

Syllabus of Ph. D (JMC) Course Work

Course Title: Research and Publication Ethics (Compulsory)

Course Code: PHJM101CCT

Scheme of Instruction

Scheme of examination

Total Duration	: 60 Hrs	Maximum Score	: 100
Periods/Week	: 4	Internal Evaluations	: 30
Credits	: 3	End Semesters	: 70
Instruction Mode	: Lecture/Practice	Exam Duration	: 3 Hrs

Course Objectives: The aim of this paper is to introduce the philosophy of science and ethics, research integrity, publication ethics. The paper focuses to identify research misconduct and predatory publications as well as indexing and citation databases, open access publications, Research Metrics (Citations, h-Index, Impact factor etc.) and plagiarism tools for Research scholars.

Course Outcomes: The objective of the paper is to aware the Research Scholars about publication ethics and publication misconduct.

Unit – I:

Philosophy and Ethics (Theory):

Introduction to philosophy: definition, nature and scope, concept, branches. Ethics: definition, moral philosophy, nature of moral judgments and reactions.

Scientific Conduct (Theory):

Ethics with respect to science and research. Intellectual honesty and research integrity. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP) Redundant publications: duplicate and overlapping publications, salami slicing, Selective reporting and misrepresentation of data

Unit - II

Publication Ethics (Theory):

Publication ethics: definition, introduction and importance. Best practices / standards setting initiatives and guidelines: COPE, WAME, etc. Conflicts of interest, Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types, Violation of publication ethics, authorship and contributor ship. Identification of publication misconduct, complaints and appeals. Predatory publishers and journals

Unit – III

Open Access Publishing (Practice):

Open access publications and initiatives. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies. Software tool to identify

predatory publications developed by SPPU. Journal finder/journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggested, etc.

Publication Misconduct (Practice.):

(A) Group Discussions (Practice):

Subject specific ethical issues, FFP, authorship, Conflicts of interest, Complaints and appeals: examples and fraud from India and abroad

(B) Software tools (Practice):

Use of plagiarism software like Turnitin, Urkund and other open source software tools

Unit - IV

Databases and Research Metrics (Practice)

(A) Databases (Practice)

Indexing databases, Citation databases: Web of Science, Scopus, etc.

(B) Research Metrics (Practice)

Impact Factor of journal as per Journal Citation Report, SNIP, SIR, IPP, Cite Score. Metrics: h-index, g index, i10 index, altmetrics

Suggested Readings:

1. Graf C, Wager E, Bowman A, Fiack S, Scott-Lichter D, Robinson A. Best Practice Guidelines on Publication Ethics: a Publisher's Perspective.
2. International journal of clinical practice.2007;61
3. Ethics in Qualitative Research, Call Number: H61 .H27845 2012, ISBN: 9780857021410, Publication Date: 2012
4. The Student's Guide to Research Ethics, ISBN: 9780335240166, Publication Date: 2010
5. The Ethics of Science, Call Number: Q175.35 .R46 1998, ISBN: 0415166977, Publication Date: 1998

Course Title: Research Methodology (Compulsory)

Course Code: PHJM102CCT

Scheme of Instruction

Scheme of examination

Total Duration : 60 Hrs

Periods/Week : 4

Credits : 4

Instruction Mode : Lecture

Maximum Score : 100

Internal Evaluations : 30

End Semesters : 70

Exam Duration : 3 Hrs

Course Objectives: The objective of the paper is to lay down the foundations of the communication research process and apprise the students about the various methodologies being employed in the field of communication research including but not limited to data collection, data tabulation, and the principle use of various statistical techniques currently employed in communication research.

Course Outcomes: Students successfully completing the course will be aware of the different methodologies employed in communication research besides being aware of the works of different schools of thought in the field of communication research.

Unit -I Concept and Foundations of Communication Research

The nature of scientific inquiry - Cross Disciplinary issues in Communication Research - Objectivity in Research, Major traditions in communication research Positivism and administrative research tradition, The Frankfurt School, Birmingham School, Critical tradition in communication research, Qualitative and quantitative research.

