

**DEPARTMENT OF MASS COMMUNICATION & JOURNALISM
TEZPUR UNIVERSITY**

**Syllabus for Master's Programme in
Mass Communication and Journalism**

PROGRAMME OBJECTIVES:

1. To acquaint students with the theory and practice of Mass Media and Communication.
2. To impart training to the students in Radio / Television / Print / Web / Media Research.
3. To put communication practices within the realm of Indian and Northeast Indian social and cultural context.
4. To offer specialization in Journalism, Radio, TV, New Media and Corporate Communication.

Sl No	Course Code	Course Title	L	T	P	CH	CR	Type
Semester I	MC 490	Communication Theories	3	0	0	3	3	Core
	MC 491	History of Communication and Media	2	1	0	3	3	Core
	MC 492	Media Writing	1	1	2	4	3	Core
	MC 493	Advertising & Public Relations	2	0	2	4	3	Core
	MC 494	Visual Communication and Photography	1	1	2	4	3	Core
		Total Credits					15	
Semester II	MC 495	Communication Research Methods	2	1	0	3	3	Core
	MC 496	Introduction to New Media	2	0	2	4	3	Core
	MC 497	Media Laws and Ethics	3	0	0	3	3	Core
	MC 498	Broadcast Media: Radio	2	0	2	4	3	Core
	MC 499	Broadcast Media: Television	2	0	2	4	3	Core
		Total Credits					15	
Semester III	MC 500	Communication for Social Change	2	0	2	4	3	Core
	MC 501	Political and International Communication	3	0	0	3	3	Core
	MC 502	Communication Research Project	0	2	8	18	6	Core
	MC 503	Internship #					3	Core
		Group A Electives						
	MC 504	Specialized Reporting and Editing	2	0	2	4	3	Elective
	MC 505	Online Multi-camera Production	2	0	2	4	3	Elective
	MC 506	Radio Production	2	0	2	4	3	Elective
	MC 507	Corporate Communication	2	0	2	4	3	Elective
	MC 508	Convergent Journalism	2	0	2	4	3	Elective
		Group B Electives						
	MC 509	Photo Journalism	1	0	4	5	3	Elective
	MC 510	Folk and Community Media	1	0	4	5	3	Elective

	MC 511	Assamese Journalism	1	1	2	4	3	Elective
	MC 512	Media, Culture and Society	2	1	0	3	3	Elective
	MC 513	Media Management	2	1	0	3	3	Elective
		Total Credits					21	
Semester IV	MC 514	Film Studies	2	0	2	4	3	Core
	MC 515	Media in North East	3	0	0	0	3	Core
	MC 516	Internship (non-credited)##	0	0	0	0	0	
		Group C Electives						
	MC 517	Documentary Production	0	2	4	6	4	Elective
	MC 518	Community Radio	0	2	4	6	4	Elective
	MC 519	Web design/Animation	0	2	4	6	4	Elective
	MC 520	TV Reporting	0	2	4	6	4	Elective
		Total Credits					10	
	Total credits (15+15+21+10) = 61							

The students will take up 20% of the total credits as Choice Based Credit Transfer (CBCT) Courses offered by different departments.

L= Lecture, T =Tutorial, P= Practical, CH= Contact Hours.

Students will undertake the internship during the summer semester-break after completion of the Second semester.

This non-credited Internship for students is voluntary and can be undertaken during the winter break after completion of the Third semester

*** Students will opt for one paper from each of Group A and Group B in semester III and one from Group C in Semester IV**

Choice Based Credit Transfer (CBCT) Courses offered by the Department

Sl No	Course Code	Course Title	L	T	P	CH	CR	Type
1	MC 486	Communication Principles and Practices	3	0	0	3	3	CBCT
2	MC 487	Advertising and Public Relations	3	0	0	3	3	CBCT
3	MC 488	Introduction to Film Studies	3	0	0	3	3	CBCT
4	MC 489	Evolution of Indian Media	3	0	0	3	3	

MC 490 Communication Theories

Unit I

Communication: An Introduction; How Communication Works? Communication as Process; Barriers to Communication; Types and Elements of Communication.

Mass Communication: 'Mass' Concept, Defining Mass Media; Typologies of Audiences; Functions of Media; Normative media systems; The Changing Media Landscape in India; Media chains, Monopolies and Conglomerates.

Unit II

Models of Communication: Lasswell, Shanon-Weaver, Osgood, Schramm, Newcomb, Westley-Maclean, Gerbner.

Introduction to Communication Theory: Four Eras of Mass Communication Theory -Mass Society Theories, Limited-Effects Perspectives, Critical and Cultural Approaches, and Meaning-making Perspectives.

Unit III

Mass Media Effects & Uses : Hypodermic Needle; Two Step Flow Theory; Limited -Effects; Cultivation Theory; Social Learning Theory; McLuhan's Media Determinism; Spiral of Silence; Media Hegemony; Agenda Setting; Uses and Gratification Approach.

Unit IV

Socio-Psychological Approach to Communication: Festinger Theory of Cognitive Dissonance; Theories of Persuasion.

Unit V

Emerging perspectives in Communication Studies: Alternatives to the dominant and the classical. Political economy perspective; Intercultural communication.

Suggested Readings

1. McQuail, D. (2010). *McQuail's Mass Communication Theory*. New Delhi: Sage Publications
2. Stevenson, N. (1997). *Understanding media culture: Social theory and mass communication*.
3. Singhal, A. & Rogers, E M. (2001). *India's Communication Revolution: From Bullock Carts to Cyber Marts*. New Delhi: Sage Publications.
4. McQuail, D. (Ed.) (2007). *Mass Communication*. Volm. I, II, III & IV. New Delhi: Sage Publications.

