

OPEN ELECTIVE - SECOND SEMESTER

JME 457 Communication Skills

Total = 40 hrs

UNIT - I

Communication- definition, functions of communication, process of communication, types of communication - verbal and nonverbal communication, intrapersonal, interpersonal, group, mass communication. Barriers to communication.

08 hrs

UNIT - II

Communication models: Aristotle, Shannon and Weaver, Osgood, Berlo and Schramm model of communication, Gatekeeping, Agenda Setting, public speaking techniques.

08 hrs

UNIT - III

Writing for print media – journalistic writings -news, features, articles, editorials, interviews, reviewing- art, films, theatre.

08 hrs

UNIT - IV

Radio as a medium of communication, radio programme formats-news, features, interviews, documentaries, radio talks, writing for radio.

08 hrs

UNIT - V

Television as a medium of communication, stages of TV programme production - news, talk shows, interviews, documentaries, panel discussions. News presentation and anchoring. Public Service Advertising.

08 hrs

References:

1. Schramm Wilbur (1973). Men, Messages and Media, Harper & Row, New York.
2. Schramm Wilbur (1971). The process and effects of Mass Media, University of Illinois Press, USA.
3. Shrivastava. KM (2003). News Reporting and Editing, Sterling Publishers Pvt Ltd, New Delhi.
4. Roy Paul Nelson (1978). Articles and Features, Houghton Mifflin, Boston.
5. [Uma Narula](#) (2006). Communication Models, Atlantic Publishers, New Delhi.
6. [Frank Barnas](#) & [Ted White](#) Paul Sureya (2013). Broadcast News Writing, Reporting, and Producing, Focal Press, Amsterdam, Boston.
7. Bhatt S.C (2007). Broadcast Journalism - Basic Principles, Har Anand Publications, New Delhi.
8. Robert Hilliard (1973). Radio Broadcasting, Longman, United Kingdom.
9. Alan Wurtzel (1983). Television Production, McGraw-Hill, United States.
10. Gerald Millerson (1999). Television Production, Focal Press, Waltham.
11. [Owen Hargie](#) (2006). Hand book of Communication Skills, Routledge, United Kingdom.
12. [Keval J. Kumar](#) (2013). Mass Communication in India, Jaico Publishing House, Mumbai.

OPEN ELECTIVE - SECOND SEMESTER

JME 458 Writing for Media

Total = 40 hrs

Unit – I

Journalism – definition, nature and scope, attributes of a journalist, press and democracy, journalistic writing Vs literary writing.

08 hrs

Unit – II

News writing techniques, opinion writings - editorials, features, columns, interviews, middle, letters to editor.

08 hrs

Unit – III

Reviews - principles of reviewing and criticism, writing book review, film reviews, drama review, music and art reviews.

08 hrs

Unit – IV

Writing for radio programmes - news and current affairs, documentaries, phone-in-programmes, attributes of a radio jockey, special audience programme for youth, children, women, and farmers.

10 hrs

Unit – V

Skills of TV anchor, scripting for TV programmes, writing for web media.

06 hrs

References:

1. Waldo Abbot and Richard L. Rider (1957). Handbook broadcasting, McGraw-Hill Book Company, United States.
2. Mehra Masani (1976). Broadcasting and the people, National Book Trust, India
3. Robert L. Hilliard (2010). Writing for Television, Radio, and New Media, Wadsworth Publishing Company Inc, USA.
4. Frank Messere, Carl Hausman, Lewis B. O'Donnell & Philip Benoit (2012). Modern Radio Production: Production Programming & Performance, Cengage Learning Custom Publishing, United States.
5. Eric G. Norberg (1996). Radio programming- Tactics and Strategy, Focal Press, Waltham.
6. Esta De Fossard (2004). Writing and Producing Radio Dramas, Sage Publication, India.
7. Andrew Bonime & Ken C. Pohlmann (1997). Writing for New Media: The Essential Guide to Writing for Interactive Media, Wiley, United Stated.
8. James G. Stovall (2014). Writing for the Mass Media, Pearson, United States.
9. Lynda Felder (2011). Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound, New Riders, Denmark.
10. James G Stovall (2014). Writing for the Mass Media, Pearson, New York.
11. Chip Scanlan and Richard Craig (2013). News Writing and Reporting, the Complete Guide for Today's Journalist, Oxford University Press, United Kingdom.
12. Robert M. Knight (2010). Journalistic Writing: Building the Skills, Honing the Craft, Marion Street Press, Portland.