



M.A. (Journalism & Mass Communication)
2021-23

SYLLABUS
Semester-1st

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-I
INTRODUCTION TO MASS COMMUNICATION

UNIT-I -FUNDAMENTALS OF COMMUNICATION

Concept, Nature and Features of Communication

Elements and Process of Communication

Seven Cs of Communication

Barriers of Communication

Types of Communication

Practical/ Assignment/ Exercise: Group discussion, Seminar presentation

Credit Distribution			
L	T	P	C
4	0	1	5

UNIT-II -INTRODUCTION TO MASS COMMUNICATION

Mass Communication- Functions

Tools of Mass Communication: Print, Electronic, New Media, Film, Advertising, Public Relations

Traditional Media: Introduction, Importance, Reach and effects

Practical/ Assignment/ Exercise: Group discussion, Seminar presentation

UNIT-III - MODELS OF COMMUNICATION

Models of Communication: Nature, Scope, Definition

Aristotle Model, SMCR Model, Lasswell Model, Shannon & Weaver Model, Osgood Model, Gerbner Model, Gate keeping Model, Newcomb Model

Practical/ Assignment/ Exercise: Group discussion, Seminar presentation

UNIT-IV - THEORIES OF COMMUNICATION

Normative Theories of Press-Authoritarian, Libertarian, Social Responsibility Theory

Other Theories-Development Media theory & Democratic Participant Media Theory, Social Influence or Identification Theory

Hypodermic Needle Theory/ Bullet Theory, Uses- Gratification Theory, Agenda setting theory, Two-step, Multi-step theory, Cultivation Theory

Practical/ Assignment/ Exercise: Group discussion, Seminar presentation

SUGGESTED READINGS:

- Baran, J.Stanley; *Introduction to Mass Communication: Media Literacy and Culture*; McGraw-Hill
- Vilanilam, V. John. *Mass Communication in India - A Sociological Perspective*; Sage Publications
- McQuail, Dennis; *Mass Communication Theory*; Sage Publications

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

- [Singhal](#), A.; [Rogers](#), E M.; *India's Communication Revolution - From Bullock Carts to Cyber Marts*; Sage Publications
- DeFleur, Dennis; *Understanding Mass Communication*; Houghton Mifflin Company
- Vivian, John; *the Media of Mass Communication*; Pearson
- Stanley, Dennis; Baran J.; *Mass Communication Theory & Practice*; Wadsworth Publishing Company
- Dominick, Joseph R.; *the Dynamics of Mass Communication*; McGraw-Hill
- Facets of Indian Culture by Vidya (Author), R. (Author), Rajaram (Author), Kalpana (Author), Spectrum-facets-of-Indian-culture
- Samreshan Vidha Dayaram Vishwakarma Shreeram Prakashan Varanasi (Hindi)
- Sampreshan Pratirootpatha Sidhanth, Dr. Shrikant Singh (Hindi)

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-I
INTRODUCTION TO PHOTOGRAPHY

UNIT I - INTRODUCTION AND APPLICATIONS

Introduction to Art of Photography

History of Photography

Requirement and use of Photographs

Types of Photography (professional based)

Photography as a medium of communication

Photo journalism.

Practical - Familiarization with photography equipments

Credit Distribution			
L	T	P	C
3	0	2	5

UNIT II - CAMERA PARTS & ACCESSORIES

Concept of SLR & D- SLR Cameras

Concept of analogue camera & digital camera

Anatomy of SLR& D- SLR cameras, Functions of various parts of camera, Lenses (all types) fundamentals of aperture and its function, shutter & shutter speed,

Co-relation between aperture, shutter speed & ISO settings Motion, depth of field, relationship with shutter & aperture Capturing motion

Filters: all types, functions & applications

Concept of depth-of-field

Practical – Exercise of DSLR camera with various lenses

Exercise of varying exposure in SLR camera

Individual focus on three different candles aligned in a row

UNIT III - VISUAL COMPOSITION AND LIGHTING

Visual grammar in photography, photographic composition: elements of composition, rule of thirds

Shots and camera angles Understanding lighting: artificial & natural Photographic lighting equipments & sources

Direction and angle of light: front, side, top and back light

One, two and three-point lighting: key, fill and back light News and Current Affairs based programmes

Practical - Photographs depicting different Camera Angles

Portraiture Lighting

Shooting exercises in natural light and artificial light

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

UNIT IV - INTRODUCTION TO ADOBE PHOTOSHOP

Introduction to Photoshop

Work orientation on Adobe Photoshop

Understanding plug-in

Software overview

Uses and functions of Adobe Photoshop

GUI of the software

Understanding tools palette and other basic function Image designing & color correction

Practicing on photographs & images

PROJECT

Photo Feature (10-15 photographs)

SUGGESTED READINGS:

- Basic Photography, Focal Press, 2003 Private Limited, 1999; Michael Langford
- Food Shots; Hicks, Roger & Schultz, Frances
- A Simple Guide to 35mm Photography; Corbett, Bill
- Point and Shoot; Jacobs, Lou (Jr.)
- Practical Photography, Hind Pocket Books; Sharma, O P

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-I
CONTEMPORARY ISSUES AND CURRENT AFFAIRS- I

UNIT I - BRIEF HISTORY OF INDIA

History of Modern India, Pre & Post Independence India
Nehruvian Era, Emergence of Non-congress Political parties
India Post-Globalization and Privatization

Credit Distribution			
L	T	P	C
4	0	1	5

Practical/ assignment/ Exercise: Group discussion, Seminar presentation

UNIT II - CONSTITUTION OF INDIA

Main features of Indian Constitution rights and Duties of Indian citizens,
Directive principles, Federal structure