MC491 History of Communication and Media

Unit I

Early communication modes, the Oral tradition, Written language,

Development of printing, newspapers, books, short history of newspapers and other periodicals.

Unit II

Origin and growth of press in India. Pioneers in Indian journalism, Growth of Indian language media, Media and social reforms, Media facilitating freedom struggle and mass awakening.

Unit III

Changing role of media in the post-Independence era, Growth of media conglomerates, Contribution of media towards literacy, development.

The East-West divide, NAMEDIA, The McBride Commission Report,

Unit IV

Radio -Radio as a mass medium, Public Service Broadcasting, The Indian Radio scenario – All India Radio to Private FM broadcasting, Campus Radio, Community Radio, Issue of News and current affairs in private radio.

Television : Growth of Television as a mass medium, SITE, Kheda Experiments, Doordarshan , Entry of satellite TV, DTH to Digital broadcasting service, HDTV.

New Media - Development of New Media, New Media and mobile telephony services.

Suggested Readings

1. Parthasarathi, R, (1989) *Journalism in India*, Sterling Publishers.
2. Singhal, Arvind & Roger, Everett M. (2001). *India's Communication Revolution: From Bullock Carts to Cyber Marts*, Sage Publications.
3. Poe, Marshal T. (2011) *History of Communications: Media, society from evolution of speech to the Internet*. Cambridge University Press.
4. Kovarik, B. (2011) *Revolutions in Communication: Media History from Gutenberg to the Digital Age*, The Continuum International Publishing Group, New York.
5. Briggs, A. (2008) *Social history of the Media: From Gutenberg to Internet*, Third Edition. Polity press.

MC492 Media Writing

Unit I

What is media writing? Media writing as communication, Telling stories, Engaging the reader Research and writing. Introduction to narrative, Narrative writing, with an example of a nonfiction story, descriptive and explanatory writing.

Principles of good writing, basic tools of writing, characteristics of media writings. with revision of grammar, syntax and style. Drafting and revising

Unit II

Ideas for writing, Explaining ideas and processes. Engaging the reader: what makes a good introduction or lead to a story? The language of journalism: concrete, specific, active, clear, democratic, non-sexist, non-racist.

Unit III

Writing for Print: Principles of news writing, News values, News story, News structure, concept of inverted pyramid, lead paragraph, quotations and back grounding, Headlines and caption writing. Feature writing, types of feature, profiles, writing book reviews and film reviews, writing columns. News sources, skills of research, objectivity Stylebook, freelance.

Writing for magazines - Writing for broadcast: Writing for eyes and ears,

Unit IV

Writing for Web: Characteristics of web writing, technical writing, blogs, online journalism.: Freedom of Expression, Restrictions on publications, ethics and responsibility, defamation, libel.

Practical: Writing exercises – Anecdotes, News story, Features, Captions, Headlines, Copywriting, Reviews, Press Release

Suggested Readings

1. Batty Craig and Cain Sandra (2010), *Media Writing: A Practical Introduction*, Palgrave Macmillan.
2. Stovel G (2006) *Writing for Mass Media*, 6th edition, Allyn and Bacon.
3. Melvin Mencher (2006), *News Reporting and Writing*, 10th edition, McGraw-Hill.
4. Strunk, William & White, E.B. (1999). *The Elements of Style*. Longman.
5. Clark, Roy Peter. (2006). *Writing Tools: 50 Essential Strategies for Every Writer*. Little, Brown.
6. Raman, Usha (2009), *Writing for the Media*, OUP.

MC 493 Advertising and Public Relations

Unit I

Introduction to advertising – Understanding advertising, functions of advertising, types of advertising, Evolution of Advertising in India and the world; Advertising media; Theories of Advertising –Stimulus Response Theory, Starch Model, AIDA, AIDCA, DAGMAR approach; Advertising agency

Unit II

Creative strategy and Media Planning - USP, Appeals in advertising, Message strategy, Visualizing an Ad, Ad strategies for different stages of PLC, Copywriting: Idea generation, Copywriting Principles, Copy devices, Copy Jargon, Ad copy Layout-Formal and informal balance, Copywriting for different media

Media Planning - Factors influencing media planning - media strategy, media scheduling, media mapping

Unit III

Brand building and Advertising Management –Defining Brand, Brand Name, Concept and commodity brands, Power Brands, Life cycle of a brand, brand image and brand equity, Campaign Planning, Elements in a Marketing Plan- Marketing Objectives, Marketing Strategy, Planning an Advertising Campaign – Planning Cycle, Planning framework

Unit IV

Legal and Ethical issues in Advertising -Legal aspects of Advertising, ASCI and Advertising Ethics; New trends, Digital and social media Advertising, mobile advertising, Consumer Behaviour and advertising research

Unit V

Understanding Public Relations– Concept of Public Relations, Internal and External Publics, 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.

Unit VI

Theoretical Foundations in PR- Excellence theory, Theories relating to organizations, Systems Theory, Situational Theory, Grunig and Hunt's models of Public Relations.

Suggested Readings

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

MC 494 Visual Communication and Photography

Unit I

Concept of Art: What is Art? Structure, Form and Meaning of Art, Art as Commerce, Art as Commodity, Art as human creation of Images, Reality and constructed Images

Unit II

The Visual Image- Visual modes of communication. The visual elements- space, line, form, shape, texture, light and colour, rhythm, movement, balance, harmony, variety and unity. Organization of visual elements. Cognitive approaches to visual communication. Perception- depth, height, colour, shape etc. Creative process- the ability to create, transform and arouse curiosity

Unit III

Theories of Visual Communication- its application in analyzing visual elements in media, Visual analysis: Introducing Semiotics, Interpreting images from different perspectives.

