

Goa University

P.O. Goa University, Taleigao Plateau, Goa 403 206, India

Syllabus of B.A. (Mass Media) Programme

A brief description of the course:

Purpose:

The course is designed to offer a relevant need based programme to educate students for careers in the media world. Students are expected to work in the atmosphere of the profession through their assignments in reporting, writing, editing and using presentation tools.

Prerequisites:

The candidate should have passed HSSC.

The candidate is required to have proficiency in the English Language and communication skills.

Credits: Not credit based system

The evaluation pattern is as below:

ISA-20 Marks

ESE- 80 Marks

Number of Semesters, how the courses are distributed:

- I. The duration of the programme shall be of three academic years which is divided into Six Semesters with two semesters in each academic year.
- II. All the instructions as well as examinations shall be conducted within each semester.
- III. The programme is organized as a three year BA programme with:
 - a. Seven Papers for First and Second Semester respectively which includes two Major Papers related to Mass Media in each semester.
 - b. Seven Papers for Third and Fourth Semester which includes one Major Paper related to Mass Media (* in 2013 revised to 2 Major Papers) and an Allied Related to Major in Mass Media.
 - c. Seven Papers for Fifth semester and Sixth Semesters related to Mass Media and a Project spread to both semesters.

During the summer vacation the FY and SY students are encouraged to take up internships in media organizations (Print and Electronic) and submit a report.

Project:

The TY students undertake a project of 100 marks, for which they are allotted two classes per week. The project is in the form of a research paper, a magazine, a documentary or a short film.

Course Description:

The Department of B.A. (Mass Media) was set up in 2007 in Don Bosco College. The course aims to provide a direct entry level into the exciting and creative profession of media and to develop skills to function in print, online and electronic media environment. The course is designed to impart training pertaining to media, to compose various media formats and to network with media organization.

There are activities incorporated to give the students hands on experience in the field of media. News n Views is the in-house college newsletter brought out by the students of the department. It is published four times in a year. Students are encouraged to take up internships, though not specified by the curriculum. The first year students carry out an internship in the print media and the second year students do their internship in the electronic media. The students also visit different media establishments in the course of their studies.

Media personnel from the industry are invited to deliver lectures and conduct interactive sessions for the students. The students are often sent for workshops and seminars related to media. All this broadens their outlook and gives an insight into the myriad aspects of mass media.

BA Mass Media Syllabus

FY Sem I

	Subjects	Lectures per week
Subject 1	Compulsory Paper: Spoken English	05
Subject 2	Another Language: Hindi / French	05
Subject 3	Foundation Course: Current Affairs	05
Subject 4	Information Technology	05
Subject 5	Major Paper: Political science	05
Subject 6	Major Paper: Creative Writing	05
Subject 7	Major Paper: Fundamentals of Mass Communication	05
Subject 8	Environmental Studies	02

FY Sem II

	Subjects	Lectures per week
Subject 1	Compulsory Paper: Written English	05
Subject 2	Another Language: Hindi / French	05
Subject 3	Foundation Course: Current Affairs	05
Subject 4	Information Technology	05
Subject 5	Major Paper: Political science	05
Subject 6	Major Paper: Folk Media in India	05
Subject 7	Major Paper: Introduction to Journalism	05
Subject 8	Environmental Studies	02

SY Sem III

	Subjects	Lectures per week
Subject 1	Compulsory Paper: English	05
Subject 2	Foundation Course: Ecology	05
Subject 3	Allied Subject: DTP	05
Subject 4	Gender Studies	05
Subject 5	Major Paper: Political Science	05
Subject 6	*Major Paper: English	05
*	Major Paper: <i>Writing for the Mass Media I</i> (To be introduced from 2013-2014 Instead of Major Paper: English)	05
Subject 7	Major Paper: Reporting and Feature Writing	05

SY Sem IV

	Subjects	Lectures per week
Subject 1	Compulsory Paper: English	05
Subject 2	Foundation Course: Ecology	05
Subject 3	Allied Subject: Internet and Issues in Global Media	05
Subject 4	Women's Issues	05
Subject 5	Major Paper: Political Science	05
Subject 6	*Major Paper: English	05
*	Major Paper: <i>Writing for the Mass Media – II</i>	05

	(To be introduced from 2013-2014 Instead of Major Paper: English)	
Subject 7	Major Paper: Editing Techniques	05

TY Sem V

	Subjects	Lectures per week
Subject 1	Introduction to Media Studies	05
Subject 2	Fundamentals of Media Research	05
Subject 3	Magazine and Niche Journalism	05
Subject 4	Survey of Indian Journalism (History of Press)	05
Subject 5	Introduction to Advertising	05
Subject 6	Understanding Cinema	05
Subject 7	Project	02

TY Sem VI

	Subject	Lectures per week
Subject 1	Introduction to Public Relation	05
Subject 2	Press Laws and Ethics	05
Subject 3	Broadcast Journalism (Radio and Television)	05
Subject 4	Introduction to Photography	05
Subject 5	News Media Management	05
Subject 6	Language Journalism	05
Subject 7	Project	02

Syllabus of BA (Mass Media) Curriculum

Semester I

Fundamentals of Mass Communication

Objectives:

- a. To introduce students to Communication Models and expose them to the various aspects of Mass Communication.
- b. To develop a critical understanding of Mass Media, its potentialities and impact.

1. **Definitions of Communication.**

Understanding factors in Communication and especially Mass Comm.

2. **Types of Communication**

Verbal and non-verbal; group and interpersonal; one-to-one and one-to-many;

3. **Elements and Process of Communication**

4. **Functions of Communication**

5. **Barriers to Communication**

6. **Communication Models**

7. **Limitations and Potentialities of each Media.**

History of development of each Media – Print, Radio, TV, Cinema, Electronic Media

8. **Media Values and Social Development:**

Media and minority rights

Media, Sex and Violence

Media and Education

Testing: 80 marks End-Semester Exam + 20 marks C.I.A.

ReferenceBooks:

1. De Fleur, Melvin and Dennis, Everette; Understanding Mass Communication; (1988); 3rd edition; Houghton Mifflin Co.
2. Narula, Uma; Mass Communication theory and practice; (1994); Haranand
3. Andal; Communication theories and models
4. Ed. Barker and Petley; III Effects; 2nd edition; (1997); Routledge
5. Ed. J. S. Yadav; Issues in Mass Communication; Kanishka Publishers
6. Davison,Boylan & Yu;MassMedia SystemsandEffects;(1976)
7. Hobard; Information Ages

Semester I

Creative Writing

Course Objectives:

This course focuses on writing as an art form. The curriculum is designed as a program that encourages students to develop creative ideas and express them through writing in a variety of forms and genres.