Practical/ assignment/ Exercise: Group discussion, Seminar presentation

UNIT III - POLITICAL SYSTEM OF INDIA

Democracy, Parliament and Political parties, Legislature, Executive and Judiciary Local Governance,
Autonomous Agencies, Corruption, Defection and Political reforms
Election commission of India-Functions and Powers, Parliament election, Assembly election, Local Body
election, Election of President and Vice President, Election reforms

Practical: Student seminar and group discussions

UNIT IV: NEWS AND CURRENT AFFAIRS

To write, rewrite, translate news, articles, features

Practical: Students will make a file of news, articles etc. on the basis of their work

SUGGESTED READINGS:

- Tapan Biswal Human Rights Gender and Environment, Vina Books
- Prof. S.D. Muni Indian and Nepal ,Konark Publisher
- Madan Gopal India through the Ages, Publication Division
- I.K. Gujral Continuity and Change: India's Foreign Policy (Mac Millan, India)
- Rajan Harshe & K.N. Sethi Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
- S.R. Sharma Indian Foreign Policy (Om Sons)
- Rajni Kothari Caste in Indian politics

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

- Shukla V.N. Constitution of India, Eastern Book Company, Lucknow 200a
- Bakshi P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
- Jhabvala, Noshirvan H The Constitution of India, C Jammadas and Co., Mumbai, 2003
- D. D. Basu An introduction to the Constitution of India
- J.C. Johri Indian Political System

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-I

INTRODUCTION TO JOURNALISM

UNIT I: INTRODUCTION TO JOURNALISM

Brief history of Journalism

Objectives and Characteristics of Journalism.

Journalism as forth pillar of democracy

Practical, Exercises/Assignments: Students' seminar, Group discussions

Credit Distribution			
L	T	P	C
4	0	1	5

UNIT II: PRINT MEDIA JOURNALISM

Meaning, Definition and Scope of print Media

Characteristics of print Media.

News editing in Print Media--

Newspapers and Magazines.

Practical, Exercises/Assignments: To make a list of Hindi /English newspapers/magazines

UNIT III: ELECTRONIC MEDIA JOURNALISM

Meaning, Definition and Scope of Electronic Media

News editing in Electronic Media

Private satellites channels and competitive Market

Practical, Exercises/Assignments: To make a report on Electronic Media

UNIT IV: ONLINE JOURNALISM

Meaning, Definition and Scope of Online Journalism

Characteristics of Online Journalism

Trends of Online Journalism

Practical, Exercises/Assignments: To cover 5 news for Online media

SUGGESTED READINGS:

- Paul Chantler & Peter Stewart Basic Radio Journalism, Focal Press
- Uma Joshi Text Book of Mass Communication & Media Anmol Publication, Delhi
- R.Parthsarathy Journalism in India , Sterling Publishers
- H.R.Luthra Indian Broadcasting

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

- J Natrajan History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India
- S C Bhatt Indian Press since 1955, Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi
- P.K Ravindran . Indian Regional Journalism, Author Press, New Delhi
- Parthasarthy Rangaswami Journalism in India, Sterling Publishers Private Limited, New Delhi
- M V Kamath Modern Journalism, Vikas Publishing House, New Delhi
- Hohnberg John The Professional Journalist, Oxford Publishing Co. Pvt. Ltd., New Delhi

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-I
HUMAN VALUES & PROFESSIONAL ETHICS

UNIT- I HUMAN RIGHTS AND VALUES

Autonomy

Consent process (Written/Oral/Informed consent)

Right to withdraw

Equality (as related to physical/mental/gender/cast/religion)

Ethical issues in Research

UNIT- II PROFESSIONAL MEDIA ETHICS

Introduction to media ethics

Rules, Laws and Ethics

Objectivity and balancing a news

Media Ethics and TRP, Yellow Journalism,

Paid News and election coverage, Media trial

Investigative Journalism and Sting Operation (Legality and ethics)

Advertorials, embedded journalism

Self-regulations

Media and communal harmony

Ethical values and media language

Stretching an issues which is not relevant

SUGGESTED READINGS:

- Durga Das Basu, Law of the Press, Printing hall of India
- Neelamalar. Media Law and Ethics. PHI Learning. Delhi. 2010.
- Kashyap, S C. Our Constitution. NBT. Delhi. 2005.
- Clifford G., et al. Media Ethics Longman. New York. 2002.
- Prasad, Kiran. Media Law and Ethics: Readings in Communication Regulation B R Publishing. Delhi. 2009.
- PatrakaritaEvam Press Vidhi, Dr. Basantilal Babel Suvidha Law House (Hindi)
- SamacharPatraVyavsaayEvam Press Kanoon, Dr. SanjeevBhanavat Shipramathur Jaipur (Hindi)
- Bharat Mei Press Vidhi, Dr. nandkishoreTrikhavishvavidyalayaPrakashan Varanasi (Hindi)

-X-

Credit Distribution			
L	T	P	C
2	0	0	2



M.A. (Journalism & Mass Communication)
20201-23

SYLLABUS
Semester-2nd

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-II
ADVERTISING AND PUBLIC RELATIONS

UNIT I - INTRODUCTION TO ADVERTISING

Concept, definition and historical development

Social and economic benefits of advertising

Types of Advertising

Types of advertising based on media

Theories of Advertising –Stimulus Response Theory, Starch Model, AIDA, AIDCA, DAGMAR approach

Advertising agency and Media Selection- Structure and functions, Creativity, Media Budget and Campaign Planning Publicity, Propaganda and Sales Promotion

Credit Distribution			
L	T	P	C
4	0	1	5

Practical/ assignment/ Exercise: Group discussion, Seminar presentation

UNIT II- ADVERTISEMENT PRODUCTION AND ADVERTISING RESEARCH

Brand image,

Positioning,

Appeals,

Advertising Spiral,

Ideation,

Visualization,

Copywriting,

Advertising techniques for print, radio, tv, film and outdoor

Research in advertising,

Ethical aspects of ad,

ASCI,

Law and ad,

Advertising and Pressure groups

Practical/ assignment/ Exercise: Group discussion, Seminar presentation

UNIT III - UNDERSTANDING PUBLIC RELATIONS

Concept of Public Relations, Internal and External Publics,

Lobbying, PR vis-à-vis Advertising, Public Relations Department, Functions of PR department, Organisational Structure, PR skills, PR tools.