Unit II Appraisal of Quantitative Research Methods in Communication

Experimental research, Survey research, Content analysis, Cross sectional and longitudinal research, Field approach and applied research in broadcasting, advertising, PR and new media.

Unit III Appraisal of Contemporary Qualitative Research Methods in Communication

Ethnographic studies, Case study, Historical research, Policy research, Rapid rural appraisal, Participatory research, Research approaches in linguistic analysis of communication- semiotics, syntactic, argument/ discourse analysis, Interpretative and functional research.

Unit IV Statistics

Descriptive statistics – normal distribution, measures of central tendency, mean, median, mode, sampling issues, sampling error, Variance, hypothesis testing, significance level, T-test , Z-test and Chi Square Test, Regression analysis, SPSS – Windows proficiency, Issues in statistical interpretation/analysis - Ethical issues - Writing the final report, Writing research proposal.

Suggested Readings:

6. Ahuja, R. (2005). *Research Methods*. New Delhi: Rawat Books.
7. Banks, M. (2005). *Visual Methods in Social Research*. London: Sage Publications.
8. Berger, A. A. (2005). *Media Analysis Techniques*. London: Sage Publications.
9. Burton, G. (2005). *Media and Society*. New Delhi: Rawat Publications.
10. Chandler, D. (2002). *Semiotics: The Basics*. London: Routledge.
11. David Croteau, W. H. (1997). *Media / Society*. London: Pine Forge Press.
12. Kothari, C. R., & Garg, G. (2019). *Research Methodology : Methods And Techniques*. New Delhi: New Age International Publishers.
13. Mitchell, C. (2011). *Doing Visual Research*. London: Sage Publications.
14. Roger. D. Wimmer, J. R. (2011). *Media Research Method: An Introduction*. Boston: Wadsworth Cengage Learning .
15. Williams, K. (2003). *Understanding Media Theory*. London: Arnold.
16. Ziauddin Sardar, B. V. (2000). *Introducing Media Studies* . London: Icon Book Ltd .

Course Title: Media Studies (Compulsory)**Course Code: PHJM102CCT****Scheme of Instruction****Scheme of examination**

Total Duration : 60 Hrs

Periods/Week : 4

Credits : 4

Instruction Mode : Lecture

Maximum Score : 100

Internal Evaluations : 30

End Semesters : 70

Exam Duration : 3 Hrs

Course Objectives:

1. The course objective of this paper is to apprise the students with the cultural and political economy perspectives of the media ecology.
2. To familiarize the students with the different approaches to media studies and from the standpoint of its social relations.
3. To study and analyze the influence of Culture and other institutions on Media.
4. To study the audience and their perspective in decoding and understanding Media.

Course Outcomes:

1. Students after successfully completing the paper will be aware of the ecology of the media anthropology, ethnographic approaches to media and connect to ethnic minority groups.
2. The students will have a understanding of ethnographic studies as a means of understanding producers, audiences and cultural aspects of Mass Media.
3. This will help students to understand the multi dimension and co-existing nature of Media.
4. This will improve critical thinking skills, from knowledge to synthesis and evaluation, and apply those skills for research related to media studies.

Unit I: Media Anthropology

Media Anthropology: Meaning and Scope. Growth of Media anthropology; cultural anthropology and mass media: Key concepts in media anthropology: Ritual, myth and religion; Use of the concepts in contemporary scholarly studies, Sociality and social media, Anthropology of Digital Media & Cultures.