Unit I: Short story Writing

a) Genre- Science fiction, adventure, horror, romance etc.b)Theme c) Plot d) Character e) Point of view f) setting g) Tone h) Symbolism

Any two contemporary short stories may be analyzed, which will enable the student in his/her attempt to write short stories.

Unit II: Writing Verse

a) Diction b)Theme c)Imagery d)Figures of Speech e) Metre, Rhythm and sound f) Structure and form g)Symbolism

Two or more poems may be examined, which will enable the student in his/her attempt to write verse.

Unit III: Drama

a) Theme b) Character c) Plot d) Form e) Dialogue Writing

Analyze at least one contemporary drama on the basis of these aspects, which will enable the student in his/her attempt to write poems.

Unit IV: Transcreations

Converting short stories into screen play, Narrative into poems and vice versa.

Unit V: Transferring Information

A) Charts b) Pie-Charts c) Tables d) Graphs

Unit VI: Narrating an Event/Incident

Unit VII: Writing Formal and Informal

a) Letter to the Editor b) Complaint letters and replies c) Diary entry

Unit VIII: Persuasive Writing

a) Brochures b) Handouts c) Pamphlets

Books for Reference:

1. Marden, Orison: Hints for young Writers, N.Y: Thomas & Crowell Co.
2. Burack, A.S.(Ed) Boston: The Written Handbook: The written INC, Boston
3. Geoffrey Ashe: The Art Of Writing Made Simple
4. Hughes, Ted: Poetry in the Making
5. Bowles, Borden: Creative Writing
6. Boulton, Marjorie: The Anatomy of Drama
7. Burnett, Hallie: On Writing the Short Story Harper & Row
8. Dev, Anjana, Annadha Marwah, Swati Pal; Creative Writing A Beginner's Manual, New Delhi: Pearson Longman, 2009.

Introduction to Journalism

Objectives:

- a) To give students an understanding of the history and development of journalism in the global and the Indian context
- b) Introduce students to concepts related to news and journalistic practice
1. **History** - from Guttenberg to the Internet; changing face of the news internationally and how each new medium has impacted the other and journalism itself.
2. **Definitions** of 'News', 'hard' and 'soft' news
3. **News sources** Staff reporters, correspondents, news agencies and syndicates
4. **News Values** Immediacy, Proximity, Prominence, Magnitude, Relevance, Human Interest
5. **The Role and Functions of Journalism** Surveillance, Interpretation, Linkage, Transmission of Values, Entertainment, Development
6. **Theories of the Press** - Authoritarian, Libertarian, Social Responsibility, Communist / Ideological, Democratisation
- 7 **Organisation and structure of the newspaper**
 - a. Editorial, Management, Advertising and Circulation departments
 - b. The structure of the Editorial department and the roles of each element in the editorial chain
8. **Journalistic writing formats**
 - a. Report - Style Structure, basic principles and types of reports, b. Leads - types and functions, c. angles, d. Feature, e. Editorial,
9. **Principles/Canons of Journalism**
 - a. Objectivity, b. Accuracy, c. Freedom, d. Independence, e. Impartiality and fairness,
 - f. Balance
10. **Freedom of the Press and gate-keeping mechanisms:**

- a. Editor, b. Ownership, c. Advertising d. Law 19 (1) (a) and 19 (2) in India with a comparative discussion in other countries, e. Government interference and control

Testing: 80 marks End-Semester Exam + 20 marks C.I.A.

Reference Books:

1. Mencher, Melvin; News Reporting and Writing; 7th edition; (1997); Columbia Univ. Press
2. Ed. Boyce, George; Curran, James; Wingate, Pauline; Newspaper History from the 17th century to the present day; (1978); Sage
3. Wilson, John; Understanding Journalism; (1996); Routledge
4. Mazumdar, Aurobindo; Indian Press and Freedom Struggle; (1993); Orient Longman
5. Parthasarthy, Ramaswamy; Here is the News; (1994); Sterling
6. Brumley and O'Malley; A Journalism Reader, (1997); Routledge
7. Howard, T; New: A Reader; (1991); OUP
8. Williams, Francis; Dangerous Estate: (1957); Longman
9. Dhavan, Rajeev; Only the Good News; (1987); Bharat Enterprises
10. Sarkar, R.C.S; The Press in India; (1984); S. Chand & Co. Ltd. 11. Raghavan, G. N. S; PTi Story; (1987); Indraprastha Press
12. Rao, Amiya and Rao, B.G.; The Press she could not whip; (1977); Popular Prakashan
13. Srinivasan. R.; Crusaders of the 4th Estate; (1989); Bhartiya Vidya Bhavan
14. Smith, Anthony; The News an International History; (1979); Thames and Hudson
15. Hohenberg; The professional Journalist

Semester II

Folk Media in India

Objectives: 1. To help students understand how folk media reflects societal concerns and was used for communication.

2. To enable students to know the roots and type of folk art form.

Unit I: Traditional Art or Folk Art as a mass media instrument - Nature of Folk Media - Use of folk media for literacy campaign - Advantages of folk media- folk Media for community

development – Folk vs electronic media- Participative nature of folk. The phenomena of mass culture, the influence of mass communication and culture. As tool for development in radically promoting literacy, social change, creating political awareness

Unit II: Folk theater form and Traditional Theater as mass appeal- Salient features - Tamasha, Bhavai, Nautanki, Naqual, Therukoothu, Vag, Ramlila, Raslila, Jatra, Powada or Powale, Yakshagana

Unit III: Street theater - A modern development- Emergence of western proscenium theater – Marxist influence, Experimental Theater

Puppetry – and its different styles

Sutradhara, Rod Puppets, Shadow Puppets Hand Puppets.

Unit IV: Folk music in Bengal, Gujarat, Karnataka, Maharashtra, Rajasthan, Goa. Kirtans, Bhajans

Unit V: Folk Dance: Garba in Gujarat, Tamasha, Lavani in Maharashtra and dance tradition in Goa.

