalism: An Introduction by Vincent Filak
4. The Multimedia Journalist: Storytelling for Today's Media Landscape by
5. Jennifer George-Palilonis
6. Convergence Culture by Henry Jenkins



Subject: Print & Photo Journalism

Sub. Code: PJM104

The course offers an introduction to journalism, emphasizing journalistic writing conventions for print and Web media. It also introduces the basics of newsgathering, reporting, copyediting, and ethical news practices. In addition to traditional reporting and editing, the course provides a basic introduction to the demands of writing for public relations practitioners and bloggers.

Objectives

- To understand the joys of being a print journalist – a non-writer who meets the informational and aesthetic needs of news audiences
- To help students understand news values and the way that professionals critically evaluate information
- To build personal information databases and develop a research mindset
- To learn conventions and develop habits that will help students excel at interpretative and investigative journalism
- To develop an understanding of the legal and ethical roles of journalists, their evolution and relationship within a socially responsible profession
- To make class participants more informed and critical producers and consumers of news media
- To prepare students for further courses in journalism, mass communication and strategic communication concentrations

Unit 1: Newsroom structure and Contemporary Journalism News Values

Structure of a newspaper, magazine, or news website, Recent history of journalism, Understanding news and news values, Information subsidies and working with public relations professionals, Specialization and understanding beats. **Newsgathering Techniques**, Developing a journalist's toolbox, Parsimony and avoiding clichés, News gathering techniques, Developing reporting skills, Researching stories, Building databases of ideas and information. **Developing Stories / Ideation**, How to get story ideas, Story mapping, Writing news reports within basic news structures, Structuring stories logically and conventionally, Styles of intros, Copyediting and revising stories, Evaluating and reworking news from wire services and other media for print

Unit 2: Specialized Areas

Sidebar, profiles, updates, follow-ups, team reporting, investigative reporting, Human interest pieces, features, narrative non-fiction, interpretive reporting, Column writing, opinion pieces, editorials, advertorials, Writing for beats: Sports, business, politics, crime, fashion, food, technology, arts and entertainment, cinema

Unit 3 Print Journalism Practical

Writing intros for hard news, Nut paragraph writing, Quotes: Direct quotes, indirect quotes and the art of paraphrasing, Attribution in journalism, Writing copies from press releases, statements and reports, Handling breaking news, Making news from social media and live events, Verifying news, spotting fake news, Incorporating data and making sense of numbers, Rewriting copies: Checking news value, facts, grammar and refining copies, Writing for different media: Print, Online and Graphics, Writing headlines, sub-heads and captions, Introduction to newspaper design, Basics of Adobe Indesign, Practicals of Adobe Indesign, Making individual pages, Making a newspaper/tabloid (Final Product)



Unit: 4 Photo Journalism Practical

Camera Operation and Lighting: Operating a DSLR camera, Introduction to lighting equipments and techniques.

Editing Skill sets: Basics of photo editing, handling and cataloguing images using Adobe Lightroom and Photoshop, Application of visual design softwares in the context of photojournalism and the question of ethics

Relevant Readings:

1. Modern Newspaper Reporting by F W Hodgson.
2. Copy Editing 3rd Edition by Butcher J (Cambridge University Press, 1992)
3. Editing for Print by Geoffrey Rogers (MacDonald Book 1993)
4. On Photography; Susan Sontag
5. A Very Brief Introduction to Photography; Steve Edwards



Subject: Project Work
Sub. Code: PJM105

Project Report: 75 Marks+25 Marks Viva Voce

During this semester students will have to complete a Project on any subject related to the syllabus under the supervision of an internal supervisor. Both the title of the project and name of the internal supervisor will be duly approved by the college/department. The project report must be submitted to the university and be evaluated by internal examiner and viva voce will be conducted.