Unit IV

Photography-history, principles of photography, Pinhole camera, basics of camera operation, parts of the camera, Digital versus Analogue camera, SLR, Point and Shoot camera.

Unit V

Basic elements of Composition, Perspectives, Depth of field, Rule of the third, Focal length. Types of Lenses- normal, wide, telephoto, filters. Branches of photography- Nature, Still, Architecture, Wedding, Sports, Photo Journalism etc. Basics of Typography, selection and combination of fonts, color for fonts, using fonts for different forms of media.

Practical: Posters/Brochure design, and Photography exhibition

Suggested Readings

1. Smith Kenneth L, et.al., (2011) *Handbook of Visual Communication: Theory, Methods, and Media*, Routledge.
2. Messaris, Paul, (1996). *Visual Persuasion – Role of Images in Advertising*, Sage.
3. Hodge, Gavin, et. Al., (1990). *An Introduction to Photography*, Sandstone Publishing.
4. Wileman, Ralph E. (1993). *Visual Communicating*, Educational Technology Publication.
5. Bergstrom, Bo. (2009). *Essentials of Visual Communication*. Thames and Hudson.
6. Drew, Helen. (2005). *The Fundamentals of Photography*, AVA Publishing.
7. McCartney, Susan. (2001). *Mastering the Basics of Photography*, Allworth Press

MC 495 Communication Research Methods

Unit I

Definition and Elements of Research. Research methods and Approaches in Social Sciences. Mass media research and Scientific methods. Importance of communication research – Indian scenario.

Unit II

Research Process: Formulation of research problem, review of literature, hypothesis, research design.

Unit III

Qualitative and Quantitative Research Methods: Ethnography, Ethno methodology, Symbolic Interactionism. Policy and archival research. Communication Policy Analysis. Analysing Visual: still and moving images., grounded Theory, Research Methods – census method, survey method, observation method, clinical studies, case studies, content analysis.

Unit IV

Tools of Data Collection – observation, interview schedules, questionnaire, field studies, telephone surveys, online polls, focus groups. Sampling methods. Media research – evaluation, feedback – feed forward – media habits – public opinion surveys – pre-election studies and exit polls, Attitude Measurement – Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, levels of measurement.

Reliability and Validity Measurements.

Unit V

Data Analysis and Report writing – data analysis techniques – coding and tabulation – non-statistical methods – descriptive – historical – statistical analysis – univariate, bi-variate, multi – variate tests of significance — central tendency –preparation of research reports/project reports/dissertations, Referencing and Citation Style.

Ethical perspectives of mass media research.

Suggested Readings

1. Jensen, Klaus Bruhn. (2002). *A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies*, Routledge.
2. Fink, Arlene & Kos, J. B. (2005). *How To Conduct Surveys, A Step-By-Step Guide*, 3rd Edition, University Of California, Sage publication
3. Reinard, John C. (2006). *Communication Research Statistics*, California State University, Fullerton Sage publication.
4. Wimmer and Domnick,(2011) *Mass Media 'Research: An Introduction*, 10th edition, Boston: Wadsworth.
5. Hansen Anders , Cottle Simon, Newbold Chris, (1998), *Mass Communication Research Methods*, New York University Press.

MC 496 Introduction to New Media

Unit: I

Introduction to New Media: media, communication, audience, society; New media technology and culture: whims and opinion; community and identity; participatory culture and new media; New media literacy

Unit II

New Media vs. Old media: basic concerns related to new media, characteristics of new media; Various usages of new media: Different types of new media, synchronous and asynchronous communication

Unit: III

Computer Mediated Communication: Different types of CMC; Important theoretical framework of CMC, cyber platform and communities, Social Networking Site; New Media Journalism: Broadcast news vs. news in print, Internet: history and growth of internet; Feature of net: email, www, search engine, directories, Internet addressing; search engine optimization

Unit: IV

Digital Revolution and Digital Communication: Use of New media for development; Different usages of new media technologies; Basics of New media terminology: Information Society; Surveillance society; Knowledge society; e-learning; Web commerce; Mobile telephony: telecom industry in India

Practical

HTML Introduction, basic structure of HTML Documents, Hyperlinking and Basics of Dreamweaver

Suggested Readings

- 1) Jenkins, Henry (2006) *Convergence Culture: Where Old and New Media Collide*. New York , London: New York University Press.
- 2) Hassan Robert_(2004) *Media, Politics and the Network Society* ,Open University Press.
- 3) Hassan Robert, Thomas Julian (2006) *The New Media Theory Reader* , Open University Press.
- 4) Warschauer Mark (2004) *Technology and Social Inclusion: Rethinking the Digital Divide*, MIT Press (MA).
- 5) Marshall P David (2004) *New Media Cultures*, Hodder Stoughton Educational.
- 6) Hamelink Cees J. (2001)*Ethics of Cyberspace*, Sage Publications.

Unit I

Indian Constitution - Basic principles of the Preamble, Fundamental rights – freedom of speech and expression and their limits – Directives Principles of State Policy, provisions of declaring emergency and their effects on media.

Unit II

Media Ethics - Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism, Conflict of Interest. Paid Journalism, Role of press and/or media councils and press ombudsmen in the world, Ethical reporting on Children

Unit III

Press Council of India and Press Commissions of India – broad guidelines and codes. A critique of PCI. Accountability and independence of media. Covering Conflict and International Humanitarian law, Code of Conduct by Associations of Media professionals

Unit IV

Press Laws - Contempt of Courts Act 1971 – civil and criminal law of defamation – relevant provisions of Indian Penal Code with reference to sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, RTI, Press and Registration of Books Act, 1867. Cinematography Act, 1953. Prasar Bharati Act; Copyright Act. Cyber Laws, Cable Television Act; Public Interest Litigation.

