

Unit 1	<u>Understanding Culture</u> <ul style="list-style-type: none"> • Definitions: Mass Culture, Popular Culture, Folk Culture • Media and Culture • Folk Media as a form of Mass Culture • Traditional and Modern Festivals Live performance as a form of culture
Unit 2	<u>Critical Theory and Media Studies</u> <ul style="list-style-type: none"> • The Frankfurt School • Semiotics and Structuralism • Post Modernity and Consumer Culture
Unit 3	<u>Ideology, Culture and Globalisation</u> Cultural politics: media hegemony and legitimization of media driven global cultures, homogenization, the English language Local/Global, Local/Hybrid, Rise of Regionalism: Al-Jazeera; Regional initiatives
Unit 4	<u>Cyber Culture</u> New media cultures, transnational media dynamics, popular and media histories, and racial, gendered, and sexual identity formations.
Unit 5	<u>Geographical- The Ecology , Habitat and physical structures of Northeast India</u> <u>Culture and Society in Northeast India</u> <ul style="list-style-type: none"> • North East India – A Demographic Profile • Major Historical events in formation of Northeast India • An overview of the tribes- Socio Cultural structures
Unit 6	<u>Contemporary issues in Northeast and Media-</u> <ul style="list-style-type: none"> • Representations • Conflicts and Compromises

	<ul style="list-style-type: none"> • Ethnic, political and Boundary issues • tradition and modernity • Gender role conflicts • Developmental issues-The role of NEC
Practical Exams	Max Marks: 25 <ul style="list-style-type: none"> • The students will have to prepare Art Installation/ Exhibition selecting any particular theme from the text. 15 Marks • A viva must be conducted by the external examiner, at the semester end on this Art Installation/ exhibition and the mark for the viva will be 10.
Text books	1. Stephen Hill and Bevis Fenner, <i>Media and Cultural Theory</i> . 2. Bareh H. M., <i>Encyclopedia of North East – India</i> : Mittal Publication. New Delhi, 2007
Other readings	1. Taher and Ahmed, <i>Geography of North East India</i> , Mani Manik Prakash, Guwahati, 2007. 2. Barua Indira, <i>Ethnic Groups, Cultural Continuities & Social Change in North East India</i> , Mittal, New Delhi, 2002

Course Code: MT-H-201

Instructions for Paper Setter/Moderator (Theory)

Maximum Marks	<ul style="list-style-type: none"> • 75
Time	<ul style="list-style-type: none"> • 3 hours
Total no of Questions	<ul style="list-style-type: none"> • Six (6) • Five questions of 12 marks each and one compulsory question of 15 marks.
Compulsory question	<ul style="list-style-type: none"> • This will be Q.No 1. • It will consist of 5 short answer type questions of 3 marks

	each. For framing this question, any topic from any unit can be selected.
Setting of other questions	Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III, Q.No.5 from Unit IV and Q.No 6. From Unit V
Distribution of marks in these questions	A question should be either a full-length question of 12 marks or 2 questions of 6 marks each or 3 short notes of 4 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Unit 1	<p><u>Introduction</u></p> <ul style="list-style-type: none"> • Characteristics of Print medium • What is Journalism? • Journalism as Fourth Estate • Who is a Journalist? • Role and responsibilities of a Journalist • What is News? • Elements of News • News Values -Timeliness, Proximity, Size, Importance, Conflict, Human interest and News Novelty • Types of News • News Sources: types; credibility and protection • News versus Information, Hard vs. Soft News • Difference between article, news, feature, backgrounder, editorial. • news agencies – Government print agencies
Unit 2	<p><u>Laws - national and international communication</u></p> <ul style="list-style-type: none"> • Issues regarding regional, national and international information flow and sharing • NWICO and alternative Information distribution
Unit 3	<p><u>News Reprting</u></p> <ul style="list-style-type: none"> • Reporter: Roles and qualities • What is news reporting? • Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight) • Reporting for Newspapers, News Agencies and Magazines. • Specialised reporting- Court, legislature, Science and technology, sports and development and crime reporting
Unit 4	<p><u>News Writing and Editing</u></p> <ul style="list-style-type: none"> • Inverted Pyramid style of news writing-Why & How • Various types of leads/intros • Headline writing: Types & Functions • The WHAT formula for news writing • The Good (The exact, apt, simple, unambiguous words), the Bad (redundancies jargons,verbosities) and the Ugly of news writing.