PR Agencies -Structure and Functions of Agency, Client- Agency-Media interface, Client Servicing, agency structure.

Practical/ assignment/ Exercise: Group discussion, Seminar presentation

UNIT IV - ORGANISATIONAL BEHAVIOUR

e- PR, Strategic PR, Organisational Communication

Media characteristics : Media selection, Media buying, Media briefing

House Style

Organisational crisis and role of PR

Practical/ assignment/ Exercise: Group discussion, Seminar presentation

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SUGGESTED READINGS:

- Jethwaney, Jaishri&Jain, Shruti(2012) , Advertising Management, OUP India
- Sachdeva, Iqbal S. (2009), Public Relations – Principles and Practices, OUP
- Ogilvy, David. (2001). Ogilvy on Advertising, Prion.
- Valladares, June A. (2000). The Craft of Copywriting. Sage Publications

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-II
DIGITAL JOURNALISM

UNIT I - INTRODUCTION TO DIGITAL MEDIA

History and development of Digital media

Differences with the print and broadcast media

Digital media as a tool for Ad and PR

Practical: PPT presentation and students' seminar

Credit Distribution			
L	T	P	C
4	0	1	5

UNIT II-NEWS ON THE WEB

E-newspapers, E-magazines,

Digital tools for journalist

Basics of digital news publishing

Web writing, Editing of digital content, SEO

Practical: Blogging, Writing and editing for web.

UNIT III- SOCIAL MEDIA

Characteristics of social media

Types of social media: Facebook, Twitter, Linked-in, WhatsApp, youtube etc.

Blogging and micro blogging

Launching your own website, youtube channel

Practical: Group Discussions and student's seminar

UNIT IV – LAWS & ETHICS

Major Cyber Laws and cyber security

Major Project: Five Audio/ Visual stories for websites. Publication of minimum 10 blogs.

SUGGESTED READINGS:

- Marshall, P. D. (2004). New Media Cultures, Oxford University Press.
- Dewdney, A. & Ride, P. (2006). The New Media Handbook, Routledge, London.
- Felix, L. Stolarx, D. (2006). Video blogging & Podcasting, Focal Press.
- Schmidt, E. & Cohen, J. (2013). The New Digital Age, John Murray.
- Ward, M. (2002). Journalism Online, Focal Press.

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

- Thornburg, R. M. (2011).Producing Online News: Stronger Stories, CQ Press, Washington.
- Hall, J.(2001). Online Journalism, A Critical Primer, Pluto Press, London
- Rajadhyaksha, Ashish. Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press, 2010.

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-II

INTRODUCTION TO TELEVISION PRODUCTION

UNIT I - FUNDAMENTALS OF VIDEO PRODUCTION

Credit Distribution			
L	T	P	C
3	0	2	5

Developing programme brief: Objective, content, target audience, duration

Generation of idea, preparing outline, and conducting research

TV Programming : Entertainment, Infotainment

Practical - Writing a treatment for 10 minute News Bulletin

UNIT II - BASICS OF VIDEO CAMERA

Concept of Video and Video Camera

Video file format, Frame rate and Shooting standards (PAL, SECAM, and NTSC)

Interlace and Progressive scan

HD and SD formats

Memory cards (SD, Flash)

Different parts of camera and their function

Exposure Triangle - Aperture, Sutter Speed, Gain

Concept of Depth of field – The factors which determine the Depth of field

Concept of Focal Length

Practical - Story telling without narration / Video essay

UNIT III - STAGES OF VIDEO PRODUCTION

Key equipments and crew members involved in TV production

Pre-Production: Idea/concept/script/production crew/budget/location/production/post production

Production: Single camera and multi camera production techniques

Post production: Editing, dubbing, voiceover, music and sound mixing

Script for News, current affair, recreation and docu-drama programme

Practical - Writing and shooting a 10 min News/panel discussion/Interview /docudrama programme using single and multi-camera setup.

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

UNIT IV - EDITING AND POST PRODUCTION

Introduction to editing

Role of the editor – creative editor, technical editor, editor as graphic artist

Theory of editing – continuity editing, montage

Functions of editing – combine, shorten, correct, build

Transition and effects, graphics and design

Sound editing, mixing and sound effects

Editing modes – off and online editing

Practical - Make a promo for Television news channel

PROJECT

Make any two TV Productions Programme up to 10 minutes each on entertainment/crime/sports /talk shows

SUGGESTED READINGS:

- Belavadi, Vasuki; Video Production; Oxford University Press
- Robert, Kenny F.; Teaching TV Production in a Digital World; Library Unlimited Publications
- Tyrell, Robert; The Work of a TV Journalist; Hastings House
- Scannell, Paddy; Radio, TV & Modern Life; John Wiley and Sons
- Schultz, Brad; Broadcast News Producing; Sage Publication
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. Shyam Kashyap, Rajkamal Prakashan(hindi)
- Chanelokechahre- Dr. Mukesh Kumar and Dr. Shyam Kashyap, Rajkamal Prakashan(Hindi)

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-II
FILM STUDIES

L	T	P	C
3	0	2	5

UNIT I - WORLD CINEMA

Brief History of world Cinema

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

German Expressionism

Soviet Montage

Italian Neo-realist Cinema

French New Wave

Hollywood studio system.