RKDF UNIVERSITY, RANCHI

Scheme of Examination (Semester 2nd)
Choice Based Credit System (CBCS) w.e.f July 2021

MA Journalism & Mass Communication

Subject wise distribution of marks and corresponding credits

S.No.	Subject Code	Subject Name	Marks Distribution				
			Internal Marks	External Marks		Total Marks	
			Max	Max	Min	Max	Min
1	PJM201	Immersive Media & Big Data for Journalism	30	70	21	100	35
2	PJM202	Research Methods	30	70	21	100	35
3	PJM203	Online & Television Journalism and Documentary Production	30	70	21	100	35
4	PJM204	Radio Journalism	30	70	21	100	35
5	PJM205	Project Work	0	0	0	100	50
Total						500	



RKDF UNIVERSITY, RANCHI

MA Journalism & Mass Communication

SEMESTER – 2nd

Choice Based Credit System

S.No.	Subject Code	Subject Name	L	T	P	Credit
1	PJM201	Immersive Media & Big Data for Journalism	3	1	0	4
2	PJM202	Research Methods	3	1	0	4
3	PJM203	Online & Television Journalism and Documentary Production	3	1	0	4
4	PJM204	Radio Journalism	3	1	0	4
5	PJM205	Project Work	3	1	0	4
Total			15	5	0	20



Subject: Immersive Media and Big Data for Journalism

Sub. Code: PJM201

The course will introduce the students to the various ways in which immersive technologies and big data are changing the field of journalism. The students will be encouraged to engage critically with the key debates in the field and its implication for practicing journalists. Ethical concerns related to emerging media and technologies will be addressed.

Objectives

- To acquaint students with the emerging trends in immersive media
- To critically analyse how big data is changing journalism
- To understand the possible futures of immersive media and big data

Unit 1: Debates around emerging technologies, body and technology, new interfaces, Relationship between communication and technology, Possibilities and challenges for journalism in the new and emerging media landscapes

Unit 2: Future technologies, 5G and internet of things, Role of algorithms, case of Cambridge analytica and its implications, Power and control in new platforms, surveillance society, ethical and legal issues, future of networks, journalism and future technologies.

Unit 3: Immersive worlds, experiential news, ethical concerns in immersive projects, future of virtual and augmented reality, storytelling in immersive projects, Introduction to artificial intelligence, machine learning, artificial Intelligence in journalism, automated journalism, Using big data in journalism and research, social media platforms and big data, data mining, question of accountability, politics of interpreting data, question of certainty and data in a 'post-truth' world.

Relevant Readings

1. Noble, S. U. (2018). Algorithms of oppression: How search engines reinforce racism. nyu Press.
2. Anderson, C. W. (2018). Apostles of certainty: Data journalism and the politics of doubt. Oxford University Press.
3. Jenkins, H., & Deuze, M. (2008). Convergence culture. Manovich, L. (2001)



Subject: Research Methods

Sub. Code: PJM202

Course Description This course will introduce students to research methods used in the fields of journalism and mass communication. Students will do the groundwork necessary to design and conduct a communication research project: They will learn to review research literature, frame research questions, write the theoretical framework, give an account of the research methods used in the study, present and interpret the findings of the study and identify the implications. This course will include training in basic quantitative and qualitative approaches. While the quantitative section will train them in methods such as content analysis and surveys, the qualitative part will acquaint them with textual analysis, in depth interviewing and ethnography, among others.

Objectives

- Understand the conceptual vocabulary of communication research
- Understand, interpret and critically analyze research findings published in journals
- Learn how to collect and organize quantitative and qualitative data
- Learn how to analyze quantitative and qualitative data
- Learn to present and interpret one's own research findings • Recognize formats and write academic and funded research reports

Unit 1: History of mass media research, Parts of a research report: Introduction; Literature Review; Theoretical Framework; Research Questions; Method; Results; Discussion; Limitations of Study; Prospects, for Future Research; Conclusion; References (Different Citation Styles) Preparing funded research, Research ethics; plagiarism and informed consent, Conceptualization and Measurement: Variables, concepts and measurement, levels of measurement, units of analysis, validity and reliability, Sampling: probability and non-probability sampling, sampling distribution, sampling, error, Research design: Kinds of explanation, establishing causation, correlation and association measures; experimental, longitudinal, post-hoc analysis and quasi- experiments, and cross-sectional research designs.

