

SEMESTER IV
(Spring Semester: March – July)

S.No.	Course Code	Course Title	Credits	Course Nature
1.	JMC-21	Specialization Project Work (Pre-requisite – Same course opted under JMC-14) <i>(i)</i> Print Journalism <i>(ii)</i> Radio Journalism <i>(iii)</i> Television Journalism <i>(iv)</i> Online Journalism	04	Core (One to be chosen from the given choices)
2.	JMC-22	Development Communication	04	Core
3.	JMC-23	Public Relations and Corporate Communications	04	Core
4.	JMC-24	Dissertation	06	Core
5.	JMC-25	Winter Training/Internship	02	Compulsory**
Total credits for Semester IV				20
Total credits for the course			88	

JMC-21: Specialization- Project Work

The project work will be related to their area of specialization. The project work will essentially prepare the student for his/her first job in the real world.

Television Journalism

By the end of this course, every student will have a "resume reel" (also called a "demo reel"). It is simply a demonstration of his/her skills and expertise related to the job that they are applying to. The DVD should start within 15 seconds with his/her name, phone number and email address. The purpose of the resume reel is to get the student a job interview. The reels will be short - less than 5 minutes, showcasing their strengths.

Each students who have opted for this area of specialization is required to work on the below project -

1. One news package, and
2. One TV Documentary (Max. 15 min)

Radio Journalism

Students who have opted for Radio Journalism as their area of specialization are required to submit any three of the following projects -

1. Two hard news stories (Max. 4 min each)
2. Two feature stories (Max. 5 min each)
3. Two in-depth interviews (Max. 7 min each interview)
4. Radio Documentary (Max. 15 min.)

Print Journalism

Students who have opted for Print media as their area of specialization are required to design individual newspapers- either 2-page Broadsheet (Front and Back only) or 4-page Tabloid- as part of their final assignment.

Each student is expected to write stories on topics, which can be broad-based, or on a single theme for e.g. corruption, environment, politics, crime, youth, books, technology etc. Besides news stories, a student has to write an editorial based on the topic(s) chosen. From writing to editing to placement of stories, inputs on design and other related areas, students are required to show independent performance.

Online Journalism (Specialization)

Unit I:

- Convergence
- Information Politics
- Finding right information

Database Journalism

- What is it?
- Identifying databases

- Processing databases
- Extracting stories from databases e.g., Wiki Leaks

Assignments

- Write a story based on data from a database. Identify a database, process it and develop a data driven story.

Unit II:

Writing for the Web

- Yahoo Style Guide
 - Editing
 - Optimizing text for Search Engines
- Word Lists
- Shaping text for online reading

Assignments

- Write a news story based on above parameters and check the result using search engines.

Unit III:

Multimedia storytelling

- Organizing storyboard
- General training of Adobe Flash Professional

Assignments

- Create a multimedia story and upload it to your web site through FTP

Unit IV:

Social Networking Sites, Groups and communities

- Current trend
- Issues and guidelines
- How to use them as carriers of news

Assignments

- Become a part of a online group and community
- Create or maintain the Social Networking account of in-house online news portal

Unit V

Digital Audio

- Audio file formats: MP3, WMV, Real audio, MPEG-4, MPEG-4 AAC ETC
- Using recorders and Microphones

- Editing audio
- Podcasting
- Setting up a podcast

Digital Photo

- Capturing, editing and uploading
- Image extensions: JPEG, PNG, GIF, TIFF, etc

Digital Video

- Cameras and tapes
- Zooming, focusing and exposure
- Shot types – LMC
- Editing and uploading
- Script writing and voice-overs

Assignments

- Identify a story that can be shaped in the form of Audio/Video/Photo
- Record the audio and edit it
- Record the video and edit it
- Take pictures and edit them

JMC-22: Development Communication

Development Communication is a relatively new field of study which aims at empowering economically and socially marginalised people. It not only gives voice to the voiceless but also informs and educates the underprivileged to bring improvement in their daily lives. Development journalism provides people with information on change in their society and works at the local level to advocate change by spreading education, social unity and strengthening the desire for modernization.

In India both print and electronic media have played a significant tool in bringing social change and giving fillip to economic and scientific development. But in recent years the phenomenon of globalisation and the emergence of entertainment television are proving to be more a disruption to traditional social structures than an agent of progress. This disruption can only be countered by strengthening the alternative communication process and using media for social intervention.

Objectives

- To train the students to work in the news industry as development reporters, communication consultants and agents of social change
- To create space for common people by bringing back the agenda of development into the mainstream media

Unit I:

- Development
 - Concept of development;
 - Development indicators;
 - Models of Development;
 - Problems and issues in Development; Dilemmas of development;
 - Development dichotomies,
 - Growth vs Justice
 - Rural vs Urban

Unit II:

- Development Communication
 - Meaning; strategies in development communication
 - Models of development communication;
- Role of Communication in Development
- Inter-relation between development and development communication
- Dominant Paradigm: Its critique. Alternate paradigms of development.

Unit III

- Development Journalism: Concept, Relevance of Development Journalism
- Issues for development journalism-health, nutrition, education, social issues, women empowerment, resource use. Literacy, agriculture and environment, Child Immunization, Rural development, Universal education, social forestry, etc.
- Case studies on development communication programmes:
 - SITE (Satellite Instructional Television Experiment);
 - KHEDA Communication Project;
 - JHABUA Communication Project (JDCP).

