# Department of Journalism & Mass Communication

**Syllabus for Open Course Papers under CBCS**

## SECOND SEMESTER

<table>
<thead>
<tr>
<th>Paper</th>
<th>Title of the paper</th>
<th>Marks, credits</th>
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<tbody>
<tr>
<td>JMC-O 201</td>
<td>Media, Culture and Society (Open)</td>
<td>100 marks, 4 credits</td>
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<tr>
<td>JMC-O 203</td>
<td>Television Studies (Open)</td>
<td>100 marks, 4 credits</td>
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## THIRD SEMESTER

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<tr>
<th>Paper</th>
<th>Title of the paper</th>
<th>Marks, credits</th>
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<tbody>
<tr>
<td>JMC-O 302</td>
<td>Basic Photography (Open)</td>
<td>100 marks, 4 credits</td>
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</tbody>
</table>
Objective: The basic objective of this paper is to develop an understanding of how media operates within the societal contexts and the role of media in cultural and cross-cultural discourses.

Unit 1: Culture: culture as a social institution. The Culture Industry, Popular culture and Mass Media. Inter-cultural Intra cultural communication. Barriers in inter-cultural communication.


Unit 4: Issues in international communication. Mass Communication prompted cultural Imperialism. Effects of globalization on media systems transnational media ownership

Core Readings


Additional Readings


Objective: This paper aims at studying the changing significance of television. It also aims to enable students to analyze television content using various current approaches.

Unit 1: The history and development of television- CCTV – Cable Television- Satellite- Digital Television, Development and history of television in India. The various formats of television-Television genres and the narrative structures in television.

Unit 2: Approaches to studying television- Semiotic, Marxist, Psychoanalytic, Gender-oriented dimensions, Sociological techniques.

Unit 3: Theories of audiences- Uses and gratification theory, Minimal Effects Theory, Agenda Setting Theory, Reception theory, Obstinate audience theory, Active audience theory, Demographic classification of audiences, Measuring audience reach, Television ratings.


Core Readings:


Additional Readings:


Objective: This paper aims to introduce the important elements of photography.

Unit 1: History and development of photography, Different types of cameras.


Unit 3: Composition, Formation of images and controlling what is captured.

Unit 4: Lighting techniques, Anatomy of the camera, exposure (ISO, aperture & shutter speed), light meter. Types of lens/ filters Different types of photography.

Core Readings


B. K. DeshPandey, Photo Journalism, Sonali Publications:2007

Additional Readings:


Rudolf Arnheim, Visual Thinking: Thirty-Fifth Anniversary Printing, University Of California Press, 2004