Unit II**Ethnographic and Ethnic Media:**

Ethnographic approach to media: concept of ethnography; ethnography of audiences; ethnography of media production; Global Perspectives of Ethnographic Media. Participatory media and media activism in anthropology; Ethnographic Research for Media Studies. Ethnic Media: Identity, race and perspective. Minorities and the Media; rights of the religious and linguistic Minorities

UNIT III**Media and Culture**

Revised Syllabus of Ph.D (JMC) – 2020-2021

Department of Mass Communication and Journalism, Maulana Azad National Urdu University,
Gachibowli, Hyderabad

Concept of Culture and Cultural Studies: Theories of Popular Culture, classical culture, American and western culture, British cultural studies, theories of multi cultureless; Mass Culture and Popular Culture. The Frankfurt and Birmingham School. Television as Cultural industry. Media Hegemony. Cultural imperialism; culture and globalization; Cultural Rights and Communities. Critical Approaches to Visual Culture.

**Unit IV:
Study of Media Audiences**

Content based study of television- semiotics, structuralism and television. Approaches to the Study of Media Audiences: Media Effects and Uses and Gratifications; Audience Reception Studies; Agenda-Setting Theory. Audience oriented study of TV- ratings research. Critical studies of Print Media; Content Analysis, , Measuring the Readability of Newspapers; Types of Print Media Research, Readership Research-Reader Profiles, Categorization;, Reader – Non reader studies; Circulation Research; Typography and make up research; Readability Research in Print Media

Suggested Readings:

17. John, F., & Hartley, J. (1996). Reading Television. Londoan: Rutledge.
18. Kottak, C. P. (1989). Prime Time Society: Anthropological Analysis of Television and Culture. Wadsworth Modern Anthropology Library.
19. Rothenbuhler, E. W., & Coman, M. (2005). Media Anthropology. Sage .
20. Yu, S. S., & Matsaganis, M. D. (2018). Ethnic Media in the Digital Age (1st ed.). Routledge.
21. Campbell, R., & Martin, C. R. (2013). Media & Culture: Mass Communication in a Digital Age (13th edition). Bedford/St. Martin.
22. Kellner, D. (2018). Television And The Crisis Of Democracy (1st edition). New York: Routledge.
23. Riggins, S. H. (1992). Ethnic Minority Media: An International Perspective. Sage Publications.
24. Capotorti, F. (n.d.). Study On The Rights Of Persons Belonging To Ethnic, Religious, And Linguistic Minorities. United Nations.

25. Natarajan, J., History of Indian Journalism, new Delhi, Publications Division, Government of India, 1955.
26. Parthasarthy, Rangaswami, Journalism, in India; From the Earliest Times to the Present Day, New Delhi, Sterling Publishers Private Limited, 1991.
27. Gupta Om (2006) Encyclopeida of Journalism of Mass Communication, Isha Books, Delhi.
28. Fuchs, C. (2010). Alternative Media as Critical Media. European Journal of Social Theory, 13(2), 173-192.
29. Rodríguez, Clemencia. (2001) Fissures in the Mediascape: An International Study of Citizens' Media.

Course Title: Development Communication (Optional)

Course Code: PHJM102CCT

Scheme of Instruction

Scheme of examination

Total Duration : 60 Hrs
Periods/Week : 4
Credits : 4
Instruction Mode : Lecture

Maximum Score : 100
Internal Evaluations : 30
End Semesters : 70
Exam Duration : 3 Hrs

Course Objectives: The remit of the paper is to introduce communication process in the services of national development and the role of the media in creating awareness about environmental problems, women's rights, rural development, and the integration of communication within the discourse of development.

Course Outcomes: Students successfully completing the course will be better aware of the ways in which communication may supplement the discourse of development through its functioning and how communication as a process may be harnessed to meet development goals.

Unit-I

Development Communication

Definitions -NatureScope,Merits and Demerits, Development support communication,Case studies of SITE and KHEDAProjects,Challenges of communication in Third World Countries.Development and Underdevelopment in Global perspectives,Problems emanating from underdevelopment, Poverty and Poverty Alleviation, Causes of RuralPoverty. Development Dichotomies :-Socio-Economic Gaps and its implications, Gap between Developed and Developing Societies.