Unit VI: Current status of Folk Media and its potential

Recommended Books

-Singer, Melton(ed) Traditions in India: Structure and Change, American Folk society, 1957

-Doctor, Aspi and Farzana Chaze, Mass communication- A Basic Study, Mumbai: Sheth Publisher, 8th Ed, 2004

-Kumar, Keval Kumar: Mass Communication in India, Mumbai, Jaico Publishers

-Malik, Madhu: Traditional Form of Communication and the Mass Media in India, Paris: Unesco 1983

-Mukhopadhyay, Durgadas; Lesser known forms of Performing Arts in India New Delhi: Sterling 1978

-Parmar Shyam: Traditional Folk Media in India New Delhi: Geka Books 1975

-Parmar Shyam: Folk Music Mass Media, New Delhi: Communication Publication

-Gargi, Balwant: Folk theater in India, Bombay: Rupa & Co, 1991

- Sri Vastva, Sahab lal, Folk Culture and Oral Tradition New Delhi, Abhinav Publication, 1974

Semester III

Reporting and Feature Writing

Objective:

- a) To impart writing and research skills required in reporting
- b) To foster an understanding of what is 'news' and how to approach different stories.
- c) To appreciate differences between report and feature / opinion writing
- d) Inculcate skills for effective feature writing
- e) To appreciate the role of opinion writing and its practice

1. **Reporting** as the base of any newspaper.

2. **Writing reports**

The style use of simple language, impersonal, formal

Organizing the material

How to use quotes effectively

3. **Leads**

6 Ws and 1 H

Different kinds of leads and their functions

Writing effective leads

4. **Sources of the news** press handout, press conference, new agency, government documents, and individuals.

Rewriting press releases

How to develop sources.

Gauging authenticity of sources and the importance of cross- checking.

How to cover press conferences, public meetings, speeches, events.

5. Beat reporting: skills, sources, idea, story and examining major stories in Crime, Politics, Law, Industry, Labor, Education and Health.

6. Difference between 'feature' and 'report'

Types of features.

'News' and 'Non-news'; examine the definitions in terms of what is considered news

Profiles, interviews, reviews, columns, trend stories

7. Skills for feature - interviewing, style, research, narrative
Interviewing - Research before the interview; technique

Understanding style and tone - Humorous, light, descriptive, sarcastic, ironic, reflective, factual conversational, formal

Research sources.

How to prepare profiles, obituaries, page 3, gossips and reviews (books, plays, exhibitions, etc)

8. Columns, Types of stories, Editorial

Testing: 80 marks End-Semester Exam + 20 marks C.I.A.

Reference Books:

1. Mencher, Melvin; News Reporting and Writing; (1997); 7th edition; Columbia University
2. Shrivastava, K. M.; News Reporting and Editing; (1987); Sterling Publication
3. Harris and Spark; Practical Newspaper Reporting, 2nd edition; (1993); Focal Press
4. Randall, David; The Universal Journalist; 2nd edition; (2000); Pluto Press
5. Paulos; A Mathematician reads the newspapers
6. Ed. Burgh, Hugode; Investigative Journalism; (2000); Routledge
7. Spark, David; Investigative Reporting; (1999); Focal Press

8. Scanlon, Paul; Reporting rolling stone style
9. Jenses, Carl; The News that didn't make the news and why
10. Woodward, Bob; The Watergate Story.
11. Blundell, William; The Art and craft of feature writing; (1988); Penguin
12. Growers, Ernest: The Complete Plain Words; (1962); Pelican 3. Strunk and White; Elements of Style;
13. Graves and Hodge; The Reader over your shoulder
14. Clayton, Joan; Interviewing for Journalists; (1994); Piatkus
15. Ed. Silvester, Christopher; The Penguin Book of Columnists; (1997); Penguin
16. Srinivasan. R; Crusaders of the 4th Estate; (1989); Bhartiya Vidya Bhavan

Semester III

ALLIED SUBJECT : DTP

Course Outline

1) CorelDraw

Starting CorelDraw

Drawing Shapes

Selecting Objects

Resizing shape objects

Rotating shape objects

Page setup

Inserting, renaming and deleting shape objects

Color fill

Working with Text Tool

Working with other tools on the toolbox

2) Photoshop V

Starting Photoshop

Opening an image

Cropping an Image

Editing the Image

Working with different tools on the toolbox

Working with layers

3) PageMaker

Starting PageMaker

Working with the text tool

Working with different tools on the toolbox

Placing Images

Aligning the Images

Working with Master Pages

Semester III

Gender Studies

Course Rationale: The Course seeks to introduce the students to gender studies with emphasis on concepts, evolving perspectives, theoretical paradigms on feminism and women's empowerment.

The underlying feature of the course will be a questioning of the dominant thinking where gender concerns have got subordinated.

Course structure

1. **Feminism:** Meaning, Growth & Development
2. **Gender:** Concept, Changing perspectives, differences between Gender & Feminism.
3. **Gender & Power:** Understanding power, relationship between Gender & power, female powerlessness.
4. **Gender Theories:** Liberal, Radical & Socialist
5. **Women's Empowerment:** Political, Economic & Social

Readings:

- Stacy Margaret & Price Marion, "Women, Power & Politics". Tavistock Publications, New Delhi, 1981.
- Shanley Mi. & Narayan V (ed) 'Reconstructing Political Theory Feminist Perspectives': Polity Press 1997

- Ray U.K. & Basu A., “ From Independence Towards Freedom: Indian Women Since 1947”, Oxford University Press, 1977.
- Davis K., Leijenaas M. & Oldessma J. (ed), The Gender of Power”, Sage Publication, New Delhi, 1991.
- Adamson N., Briskin L. & Mc Phail M “ Feminist Organising for Change,” Oxford University Press, 1988.
- Radtke H.L. & Stain H.J., “Power /Gender: Social Relations in Theory & Practice” Sage Publications, New Delhi, 1974.
- Freedman J., “Feminism”, Viva Books Pvt Ltd., New Delhi, 2002.
- Afhar Halen, “Women & Politics in the Third World “, Rutledge, London, 1996.
- Raj Sebasti L., “ Guest for Gender Justice, T.R. Publications Madras, 1991
- Nivedita Menon,” Gender & Politics in India” Oxford University Press, London, 1999.

Semester IV

Editing Techniques

Objectives:

- To allow improvement in language skills
- To impart skills required of a sub-editor

1. Specific language inputs

Usage tips

Words and phrases to avoid

Specific grammatical problems

2. Structure and functions of the editorial set-up of a newspaper

3. **Functions of the sub-editor** Writing, editing, design

4. **Editing**

Understanding the publication, it's audience, ideology, raison d'être

Style book

Editing symbols and how the computer has revolutionized editing

Editing to fit available space cutting or expanding copy to fill space

Reorganising or restructuring a story

Checking facts, names, figures

Checking for grammatical and other language errors or problems

Rewriting in style appropriate to publication

Writing headlines structure, working, types, use of typography, do's and don'ts, role of punctuation in heading.