Unit 2: Data collection: Primary & secondary data, Quantitative methods: surveys, content analysis, Data analysis techniques (statistical): Coding and tabulation; frequency distribution; measures of central tendency, measures of dispersion; univariate, bivariate, and multivariate analysis; data and spreadsheet analysis

Unit 3: Qualitative data collection: Questionnaires, field notes, schedule, diaries, Qualitative empirical methods: Ethnography, unstructured/semi-structured interviewing, participant observation, focus groups, textual analysis, Analysis techniques (non-statistical): Grounded theory method, finding patterns, constant comparative method, concept mapping, critical discourse analysis, semiotics, conversation analysis, memoing, coding, drawing conclusions ,How will research skills help me in the Indian job market?, How to send a paper to a conference?

Relevant Readings:

1. Altheide, D.L. & Schneider, C.J. (2012).
2. Qualitative Media Analysis. 2nd edition. Thousand Oaks, CA: Sage Publications. 2. Babbie, E. (2005).



Online & Television Journalism and Documentary Production

Sub. Code: PJM203

The paper will allow the students to become acquainted with the internet as a social phenomenon and to learn about the development of online journalism. It will help them to learn about the ethical and legal aspects of online publishing.

Objectives

- To understand the distinct characteristics of online journalism
- To learn the basic writing styles used by online journalists
- To learn the basics of computer assisted journalism (CAJ) and computer assisted reporting (CAR).

Unit 1:

Networked society, Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond, Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts, CAR/CAJ, Mobile journalism, Newsroom for online journalism, Backpack journalism, Non-linear storytelling, New Styles for writing -visual language, micro-content, narrative journalism

Unit 2:

Marketing for the web – SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques, Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz, Ethical practices involving the Internet and social media.

Unit 3:

Various steps in the production of television news packages, Skill sets for television news reporting, difference between reporting for television and other mediums, Visual storytelling, using graphics, sound design, color grading, optimum outputs for different kinds of screening platforms, The art and craft of editing, DSLR and camcorder work flows, video crews, role of a producer

Unit 4:

Different stages in the production of a documentary, working with social actors, ethical concerns, distribution networks, skill sets for producing long form video stories, Building a documentary narrative, experimental approaches, directing a documentary, cinematography for documentary, editing a documentary.

Relevant Readings

1. Introduction to online journalism: publishing news and information by Ronald De Walk.
2. Web journalism: practice and promise of a new medium by James glen.
3. Online journalism: principles and practices of news for the web by James C. Frost.
4. Digitizing the news: Innovation in Online Newspapers.
5. Keller, T., & Hawkins, S. A. (2009). Television News: A Handbook for Reporting, Writing, Shooting, Editing & Producing. Holcomb Hathaway.
6. Rabiger, M. (2014). Directing the documentary. Routledge.
7. Frierson, M. (2018). Film and Video Editing Theory: How Editing Creates Meaning. Taylor & Francis.



Subject: Radio Journalism

Sub. Code: PJM204

The course aims to train the students in news reporting for radio. They will learn to search and develop sources, pitch story ideas and produce a news bulletin. They will be familiarized with working in a radio studio and develop indoor recording and mixing techniques. The students will explore various programming formats and promotional styles through class sessions, listening to radio stations and station analysis exercises. The course will develop their voices for presentation and reporting style through voice modulation exercises.

Objectives

- To understand the art of news reporting
- To understand the production & designing process and produce news bulletin
- To understand different programming formats
- To learn modulation techniques and develop voice for radio

Unit 1

- Radio station functioning and content: various departments, station identity and station sound, connective and participatory programming.
- Programme format V/s Station format: Music and Non music formats, different formats-talk, discussion, interviews, magazine show, fillers documentary, features etc.
- Finding a unique format and identity, changing the format.

Unit 2

- Writing for Radio: Formal and informal styles, writing according to formats.
- Working in a radio studio: types and functions, acoustics, input and output chain,
- studio console: recording and mixing.
- Narration and presentation techniques for radio: Voice modulation- Informal style.
- (Workshop mode)

Unit 3

- News reporting for radio: News stories-Pitching and treatment, structuring and designing a radio bulletin
- Beat reporting: Identifying and working for a news beat, reporting for hard and soft news.
- News presentation and reporting for radio: Voice modulation- formal style (workshop mode)

Unit 4

- Constructing a documentary: conceptual and technical elements. Role of narrative, story telling, ambience and transitions
- Content research: Internal and external research, station and programme research.
- Determining RAM: portable people meter, diary method. Listenership elements- Cume, TSL, and AQH