Suggested Readings

1. Basu, D.D. (2004). *Introduction to the Constitution of India*. Prentice-Hall of India.
2. Manna, B, *Mass Media And Related Laws in India*, Academic Publishers.
3. Singh, P.P. et. al., (1998). *Media, Ethics and Laws*, Anmol.
4. Prabhakar, M. et. al., (1999). *A Compendium of Codes of Conduct for Media Professional*, University Book House.
5. Fackler, Mark et. al., (1995). *Media Ethics -Cases and Moral Reasoning*, Longman

MC 498 Broadcast Media: Radio

Unit I

Radio as a tool of communication, Invention, Broadcasting in Northeast India, Latest Scenario, Broadcasting process, Formats, etc

Unit II

Voice training- effective use of voice, enunciation, pronunciation, modulation, on-line interview techniques, Moderating skills for radio discussion programmes

Unit III

Reporting and editing in radio. Field reporting, reporting specialised areas, investigative reporting, Voice dispatches, Editing for radio, structuring radio copy, editing agency copy- illustrating copy with sound effects, Interview techniques: developing interview techniques and skills for radio. Writing intros to bytes, writing headlines.

Unit IV

Presentation: reporting, writing and presenting news, features, Structuring radio report- news capsuling, and radio commentary. Radio as a tool for change, minimizing subjectivity and bias.

Unit V

Writing radio commercials, writing teasers, and promos, Copywriting, scripting, cue sheet and recording, Production skills: Field recording skills, live studio broadcast with multiple sources, news production, Digital editing (multitrack recording, special sound effects)

Suggested Readings

1. Boyd, Andrew. (1990). *Broadcast journalism*. Oxford: Heinemann professional publishing.
2. Wulfemeyer, K. Tim. (1984). *Beginning Broadcast Writing*. Ames Iowa: Iowa State University Press.
3. Chatterji P C *Broadcasting in India*,
4. Wilby, Pete (1996). *The Radio Handbook*. London: Rutledge.
5. Mcleish Robert. *Radio Production*. Focal Press
6. Stewart Peter. *Essential RADIO Skills*. A&C Black Publishers

MC 499 Broadcast Media: Television

Unit I

Introduction to Television and visual composition - basic rules of composition, television aspect ratio, different video tapes and standards, different formats, classification of shots, basic movements of camera, visual grammar for television

Unit II

Anatomy of Camera - different parts of camera, working of camera, support and accessories of camera, different Lenses for camera, focus, aperture, depth of field, shutter speed, summing up

Unit III:

Lighting- key factors affecting the production, importance of lighting, visual treatment, different lighting methods, sources of light, different types of lights for studio and out-door, understanding lighting Instruments

Unit IV:

Sound- production equipment for sound, audio recording systems, functions of sound, types and uses of microphones, advantages of different microphones in shooting locations, sound effects, sound aesthetics

Unit V

Single Camera Production- understanding ENG and EFP, understanding pre-production, production and post-production, developing a news idea into a news story, basic interviewing and news writing techniques, news story modules and production, shot planning, coordination between cameraperson and the reporter, piece to the camera, cut-away and uses, shooting for written script, set design, editing news story, dubbing and subtitling sound bites, signature tune, packaging

Suggested Readings

1. Zettl,H.(2006) *Handbook of Television Production*, Wadsworth.
2. Shelley, S.L. (1999) *A Practical Guide to Stage Lighting*, Focal Press.
3. Compesi, Ronald J et.al (1997) *Video field Production and Editing*, Allyn& Bacon
4. Burrows, Thomas D., et.al. (2000) *Video Production: Disciplines and Techniques*. McGraw-Hill

MC 500 Communication for Social Change

Unit I

Development: Meaning, concept, and approaches to development. Characteristics of developing societies, Indices of development, .Dominant paradigm of development. The modernization and dependency approach. Development as economic growth.

Unit II

Alternative approaches to Development: Social, cultural, economic and political perspectives in development. Need-based approach; Sustainable development; Human development approach; Rights based approach and participatory approach to development, Development as freedom; Millennium Development Goals.

Unit III

Development Communication: Role of media in development – emerging perspectives. Strategies for development communication in India – evolutionary perspectives. Communication for nation building; Diffusion of innovation; Extension approach; IEC and BCC approach; Development Support Communication; Participatory Communication

Unit IV

Technology and Development – its societal implications; ICT for Development; Evolution of ICT in Development Endeavour; ICT Projects implemented in India and Northeast – Problems and Prospects. Democratic and decentralized processes in development. Gender and development.

Unit V

Role of different Media for development. Comparative advantages and potential of different media for development communication. Community media – Indian Scenario. Strategies in designing social service messages.

Suggested Readings

1. SrinivasMelkote,&Steeves. (2001). *Communication for Development in the Third World*, New Delhi: Sage
2. Servaes, J., Jacobson, T. & White, S.A. (Eds.), *Participatory communication for social change*. Thousand Oaks: Sage
3. Wilkins, KG. (Ed.) (2000). *Redeveloping communication for social change: Theory practice and power*. UK: Rowman and Littlefield Publishers.
4. McPhail, T. L.(2009).*Development communication: Reframing the role of media*. UK: Wiley Blackwell

MC501 Political and International Communication

Unit I

Political Communication as an emerging Discipline- Scope and characteristics, Relationship of politics with communication.

Theoretical approaches, The role of media in politics; mediation, political socialization, political participation, political processes, public opinion, persuasion, public policy, rights and responsibilities of the media. Channels of political communication.