UNIT II –INDIAN CINEMA

Brief History of Indian Cinema

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

Indian parallel cinema movement – Benegal, Sahni, Kaul, Nihlani

Gender & Sexuality (Indian Cinema)

UNIT III – GENRES, STYLES & CONTENT

Film Terminology

Different Genres of films

Ingredients - Script, Sound, Visuals

UNIT IV - CASE STUDY

(Amongst other films, the following could be screened)

The King's Speech, The Godfather-I and the Godfather-II, Cast Away, Memento, Seven, Gladiator,

The Artist, Hugo, 12's Year in Slave, Saving Private Ryan, Hurt Locker, Avatar, Battleship

Potemkin-Silent Cinema-Montage, The Bicycle Thief, Rashomon, Pather Pachali, Meghe Dhaka

Tara, Cast Away *(Other films could be included)*

PROJECT

Reviewing Films and Presentations by students

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Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SUGGESTED READINGS:

- Monaco, James, et al. 2000. How to Read a Film: The Art, Technology, Language, History and Theory of Film and Media. New York: Oxford University Press.
- Directing: Film Techniques and Aesthetics, Michael Rabiger
- [Story: Style, Structure, Substance, and the Principles of Screenwriting](#)
- Cook, David A. 1981. A History of Narrative Film. New York: Norton.
- Bordwell, David, and Kristin Thompson. 1996. Film Art: An Introduction. New York: The McGraw-Hill Companies.
- Hill, John, and Pamela Church Gibson. 1998. The Oxford Guide to Film Studies. Oxford: Oxford University Press.
- Kabir, NasreenMunni. 1996. Guru Dutt: A Life in Cinema. Delhi: Oxford University Press.
- Prasad, M. Madhava. 1998. Ideology of the Hindi Film: a Historical Construction. Delhi; New York: Oxford University Press.
- Rajadhyaksha, Ashish. Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press, 2010.

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-II
RADIO PRODUCTION

UNIT I - GROWTH OF RADIO AND CONTEMPORARY TRENDS

L	T	P	C
1	0	1	2

Radio in India: inception and growth

Three-tier broadcasting, Public broadcasting service

Education vs. Entertainment, Commercial broadcasting

Privatization, expansion of FM broadcasting and Community Radio Web broadcasting,

Practical: -

- 1. History of Radio PPT Presentation**
- 2. Student seminar on different type of radio stations**

UNIT II - RADIO PROGRAMME FORMATS

Writing for the ear: spoken words and music

Radio news, Interview and Panel discussion

AIR and its divisions, different News services

News reporting setup, Vox pop

Practical: -

- 1. Recording of vox pop on any specific issue**

UNIT III - PROGRAMME PRODUCTION

Types of Microphones and their uses

PROJECT

- 1. Interview**
- 2. Panel discussion**
- 3. Vox pop**

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SUGGESTED READINGS:

- Ambrish Saxena, radio in new avatar: AM to FM, Kanishka publishers,
- R.K. Ravindaran, handbook of radio, television & broadcast journalism,
- Keval J. Kumar, mass communication in India, Jaico publishing
- Paul Chantler, peter, basic radio journalism, focal press 2003
- Stuart we. Hyde, television & radio announcing

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-II
SUMMER TRAINING /PROJECT

It is a 4-6 week faculty supervised summer training/project which a MA (Journalism and Mass Communication) student has to undertake compulsorily. During this tenure he/she is expected to undertake a training assignment by getting attached to an established media house or any. It not only acquaints the student with the media house work culture, but will also open avenues for related job opportunities.

NOTE : Students need to submit the Project report/ Internship experience letter / training report (duly signed by an authorized signatory of the organization) to the department in third semester.



M.A. (Journalism & Mass Communication)
2021-23

SYLLABUS
Semester-3rd

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-III
MEDIA RESEARCH AND DATA JOURNALISM

UNIT I - INTRODUCTION

Meaning & definition of Research; Objectives of Research
Kinds of Research Approaches to Research Qualitative Quantitative
Deductive and Inductive
Media Research and the Scientific method, Research methods
Introduction to Data Journalism
Practical: Prepare Hypothesis on different Research Problems

Credit Distribution			
L	T	P	C
4	0	1	5

UNIT II - TOOLS AND TECHNIQUES OF RESEARCH

Selection of Research Topic
Survey of Literature/ Review of Literature
Hypothesis and Its Types
Research Design and its types
Sampling Techniques and types of Sampling
Tools of Data collection
Ethics in Research
Practical: Conduct a Survey, Content analysis of two Newspapers, PPT On Research Design

UNIT III - DATA INTERPRETATION AND PRESENTATION

Data and Its Types: Primary and Secondary
The Web as Data Source, Crowd sourcing Data, Traditional Data sources
Processing Of data: Editing, Coding, Classification and Tabulation
Measures of Central tendency: Mean, Median and Mode
Importance of Statistical Tools In research
Data presentation tools
DATA INTERPRETATION SOFTWARE: Introduction to SPSS
Report writing: steps involved into the process
Practical: 1. PPT on Different Types of Data
2. Use of SPSS and Statistics in Data Interpretation

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Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

UNIT IV - UNDERSTANDING DATA & DATA JOURNALISM

Why Data Journalism is important for a reporter

Skills required by a data journalist

Data Literacy, Tips for Working with Data

Using Microsoft Excel to analyze data

Practical: 5 data-based research stories

Project:

Research report of 3000 words max. on any topic.