Unit 5

Radio projects: radio interview, production & reporting for news stories, production and presentation of news bulletin, and radio documentary (workshop production)



Relevant Readings

1. A. Berger, A. (1990). Script writing for radio & tv . New Delhi: SAGE.
2. Broughton, I. (1981). The art of interviewing for television, radio & film. TAB Books Inc.
3. Chuck, C. Reporting for radio .
4. Herbert, J. Techniques of radio journalism
5. Lorenz, A. L., & Vivian, J. News: Reporting and writing. Pearson Education.
6. Newby, J. Inside broadcasting . Routledge.
7. NPR, Sound reporting: The national public radio guide radio journalism and production
8. Phillips, L. A. Public radio: Behind the voices



Subject: Project Work
Sub. Code: PJM205

Project Report: 75 Marks+25 Marks Viva Voce

During this semester students will have to complete a Project on any subject related to the syllabus under the supervision of an internal supervisor. Both the title of the project and name of the internal supervisor will be duly approved by the college/department. The project report must be submitted to the university and be evaluated by internal examiner and viva voce will be conducted.



RKDF UNIVERSITY, RANCHI

Scheme of Examination (Semester 3rd)
Choice Based Credit System (CBCS) w.e.f July 2021

MA Journalism & Mass Communication

Subject wise distribution of marks and corresponding credits

S.No.	Subject Code	Subject Name	Marks Distribution				
			Internal Marks	External Marks		Total Marks	
			Max	Max	Min	Max	Min
1	PJM301	Documentary Theory	30	70	21	100	35
2	PJM302	Broadcast Television and News Production	30	70	21	100	35
3	PJM303	Multimedia Journalism	30	70	21	100	35
4	PJM304	Introduction to Broadcast Television	30	70	21	100	35
5	PJM304	Project Work	0	0	0	100	50
Total						500	



RKDF UNIVERSITY, RANCHI

MA Journalism & Mass Communication

SEMESTER – 3rd

Choice Based Credit System

S.No.	Subject Code	Subject Name	L	T	P	Credit
1	PJM301	Documentary Theory	3	1	0	4
2	PJM302	Broadcast Television and News Production	3	1	0	4
3	PJM303	Multimedia Journalism	3	1	0	4
4	PJM304	Introduction to Broadcast Television	3	1	0	4
5	PJM304	Project Work	3	1	0	4
Total			15	5	0	20



Subject: Documentary Theory

Sub. Code: PJM301

Students will be introduced to the documentary form and the contemporary concepts in documentary theory. Through seminars, discussions and student led presentations, the course will equip the students to think critically about the issues around nonfiction representation with a focus on the ethical dimensions of such representations.

Objectives

- To create a critical understanding about the documentary form.
- To understand the ethical issues around documentary production.
- To familiarise the students with history of the documentary form with a special reference to India

Unit 1

- Key moments in the history of the documentary form,
- Different types of documentaries, direct cinema, expository films, cinema verite, essay film, autobiographical films, mockumentary, eurocentrism and documentary history

Unit 2

- History of the documentary form in India, colonial practices, Films Division, independent Indian documentaries
- Circulation practices, political documentary practice, film collectives and festivals, issue of censorship

Unit 3

- Issues around the representation of reality, ethics in documentary practice, politics of documentary
- Performance and the documentary form, performativity, committed documentary practice, different stages in the production of a documentary, creating a documentary narrative
- Truth claims and the documentary form, experimental practices, interactive documentary, VR practices.

Recommended books:

1. Nichols, B. (2017). Introduction to documentary. Indiana University Press.
2. Winston, B. (2008). Claiming the real II: Documentary: Grierson and beyond (pp. 1-336).
3. BFI. Bruzzi, S. (2006). New documentary. Routledge.
4. Nash, K., Hight, C., & Summerhayes, C. (2014). New Documentary Ecologies. Emerging Platforms, Practices and Discourses. Nueva York: Palgrave Macmillan.
5. Jayasankar, K. P., & Monteiro, A. (2015). A fly in the curry: Independent documentary film in India. SAGE Publications India.