Unit II

International dimensions of Political Communication. Globalisation of media, transnational news, Ideological promotion and conflict, international relations and propaganda, emergence of third world political communication.

Communication as a human right – UNO's Universal Declaration of Human Rights and communication - international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

Unit III

Introduction to identity politics and its relation to nation-building - local assertions and its links to global assertions, gender issues - country or region-specific gender, race, class and caste issues from a post-colonial perspective; racial profiling, discrimination, xenophobia and cross border migration, HDI, Development and Environmental Concerns - conflict of interests between economic and environmental concerns

Unit: IV

Political, Economic and Cultural dimensions of International Communication - communication and information as a tool of equality and exploitation, international news flow, imbalance in media growth – international, regional and internal disparities. Impact of ICT on news flow, information super highways – international telecommunication and regulatory organizations

Unit: V

UNESCO's efforts in removal of Imbalance in News flow – debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's report – non-aligned news agencies pool – its working, success, failure. Issues in international communication – democratization of information flow and media systems – professional standards; information – prompted cultural imperialism – criticisms; violence against media persons - effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security.

Suggested Readings

1. Thussu, Daya Kishan (2009), *International Communication: A Reader*
2. Mohammadi, Ali. (1997). *International Communication & Globalization*, Sage Publications.
3. Edward S. Herman, and Noam Chomsky, (2002) *Manufacturing Consent: The Political Economy of the Mass Media*, Pantheon Books, New York.
4. Seator, Jean. (1998). *Politics and the Media*, Blackwell.
5. Gunther, Richard. (2000). *Democracy and the Media*, Cambridge.

MC502 Communication Research Project

Students will undertake a research project in which they will apply their learning in previous core courses by way of formulating research problems, designing their research and execution the project under the supervision of allotted faculty.

MC 503 Internship (Minimum 4 Weeks)

Students will undertake four week internship in media and communication organizations/ departments. Students will be evaluated based on the feedback received from the training institute, student's presentation and a detailed report.

This internship should be undertaken during the Summer Recess after Second Semester. Students willing to undertake second Internship during Winter Recess after Third Semester may do voluntarily which will be non-credited.

MC 504 Specialised Reporting and Editing

Unit I

Specialized Reporting- Growing significance of Specialization in media, Common basic concepts about the knowledge and skills for specialized reporting and editing in any field of society, Explanatory reporting for masses, Developing different approaches in Specialized Reporting, Differences in approaches to specialized reporting based on local socio-economic and political situations, linking local issues with global trends,

Unit II

Issues in Specialized Reporting - Identifying issues of local, regional, national, international importance and carry out exercises in doing specialized reporting, Develop specialized reporting and editing skills on health and science reports financial and economic issues, immigration issues, diaspora, art and culture, politics, legal reporting, environmental issues, Conflicts, Children, Gender and Development

Unit III

Editing and Design

Meanings, purposes, symbols, tools, lead, body and paragraphing. proof reading, meaning, symbols and purposes. News desk, editorial department set-up, new flow, copy management and organization. Headlines – techniques, styles, purposes, kinds of headlines. Dummy page- make-up, layout, principles of photo editing. Magazine editing, layout, graphics.

Practical –Lab Journal, Magazines, Contribution to Newspapers/Magazines

Suggested Readings

1. Vaitilingham, R. 2001. *The Financial Times guide to using the financial pages. (4th Edition)*. London: Prentice Hall.
2. World Bank Institute. 2002. *The right to tell. The role of mass media in economic development*. Washington D.C.: World Bank Institute.
3. Scott, Robert Dawson (1999) '*Bridging the cultural gap: how arts journalists decide what gets onto the arts and entertainment pages*', in Critical Quarterly 41 (1), 46-55.
4. Titchener, Campbell B. (1998 2nd edition) *Reviewing the Arts*, Mahweh, NJ: Lawrence Erlbaum
5. Fuller, David & Waugh, Patricia eds. (1999) *The Arts and Sciences of Criticism*, Oxford: Oxford University Press
6. Hughes, Robert (1990) *Nothing If Not Critical. Selected Essays on Art and Artists*. New York: Alfred A. Knopf.

MC 505 Online Multi-Camera Production

Unit I

Multi camera studio production- Standard equipment and uses, multi-camera Vs Single camera production, Multi camera set-up for studio production, Lighting for multi-camera production, set design for studio, and outdoor shooting, Online Vs. Off line production

Unit II

Production Process- understanding pre-production, production, and post production, production personal role and responsibilities, production process, Online production equipment, Online editing, advantages of online editing, precautions for online productions, understanding indoor and outdoor conditions, planning, budgeting, sets

Unit III

Studio and Outdoor Production- Production crew for the ENG, Equipment used for ENG production, Satellite Uplink, Production crew for EFP, Location and setup of equipment for EFP, recce, planning for the shoot,

Unit IV

Big Remotes- Remote productions, Production equipment and setup for Big remotes, Satellite linkup, Production crew and roles, sets, dry runs and online switcher controls, packaging, understanding the signature tunes and breaks

Practical - Talk shows, Panel discussions, Interview, Fiction - Drama

Suggested Readings

1. Burrows, Thomas D., et.al. (2000) *Video Production: Disciplines and Techniques*. McGraw-Hill
2. Zettl, H. (2006) *Handbook of Television Production*, Wadsworth.
3. Rabinger, Michael (1998). *Directing the Documentary*, Focal Press
4. Shelley, S.L. (1999) *A Practical Guide to Stage Lighting*, Focal Press.
5. Compesi, Ronald J et.al (1997) *Video field Production and Editing*, Allyn & Bacon

MC 506 Radio Production

Unit I

Sound Design - Quality of sound, creating mood with sound, silence as sound,

Unit II

Use of audio mixers, Recording and editing of sound, Radio production process, Programming, transmission, Studio chain, Live studio broadcast with multiple sources, News Productions, Anchoring, Announcing.

