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NH-52, Namsai, Arunachal Pradesh -792103

BACHELOR OF ARTS - (JOURNALISM AND MASS COMMUNICATION) – SIXTH SEMESTER

Sixth Semester			
S. No.	Name of Subject	Credits	Total Marks
1	Media, Gender and Human Rights	5	100
2	Multimedia Journalism	5	100
3	Film Appreciation	5	100
4	Project	7	100
5	Business Communication	4	100
Total		26	

Subject Name: MEDIA, GENDER AND HUMAN RIGHTS

Unit I Media and the social world

Media impact on individual and society, Democratic Polity and mass media, Media and Cultural Change, Rural-Urban Divide in India: grass-roots media

Unit II Gender

Conceptual Frameworks in Gender studies, Feminist Theory, History of Media and Gender debates in India (Case studies), Media and Gender - Theoretical concerns. Media and Masculinity, Media: Power and Contestation, Public Sphere and its critique, “Public sphere” of the disempowered? Media and Social Difference: class, gender, race etc.

Genres – Romance, Television , Soap Opera, Sports

Presentation:

- Watch a Indian TV Soap Opera /reality show for a week and for representation of Family.
- Project on use of internet by the marginalized groups.

Unit III Media and Human Rights

Human Rights- Theoretical perspectives, Critique, Universal Declaration of Human Rights, Human Rights and Media (Case Studies)

Presentation: Representation of Human Rights issues and violations in International and media

Suggested Readings:

- Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011.

2. Balnaves, Mark, Stephanie Donald, and Brian Shoesmith. Media theories and approaches: A global perspective. Palgrave-Macmillan. 2009 (Pg No. 3-10, 11-34, 35-53)
3. Mackay, Hugh, and Tim O'Sullivan, eds. The media reader: continuity and transformation. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
4. Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press. 1-35, 111-137
5. Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE Publications Pvt. Limited, 2007.
6. Curran, James. "Rethinking mass communication." Cultural studies and communications. London: Arnold (1996).
7. McQuail, Denis. Mass communication theory: An introduction. Barcelona, 1991. 79-111
8. Berger, Arthur Asa. Media and society: A critical perspective. Rowman & Littlefield, 2012. Pg 9-21, 167-180
9. Nichols, Joe & Price, John, Advanced Studies in Media, Thames Nelson, 1999. 42-55
10. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives (2010): 20.
11. Rajagopal, Arvind, ed. The Indian Public Sphere: Readings in Media History. New Delhi: Oxford University Press, 2009. 278-290.
12. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. AS media studies: the essential introduction. Psychology Press, 2004. 53-61.
13. Bannerjee, Menon & Priya eds. Human Rights, gender and Environment, Pearson & Co. 2010

Subject Name: MULTIMEDIA JOURNALISM

Unit 1 Introduction to Multimedia

Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.

Unit 2 Print

Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and notetaking, Interviewing Techniques.

Unit 3 Photograph

Photo on Screen: Rule of thirds, focal point, Composition., Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and cutlines as an important part of storytelling. placements & Visual Design

Unit 4 Audio & Video Content

Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.

Unit 5 Mobile journalism

Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer. Final project incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

Suggested readings:

1. Savage, Terry Michael, and Karla E. Vogel. An Introduction to Digital Multimedia. Jones & Bartlett Publishers, 2013.
2. Christin, Anne-Marie, ed. A History of Writing: From Hieroglyph to Multimedia. Flammarion-Pere Castor, 2002.
3. Korolenko, Michael. Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson. 2005.
4. Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press, 2006.

Subject Name: FILM APPRECIATION

Unit I - Language of Cinema

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage

Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element, Difference between story, plot, screenplay

Unit II - Film Form and Style

German Expressionism and Film, Noir Italian Neorealism, French New-Wave, Genre and the development of Classical Hollywood Cinema

Unit III - Alternative Visions

Third Cinema and Non Fiction Cinema, Introduction to Feminist Film Theory, Auteur- Film Authorship with a special focus on Ray or Kurusawa

Unit IV - Hindi Cinema

1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob), The Indian New-Wave, Globalisation and Indian Cinema, The multiplex Era, Film Culture

Unit V

1. Rear Window by Alfred Hitchcock (Language of Cinema)
2. Battleship Potempkin by Sergei Eisenstein (Language of Cinema)
3. Man with a Movie Camera by DzigaVertov
4. Germany Year Zero directed by Roberto Rosselini (Italian Neo Realism)
5. Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
6. PatherPanchaliby Satyajit Ray
7. The hour of the Furnaces by Fernando Solanas

Unit IV

1. Nishant by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)
2. Pyaas by Guru Dutt

Suggested Readings:

1. Andre Bazin, "The Ontology of the Photographic Image" from his book What is Cinema Vol. I
2. Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
3. Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book Film Form: Essays in Film
4. Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63
5. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in Thomas Elsaesser, ed. Early Cinema: Space, Frame, Narrative. London: British Film Institute, 1990, 86-94.
6. David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. Narrative, Apparatus, Ideology. New York: Columbia University Press, 1986, 17- 34.
7. Paul Schraeder "Notes on Film Noir" in John Belton ed. Movies and Mass Culture New Brunswick, New Jersey: Rutgers University Press: 1996 pg.153-170
8. Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in Film Theory: An Introduction. Massachusetts & Oxford: Blackwell Publishers: 2000, 83-91 & 123-129.
9. Richard Dyer "Heavenly Bodies: Film Stars and Society" in Film and Theory: An Anthology Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617
10. Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998
11. Global Bollywood by Anandam P. Kavoori and Aswin Punanambekar Eds. New York: New York University Press. 2008

Subject Name: BUSINESS COMMUNICATION

Unit 1:

Nature of Communication: Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit 2:

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit 3:

Report Writing: Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

Unit 4:

Vocabulary: Words often confused, Words often misspelt, Common errors in English.

Unit 5:

Oral Presentation: Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Suggested Readings:

1. Bovee, and Thill, *Business Communication Today*, Pearson Education
2. Lesikar, R.V. & Flatley, M.E. Kathryn Rentz; *Business Communication Making Connections in Digital World*, 11th ed., McGraw Hill Education.
3. Shirley Taylor, *Communication for Business*, Pearson Education
4. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
5. Leena Sen, *Communication Skills*, PHI Learning

Subject Name: PROJECT

Note: The Normal Rule and Regulation pertaining to the Examination and other issues will be applicable in Faculty of Arts as per Arunachal University of Studies Act 2012, Subsequent Statute and Rules & Regulations.