Broadcast Television and News Production

Sub. Code: PJM302

The course aims to train students in various aspects of broadcast television news production including conceptualizing, producing and working with and leading a team. The students will be introduced to the workflow in TV studios. They will explore various programming formats through class sessions and station analysis exercises. They will be introduced to studio lighting procedures, production control room and live news production. The course will develop their voices for presentation and reporting through voice modulation exercises.

Objectives

- To multi task and to learn to work in a team
- To understand live television news production
- To learn studio lighting
- To acquire essential skill sets for anchoring and producing

Unit 1

- Professional work flows in a television news studio, role of different crew members, preparing for a live news show.
- Floor plan, lighting plan, rundown

Unit 2

- Skill sets for anchoring, ad libbing, diction and voice modulation
- Preparing to appear before camera, using teleprompter, working with two or more anchors

Unit 3

- Lighting for different shows, basics of set design
- Studio interviews, chat shows, weather reports, sports shows.

Relevant Readings

1. Zettl, H. (2011). Television production handbook. Cengage Learning.
2. Utterback, A. (2015). Studio Television Production and Directing: Concepts, Equipment, and Procedures. Routledge
3. Kellison, C., Morrow, D., & Morrow, K. (2013). Producing for TV and new media: a real-world approach for producers. Routledge.
4. Gross, L. S., Foust, J. C., & Burrows, T. D. (2005). Video production: disciplines and techniques. Boston: McGraw-Hill.



Subject: Multimedia Journalism

Sub. Code: PJM303

This course emphasizes the unique aspects of online and data journalism and teaches students to be webmasters and backpack journalists. In addition to providing skills training in more advanced online and multimedia forms, the course will provide basic social media training for journalism professionals. Emphasis will be on ethical journalism strategies, tactics and practices and new ways of journalistic storytelling.

Objectives

- Students will learn how to develop and edit journalistic content for online platforms.
- Students will learn how to integrate multimedia materials for electronic delivery and utilize interactivity.
- Students will learn how to conduct online journalism research and manage and display data.
- Students will learn online and social media strategies used by media professionals, including using metrics and analytics for audience development.
- Students will become acquainted with the ethical and legal implications of online and social media practices.
- Prepare students for more advanced practices of multimedia production and distribution.

Unit 1

- Working of a modern-day integrated newsroom
- Writing and editing techniques for text, audio, video, multimedia
- Crowdsourcing, vlog, narrowcasting and web podcasting
- Developing interactive maps and graphics

Unit 2

- Audience development and ethical practices involving the Internet and social media
- Advertising and PR strategies, passive democratic fundraising (A/B testing) tactics
- Use of metrics, and analytics like Google Analytics and Chartbeat
- Automated Journalism
- Participatory multimedia journalism

Unit 3

- Working with numbers and data
- Acquiring, cleaning, and formatting numbers
- Use of Google Spreadsheets and Microsoft Excel
- Data visualisation using various software
- Producing major multimedia projects with group collaboration

Relevant Readings

1. Reddick, R., & King, E. (2000). *The online journalist*. Wadsworth Publishing.
2. Lee, E. (2005). *How Internet Radio Can Change the World: An Activist's Handbook*. iUniverse.
3. Ray, T. (2006). *Online Journalism: a basic text*. Cambridge India.
4. Stovall, J. G. (2004). *Web journalism: Practice and promise of a new medium*. Allyn and Bacon.



Subject: Introduction to Broadcast Television

Sub. Code: PJM304

The course aims to equip students to understand the practices, challenges and future of broadcast television news reporting. The course will stress the need for ethical reporting and accuracy. The students will also be introduced to the technical aspects of broadcast news production

Objectives

- To understand the ethical issues involved in television reporting
- To understand different television news formats
- To understand the technical aspects of broadcast news.