SUGGESTED READINGS:

- Folkerts & Lacy. The Media in Your life. Pearson Education. Delhi. 2004.
- Jensen & Jankowski. Handbook of Media and Communication Research. Routledge. London. 2002.
- Wimmer & Dominick. Mass Media Research. Wadsworth Cengage. Delhi. 2006.
- Berger, Asa. Mass Communication Research Methods. Sage.
- Hansen, Andres et al., Mass Communication Research Methods, Macmillan Press. Ltd, London, 1998.

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-III
WRITING FOR MEDIA

UNIT I - WRITING FOR PRINT

News Writing, Feature writing ,Editorial writing&Column writing

Writing for magazines

Public relations writing

Practical:Writing a news story for newspaper and TV

Feature writing for newspapers

Credit Distribution			
L	T	P	C
1	0	1	2

UNIT II- WRITING FOR RADIO

Writing for Radio news

Current Affairs programmes writing

Practical:Prepare a radio news bulletin

Prepare a radio feature

Prepare a radio discussion

UNIT III - WRITING FOR TV

Writing for News and programmin

Practical: Prepare a TV news bulletin

5 anchor links on different news stories

PTC on different stories

UNIT IV - WRITING FOR DIGITAL MEDIA

Writing news and features for Websites

Practical: Blog writing

Articles for websites

SUGGESTED READINGS:

- The art of creative writing, LajosEgri
- Bird by Bird: Some Instructions on Writing and Life (Paperback) by Anne LaMotte
- Back to Creative Writing School (Paperback) by Bridget Whelan
- Writing Fiction: A Guide to Narrative Craft (Paperback) by Janet Burro way

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-III
MEDIA LAWS AND ETHICS

UNIT I - FREEDOM OF PRESS AND CONSTITUTION OF INDIA

Freedom of expression and constitution of India

Concepts and scope of Media freedom

Practical: Group discussion on Freedom of Speech and Expression

Credit Distribution			
L	T	P	C
3	0	1	4

UNIT II – IMPORTANT ACTS AND JUDICIARY

Contempt of Courts Act 1971,

Defamation and its types

Right to information Act, 2005

Practical: Study of cases related to Defamation and Contempt of Court

UNIT III - MEDIA ACTS AND LAWS

Press & Registration of Books Act 1867

Working Journalists and Non-journalists Act 1955

Cinematograph Act 1952, (1 P)

Official Secrets Act

Copyright Act, IT Act,

Practical: Case study on cases related to various acts.

UNIT IV - MEDIA ETHICS AND REGULATORY BODIES

Introduction to media ethics

Ethics of Reporting

Press Council of India and need of Media council

BEA, NBSA

Central board of certification (Censor board)

Advertising Standards Council of India

[Indian film critics associations](#)

Global media ethics

Practical: Group Discussion and seminar presentations

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

PROJECT

To write special report on media freedom in different countries

To analyze Defamation and contempt on the basis of 2-3 cases

To analyze cinematography act and role of censor board

Case study on cases related to Copyright Act.

SUGGESTED READINGS:

- Durga Das Basu, Law of the Press, Printing hall of India
- Neelamalar. Media Law and Ethics. PHI Learning. Delhi. 2010.
- Kashyap, S C. Our Constitution. NBT. Delhi. 2005.
- Clifford G., et al. Media Ethics Longman. New York. 2002.
- Prasad, Kiran. Media Law and Ethics: Readings in Communication Regulation B R Publishing. Delhi. 2009.
- PatrakaritaEvam Press Vidhi, Dr. Basantilal Babel Suvidha Law House (Hindi)
- SamacharPatraVyavsaayEvam Press Kanoon, Dr. SanjeevBhanavatShipramathur Jaipur (Hindi)
- Bharat Mei Press Vidhi, Dr. nandkishoreTriksaVishvavidyalayaPrakashan Varanasi (Hindi)

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-III
SPECIALIZED REPORTING AND EDITING

Credit Distribution DSE			
L	T	P	C
3	0	2	5

UNIT I: UNDERSTANDING NEWS

Definitions, purpose and importance of news, Qualities of news- accuracy, clarity, objectivity, balance, directness, etc.; media-specific nature of news: cross platform discussion, News sense and news values, 5 Ws and 1H, importance of 'what next?'; changing concepts: readers, News beats

Practical: To compare same news published in two newspapers

UNIT II: NEWS REPORTING

Principles of reporting categories of Reporters: stringer, staff reporter, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent; their functions and responsibilities, Qualities of a news reporter, sources, information gathering: maintaining a diary, taking notes, News writing format- inverted pyramid and chronological

Practical: To cover 5 news

UNIT III: COPY EDITING

Need for editing and role of the news-desk, structure of an editorial department, functions of a sub-editor and other editorial staff, basic editing tools, editing and proof-reading and editing symbols, spell-check, style book; selection of news, editing and translating agency copy, slug; Editing different types of copies, press releases, newsroom, Types of headlines, rewriting, value addition

Practical: To edit 5 news items

UNIT IV: NEWSPAPER DESIGN

Functions of design: Identity of a newspaper; broadsheet, tabloid and Berliner size, integration of content and presentation, principles of newspaper design, page organization;

Practical: To make a list fonts used in different newspapers and magazines

Practical Projects

A 4-page newspaper based on in-house Reporting (Group Project)

A 16-page magazine based on students' writes up (Group Project)

SUGGESTED READINGS:

- Lewis James. *The Active Reporter*. Vikas Publication
- Warren Carl. *Modern News Reporting*. Harper and Row.
- Rangaswami, Parthasarathy. *Basic Journalism*. Macmillan India.
- Charnley V. Mitchell. *Reporting* (4th Ed.). Holt, Rinehart and Winston.
- Mudgal, Rahul. *Emerging Trends in Journalism*. Sarup and Sons. Kamath, M.V. *Behind The By-Line*. Vision Books.
- Kamath, M.V. *Reporter at Large*
- Chandra R.K. *Handbook of Modern Newspaper Editing & Production*. Mangalam Publication
- ParthasarthyRangaswami. *Basic Journalism*. McMillan India Ltd.