Unit-II

Writing for Development Journalism

Development Journalism,Origin, Growth and Current Scenario. DevelopmentJournalism :-Concept,Case Studies. Development News, Different Development Concepts, Development Reporting, Problems with Indian Press and Development Journalism

Unit-III

Role of UN and other Bodies in Tackling issue of Underdevelopment

Economic Concept of Development, Role of Global agencies in solving Economic and Social problems of the Developing world. United Nation and its different Bodies,UNDP, UNCTAD, IMF, UNICEF,World Bank etc.Problems of Environment in Global perspective, International conference on environment, Role of Media in solving Environmental problems, Environmental Education at the Grass root, Subjugation of women and women's rights, Challenges for Communicators, Political awakening among rural people especially women and marginalised section etc.

Revised Syllabus of Ph.D (JMC) – 2020-2021

Department of Mass Communication and Journalism, Maulana Azad National Urdu University,
Gachibowli, Hyderabad

Unit-IV

Rural Development issues and Communication strategy for Rural Change

Problems and prospects for integrated Rural Development, Role of Legislature, the Executive and the Judiciary in developing world. Cyber Media and Development, E –governance, Digital Democracy & E–Chaupal. Communication for Rural Development, Communication for Urban Development. Panchayati raj, Urban Sanitation, Consumer Awareness, Modernization, Industrialization etc.

Suggested Reading:

1. Gupta, Om, (2006) Encyclopedia of Journalism and Mass Communication Vol. 1 to 10, Isha Books Delhi.
2. Murthy, Nidig, Krsihna, (1966) Indian Journalism, from Ashoka to Nehru, Mysore University, Prasaranga.
3. Natarajan, J. (1955), History of Indian Journalism, New Delhi, Publications Division, Government of India.
4. Parthasarthy, Rangaswami, (1991) Journalism in India; From the Earliest Times to the Present Day, New Delhi, Sterling Publishers Private Limited.
5. Jeffrey, Robin, (2000) India's Newspaper Revolution, Oxford University Press, New Delhi.
6. William, Herbert Lee, Newspaper Organization and Management, Delhi Surjeet Publications.
7. McQuail, Dennis, 'Media Performance', Sage Publications.
8. Gupta Om (2006) Encyclopeida of Journalism of Mass Communication, Isha Books, Delhi.
9. Bignell, James (2002) Media Semiotics : An Introduction, Manchester University Press.
10. Daiya, K. (2008). Violent belongings: Partition, gender and national culture in postcolonial India. Philadelphia: Temple University Press.
11. Rawat, Dr. Ramesh Kumar. (2018). Media Freedom And Democracy. ABD Publications, Jaipur
12. Karim, Saiyyad Ali. (1999). Hifza-e-Sehat. NCPUL, New Delhi
13. Ranganath H.K, (1980), Folk Media & Communication, Chinthana Prakashana, New Delhi.

Course Title Public Relations (Optional)

Course Code:

Scheme of Instruction

Scheme of examination

Total Duration : 60 Hrs
Periods/Week : 4
Credits : 4
Instruction Mode : Lecture

Maximum Score : 100
Internal Evaluations : 30
End Semesters : 70
Exam Duration : 3 Hrs

Course Objectives: The objective of the course is to instruct the students with the various theories and practices of Public Relations, the direction that the PR practices have taken in the post-liberalized era and its roles in meeting the development requirements of the country.

Course Outcomes: Students successfully completing the course will be aware of both the theoretical and practical perspectives related to the Public Relations exercises and outreach programmes of Public Relations practitioners.

Unit-I

Public Relations Concepts and Principles, Various theories of Public Relations, Interface of Public Relation with various other Management Disciplines, Public Relation in Central Government, Public Relation in State Government.

Unit-II

Public Relation in Cyberspace, Cyber Spin use of new Technologies in Public Relation, Analysis of New Publics in Electronic Environment, On line Research Techniques for Public Relations.