Unit III

Presentation of music: recorded and live, Studio production of Radio newsreel, Current affairs, Studio interviews, Studio discussions, Phone-in programmes, O.B production of sports and mega events,

Unit IV

Handling interactive live transmissions, Non formal education, Quiz programmes, Rural and agricultural development programmes, Health and Environment programmes, Children's programmes

Practical –News Bulletin, Drama, PSM, feature, talks, interview, Anchoring, Phone-in etc.

Suggested Readings

1. Gouh, Howard. (1982). *Planning, producing, presenting the radio programme: An AIBD manual for media trainers*. Malaysia.
2. Eng, Peter & Hodson, Jeff. (2001). *Reporting and writing News: A basic hand book*. Bangkok. Written for the Indo- china Media Memorial Foundation.
3. Dimbleby, Nick, Dimbleby, Richard & Whittington, Ken (1994). *A guide to production techniques*. UK: Hodder and Stoughton Bath.
4. Wulfemeyer, K. Tim. (1984). *Beginning Broadcast Writing*. Ames Iowa: Iowa State University Press.
5. Fleming Carole. *The Radio Handbook*. Routledge, London & Newyork
6. Chantler Paul & Teter Stewart. *Essential Radio Journalism*. A&C Black Publisher

MC 507 Corporate Communication

Unit I

Corporate Communication – Defining Corporate Communication, evolution of Corporate Communication, roots of Corporate Communication in India, Corporate Communication vis-à-vis Public Relations, Scope, functions, trinity in Corporate Communication

Unit II

Media Relations - Understanding media relations, Benefits of media relations, Public Relations and Media, Media Relations tools and techniques, Essentials of Media Relations, Writing for media and media relations

Unit III

Corporate Reputation Management and Crisis Communication – Reputation, Imperatives of Reputation management, Image repair theory, Building corporate identity, Facing crisis, kinds of crises, and the basics of crisis management. Crisis management - crisis vs. problem, typology of crisis phases, Guidelines for preparedness and planning, Crisis Response Strategy

Unit IV

Various applications of Corporate Communication - Community Relations and CSR, Employee Communication, Investor Relations, Government Relations, Customer, dealer and vendor relations, Corporate Communication in Brand Promotion, IMC

Unit V

Legal, Ethical issues and emerging Trends – Corporate Communication and ethics, Legal aspects of Corporate Communication, Corporate laws, Professional bodies in PR/ Corporate Communication – PRSI, IPRA, Professional code of ethics; new trends in PR, digital platforms, Social Media.

Suggested Readings

1. Jethwaney, Jaishri (2010), *Corporate Communication – Principles and Practice*, Oxford University Press
2. Sachdeva, Iqbal S. (2009), *Public Relations – Principles and Practices*, OUP
3. Black, Sam. *Practical Public Relations*
4. Ries, Al & Reis, Laura (2002). *The Fall of Advertising and the Rise of PR*.

MC 508 Convergent Journalism

Unit I

Introduction to Convergent Journalism - Evolution of convergent journalism; Characteristics of convergent journalism; Computer assisted reporting; role of gathering information for web; Different types of convergent journalism: precision journalism; annotative and open-source journalism; wiki journalism; open source journalism; citizen journalism; back-pack journalism
Convergent technologies and applications; Multimedia convergence and Interactivity

Unit II

Web Writing Structure - writing for visual effects, web logs, lateral thinking, layering of Information, Editing for web: Formulating the language, headline, summaries and links
Convergent production and storytelling; use of word as narration rather than on screen text, integration of words & pictures; distributed cognition; animation and gaming

Unit III

Web 2.0 Technology and Multi-media Convergence - Political economy of newsroom convergence; Converged newsroom practices, Key terms in newsroom convergence: hegemony, public sphere ; post-modern paradoxes; Surveillance economy; Knowledge society and economy; E-learning and understanding of instructional design; Dialectic of information and communication technology; Use of Convergent technology for social change

Unit IV

Broadcast News vs. News for Convergence- Video for web; Digital cinema, Digital music: podcasting basics; Sound for web - propagation, frequency, wavelength, acoustics, sound manipulation and editing, multi-track recording exercise, streaming media, Types of interview with convergent technology; Web Content management, RSS, New media documentaries

Unit V

Ethical, Legal issues of Convergent Journalism - issues in cyber law; Governance and regulation of the internet strategies against censorship, control and surveillance; Net neutrality ; India's information technology act, Copyright act ; ethical consideration regarding manufacturing good picture.

Practical - Web design; basics of dream-weaver tools: form preliminaries, pull-down menus, scrolled list, Web publishing, web hosting; developing sites and creating documents, creating a site, site planning, Setting up the basic structure of the site: website vs. portal, adding text, inserting objects, editing and updating a site
Working with Flash application, Blog: video blogging, MP 4 blogging

Suggested Readings

1. Foust James, (2005), *Online Journalism – Principles and Practices of News for the Web*, Holcomb Hathaway Publishers, Scottsdale, AZ.
2. Stovall James Glen, (2004), *Web Journalism – Practice and Promise of a New Medium*, Pearson Education, Boston, MA.
3. Quinn Stephen (2005) *Convergent Journalism: The Fundamentals of Multimedia Reporting*. Lang Publishing.
4. Whittaker Jason ,(2001), *Web production* (2nd edition) ,Routledge.
5. Koth Tom , *Journalism in the 21st century ; online information, electronic databases and the news* (adamantine press Ltd.)