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

- Saxena Sunil. *Headlines Writing*. Sage publication.
- T.J.S. George: *Editing – A Handbook for Journalists*.
- William Strunk & E. B. White – *Elements of Style*.
- Kamath, M.V. *The Journalist's Handbook*.
- Kamath, M.V. *The Professional Journalist*.

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-III
ADVANCE TV PRODUCTION

UNIT I - LIGHTING TECHNIQUES

Importance of lighting in television production

Lighting equipment and their usage

Use of filters and reflectors

low key and High key lighting

Practical- Shot practice by using three-point and various lighting condition

Credit Distribution DSE			
L	T	P	C
3	0	2	5

UNIT II - SOUND RECORDING TECHNIQUES

Importance of Sound

Types of Sound and recording technique

Narration, dialogue and voice over in Programme

Final Sound Mixing

Practical- Recording Outdoor Sound on given theme /

Dubbing exercises / Foley exercises

UNIT III - EDITING

Video editing Aesthetics

Continuity Editing

Editing for Discontinuity

Uses of cut-away and cut-ins

Teasers, Promo, Ads and Montage Sequencing (Practical Exercise)

Practical- Writing, shooting and editing 30-60 sec Teaser & Promo

UNIT IV - DOCUMENTARY

Types of Documentary

Analysis of National and International Documentaries

Writing for Proposals for Documentary

Practical- Writing proposal for a Documentary- 12-15 minute

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

PROJECT

Production of 12-15 minutes Documentary in given time period

Production of 12-15 minutes Live Talk Show/ News Bulletin

SUGGESTED READINGS:

- Kenny, Robert F.; Teaching TV Production in a Digital World; Library Unlimited Publications
- Lezzi, Frank; Understanding TV Production; Prentice Hall of India
- Bettinger, Hoyland; Television Techniques; Harper and Brothers Publisher
- Tyrell, Robert; The Work of a TV Journalist; Focal Press
- Scannell, Paddy; Radio, TV & Modern Life; Blackwell Publication
- Craft, John; Leigh, Frederic A.; Godfrey, Donald G.; Electronic Media; Wordsworth Thomson Learning
- Belavadi, Vasuki; *Video Production*; Oxford University Press
- Schultz, Brad; *Broadcast News Producing*; Sage Publication
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. Shyam Kashyap, Rajkamal Prakashan (Hindi)
- Chanelokechahre- Dr. Mukesh Kumar and Dr. Shyam Kashyap, Rajkamal Prakashan (Hindi)

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-III
CORPORATE COMMUNICATION AND EVENT MANAGEMENT

UNIT-1: INTRODUCTION TO CORPORATE COMMUNICATION AND STRATEGY

Credit Distribution DSE			
L	T	P	C
3	0	2	5

Concept, Definition and Evolution of corporate communication in India,

Corporate communication functions

Tools and trinity in corporate communication,

Corporate social responsibility,

Strategic public relations,

Corporate communication and management

Practical/ assignment/ Exercise: Group discussion, Seminar presentation

UNIT II: STAKEHOLDERS AND MEDIA RELATIONS

Stakeholders

Media characteristics (Media selection, Media buying, Media briefing)

Changing media scene in India

Crisis management :

Concept and Definition and Types of crisis

UNIT III: MANAGING AN EVENT

Process, concept and types

Identifying sponsors

Media retail partners

Post-event sponsorship maintenance

Core marketing, societal marketing

Practical/ assignment/ Exercise: Group discussion, Seminar presentation

UNIT IV : EVENT PROMOTION

Elements in event promotion

Staging and execution of events

Monitoring control and evaluation

Safety and security in events, legal and risk management

Staff pattern, Recruitment and training

Practical/ assignment/ Exercise: Group discussion, Seminar presentation

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SUGGESTED READINGS:

- Ferdinand, Nicole; Kitchin, Paul J.; *Event Management*; Sage Publication
- Kirk, R. Land; Catherwood, D. W.; *The Complete Guide to Special Event Management*; John Wiley and Sons
- Singh,G.S.; Devesh, Kishore; *Event Management*; Haranand Publications
- Bowdin, Glenn; Allen, Johnny; Harris, Rob; *Events Management* ; Taylor & Francis
- Jethwani; Jaishree J.; *Corporate Communication*; Oxford University Press
- Cutlip, Scott M.; Center, Allen H.; Broom Glen M.; *Effective Public Relations*; Pearson Education
- Wilcox, Dennis L.;*Studyguide for Public Relation: Strategies and Tactics*; Academic Internet Publisher
- Chatterji, Madhumita; *Corporate Social Responsibility*; Oxford University Press
- *Marketing Management*, Philip Kotler, Pearson Education
- *Brand Management*, Harsh V Verma, Excel Books

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-III
DIGITAL MEDIA PRODUCTION