Unit-III

Globalization: The Frontier of Multinational and Cultural Diversity, Opportunity and Challenges for 21st Century, Public Relations in Multinational Corporations, Strategic Communication Management-making Public Relation work

Unit-IV

Crisis Communication, Anticipatory Model of Crisis Management, Defending Organizations, Restoring Image beyond the Crisis, Disaster Management. Ethics in Theory and Practice for Public Relations, Regulatory framework for Public Relations- Self Regulations, Unethical Practices

Suggested Readings:

1. Singh, JK. (2014) Media and Public Relations. New Delhi: APH Publishing Corporation
2. Verma, Shekhar. (2011) Advertising and Public Relations. New Delhi: Sonali Publications.

3. Winterson, David. (2010) Advertising and Corporation Communication. New Delhi Centrum Press.
4. Fernandez, Joseph (2009) Corporate Communication: A 21st Century Primer. New Delhi: Response Books.
5. Butterick, Keith (2012) Introducing Public Relations: Theory and Practice. New Delhi: Sage Publication.
6. Brown, Rob (2010) Public Relations and the social web: How to use Social Media and Web 2.0 in Communications. London: Kogan Page Ltd.
7. Sharma, Diwakar (2004) Public Relations: An emerging specialized profession New Delhi: Deep & Deep Publication Pvt. Ltd.
8. Banik, Dr. G.C. (2005) PR & Media Relations. Delhi: Jaico Publishing House
9. Ganesh, S. (1999) Introduction to Public Relations. Delhi: Indian Publishers and Distributors
10. Moore, H. Frazier & Kalumpa, Fran B. (2002) Public Relations : Principle cases and Practice. Delhi: Surjeet Publications
11. Singh, J.K. (2011) Media and Public Relations. New Delhi: APH Publishing Corporations
12. Shrimesh, K.. Edited. (2005) Public Relations in Asia: An anthology. Singapore: Thomson Learning
13. Ravindran, R.K. Edited. (1999) Handbook of Public Relations. New Delhi: Anmol Publication Pvt. Ltd. Vilanilam,
14. J.V. (2011) Publications in India. New Delhi: Sage Publications.
15. Lesly, Philip. Edited. (2002) Handbook of Public Relations & Communications, New Delhi: Jaico Publishing House
16. Sharma, Diwakar. (2004) Mass Communication- Theory and Practice in the 21st Century. New Delhi: Deep & Deep Publication. 17. Taylor, Shirley (1991) Communication for Business. Delhi: Addison Wesley Longman Ltd.
17. Azeem, M. A., & Sahaab, Z. H. (2009). Marketing Management. New Delhi: Himalaya Publishing.
18. Broom, Glen M & Sha, Bey-Ling. (2012). Cutlip and Centre's Effective Public Relations. USA: Pearson Higher Education
19. Sachdeva, Iqbal. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press
20. Ravindran, R.K. (1999). Handbook of Public Relations. New Delhi: Anmol Publications Pvt. Ltd
21. Reddi, C.V. Narasimha. (2014). Effective Public Relations and Media Strategy. New Delhi: PHI Learning Pvt. Ltd

22. Ahuja, BN & Chhabra, SS. Advertising & Public Relations. New Delhi: Surjeet Publications
23. Sardana, C.K. (2016). The Challenge of Public Relations. New Delhi: HarAnand Publications
24. Black, Sam. (1976). Practical Public Relations. NewYork: Beekman Publications.
25. Mehta D. S. Handbook of Public Relations in India. New Delhi: Allied Publishers Pvt. Ltd

Course Title: Advertising (Optional)

Course Code:

Scheme of Instruction

Scheme of examination

Total Duration : 60 Hrs
Periods/Week : 4
Credits : 4
Instruction Mode : Lecture

Maximum Score : 100
Internal Evaluations : 30
End Semesters : 70
Exam Duration : 3 Hrs

Course Objectives: The core of the objective of the paper is to inform advertising not just as an industrial practice but advertising as a discourse. The paper will apprise students about the relations between advertising and its place within the dynamics of a consumer driven society in a post-industrial world. Besides it will also apprise students about the various forces that influence advertising as an institution and as a market practice.