Writing effective captions

5. **Typography and design**

Principles of layout balancing grey matter and white space, understanding fonts, balancing visuals and/or ads and editorial content.

Planning the page, deciding weightage of story, positioning for optimum effectiveness, balance in editorial content, preserving the format.

Selecting visuals image energy, lines of force, impact and information. Ethical considerations when selecting visuals for crime/ grief stories

Cropping pictures

Formulating effective graphics

6. **Editing on the computer using:**

Photoshop

PageMaker Corel Draw Illustrator, Quark Express

Testing: 80 marks End-Semester Exam + 20 marks C.I.A.

Reference Books:

1. Banerji, Sourin; New Editing in Theory and Practice; (1992)
2. Felsch; The Art of Readable Writing
3. Evans, D.R.; Newspaper Layout and Design; (1984); State University Press
4. Momen, D. R.; Newspaper Layout and Design; (1984); State University Press
5. Bowles and Borden; Creative Editing; 3rd edition; Wadsworth
6. Quinn, Stephen; Digital Subediting and Design

Semester IV

Allied Paper: Internet & Issues in Global Media

Objectives:

- a) Examine global journalism as a newly emerging reality its implications, strengths and weaknesses
- b) To examine the journalistic scene in S. Asia
- c) Learning about the Internet as a news medium
- d) Equipping students with basic skills required for internet reporting and editing:

1. **Global journalism**

- * Agents of global journalism internet, international news agencies, international broadcasting

International news flow

- * The global news agencies
- * Growing global monopolies and their impact on news

- * NWICO, MacBride report
- * Non-aligned news agencies and their downfall

2. **Internet journalism**

- * Journalism in 'real time'
- * Interactivity
- * Global Problem of global audiences
- * Democratising communication Vertical to horizontal communication

3. **Reporting and editing for the net**

- * Difference between newspaper writing & writing for the net
- * Brevity and providing appropriate links
- * Special interest writing on the net

4. **Developing your own web site**

- * Target audience
- * Content and services developing

5. **Developing a News Portal**

6. **Issues of authenticity**, propaganda and regressive communication on the net; lack / failure of regulatory laws

7. **Access to primary documents** of government & international agencies; global platform for activist groups

8. **Politics of representation of the 'third world'** in international press . Political or ideological bias

- * Cultural bias

10. **International reporting**

11. **Reporting International politics**, international relations

- * International conflict Bosnia

- * Disasters
- * Poverty Ethiopian Famine
- * Reporting national events internationally
- Terrorism

12. **Challenges to international journalism**

- * Problems of 'parachute journalism'
- * The need for depth research
- * operating in hostile conditions

13. **International law and the role of Western media** in defining human rights, and rethinking the concepts of human rights from a Third World media perspective.

14. **Asian region** and the need for greater connectivity

- * Focus on agencies in Asia.
- * Case study of Japan which has the greatest rate of news diffusion world-wide
- * China and state control of news
- * India - mixed pattern

Testing: 80 marks End-Semester Exam + 20 marks C.I.A.

Reference Books:

1. Bagdikien, Ben; Media Monopoly, 6th edition; Beacon Press
2. Herbert, John; practicing Global Journalism; (200); Focal Press
3. Yadava, J.S; Politics of News - Third World Perspectives; (1984); Concept Pub
4. Hall, Stuart; On-line Journalism; (2001); Pluto Press
5. Merrill, J. C.; Global Journalism; (1983); Longman
6. World Communication and Information Report - (1999 - 2000); UNESCO Publication

7. Barrett and Tunstall; Studies on the Press; (1997); Royal Commission on the Press
8. Media Monitors in Asia; Asian Media Information Centre and Communication; (1996)
9. Chakravarty, Suhas; Press & Media; The Global dimensions; (1997); Kanishka
10. Media and Democracy in Asia; (2000); Asian Media Information and Communication Centre
11. Masterton, Murray; Asian Values in Journalism; (1996); Asian Media Information and Communication Centre
12. Chakravarty, Suhas; Press and Media: the global dimensions ; (1997); Kanishka

Semester IV

Women's Issues in India

Course Rationale:

The **Course** addresses the key *issues* relating to women's empowerment and status in India. Starting from the pre-Independence period, it seeks to provide an overview of political, religious and social context where women's issues have got highlighted. In this context, it also addresses the challenges facing the women's movement in India.

Course Content:

1. Women's Rights in India: pre-independence & post independence, Current Debates, strategies of reform.
2. Women & Politics: Political Participation, Women's reservation: National, State & Local
3. Women and Religion: Status of Women in Hinduism, Christianity & Islam.
4. Women and Society: Education, Health, Domestic Violence and poverty,
5. Women's Movements: Prospects & Challenges.

Readings:

1. Nivedita Menon," Gender & Politics in India. Oxford University Press, London, **1999**.

2. Renti Sharma. 'Political Change & Status of Women' University Book House Pvt. Ltd, Jaipur 2000.
3. Geraldin Forber, "Women in Modern India' Cambridge University Press, Cambridge, 1998.
4. ____ "Women's Realities & Women's Issues" Choices Oxford University Press 1983.
- 5, Rehan Chadially (ed) "Women in Indian Society" New Delhi, 1986.
6. Patricia Caplan, "Class & Genders in India. Tavistock Publication, London 1985.
7. KumKum Roy, "Women in Indian Societies" Manohar Publication, New Delhi, 2001.
8. Flavia Agnes, "Low & Gender Inequality," Oxford University Press, New York, 1999.

Semester V

Paper I. Introduction to Media Studies

Objectives:

- a) To expose students to the well developed body of media theory and analysis
- b) To foster analytical skills that will allow them to view the media critically

1. Media Theory

Definition and need

2. Four Areas of Media theory

Mass society and mass culture

Emergence of scientific perspective

Era of limited effects

Cultural criticism

3. Mass society and mass culture

Theoretical assumptions of mass society

Mass society critics

Folk' and 'modern industrial' societies

Mechanical and organic solidarity

Direct effects paradigm

4. Normative theories

Social responsibility

Technocratic control vs. libertarianism

Radical libertarianism - laissez faire

Civic journalism, developmental theory - Schramm

Democratic participant theory - Paulo Frieire

5. Effects theories

Magic Bullet

Limited effects paradigm - Klapper

Attitude change

Selective exposure and cognitive dissonance

Moderate effects model

Lazarsfeld 2 step flow theory

6. Media and society

Innis - oral societies, literate societies, electronic society

7. Media and technological determinism

McLuhan

- “the medium is the message”

- hot and cool medium

- concept of the global village

Raymond William’s critique of technological determinism

8. Cultural criticism

Marxist

New-Marxist-the Frankfurt school-media as culture industries and social construction of reality

Adorno - media as vehicle of indoctrination of capitalist society

Barthes - construction of reality, semiology, 'mass' vs. 'popular' culture

9. Psychoanalytic perspectives on the media

Testing: 80 marks End-Semester Exam + 20 marks C.I.A.