MC 509 Photo Journalism

Unit I

Photo Journalism - History of photojournalism. Difference between a photographer and photojournalist. Understanding visuals. Capturing human interest visuals. Photography for different media- newspaper, magazine, internet. Importance of visuals in journalism- timeliness, unbiased and narrating the story.

Unit II

Techniques of Photojournalism- both professionally and aesthetically. Types of cameras- Digital versus Analogue, SLR versus Point and Shoot cameras, Different types of lenses, tripod, flash. Knowing the aesthetics of photojournalism- Composition, Camera angles. Types of image formats- Raw, JPEG, TIFF. Understanding Lights, Mobile phone for photojournalism.

Unit III

Types of Photojournalism. Sports photojournalism, Travel photojournalism, Food, Still Life, Science, medical, spot news, war photojournalism and wildlife photojournalism.

Unit IV

Photo feature and Editing- Photoshop, The online photo editors- manipulating the images. applying effects. Technical skills for photojournalism.

Unit V

Ethical and Legal Issues- staging versus truthfulness- treating subjects with respect- Privacy, Stereotyping. Victims of incidents or tragedy, Public interest visuals. Photography in the age of new digital technology. Photojournalism as a profession and business- Photo Agencies- its role in media, Photo freelancing as a profession. Photojournalist as a writer. Photojournalism, a look into the future

Practical - Photo Exhibition or Photo feature publications in magazines, newspapers or Designing a photography portfolio.

Suggested Readings

1. Parrish, Fred S., (2001). *Photojournalism: An Introduction*, Wadsworth Publishing.
2. Brill, Betsy. (2001). *Photo Journalism: The Professionals' Approach*, Focal Press.
3. Hoy, Frank P., (1993) *Photojournalism: The Visual Approach*, Prentice Hall Books.
4. McCartney, Susan. (2001). *Mastering the Basics of Photography*, Allworth Press
5. Drew, Helen. (2005). *The Fundamentals of Photography*, AVA Publishing.
6. Chapnick, Howard. (1994). *Truth Needs No Ally: Inside Photojournalism*, University of Missouri Press.

MC 510 Folk and Community Media

Unit I

Culture and Tradition -Meaning of Culture, Tradition, Folklore, oral tradition, Different Folk Media in India and Assam, Devotional and religious forms, *ojapali*, *mohoho*, *yakshagana*, *tamasha*, *therukuthu*, puppetry, street play as a form for voicing public opinion

Unit II

Community: Definitions, concept and characteristics of a community; Community norms, customs and institutions in contemporary India. Community social capital. Communities as stakeholders in development. People's participation in Development - nature, type and levels. Role of groups, community institutions and people's participation in programmes and initiatives of social change.

Unit III

Community participation - Levels of citizen participation. Participation as empowerment. Perspectives in participatory communication. Public sphere and democracy. Critique of media as public sphere. Communication as basic human right.

Unit IV

Understanding community media- Case study of select community media initiatives. Sangham Radio, Video Volunteers, NammaDhwani.

Unit V

Participatory techniques- Community participation, Participatory data collection techniques.

Practical – Community media production in collaboration with a community in any format such as Street play, Puppetry, Radio, Video etc.

Suggested Readings

1. Howley, K. (2010). *Understanding Community Media*. New Delhi: Sage
2. Pavarala, V. & Malik, K. (2007). *Other Voices: The struggle for community radio in India*. New Delhi: Sage
3. Halleck, D.D. (2002). *Hand Held visions: The impossible possibilities of community media*. USA: Fordham University Press.
4. Gordon, J. (2009). *A collection of community media debates and dilemmas*. Bern: Peter Lang.

MC 511 Assamese Journalism

Unit I

Brief history of Assamese Journalism - Trends in Assamese journalism, Contributions of eminent Assamese Journalists

Identifying the audiences for Assamese Journalism and potential news sources for this segment of readers

Unit II

Basics of Assamese language and Journalistic writing- Assamese Journalism for Print, TV and Radio, Study of growth and evolution of a few established media specializing in Assamese language

Unit III

Assamese Journalism vs journalism in other languages - Basic differences in presentation style of Assamese Journalism with Journalism in other languages

Unit IV

Assamese Journalism and Society -Role of Assamese Journalism in the overall growth and development of the Assamese society and Assamese language, Scope and Constraints of Assamese language media.

Practical: Reporting and writing for Assamese language press.

Suggested Reading

1. *150 Years of Assamese Journalism* (2001), Media Trust, Guwahati,
2. Barua, Sunil Pawan. *History of Assamese Journalism*, Lawyers' Book Stall, Guwahati,

MC 512 Media, Culture and Society

Unit 1

Concept of Culture--meaning, dimensions--the basic theoretical framework. Counter cultures, women, youth, minorities. Culture as communication, fashions, fads and rituals. Culture industries

Unit II

Interplay between media and society - Cultural implications of mass media. Popular and elite culture. Multiculturalism and sub cultures. Feminist critiques of media. Media and the minorities. National culture and communication policy.

Unit III

Media Industries - comics, paperbacks, magazines, music. TV channel as brand management - video games, copyright, copy-left.

Unit IV

The changing audience - media commodities, google, ebooks, free downloads, open source.

Suggested Readings

1. Samovar, L. A & Porter, R. E. (2000). *Inter-cultural Communication-A Reader*, Wadsworth.
2. Ravindran, R.K. (1999). *Media and Society*, Commonwealth.
3. Price, Stuart. (1998). *Communication Studies*, Longman.
4. Curran, James. (2000). *Mass Media and Society*, Arnold.
5. Caldwell'(eds) *Production Studies: Cultural Studies of Media Industries*. NewYork: Rouledge.
6. Livingstone, (2006).'*The Changing Nature of' Audiences:From the Mass Audiene to the Interactive*.