Course Outcome: Students successfully completing the course will be aware of the dynamics of advertising created for the markets, place of the ubiquitous consumer within a market-driven economy and advertising's implications through a variety of theoretical perspectives including Liberal, Neoliberal and Marxist.

UNIT I

Advertising: Importance of Advertising in Modern Economies – Emergence of Advertising - Consumption and Social Transition: From Traditional to Industrial Society – From Industrial to Consumer Society – Advertising and Growth of Communication Media - Advertising and the Growth of Advertising Agencies – Criticism of Advertising: Neo-Liberalism Position and Marxist Critique

UNIT II

The Indian Advertising Industry - Liberalization and Its Impact – Non-Conventional Advertising Media – Rural Advertising – Public Service Advertising & Social and Development Messages - Legal, Ethical and Moral Implications on Advertising Practices – Surrogate Advertising – Audit Bureau of Circulation (ABC) – Advertising Agencies Association of India – Advertising Standards Council of India

UNIT III

Approaches to Understanding Advertising Messages: Media Theory and Perception of Social Reality: Cultural Hegemony – Ideological State Apparatus - Cultivation Theory – Agenda Setting - Social Cognitive - Elaboration Likelihood Model of Persuasion - Media System Dependency - Media Priming – Encoding /Decoding

UNIT IV

Advertising and Regulation

Study of Legal and Non-Legal Regulatory Forces: Organized Market forces such as Consumerism, Environmentalism – Self Regulatory Forces - Governmental Forces - Advertising and Regulatory Forces operating in India - Factors Influencing Consumer Behavior: Personal, Social Cultural, Sub-Cultural - Consumer and Brand Engagement.

Suggested Reading:

1. Advertising in Contemporary Society: Perspectives towards Understanding – Kim B. Rotzoll, Steven R.Hall, James E. Haefner. University of Illinois Press. 1996
2. Modern Economics: Principles and Policy – Kelvin Lancaster - Rand McNally & Company -1973
3. Social Communication in Advertising: Consumption in the Marketplace – William Leiss, Stephen Kline, SutJhally, Jacqueline Botterill. Routledge. 2005
4. Advances in Theory and Research - Edited by Jenning Bryant & Mary Beth Oliver. Routledge.2002
5. Effective Advertising – Understanding When, How and Why Advertising Works – Gerard Tellis – Sage Publications -2004
6. Advertising & Marketing in Rural India - Tej K. Bhatia. 2nd Edition. Mac Millan India Ltd.2007
7. Shoveling Smoke: Advertising and Globalization in Contemporary India - Duke University Press.2003
8. The Oxford Handbook of the History of Consumption. Edited by Frank Trentman. Oxford University Press. London.2012
9. Social Communication in Advertising: Persons, Products and Images of Well Being – William Leiss, Stephen Kline, and SutJhally. Routledge. London. 1997
10. No Logo – Naomi Klein – Harper Collins. 10thEdition
11. Advertising and Promotions an IMC perspective - Kruti Shah - Tata McGraw- Hill Publishing Company Limited New Delhi -2008
12. Media Semiotics: An Introduction - James Bignell – Manchester University Press –2002

Course Title: Television Studies (Optional)

Course Code:

Scheme of Instruction

Total Duration : 60 Hrs
Periods/Week : 4
Credits : 4
Instruction Mode : Lecture

Scheme of examination

Maximum Score : 100
Internal Evaluations : 30
End Semesters : 70
Exam Duration : 3 Hrs

Course Objectives:

1. The paper will apprise students about the introduction of Television in India, the evolution of the TV news channels and its various socio-cultural implications.
2. To make the deep understanding of different genres and the art of production. The students will learn the gradual development of formats in Television Journalism.
3. To recognize the nuances of Television Journalism and the Media Business Industry.
4. To study and conduct Media Research keeping the objectivity and the representation of different groups in Media.

Course Outcome:

1. Students successfully completing the course will have greater understanding about different approaches, methods and concepts related to Television Studies.
2. The students will have an understanding of the psychology of viewers and different forms of Television shows.
3. The students will learn about the different Media organization that are specialized and add income to the Media Industry.
4. Students will contemplate the research theme and its different forms in Television for better delivery of Research projects in Television Research.