Reference Books:

1. Baran and Davis; Mass Communication Theory; (2000); Thomas- Wadsworth
2. Fiske; Introduction to Communication Studies; (1982)
3. Infante, Rance and Womack; Building Communication Theory, 2nd edition; (1993);
4. Berger; Media Analysis Techniques

Paper II. Fundamentals of Media Research

Objectives:

- a) To introduce students to debates in Research approaches and equip them with tools to carry on research
- b) To understand the scope and techniques of media research, their utility and limitations

1 .Introduction to research concepts

Introduction to Research - definition, types & need for research

'Scientific' research and its basic principles empiricism, verifiability, generalization

- * Debate over positivism
- * Quantitative vs. Qualitative data

Role of research in the media

- * Commercial vs. Academic / Administrative Vs. Cultural Research

- * Research related to media institutions, media messages and media audiences

Research Approaches or designs: Experiment, Survey, Case Study, Comparison, Longitudinal Research, Observational Study, Content Analysis

Data collection techniques: Questionnaire, Interview, Schedule, Different types of observation techniques.

Sampling techniques

Measurement and scaling

Basic statistical techniques - Deviation, Correlation

2) **Introduction to mass media research**

Research in media messages - content analysis and semiotic analysis; the debate (in brief) between the American and the European schools of media studies

Content Analysis

- * Definition and uses
- * Quantitative and Qualitative approach
- * Steps in content analysis
- * Devising means of a quantification system
- * Limitations of content analysis

3) **Introduction to Semiology**

- * The semiotic approach to the construction of meaning
- * Barthes Primary level and secondary level signification

4) **Research in media audiences and the 'effects' debate**

- * Magic bullet to limited effects
- * Users and Gratifications model
- * Cultivation analysis
- * Audience reception

Testing: 80 marks End-Semester Exam + 20 marks ISA

Reference Books:

1. Kothari; Research Methodology; Wiley Eastern Ltd.
2. Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP
3. Reffe, Daniel; Lacy, Stephen and Fico, Frederick; Analyzing Media Message; (1998); Lawrence Erlbaum Associates
4. Gunter, Brrie; Media Research Methods; (2000); Sage
5. Wimmer and Dominick; Mass Media Research
6. De Fleur; Milestones in Mass Communication Research

Paper III. Magazine and Niche Journalism

Objectives:

- a) Learning the history, development and current status of magazine journalism in India
 - b) Introducing students to specialized journalistic writing
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1. **Definition and types of magazines** - news, special interest, general, lifestyle, glamour, gossip
 2. **Brief history of the development** of the magazine; reasons for its success internationally and in India; the magazine boom in India and the glorious years of the new magazine.
 3. **Magazine formats and their difference from other media;** magazine formats within a genre and unique features that are developed.
 4. **Overview of English and other Indian language magazines today**
 5. **Editing for a magazine**
 6. **Examining ‘niche’ journalism.** Financial, Cultural, Women, Sports, health, Entertainment, Travel, Developmental, etc.

Testing: 80 marks End-Semester Exam + 20 marks ISA

Reference Books :

1. Davis, Anthony; Magazine Journalism Today; (1988); Heinemann
2. Baird, Click; Magazine and Production; 4th edition
3. Mogel; The Magazine
4. Anderson, Douglas; Contemporary Sports Reporting; (1985); Nelson-Hall
5. Melkote, Srinivas; Communication for development in the third world; (1991); Sage
6. Ed. Glasser, Theodore; The idea of Public, Journalism;(1999); Guilford Press
7. Bathla, Sonia; Women, Democracy and the Media; (1998); Sage Publication
8. Joseph, Ammu and Abraham; Whose News
9. Venkateswaran, R.J; How to Excel in Business Journalism; (1994); Sterling
10. Hollie and Klug; Guide to Economic and Business Journalism; (1991); Columbia University Press
11. Houp, Kenneth and Pearsall; Reporting Technical Information; (1984); MacMillan
12. Dateline Earth; (Interpress)
13. Gopinath, C. Y; Travels with Fish
14. Dalrymple, W; City of Dinns
15. Iyer, Pico; Video Night at Kathmandu

Paper IV: Survey of Indian Journalism (History of Press)

Objectives:

- a) To make students aware of the stages of growth achieved by the press in India.
- b) To highlight the role of government in the press.

1. Stages of development of the Press in India

- Early development
- Post- Independence , Nehruvian Era

- The Emergency
- Post Emergency
- The Nineties
- Some leading Editors

2 A) **Indian Press institutions and their Role**

(PCI, Press Institute of India, Press club ABC)

B) **News Agencies in India** (UNI, PTI, UNIVARTA, PTI-BHASHA, SAMACHAR)

3. **Freedom of press and gate keeping mechanisms**

- Law 19 (1)(a) , 19 (8)
- Govt- interference and control
- Censorship in India
- RTI

4. **India Press: Role and Responsibilities**

5. **India Regional Press: A brief overview**

- Role of Bengali Press
- Hindi Press
- Konkani Press

Testing: 80 marks End-Semester Exam + 20 marks ISA

Reference Books

1. Mazumdar, Aurobindo. Indian Press and Freedom Struggle (1993) Orient Longman
2. Sarkar, R.C.S The Press in India (1984) Schand & Co Ltd
3. Rao, Amiya and B.G.Rao. The Press She Could Not Whip Popular Prakashan
4. Srinivasan, R. Crusaders of the 4th Estate (1989) Bharatiya Vidya Bhavan
5. Jeffrey , Robin. India's Newspaper Revolution (2000) OUP
6. Basu, Durga Das. The Laws of the Press in India (1962) Asia Publishing House, Bombay.

7. Natarajan, S. A History of the Press in India (1962) Asia Publishing House, Bombay
8. Moraes , Frank. Witness to an Era (1977) vikas Publishing House, Delhi
9. Natarajan, J A History of Indian Journalism (1955, Rpt 1997) Publishing Division, New Delhi
10. Gopal, Madam, Freedom Movement and the Press: The Role of Hindi Newspapers (1990), Criterion Pub.