UNIT I PROGRAMS & PRODUCTION PROCESS

Different Program formats – fictional and non fictional programs,

Production team members and their responsibilities,

Introduction to audio and video equipments

Camera, Lights, microphones, recorders and audio console etc

Credit Distribution DSE			
L	T	P	C
4	0	2	6

UNIT II PRE PRODUCTION

Concept and idea generation

Writing proposal or synopsis for production,

Scripting- Story, Screenplay & Dialogues,

UNIT III PRODUCTION

Lighting equipment and control Lighting techniques and problems,

Role & Responsibilities of Director,

Assistant Director, Production Controllers & Technical Crews in Production

UNIT IV POST PRODUCTION

Editing-Concept, Grammar, Types and Aesthetics,

Online Vs Offline and Linear Vs Non Linear Editing,

Capturing, Rough Cut, Mastering, Audio Leveling,

Role of Music & Graphics in Editing

Promotion & Distribution

Basics of Tagging & Uploading Videos on different online platforms,

Basics of Writing Video Description for Videos,

SUGGESTED READINGS:

- Marshall, P. D. (2004). New Media Cultures, Oxford University Press.
- Dewdney, A. & Ride, P. (2006). The New Media Handbook, Routledge, London.

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

- Felix, L. Stolarx, D.(2006). Video blogging & Podcasting, Focal Press.
- Schmidt, E. & Cohen, J. (2013). The New Digital Age, John Murray.
- Ward, M.(2002). Journalism Online, Focal Press.
- Thornburg, R. M. (2011).Producing Online News: Stronger Stories, CQ Press, Washington.
- Hall, J.(2001). Online Journalism, A Critical Primer, Pluto Press, London
- Rajadhyaksha, Ashish. Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press, 2010.

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-III
SOFT SKILLS

UNIT 1:

Introduction to Soft Skills Unit

Communication Skills

Presentation Skills

Time Management Skills

UNIT 2:

Body Language & Etiquettes

Group Discussion & Interview Skills

Preparation of CV

Emotional Intelligence Skills

Life Skills

Presentation on Soft Skills

Practical : Activities related to Soft Skills

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-III
SUMMER TRAINING / PROJECT REPORT

Students need to submit the Project report/ Internship experience letter / training report (duly signed by an authorized signatory of the organization) to the department on the completion of the summer training/project. Without a proof of SUCCESSFUL COMPLETION of SUMMER TRAINING/PROJECT, a degree will not be awarded to a student.

Surprise checks and visits by a faculty member or an officer of the university to the place of summer training/project of a student will be a norm and practice. Any student not undergoing summer training/project or misleading the university will not be awarded the degree.

-X-



M.A. (Journalism & Mass Communication)
2021-23

SYLLABUS
Semester-4th

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-IV
MEDIA MANAGEMENT

UNIT I - INTRODUCTION TO MEDIA ECONOMICS

Definition & scope

Economics & media economics

Micro & macro economics

Consumer behavior, Demographics & Psychographics

Practical: Group discussions and students' seminar

Credit Distribution			
L	T	P	C
4	0	1	5

UNIT II - MEDIA ORGANIZATION & MEDIA MARKETS

Media organization: Definition, its nature and importance, organizational culture, media organizations as communication systems

Media markets: definition & scope, dual market products & geographic dimensions, industrial organization model

Market structures

Practical: Group discussions and students' seminar

UNIT III - STRUCTURE AND OPERATION OF MEDIA ORGANIZATIONS IN INDIA

Newspaper business management: ownership patterns, line and staff management in a newspaper organization, factors affecting newspaper production, circulation, management, housing & arranging the newspaper production plant

Managing broadcast media organizations: organizational hierarchy of public and private television channels, radio stations in India, factors affecting its growth

Growth of digital media; Emerging trends in Internet mobile sectors in term of new services, revenue models and job types, Organizational structure of advertising agencies and public relation firms, Start up in Media industry: scope and future

Practical: Group discussions and students' seminar

UNIT IV -MANAGEMENT CONCEPTS AND THEIR APPLICATIONS TO MEDIA ORGANIZATIONS

Principles of management

Leadership, staffing and motivation

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

Planning Budget/ financial management

Market research and audience analysis

Issues in media economics: consolidation of media industries

Practical: Group discussions and students' seminar

PROJECT

Project on TV media house: 2, Radio: 2, Newspaper media house: 2, Magazine media house: 2, Cyber media house: 2

SUGGESTED READINGS:

- Albarran. Media Economics. Surjeet Publications. Delhi. 2007.
- Samuelson & Nordhaus. Economics. Tata McGraw Hill. New York. 2005.
- Kung, Lucy. Strategic Media Management. Sage. London. 2009.

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-IV

DEVELOPMENT COMMUNICATION

Credit Distribution			
L	T	P	C
3	0	1	4

UNIT I - CONCEPT OF DEVELOPMENT COMMUNICATION

Development Journalism: Concept and Relevance

Development communication: meaning, strategies in development communication

Role and Responsibility of Development Journalism

Practical

- 3. PPT on Development communication and its importance**
- 4. Student seminar on role of development journalism**

UNIT II - UNDERSTANDING DEVELOPMENT

Development Models:

Linear Models: Rostow's Demographic transition, transmission

Non-Linear models: World System Theory, Marxist Theory Development yardsticks

Economic development and Justice, Growth, Poverty and employment

Issues of Cast, Creed, Class, Gender etc.

Practical

- 1. PPT on issues and challenges of Development communication**
- 2. Student Seminar on Linear and Nonlinear Models of Development Communication**

UNIT III - REPORTING

Sources for Development Stories: Governmental and Non-Governmental

Tools and Techniques of Diverse Development Reporting and Writing

Development and Social Intervention

Field work; Research, Documentation, Interviews, Group Discussion and other Conventional and Non-conventional sources

Practical

- 1. Reporting on developmental issues**
- 2. Conducting interviews based on developmental issues**
- 3. Analysis of development programmes**

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

UNIT IV - DEVELOPMENTAL STORIES

Different types of Developmental stories

News, Features and Reports

Governance and Development Journalism

Production of development Programs for different mediums.