UNIT – I

Television

Television History. Television Cultures, Media Texts, Television Consumption. Audience behaviour. TV programming and Narratives. New trends in television broadcasting.. Independent Media, Television Commercials and Social Campaign, Television in the Digital Context. Television's Future: Globalization. Technological Change

UNIT II

Television Genres:

Popular Television Journalism - Probing the popular, old and new formats - Morality and dialogue, the social psychology of TV viewers, Effects of television, Reception theory, criticism, Different genres of TV Programmes. Television Narrative/Quality Television, Modes of Production/Television as a Cultural Forum

UNIT III

Television Business:

Media and Entertainment Industry: Advertising, Role of Advertising - TV Ratings and Schedules - Categories of Rating, Nielsen Rating system – Marketing Strategies of TV Advertisement. Television Audiences and Audience Metrics: DART - TAM - INTAM - BARC, Foreign Broadcast in India, FDI

UNIT IV

Research Themes in Television

Studying Methodologies and Approaches: Methods and Concepts in Television Studies: Television and violence, television and children, television and negotiation of culture and Popular Culture. Television, race, ethnicity and Media. Gender representation. Feminist Criticism and Television, Narrative discourse of Indian Soap Operas and Identity. Reading the visual, Discourse and Social representations; representation of marginalized communities and Muslims in Media, stereotypes. Changing Face of Indian Television in Context of Globalization.

Suggested Reading:

1. Massey, M. (2010). Studying Tv Drama . Columbia University Press.
2. Bignell, J. (n.d.). An Introduction to Television Studies.
3. Mehta, N. (n.d.). India on Television . New Delhi Harper Collins.
4. Mehta, N. (n.d.). Television in India: Satellites, Politics and Cultural Change . Routledge.
5. Oakley, K. (n.d.). The Routledge Companion to the Cultural Industries. Justin O'Connor.
6. Gripsrud, J. (n.d.). Relocating Television: Television in the Digital Context .
7. Ron Cowdery, K. S. (n.d.). How to Study Television .
8. Amanda D. Lotz, J. G. (n.d.). Television Studies.
9. Creeber, G. (n.d.). Tele-Visions: Methods and Concepts in Television Studies. British Film Institute.
10. Annette Hill, R. C. A. (n.d.). The Television Studies Reader .
11. Sen, B., & Roy, A. (n.d.). Channeling Cultures: Television Studies from India.
12. Rani, N. U. (n.d.). Educational Television in India . Discovery Publishing House.
13. Agrawal, B. C. (n.d.). Television and Cultural Crisis: An Analysis of Transnational Television in India.
14. Bhat, S. C. (1994). Satellite Invasion of India . Gyan Publishing House.
15. Asa, B. A. (1982). Media Analysis Technique. London: Sage publication.
16. Douglas Kellner (2005). Critical Perspectives on Television from the Frankfurt School to Postmodernism, in J. Wasko, ed., A companion to Television (Malden, MA: Blackwell), 29-47
17. Studying TV Drama – Michael Masey. Columbia University Press, 2010

Course Title: - Film Studies (Optional)

Course Code:

Scheme of Instruction

Total Duration : 60 Hrs
Periods/Week : 4
Credits : 4
Instruction Mode : Lecture

Scheme of examination

Maximum Score : 100
Internal Evaluations : 30
End Semesters : 70
Exam Duration : 3 Hrs

Course Objectives: The principle objective of the course is to apprise students with the discourse related to cinema: its invention, evolution as a cultural industry across the globe, its industry practices, and meaning making in cinema. Students will be introduced to the various film movements across the globe the hegemonic position of Hollywood cinema and various film movements.

Course Outcomes: Students successfully completing the course will be aware of the evolution of cinema, its roles as a cultural industry, the discursive practices of cinema, and should be able to analyze ways in which meaning is both encoded and decoded in the moving image. Students will be better able to appreciate cinema both as art (created through societal forces and personal visions) and as an industry (driven by industrial practices).