Unit 1

- Television news formats, storytelling techniques, covering different types of events and situations, investigative reporting, editing strategies, shooting styles, prime time news, morning shows, producing for television.
- Studio production, production control unit, vision mixer, audio mixer, studio cameras, character generator, master control room, single camera and multi camera production, live news production, basics of lighting, types of lighting instruments, studio lighting procedures

Unit 2

- History of Television news with special reference to India, New Trends in Television news, Convergence.
- Researching for Television News, Cultivating Sources, Information from Documents, Computer Assisted Reporting

Unit 3

- Interviewing styles and techniques, choosing sound bites , studio discussions
- Writing for television, rundown, style rules, leads, headlines and opens, teasers and bumpers, anchoring, credibility of an anchor
- Ethical issues, accuracy, avoiding stereotypes, controversial techniques, boundaries

Relevant Readings:

1. Millerson, G., & Owens, J. (2012). Television production. CRC Press.
2. Kolodzy, J. (2006). Convergence journalism: Writing and reporting across the news media. Rowman & Littlefield.
3. White, T. (2005). Broadcast news: Writing, reporting, and producing. Taylor & Francis.
4. Mehta, N. (Ed.). (2008). Television in India: Satellites, politics and cultural change (Vol. 10). Routledge.
5. Iggers, J. (2018). Good news, bad news: Journalism ethics and the public interest. Routledge.
- Cury, I. (2012). Directing and producing for television: a format approach. Focal Press.



Subject: Project Work
Sub. Code: PJM305

Project Report: 75 Marks+25 Marks Viva Voce

During this semester students will have to complete a Project on any subject related to the syllabus under the supervision of an internal supervisor. Both the title of the project and name of the internal supervisor will be duly approved by the college/department. The project report must be submitted to the university and be evaluated by internal examiner and viva voce will be conducted.



RKDF UNIVERSITY, RANCHI

Scheme of Examination (Semester 4th)
Choice Based Credit System (CBCS) w.e.f July 2021

MA Journalism & Mass Communication

Subject wise distribution of marks and corresponding credits

S.No.	Subject Code	Subject Name	Marks Distribution				
			Internal Marks	External Marks		Total Marks	
			Max	Max	Min	Max	Min
1	PJM401	Advanced Media Theory	30	70	21	100	35
2	PJM402	Academic Seminar and Thesis	30	70	21	100	35
3	PJM403	Beat Reporting	30	70	21	100	35
4	PJM404	Convergent Media Project Distribution	30	70	21	100	35
5	PJM404	Project Work	0	0	0	100	50
Total						500	



RKDF UNIVERSITY, RANCHI

MA Journalism & Mass Communication

SEMESTER – 4th

Choice Based Credit System

S.No.	Subject Code	Subject Name	L	T	P	Credit
1	PJM401	Advanced Media Theory	3	1	0	4
2	PJM402	Academic Seminar and Thesis	3	1	0	4
3	PJM403	Beat Reporting	3	1	0	4
4	PJM404	Convergent Media Project Distribution	3	1	0	4
5	PJM404	Project Work	3	1	0	4
Total			15	5	0	20



Subject: Advanced Media Theory

Sub. Code: PJM401

The purpose of this course is to give students a theoretical grounding in several advanced theoretical approaches to communication, so students can understand media processes and effects from an advanced analytical perspective. This course will build upon concepts introduced in the Mass Communication Theory class, and enable students to understand more contemporary mass communication research. It will help lay the theoretical groundwork for students in the Media Seminar and Thesis course. The course will enable students to reflect upon their own practice from a theoretical framework.

Objectives

- To survey some of the advanced theories that apply to media processes.
- To analyze the development of various theoretical schools and communication models.
- To develop a critical perspective for analyzing and understanding media texts, and production and reception processes.
- To develop multiple perspectives for analyzing and dealing with the societal implications of media utilization.
- To help students integrate theory into their professional or academic careers.

Unit 1

- Active and passive reception: Encoding and decoding, polyvalence and polysemy
- Cognitive processing and theory of the mind, ELM, limited capacity theory
- Flow and absorption

Unit 2

- Visible evidence, image and persuasion, image and memory, reflexivity
- Victims and the documentary tradition, ethnography and power, the politics of realism.
- New subjectivities, performance, authorial voice, spectacles

Unit3:

- Critical theory and cultural studies, hegemonic and post-structuralist approaches, political economy of the media and democratic processes
- Politics of aesthetics

Relevant Readings:

1. Rancière, J. (2013). The politics of aesthetics. Bloomsbury Publishing.
2. Russell, C. (1999). Experimental ethnography: the work of film in the age of video. Duke University Press.