New challenges

Practical

1. Prepare a PSA on Developmental policies/issues

SUGGESTED READINGS:

- Dreze, J. & Sen, A: India: Economic Development and Social Opportunity, Oxford University Press, Delhi.
- Jayal, N.G. & Pai, S.(2001). Democratic Governance in India: Challenges of Poverty, Development and Identity, SAGE, Delhi.
- Mahajan, G. (1998). Democracy, Difference & Social Justice, Oxford University Press, Delhi.
- Stiglitz, J. E(2002). Globalization and its Discontents, W.W. Norton & Company, USA.
- Dreze, J. & Sen, A.(2013). An Uncertain Glory: India and its Contradictions, Princeton University, USA.
- Tankha, B. (Ed.) (1995). Communications and Democracy, Southbound, Cendit.
- Sainath, P.(1996). Everybody loves a good drought: stories from India's poorest districts, Penguin Books, Delhi.

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-IV
SPECIALIZATION IN TELEVISION JOURNALISM
(PROJECT-I)

Students have to select a topic of programme/ documentary/ docudrama of their choice in the area of television journalism. They have to follow following process to make the project under the guidance of supervisor:

Credit Distribution DSE			
L	T	P	C
0	0	6	6

- Selection of Topic
- Pre-Production, Production & Post Production
- Final Project Submission

e.g. News bulletin, Panel discussion, etc.

SUGGESTED READINGS:

- Belavadi, Vasuki; Video Production; Oxford University Press
- Robert, Kenny F.; Teaching TV Production in a Digital World; Library Unlimited Publications
- Tyrell, Robert; The Work of a TV Journalist; Hastings House
- Scannell, Paddy; Radio, TV & Modern Life; John Wiley and Sons

OR

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-IV
SPECIALIZATION IN PRINT JOURNALISM
(PROJECT-I)

Students have to make a project on the topic of their choice covering all the aspects of print media and will follow the guidelines mentioned below under the guidance of supervisor:

Credit Distribution DSE			
L	T	P	C
0	0	6	6

Project on Print Media

Writing critical assessment of newspapers/ magazines and submission of report for evaluations

DTP based project

Making and designing of pages of newspaper of 8 pages on QuarkXPress and a magazine of 32 pages on QuarkXPress.

SUGGESTED READINGS:

- Balasubramaniam, T.; English Phonetics for Indian Students: A Work Book; Macmillan Publishers
- Bansal; Harrison, R. K. J. B; Spoken English: A Manual of Speech and Phonetics; Sangam Publishers
- Krishna swamy, N.; Modern English: A book of Grammar, Usage and Composition; Macmillan Publishers
- Hindi Pitrakarati: Sidhantha Se Prayogtak, Arun kumar Bhagat, Janmat Nirman Sahitya Sanshthan New Delhi (Hindi)

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-IV
SPECIALIZATION IN ADVERTISING, PUBLIC RELATIONS & EVENT MANAGEMENT
(PROJECT-II)

- **Advertising**

Students have to organize an Ad Campaign of their choice.

- **Public Relation**

Students have to plan and organize a PR Campaign of their choice.

- **Event Management**

Students have to plan and organize an event with proper guidelines.

Credit Distribution DSE			
L	T	P	C
0	0	6	6

SUGGESTED READINGS:

- Scott, C. & Etal, M. (1994). Effective Public Relations, New Jersey: Prentice Hall.
- Jaishri, J. (1994). Public Relations Concepts, Strategies And Tools, New Delhi: Sterling.
- Jethwaney, J. & Sarkar, N. (2009). Advertising, Sterling Publications.
- Baack, C. (2013). Integrated Advertising, Promotion and Marketing Communication, Pearsons Publications.

-X-

SGT University, Gurugram
Faculty of Mass Communication & Media Technology
M.A. (Journalism and Mass Communication) 2021-2023

SEMESTER-IV
SPECIALIZATION IN DIGITAL MEDIA PRODUCTION
(PROJECT-II)

WEB DESIGNING

In this part of practical the students have to make a website with the help of HTML and Dreamweaver under the supervision of concerned faculty member.

Credit Distribution DSE			
L	T	P	C
0	0	6	6

OR

DIGITAL MARKETING

In this part of practical the students have to design a digital campaign of any chosen product as well as have to present a marketing plan of the same under the supervision of concerned faculty member.

OR

SEO/WEBCASTING/PODCASTING

In this part of practical the students have to make a platform on social media for uploading video content/ to start online radio channel through free web hosting services under the supervision of concerned faculty member.

SUGGESTED READINGS:

- 1) Marshall, P. D. (2004). New Media Cultures, Oxford University Press.
- 2) Dewdney, A. & Ride, P. (2006). The New Media Handbook, Routledge, London.
- 3) Felix, L. Stolarx, D. (2006). Video blogging & Podcasting, Focal Press.
- 4) Schmidt, E. & Cohen, J. (2013). The New Digital Age, John Murray.
- 5) Ward, M. (2002). Journalism Online, Focal Press.
- 6) Thornburg, R. M. (2011). Producing Online News: Stronger Stories, CQ Press, Washington.
- 7) Hall, J. (2001). Online Journalism, A Critical Primer, Pluto Press, London
- 8) Rajadhyaksha, Ashish. Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press, 2010.

-X-