Unit IV:

- Role of mass media as a tool in Development,
- Community based Media – Community Radio, Community Press/Rural Press
- Rural Coverage in mainline print/electronic media; Information needs in rural settings: Critical Analysis of different media channels regarding development issues
- Writing skills for development stories: Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television

Unit V:

- Developmental and rural extension agencies: governmental, semi-governmental, non-governmental organizations.
- Development Support Communication
- Participatory Approach of Development

Suggested Readings

- *Understanding Development Communication by Uma Joshi (Dominant Publishers and Distributors, New Delhi)*
- *Development Communication by Uma Narula, published by Haianand Publications (1994).*
- *Communication Media and Social Changes by Prof. Ramesh Chandra (Isha Books, Delhi)*
- *Rural Development Journalism by Alan Chalkely (Press institute of India)*
- *A Manual of Development Communication: Alan Chalkely (Press Institute of India)*
- *Mass Media and National Development, Wilbur Schramm*
- *Communication for Development in the Third World: Theory and Practice for Empowerment – Srinavas R*
- *Journalism: Changing Society Emerging Trends, JagdishChakravarty, Delhi, 2003*
- *Women in Journalism, Jaya Chakravarty, New Delhi, 2002*

JMC-23: Public Relations and Corporate Communications

In contemporary world, there is great demand for PR practitioners with a very different set of skills than those of their predecessors. So, today's professional communicators must be equipped with of-the-moment skills and insights in order to cut through the crowded marketplace and inspire change. It will help the students to prepare themselves as PR professionals and corporate communicators with an expertise in strategic handling of tactics, tools and channels for information distribution and retrieval, to build relationships with individuals and target groups or "publics" through planned action and communication via mass media, new media, and alternative media.

Unit I:

- Public Relations: concept and definition
- Evolution and growth of Public Relations
- Functions of public relations
- PR agencies
- PR in relation to marketing, advertising, publicity, propaganda

Unit II:

- Corporate communication: concept and scope
- Case studies
- Corporate Identity

- Corporate communicators
- Crisis management

Unit III:

- PR practitioners
- Stages of PR: Planning, research, implementation, evaluation, PR campaigns,
- Internal and external publics
- PR Tools: interpersonal, mass media and selective media
- Communication for Internal and external Publics: internal publics (house journals, bulletin boards, open houses, suggestion boxes), Writing for media (press release/backgrounder, press brief, rejoinders, etc)

Unit IV:

- PR Setup in central and state governments
- PR in public and private sector
- PR for media institutions, hospitals, defence, NGOs, political parties,
- Event management

Unit V:

- PR organizations: PRSI, IPRA etc.
- Laws and ethics in PR
- PRSI code
- Functions and responsibilities of PRO

Suggested Readings

- (1) *Wilcox, Auld and Agee. Public Relations strategies and Tactics Horper and Raw 1986.*
- (2) *Arya Asoka, Dynamics and, PR Manus, 1993*
- (3) *Black Sam, Practical Public Relations IsacPitam, 1970.*
- (4) *Burton Paul, Corporate Public Relations, Reinhold New York, 1966.*
- (5) *Lesly Philips, Lesley's Handbook of PR and Communication, American Management Association, New York.*
- (6) *PR in India Hyderabad, 1993*
- (7) *Jetwani, Varma, and Sarkar, PR concept and strategies tools, sterling, 1994*
- (8) *Kaul J. N. PR in India, New Delhi.*
- (9) *Moore Frazier and Carfield : Public Relations Principles, Cases and problem, Richard Irwin, 1977 (Seventh Edition)*
- (10) *Paul Burton :Corporate Public Relations, Reinhold, NY, 1966.*
- (11) *ReddiNarasimha C.V. Public Relations Soceity of India - An introduction, PRSI, Hyderabad.*
- (12) *ReddiNarasimha C.V. : How to be a good PRO - The Guide to Public Relations, SharadaPrakashan, Hyderabad.*
- (13) *Public Relations Case Studies - (Indian Scene Volume I-II, IFPR, New Delhi.*
- (14) *SahaiBaldeo : Public Relations : A scientific Approach, Scope, New Delhi 1980.*
- (15) *SenguptaSailesh : Management of Public Relations and Communication, Vikas, New Delhi.*

JMC-24: Dissertation

Every student will have to do a dissertation detailed in the curriculum under the guidance of regular/guest faculty. The students will have to exercise their option and register the topic in consultation with his/her guide assigned to him/ her at the start of the semester.

The objective of this project work is to enable a student to have an in-depth knowledge of the subject of his/her choice and implement the knowledge and expertise gained throughout the degree. It should be a research-based effort and should endeavor to create new knowledge in any area of mass media. The dissertation will also prepare them for the research work after the completion of their Masters program.

JMC- 25: Winter Training/Attachment

Between Semester III and Semester IV or at the end of the IV semester, the students will be attached with an organization for a minimum period of (6-8 weeks) so that the students can gain the practical exposure. The report of the winter training is to be submitted to the Department within one month after the completion of the training.

Each student will have to undergo an attachment in any of the media such as newspapers, magazines, radio, television, agencies identified by the students and faculty jointly/individually and facilities for which are easily available locally or regionally.

The student shall have to get attendance certificate and internship assessment report from the organization for 35% credits, 15% will be given on the basis of the work samples. He/She shall have to make a presentation of his internship program at the department for another 50% credits.