Paper V. Introduction to Advertising

Objective:

To give a brief insight about advertising & its different aspects to the students of Mass Communication.

1. **Advertising:** history, meaning, definition and functions.
2. **Relationship with public relations and marketing.**
3. **Various advertising media** and their developments from print to broadcast to internet.
4. **The structure** of an ad agency and the role of each department
5. **Basic relationship** between the players (client, agency, media, consumer)
6. **The advertising industry**-advertisers, advertising agencies, media etc.
7. **Need for research in advertising**
8. **Types of advertising**
9. **Introduction to advertising strategies** AIDA, DAGMAR, information processing model
10. **Introduction to brands**
11. **The creative process**
 - a. Conceptualization
 - b. Search for the big idea

- c. Message planning and evaluation
- d. Writing the copy platform
- e. Developing and conveying ideas in words and visuals
- f. Elements of layout
- g. Importance of USP

Testing: 80 marks End-Semester Exam + 20 marks ISA

Reference Books:

1. Handbook of advertising: Herschel Gordon Lewis and Carol Nelson; NTC Business books 2000
2. Advertising principles and practice William Wells, John Burnett and Sandra Moriarty Prentice Hall 1995
3. Contemporary advertising: William F Arens and Courtland L Bovee; Irwin 1994
4. Kleppner's advertising procedure Thomas Russell and Ronald Lane Prentice Hall, 1999.
5. Getting your message across the World Wide Web, Neil Barrett

Paper VI: Understanding Cinema

Objectives:

To acquaint the students with the various styles and schools of cinema throughout the world:

1. **Technical aspects of film:** Cinematography, editing.

2. **History of cinema** from 1920-40:

Early narrative cinema (screening of D. W. Griffith's Birth of a Nation)

Soviet cinema (screening of Sergei Eisenstein's Battleship Potemkin)

Hollywood studio system.

Indian (pre-Independence) cinema from Dadasaheb Phalke's films and Prabhat Talkies' Sant Tukaram, along with a discussion of early Indian cinema, and the development of the studio system in India.

Italian neo-realism, and its impact on the films of Satyajit Ray and Bimal Roy (screening of the, The Bicycle Thief)

3. **40s-80s:**

Parallel cinema movement (screening of Ray's Pather Panchali)

French New Wave Cinema (screening of Jean-Luc Godard's Breathless)

Asian cinema (screening of Yasujiro Ozu's Autumn Afternoon). A screening of Kurosawa's 'Seven Samurai' along with a discussion of his films, their impact on Hollywood westerns and on Sholay.

Classical narrative technique (screening of Hitchcock's Rear Window)

History of Konkani Cinema – screening of old films.

4. **1980s to present day**

Star system

Hindi formula film (screening of Manmohan Desai's Amar Akbar Anthony)

Indian parallel cinema movement

Independent film-making in Hollywood' (screening of Quentin Tarantino's Pulp Fiction)

Indian-global cinema (screening of Mira Nair's Salaam Bombay) – emerging trends: the NRI factor

International parallel cinema. A screening of Mohsen Makhmalbaf or Abbas Kiarostami's recent films along with a discussion of contemporary Iranian cinema and art and censorship

Regional Indian cinema (including Konkani)

Lecture-demonstrations on technical aspects of film: cinematography, editing special (A visit to a Studio is recommended)

N. B. The list of suggested viewing has been provided only as a guideline for the faculty.

Testing: 80 marks End-Semester Exam + 20 marks ISA

Reference Books:

1. Ed. Bill Nichols; Movies and Method' 2- Volumes; University of California.

2. Press 1976
3. Gaston Roberge; Chitra Bani: A Book on Film appreciation
4. Cherry Potter, Seeker & Warburg; Image, Sound and Story The art of telling in Fil; 1990
5. Gaston Roberge; The Ways of Film Studies; Ajanta Publications; 1992
6. Gerald Mart; A short history of the Movies; The University of Chicago Press 1981
7. Erik Bamouw & S. Krishnaswamy; Indian Film; Oxford University Prss, 1980
8. Torben Grodal; Moving Pictures; Oxford University Press, 1997
9. Introduction to Konkani Films – Andre Viegas

Semester VI

Paper I. Introduction to Public Relations

Objective:

To familiarize the student with the concept of Public Relations and its role in the world of business and commerce.

1. Public Relations

Definition, concept and use of Public Relations & .Communications for an individual and for a group.

Internal PR & External PR - The various stakeholders to which PR person is responsible - Consumer, Shareholder, Government, Employee, General Public.

Public Relations & related fields like Advertising, Marketing, and Journalism

Strategies of PR

Press Release

Press Conference & Other media tools used.

2. Role of Public Relations in different sectors

PR in Manufacturing Sector.

PR in Services sector Public & Private.

PR in Non-profit organization

Relevant Case Studies from each sector.

3. Code of Ethics in Public Relations

Need to establish professional standards

Guidelines for ethical practice

Code of ethics of the American PR Association

PRSI (Public Relations Society of India)

4. Behavioural Patterns for improving Public Relations

An overview of the following.

- a. Understanding laws governing commercial enterprises
- b. Study, research & understanding of business of employer
- c. Evaluation and adaptability to corporate culture Understanding socio - economic issues, political issues, and legal/ commercial issues impacting on business.
- d. Understanding Transactional Analysis and its relevance to Public Relations.

Creating conditions & tools to improve strategies of communications.

Maintaining and building strong organization through communications.

Understanding the Media and the handling of Media Relations

Understanding the Consumer & keeping him informed

Developing crisis-handling techniques, in special context with specific instances like natural calamities, air crash, & similar specific situations.

Testing: 80 marks End-Semester Exam + 20 marks C.I.A.

Reference Books:

- 1) A Handbook of Public Relations and Communication - Lesle Philip
- 2) Handbook of Media & Public Relations - Judith Ridgway
- 3) This is PR the realities of Public Relations - Newson. Turk, Kruckeberg (Thomos Asia PTE Ltd)
- 4) Dynamics of Public Relations - Publication, Delhi - Arya Ashok-Manas
- 5) Corporate Public Relations, The Profession and the Practice, Brown and Benchmark - K. R. Balan Sterling, Basking Otis, Craig Aronoff, Dan Lattimore - Public Relations (A Times Mirror Company), 1997
- 6) Effective Public Relations - Cutlip & Center
- 7) A practical Handbook of Public Relations - Cole Robert
- 8) Introduction to Mass Communication - Emery, Ault & Gee 9) Public Relations Today - Ghosh Subin
- 10) The Practice of Public Relation - Howard Edward
- 11) Public Relations in India - Kaul J. M.
- 12) Teach Yourself Public Relations - Lloyd Herbert
- 13) Making it in Public Relations - Mogel Leonard Collier Books, Macmillan Publishing Company, New York

Paper II. Press Laws and Ethics

Objectives:

- a) Examine complex points of ethical conduct a journalist faces on a day to day basis
- b) Understand laws governing the press and how they impact the journalist and journalism in India as a whole.

