

Department of Journalism & Mass Communication

Syllabus for Open Course Papers under CBCS

SECOND SEMESTER		
Paper	Title of the paper	Marks, credits
JMC-O 201	Media, Culture and Society (Open)	100 marks, 4 credits
JMC-O 203	Television Studies (Open)	100 marks, 4 credits

THIRD SEMESTER		
Paper	Title of the paper	Marks, credits
JMC-O 302	Basic Photography (Open)	100 marks, 4 credits

SEMESTER 2

PAPER JMC-O 201. MEDIA, CULTURE AND SOCIETY

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 2: Medium as the Message. Mass media as a culture manufacturing industry. Mass media as a cultural institution. Mass culture typologies – criticism and justification. Media, technology and culture.

Unit 3: International communication. Communication and information as a tool of equality and exploitation. International news flow. Communication as a human right. International news agencies and syndicates, satellite communication. MacBride Commission's report.

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

Core Readings

John B. Thompson, *Ideology and Modern Culture: Critical Social Theory in the Era of Mass Communication*, Stanford University Press: 2000.

Michael Gurevitch & Tony Bennett, *Culture, Society and the Media*, Routledge: 1990.

Meenakshi Gigi Durham, *Media and Culture Studies*, Blackwell Publishing: 2000.

MacBride Commission, *Many Voices One World*, UNESCO: 1980.

John Hartley, *Communication, Cultural and Media Studies: The Key Concepts*, Routledge: 2011.

Additional Readings

John Fiske, Henry Jenkins, *Introduction To Communication Studies*, Routledge: 2010.

Daniel A. Wagner, *Literacy, Culture and Development*, Cambridge University Press: 1994.

PAPER JMC-O 203. TELEVISION STUDIES

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.

Unit 4: Impact of television: Socio-cultural impact, violence in television, Portrayal of reality on television. Practical analysis of television texts – case studies of reality shows, news programmes, soap operas and sit coms (situational comedies).

Core Readings:

Raymond Williams, *Television: Technology and Cultural Form*, Routledge: 2003.

John Fiske, *Television Culture*, Methuen: 1987.

John Fiske & Henry Jenkins, *Introduction to Communication Studies*, Routledge: 2010.

Jonathan Bignell, *An Introduction to Television Studies*, Routledge: 2007.

David Morley, *Television, Audiences & Cultural Studies*, Routledge: 1992.

Additional Readings:

Sonia M. Livingstone, *Making sense of Television*, Pergamon Press.

Patrick Barwise and Andrew Ehrenberg, *Television & Its Audience*, Sage Publications: 1998.

Amanda Lotz, Jonathan Gray, *Television Studies*, John Wiley & Sons: 2011.

Mridula Menon, *Indian Television and Programmes: Trends and Policies*, Kanishka: 2007.

SEMESTER 3

PAPER JMC-O 302. BASIC PHOTOGRAPHY

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

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

Unit 2: Visual literacy- Understanding visuals, Elements of Visual literacy. Image and Imagination.Principles of perspective.Light and shade. Surface textures. Building visual vocabulary by exaggeration.Distortion.Stylization and Abstraction, Depth and distance perception.

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

Michael Langford, *Langford's Basic Photography: The Guide For Serious Photographers* 9th Ed, Focal Press: 2010

Michele Grimm, Tom Grimm, *The Basic Book of Photography: Fifth Edition*, Plume Books:2003

B. K. Deshpandey, *Photo Journalism*, Sonali Publications:2007

Additional Readings:

John A. Walker, Walker, Sarah Chaplin, *Visual Culture: An Introduction*, Manchester University Press, 1997

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