Subject: Academic Seminar and Thesis
Sub. Code: PJM402

This course provides multimedia journalism students with an opportunity to participate in a master's level academic seminar in which students conduct extensive research in media topics of their choice. Drawing upon insights introduced in prior research and theory courses, students will use the seminar to share ideas and develop a theoretical framework and research paper that complements their semester-long convergent media projects. This work will be performed with guidance from a faculty tutor. Besides introducing a scholarly seminar approach to media study, the course gives students an opportunity to think abstractly about their convergent media projects, and write a research paper.

Objectives

- To research and share theories and concepts related to media production.
- To introduce the seminar process as a research activity
- To develop help students develop scholarly techniques for analyzing and understanding media texts, and production and reception processes
- To prepare students for further scholarly study of media

Unit 1

- Developing a Research Topic, Literature Review, and Research Questions.

Unit 2

- Conducting the Research or Analysis, Re-consulting literature

Unit 3

- Writing and revising the thesis, Presenting the thesis

Relevant Readings: (Students will pick readings that relate to their thesis topic.)



Subject: Beat Reporting

Sub. Code: PJM403

This course enables students to develop one, or possibly two, areas of interest, so the aspiring journalist understands the demands of beat reporting. With the aid of an industry mentor students learn to survey a beat, develop sources and efficiently produce the types of reports that demonstrate competence in the beat topic. Students will refine their backpack journalism and team reporting skills to produce multimedia reports that complement their major convergent journalism project.

Objectives

- Develop one, or possibly two, areas of interest as a beat
- Understand the unique reporting demands of beats reporting, including the jargon and technical terms used
- Develop a journalistic portfolio that demonstrates entry-level expertise in a beat

Unit 1

- Generic survey of journalistic styles in a beat,
- Beat surveillance and source mapping, developing and managing primary non-elite and elite sources
- Developing expert sources: human and institutional

Unit 2

- Pitching stories, routine beat sites, events and “ride alongs”
- Repurposing information for various media
- Getting editorial help, promotional strategies for beat journalists

Relevant Readings:

1. Bora & Potter, Deborah (2013). Online files for Advancing the story: Journalism in a multimedia world. Washington, D.C.: CQ Press. URL:<http://www.advancingthestory.com/about/>
2. Journalist’s Resource: Online resources on different beats: <http://journalistsresource.org/>
3. Nieman Journalism Lab: Online resources for advanced journalists.
URL: <http://www.niemanlab.org/> 48



Subject: Convergent Media Project Distribution

Sub. Code: PJM404

The course aims to familiarize the students with diverse strategies that can be employed to distribute the convergent media project that they produce to a wider audience. It will focus on the various ways in which individual content producers can reach new audiences through innovative techniques.

Objectives

- To equip students to design strategies that can assure a wider audience reach for their work.
- To provide an understanding about non-traditional networks of media circulation
- To encourage innovative ways of media circulation.

Unit 1

- Alternative distribution networks, grass roots screenings, building an audience around a film, live cinema, sustaining the circulation of your film, film festivals, video on demand, theatrical and non-theatrical screenings
- Spreadable media, hybrid model of circulation, social media strategies, mobile platforms, participatory approaches, circulation practices of evolving media platforms.

Unit 2

- Hyper local audiences, interactive strategies, evaluating audience responses, exhibition, networking, face to face approaches, linking production and distribution phases, promotion, ethical concerns.
- Publishing; traditional and new avenues, collaborative approaches, narrowcasting, pitching to broadcasters and news networks, convergent approaches to circulation.

Relevant Readings:

1. Batsell, J. (2015). Engaged journalism: Connecting with digitally empowered news audiences. Columbia University Press.
2. Jenkins, H., Ford, S., & Green, J. (2018). Spreadable media: Creating value and meaning in a networked culture (Vol. 15). NYU press.
3. Napoli, P. M. (2011). Audience evolution: New technologies and the transformation of media audiences. Columbia University Press.



Subject: Project Work
Sub. Code: PJM405

Project Report: 75 Marks+25 Marks Viva Voce

During this semester students will have to complete a Project on any subject related to the syllabus under the supervision of an internal supervisor. Both the title of the project and name of the internal supervisor will be duly approved by the college/department. The project report must be submitted to the university and be evaluated by internal examiner and viva voce will be conducted.