1. Introduction of Law

Constitutional Law, Statutory Law, Judgment Law, Customary Law, Substantial and Adjectival Law

2. **The Press as the fourth estate**
3. **The role of the law in regulating journalism** - the debate of a libertarian and socially responsible press
4. **Need for an autonomous regulatory body**
 - Press Council of India - the rationale and vision behind the establishment of the PCI
 - Its structure, functions, history
 - Powers - the debate over punitive powers
 - Dual role in ensuring freedom of the Press and regulating it
 - PCI code of conduct for journalists
 - Major cases handled by the PCI
 - Pertinent research reports of the PCI for example on monopoly etc.
5. **Laws related to freedom of the Press** - 19 (I) (a), 'reasonable restrictions' 19 (2) and other constraints:
 - Defamation, Public Order, Contempt of Court, Contempt of Parliament, Sedition
 - Obscenity, Indecent Representation of Women Act
6. **Laws related to information access**
 - Right to Information
 - Examining the right to know vs. the right to privacy
7. **Censorship** - the Press during the Emergency and Publication of Objectionable Matters Act
8. **Indirect means of censorship** - Press and Page Act; targeting the Press through the tax laws and other laws, Monopolies and Restrictive Trade Practices Act
9. **Official Secrets Act**
10. **Indian Evidence Act** - real, oral, documentary, primary and secondary evidence
11. **Confidentiality of Sources** - the absence of a shield law in India; discussion of the American Law
12. **Laws related to journalism** as a business Working Journalists Act Press and Registration of Books Act

13. **Copyright**

14. **Ethics**

Examining the differences between ethics, morals and code of conduct

Institutional PR ethics; practitioner and personal ethics

Search for standards - guiding principles, situational ethics

15. **Issues of balance on reporting Crime**, Disasters, Conflict communal riots or other violence

Advertiser influence, Objectivity, Conflict of Interest, Ownership ,Faking and fabrication of news ,Deception, misrepresentation, Using shocking value in visuals and language,Seduction - Freebies, perks, travel and stay accommodations

16. **Ethics in Investigative Journalism**

Checkbook journalism

Confidentiality of sources

Issues of consent, using 'off the record' material

Repercussions of the story on sources' lives and on the publication itself

Testing: 80 marks End-Semester Exam + 20 marks C.I.A.

Reference Books :

1. Basu, Durga Das; The Laws of the Press in India, (1986); Prentice Hall
2. Justice Grover, Press Law
3. Iyer, V; Mass Media Laws and Regulations in India; Asian Media Information and Communication Centre
4. Sorabjee, Soli; Law of Censorship in India
5. Law of Defamation some aspects; Indian Law Institute and PCI publication
6. Parliamentary Privileges of the Press; Indian Law Institute and PCI publication
7. Violation of Journalistic Ethics and Public Taste; Indian Law Institute and PCI publication
8. Official Secrecy and the Press; Indian Law Institute and PCI publication

9. Violation of the Freedom of the Press: Indian Law Institute and PCI publication
10. Dhawan, Rajeev; Contempt of Court; Indian Law Institute and PCI publication
11. Ed. Glasser, Theodore; The idea of Public Journalism; (1999); Guilford Press
12. Belsey and Chadwick; Ethical Issues in Journalism and the Media; Routledge
13. Padhy, K. S; The Indian Press: Role and responsibility; (1994); Ashish Pub Hse.
14. Lambeth, Edmund; Committed Journalism; (1986); Indiana University Press
15. Black, Steel and Barney; Doing Ethics in Journalism; Freedom Forum
16. Padhy, K. S; The Muzzled Press;
17. Aggarwal, S. K; Media Credibility; (1989); Mittal Pub
18. Meyer, Philip; Ethical Journalism; (1987); Longman
19. Christians, Rotzoll and Fackler; Media Ethics, 2nd edition; (1987); Longman
20. Goodwin, E; Groping for Ethics; 2nd edition; (1987); Iowa State Univ. Press
21. Fink, Conrad; Media Ethics in the Newsroom and beyond; (1988); McGraw- Hill

Paper III. Broadcast Journalism [Radio and Television]

Objectives:

- a) To understand the development of broadcast journalism in India
- b) Learn skills and techniques required for broadcast journalism
- c) To learn how to handle equipment a camcorder and recorder for a story
- d) Regional language broadcast journalism to be examined as a growing and flourishing field

1. **History of the development of radio journalism;** BBC as case study; radio boom to current decline; current developments with FM and independent radio channels; the under-development of radio with the coming of TV

2. **The potential of radio as a broadcast medium internationally and nationally;** examining radio audiences in the region (AIR's reach and popularity) and in the nation
3. **Radio news formats** the spot, the report, feature, documentary, docudrama, talk show, interview
4. **Writing news for radio**
5. **Skills of speaking** over the radio as reporter, presenter, interviewing, narrating, conversation; outside broadcasts and radio conferencing
6. **Principles of sound** and production techniques in radio journalism
7. **History of the development** of TV journalism internationally and in India
 - * DD and the satellite revolution
 - * Prasar Bharati and broadcast regulations
 - * The proposed Convergence Bill
8. **TV journalism local**, regional, national and international; Exploring the potential of the local cable news network; studying CNN as case study
9. **TV news in the regional languages** reach, popularity, special coverage
10. **TV journalism formats;** evolution and popularity of new forms on TV, the long feature or documentary, the panel discussion and its functions, the news talk show.
11. **Scripting news for TV**
12. **Principles of video camera use**
13. **Skills of anchoring** or presenting Voicing and delivery, on camera delivery
14. **Video tape editing**
15. **Examining Broadcast journalism** and allegations of 'dumping down' of news as a whole; impact on print journalism
16. **Understanding the power of the image** and therefore the ethical considerations of broadcast coverage in times of conflict and disaster stories.

Testing: 80 marks End-Semester Exam + 20 marks C.I.A.