UNIT-I

The Birth of Cinema: The Rise of the American Film Industry – Silent Cinema & Technical Thrills and its Early Form: Cinema of Attractions – Emergence of Censorship – The Birth of Radio and the Studio systems–The Great Age of Hollywood and Radio – The Star System–Growth of TV

UNIT II

Analyzing the Moving Image: Technical Elements, Symbolic Elements - Examining Narratives: Syntagmatic versus Paradigmatic Approach – Genre Analysis: Areas of Possible Genre Research – Researching Principal Elements: Essential Approach, Categorization Approach, and Iconography – Genre Development: Experimental, Classical, Parody and Deconstruction – Approaching Genre through Aesthetics and Exchange - Reading Narratives as 'text': *Fabula* and *Syuzhet*– Order: Analepsis and Prolepsis – Mimesis and Diegesis – Free Indirect Discourse - Interior Monologue – Diachronic and Synchronic – Dialogism – Intertextuality – Chronoscope – Character Zone

UNIT III

Silent Film Theory - Soviet Montage Theorists – Russian Formalism & Bakhtian School – Frankfurt School – Cult of the Auteur – Americanization of the *Auteur* Theory – The Advent of Structuralism – Interrogating Authorship & Genre – From Linguistics to Psychoanalysis – Feminist Interventions in Film Studies –

Birth of the Spectator and Semiotics - Queer Theory – Louis Althusser and Ideology – Michel Foucault : Discourse Power and Knowledge

UNIT IV

Mainstream Film Making versus Film Movements: Eisenstein and Socialist Cinema – German Expressionism –Italian Neorealism –TheNewWaveCinemas: FrenchNewWave, German New Wave,Czech New Wave,Japanese New Wave,BritishNewWaveandtheKitchenSinkDrama– Latin America & Cinema Novo – *Dogme 95*–Third World Cinema: Looking beyond Eurocentric Framework – South Asian Visual Practices – Ocularcentricity–Parsi Theatre – Early Pioneers of the Indian Cinema - The Golden Age–Parallel Cinema Movement– Narrating the Nation Through Heroes and Villains – Heroines : From Romance to Sexed Up Bodies – Major Hindi Film Genres and Forms– Issues of Censorship – The Nation in Transition: The Problematic Decade of the 70s and the 80s–Contemporary Indian Cinema: Trends and Transformation - NRI cinema and theMultiplex.

Suggested Reading:

18. Viridi, J. (2003). *The Cinematic ImagiNation: Indian Popular Films as Social History*
19. . New Delhi: Permanent Black.
20. Neale, S. (1980). *Genre*. London: British Film Institute.
21. Bhasker, I., & Allen , R. (2009). *Islamicate Cultures of Bombay Cinema* . New Delhi: Tulika Books .
22. Chakravarty, S. (1993). *National Identity in Popular Indian Cinema 1947-1987*.Austin: University of Texas Press.
23. Chowdhury, P. (2000). *Colonial India and the Making of Empire Cinema: Image, Ideology and Identity*. Manchester: Manchester University Press.Hansen, A., & Cottle, S. (1998).
24. *Mass Communication Research Methods*. New York: NYU Press.
25. Hayward, S. (2006). *Cinema Studies: The Key Concepts* (Third ed.). London: Routledge.
26. Mehta, M. (2012). *Censorship and sexuality in Bombay Cinema*.
27. Monaco, J. (2009). *How to Read a Film*. London: Oxford University Press.
- Niranjana, T. (1995, June 3).
28. Prasad, M. M. (1998). *Ideology of the Hindi film: A historical construction*. Delhi: Oxford University Press.
29. Stam, R. (2000). *Film Theory: An Introduction*. London: Wiley Publishing
30. Dwyer R., Pinney. C. (2001). *Pleasure and the Nation: The History, Politics, and Consumption of Public Culture in India*. Delhi. Oxford University Press.