Unit 5	Ethics: <ul style="list-style-type: none"> • Philosophy of journalism and its ethics. • Paid news, • Page-Three culture, plagiarism, revealing confidential sources, hoax, off-the-record, on-the-record. • Ombudsman. • Code of conduct for journalists. • Press council of India and its role in maintaining ethical journalistic standards. • Difference between investigative and sensational journalism, yellow journalism, sting operations and morality.
Lab Journal	Max Mark: 25 <ul style="list-style-type: none"> • The first part of the practical component requires that at the end of the semester the students are to produce one Lab journal. This Lab journal will be a collaborative effort of the class. The internal examiner will marked the students as per the execution of the work assigned to them.
Practical exam	Max Mark : 25 <ul style="list-style-type: none"> • The second part of the practical exam will be conducted during the semester end exams where a question paper will be prepared to test the practical application of the theoretical knowledge acquired by the students during the course of the semester. A pool of 10 to 15 questions will be set for the students where each students have to answer one question each (to be chosen by lot). This will be out of 15 • A viva of 10 marks to be conducted by the external examiner.
Text books	<ol style="list-style-type: none"> 1. Kamath M.V., <i>The Journalist's handbook</i>, Vikas publ, New Delhi, 1990 2. Fox walter, <i>Writing the news- A guide for Print Journalists</i>, Iowa State university Press, Ames, 1998
Other readings	<ol style="list-style-type: none"> 1. <i>Future of Print Media</i> – A Report Published by Press Council of India (2001) 2. Phadke S. P, <i>Modern Journalism – Tool and Techniques</i> (2008) 3. Ram Kumar G., <i>Cyber Crimes</i> (2006) 4. <i>Right to Information</i>, Govt. of India (2006)

Maximum Marks	<ul style="list-style-type: none">• 50
Time	<ul style="list-style-type: none">• 3 hours
Total no of Questions	<ul style="list-style-type: none">• Five (5) compulsory questions• These are to be marked 10 each.
Setting of questions	Q.No.1 is to be set from Unit I, Q.No.2 from Unit II, Q.No.3 from Unit III, Q.No.4 from Unit IV and Q.No 5 From Unit V
Distribution of marks in these questions	A question should be either a full-length question of 10 marks or 2 questions of 5 marks each .
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question The distribution of marks should be as suggested above.

MT-H-203 - Writing for Radio, TV and New Media(Honours-3)

Unit 1	<ul style="list-style-type: none">• <u>Different Mass Media and the audience</u>• theatre/Drama and the audience• TV and the Mass Media• Radio and the Mass Media• Internet and the Mass Media
Unit 2	<ul style="list-style-type: none">• <u>Basic Elements of Production</u>• The Studio• Camera Movements• Camera Shots• Stages in Writing• Knowledge of Media Grammar and the Language
Unit 3	<ul style="list-style-type: none">• <u>Scripting Process</u>• Role of the writer and Law of the Writer• Budget and the Writer-Elaborative efforts-credibility accuracy-POV

	<ul style="list-style-type: none"> • Stages in Planning • Stages in Pre-writing-writing-Rewriting and Editing • Stages of a Screenplay • Different Script Formats-Audio and Audio-Video
Unit 4	<ul style="list-style-type: none"> • <u>Structure of the Script</u> • Seven Step method for creative Concept • Narrative Styles • Genres-Dramatic arc-Action Line-Plot twist-Climax-Transitions-Character arc • Dialogue writing • Sound and its use in Script
Unit 5	<u>Writing for different media</u> <ul style="list-style-type: none"> <input type="checkbox"/> TV writing -ENG/Panel discussion/Drama/documentary/Interviews <input type="checkbox"/> Radio Writing – Ads and PSA/Phone- ins/ Feature /News/ Drama <input type="checkbox"/> Writing for Internet and New Media- BLogs
Practical Assignments	exercises on: <ol style="list-style-type: none"> 1. Describing one Medium through another 2. Describing Sight and Sound 3. Writing with Dialogue and without Dialogue 4. Visual Story telling 5. Developing an idea leading to stages of screenplay 6. Developing creative concept,character, dramatic arc 7. Proposal-Screenplay-audio script-story board.
Practical Exams	Max Mark : 25 <ul style="list-style-type: none"> • A practical exam will be conducted during the semester end exams where a question paper will be prepared to test the practical application of the theoretical knowledge acquired by the students during the course of the semester. A pool of 10 to 15 questions will be set for the students where each student has to answer one question each (to be chosen by lot). This will be out of 15 • A viva of 10 marks to be conducted by the external examiner
Text Books	<ol style="list-style-type: none"> 1. Fried Mann Anthony, <i>Writing for Visual Media</i> 2nd Edition, focal Press. 2. <i>Scriptwriting for beginners</i>, Mass media dept Publication 2007, SAC Shillong 3. Hilliard L.Roberts, <i>Writing for TV, Radio and New Media</i>, Thomson

	wadsworth
Other readings	<p>1. Lanson, Jerry, Stephens, mitchell, <i>Writing and reporting the news</i>, 2008 3rd ed</p> <p>2. Albert C, Book, <i>The radio and Tv Commercial</i>, NTC, New York, 1995.</p> <p>3. Cooper, Dona, <i>Writing Great Screenplays for film and TV</i>, Macmillan, new York, 1997.</p> <p>4. Huda, Anwar, <i>the art & Science of Cinema</i>, Atlantic publ, New Delhi, 2004.</p>

Course Code: MT-H-203

Instructions for Paper Setter/Moderator (Theory)

Maximum Marks	<ul style="list-style-type: none"> • 75
Time	<ul style="list-style-type: none"> • 3 hours
Total no of Questions	<ul style="list-style-type: none"> • Five (5)
Compulsory question	<ul style="list-style-type: none"> • This will be Q.No 1. • It will consist of 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
Setting of other questions	Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III, Q.No.5 from Unit IV and Q.No 6. From Unit V
Distribution of marks in these questions	A question should be either a full-length question of 12 marks or 2 questions of 6 marks each or 3 short notes of 4 marks each.
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