Reference Books:

1. MacGregor, Brent; Live, Direct and Biased: Making TV News in the Satellite Age; (1997); Arnold
2. Parthasarthy, Ramaswamy; Here is the News; (1994); Sterling
3. Beaman, Jim; Interviewing for Radio; (2000); Routledge
4. ChatteIji, P. C; Broadcasting in India; (1987); Sage
5. Herbert, John; Journalism in the Digital Age; (2000); Focal Press 6. Brittner and Brittner, Radio Journalism; (1997); Prentice - Hall
7. Ahuja; Audiovisual Journalism; (1988); SuIjeet
8. Hilliard; Writing for TV, Radio and New Media; 7th edition; Wadsworth

Paper IV . Introduction To Photography

Objectives:

- a) To help students understand the principles and practice of photography
- b) To enable students to enjoy photography as an art.

1. Basic Principles

Properties of light electromagnetic spectrum, reflection, transmission, refraction and polarization of light. Different type of light sources and their sources and properties.

Controlling light, pin hole camera, concave and convex lenses and mirrors, real and virtual image formation.

Photosensitive material, image formation, latent image development as fixing

History of Photography and Types of Camera

2. Camera

Mechanism of aperture, shutter, camera body view finds, transport, lenses

Classification of camera and their relative comparison

Camera operation, exposure light tables.

3. Basic Photography

Various parts of the camera

Loading and shooting on black and white film

Effect of aperture

Effect of shutter speed

Using flash light

Use of camera accessories

Care and maintenance of camera equipment

4. Colour Photography

Introducing to colour film

Chemistry of colour development and enlargement

Contact and projection printing

Colour and light basic principles of colour sensitive colour temperature, colour reversal film, colour negative film

Light and lighting outdoor, night, indoor lighting, indoor portraiture

Colour development

Concepts of composition

Digital Photography

5. Basics of Photo Journalism

Candid Street, Celebrity and Secret Photography, Documentary Photography, Subminiature Photography and closed circuit of Television

Major Concerns of Photojournalism

Testing: 80 marks End-Semester Exam + 20 marks C.I.A.

Reference Books:

1. Mitchell Beazley - The Art of Colour Photography -Octopus Publishing Group Ltd.
2. John Hedgecoe - John Hedgecoe's Creative Photography Collins & Brown
3. M. Meazely - John hedgecoe's Workbook of Darkroom Techniques - Red International Books Ltd.
4. Steve Bavister - Digital Photography - Collin's & Brown Ltd. 2000
5. John Hedgecoe - John Hedgecoe's Basic Photography Collin's on Brown Ltd. 2000

Paper V: News Media Management

Objectives:

- a) The paper looks at the news media as commercial ventures and allows students an understanding of the financial and organizational management of a newspaper and other news media organizations.
- b) It also allows them to understand the laws and processes involved in launching their own media vehicle

1. News media as business enterprise

- * Types of ownership
- * Proprietary concerns

2. Organizational Structure

- * Hierarchy
- * Decision making
- * Inter-relationship between departments

3. Financial Management'

- * Cost and Profitability
 - i. Costing classification and allocation

- ii. Nature of cost
- iii. Factors affecting cost
- iv. Fixed and variable costs
- * Financial statement analysis
P/L, A/c, B/s (Vertical Analysis)

4. **Resource and supply chain**

- * Newsprint
- * Technology
- * Production process

5. **Managing Resources**

- * Advertising revenue building and maintenance
- * Circulation revenue
- * Ways to cut cost and boost revenue'

6. **Marketing techniques**

- * Brand building
- * Public Relations
 - i. Newspaper's relation to its community
 - ii. Understanding the target audience
 - iii. Building goodwill
 - iv. Promoting the newspaper's / site's services
 - v. Sales promotional activities
- * Role of research and readership surveys
- * Sales forecasting and planning
- * Advertising the newspaper / website I channel

7. **Human Resource development**

8. **Newspaper management and challenges of liberalisation**

- * FDI
- * Foreign media entry

9. **Legal aspects of launching a publication / site / channel**

- * Press and Registration of Books Act
- * Relevant aspects of Company Law

10. **Case studies of successful news media**, their proprietors, organizational structure, factors for success

Testing: 80 marks End-Semester Exam + 20 marks C.I.A.

Reference Books:

1. Rucker and Williams; Newspaper Organisation and Management; 4th Edition; (1974); Iowa State University Press
2. Coleridge, Nicholas; The Paper Tigers;
3. Fink, Conrad; Strategic newspaper management; (1988); Random House
4. Sindhwani, T. N.; Newspaper Economics and Management; (1979); Ankur Publishing
5. Homgren, Charles; Introduction to Management Accounting; Prentice Hall
6. Schall and Haley; Introduction to Financial Management; Tata McGraw Hill

Paper VI: Language Journalism

(Hindi ,Marathi and Konkani Journalism)

Objectives

- a) To look at Indian language journalism other than English - role, evolution, nature
- b) Examine prominent Indian language newspapers as case studies and Hindi, Marathi and Konkani journalism in detail.

c) Would be important to understand the Press and the role it plays in relation to the socio-cultural ethos of the region.

1. **History and development of the regional language Press** as a force in the politics and culture of the Nation

a. Social stance and status of the regional press industry the role, the readership, the readability factor

2. **Special focus on journalism in Bengal** and its role in the Bengali, renaissance pre-independence

3. **Role of the Hindi press** operating at the national and the regional level.

a. Early role in the freedom struggle

b. Post-independence - important figures in the growth of Hindi journalism

c. The Hindi Press and politics

d. The communal role of a section of the Hindi Press over the Ayodhya issue - the PCI report on the same

4. **Case studies** of the Dainik Bhaskar, Daily Thanti, Malayalam Manoram and Anand Bazaar Patrika. Also a special look at Kerala where newspaper readership is the highest.

5. **Marathi**

a. Early Marathi Press - origins, contribution, special focus on Tilak's Kesari

a. Overview of the Marathi Press today; number of papers and readership.

a. Newspapers floated by political forces with regional domains like Ekmat, Lokmat, Tarun Bharat, Deshonnati Shiv Sena Samna

a. Role of critical writers / journalists / editors like R. K. Lele, Acharya Atre etc.

b. Examine sections of press promoting communal values vs. those with pluralistic outlook. Case study Saamna vs. Mahanagar

6. **Konkani Press**

a. Early Konkani Press - Origins and Contribution

b. Role in keeping the language alive

c. Role of critical writers / journalists / Editors

d. Sections reinforcing conservative values and communal attitudes

Reference Books:

1. Gopal, Madan; Freedom Movement and the Press the role of Hindi Newspapers; (1990); Criterion Pub.
2. Jefferey, Robin; India's Newspaper Revolution; (2000); OUP