MC 513 Media Management

Unit I

Overview of media environment in India—Print, Radio, Television, The Indian media consumer. Basic Management Principles

Unit II

Advertising Agencies and PR Firms -Ownership patterns, Structure of Ad Agency & PR firm, Functions of various departments, Agency- Media Interface, Case Studies, TRP - Measurement of TRP. Emerging trends in transmission and reception technologies and their impact on TRP

Unit III

Newspaper Management : Ownership patterns, structure of newspaper organisation & functions of various departments & personnel. Trends affecting newspapers, Impact of broadcast media & information technology on print media. Emerging revenue patterns for print media. Catering to the changing newspaper subscriber. Emerging marketing strategies. Customer Relationship Management (CRM) in print, FDI in Media

Unit IV

Broadcast Management – TV & Radio, FM: Organisational Structure, Structural Hierarchy, Functions of various departments and personnel. Programming considerations, Audience research, Programming strategies, Programme promotion, Marketing programmes. FM radio in India. The market and the audiences, an analysis, Issues of broadcast management.

Unit V

Media Entrepreneurship : Concept of Entrepreneurship, Characteristics of Entrepreneurs, Media Entrepreneurship, Media Entrepreneurial Scenario in Northeast – Understanding Problems and Prospects, Case Studies.

Suggested Readings

1. Kothari, Gulab. (1995). *Newspaper Management in India*, Intercultural Open University
2. Chiranjeev, Avinash. (2000). *Electronic Media Management*, Authors Press.
3. Peter, Pringle..K. et. al., (1989). *Electronic Media Management*, Focal Press.
4. Gunarathne, Shelton A.. (2000). *Handbook of Media in Asia*, Sage.
5. Kothari, Gulab. (1985). *Newspaper Management in India*, Intercultural Open University.
6. Batra, Rajiv. (2000), *Advertising Management*, Prentice Hall.

MC 514 Film Studies

Unit I

Movies and Meaning: Images, Motion pictures, Cinema as mass media, Cinema and Communication.

History of film - National and International perspectives with emphasis on Indian Cinema, Movements and various Film Schools with emphasis on French New Wave, Indian New Wave, Indian New Wave Directors.

Unit II

Cinematic Storytelling : Narrative – Fictional and Non-Fictional, Significance and Structural elements of Narrative, Story and Plot, Principles of Plot Construction – Selection and Omission of details, Sub-Plots, Deviant Plot Structure.

Unit III

Film Genres and National Film Cultures - Crossover Films, Documentary Filmmaking, Film Noir, Social Melodrama, Romantic, Horror, Comedy, Fiction, Animation, Study of Western and Indian Classics, Film and Ideology, Stars, Studio systems,. Film and gender, class, caste and Religion and Indian society.

Unit IV

Semiotics and Cinema - Signs, Symbols, Physiology of perception, Denotative and Connotative meaning, Film Language, Mise-en-scene, Montage and Soviet Filmmakers – Eisenstein, Pudovkin, Dovzhenko, Vertov, Materialistic and Realistic Narratives, Film Analysis: Textual and Contextual analysis of films of different Genres

Unit V

Film theories - Realism, Auteur, Soviet montage, Psychoanalysis, Film Theories: Realist Film Theory, The Question of Realism, Auteurist Film Theory, Psychoanalytic Model of Film Criticism, Feminist Model of Film Criticism, Cognitive Model Ideological Model of Film Criticism, Cinematic Apparatus – Ideology and issues of representation feminists, Blacks, and Caste. Subaltern cinema.

Unit VI

Cinemas of Northeast: Beginning of Films in Northeast, Film Studios, Financial Institutions, Problems of Filmmaking in Northeast, Prominent Filmmakers, The Problems of Regional Cinema, The State Initiatives.

Screening and Discussion

Suggested Readings

1. Hill, John & Gibson, Pamela Church. (2000). *Film Studies*. Oxford Univ. Press
2. Stam, Robert. (2000) *Film Theory: An Introduction*. BlackWell Publishers.
3. Nelms, J (2003) *An Introduction to Film Studies*, 3rd edition, London: Routledge.
4. Turner, Graeme. (2002). *The Film Cultures Reader*. Routledge
5. Thoraval, Yves, *Cinemas of India*
6. Monaco, James. (1981). *How to Read a Film (3rd Ed.)* Oxford Univ. Press
7. Roberts, Graham & Wallis, Heather. (2003). *Introducing Film*. Arnold Publishers

MC 515 Media in Northeast India

Unit I

A Brief profile of Northeast India - History of Northeast India, Geography, People, Culture and Customs, significant Social and Political Movements in Northeast India

Unit II

History of Media in Northeast - Growth and Development of media in the Northeast, Basic features of the media in Northeast, Role of Christian Missionaries, Indian Independence Movement and Press in Northeast, Role of the media in Social and Political issues, eminent journalists and writers of the region

Unit III

Status of Media in Northeast- Current trend and media organizations in the region, Ownership Pattern, journalists, Working principles and credibility, Problems and Challenges of the media in Northeast, Emergence of Journalism Discipline in Academic Programs in the region, Future scopes and prospects of media Industry in the region

Suggested Readings

1. A. K. Gurney: *History of the Sibsagar Field; Assam Mission*, Nawgaon Jubilee Publication, 1887
2. Barns Margerita: *The Indian Press*; London, 1940
3. Barpujari H.K: *The American Missionaries and North-East India (1836-1900 AD)*; Spectrum Publications, Guawahti/Delhi, 1986
4. Baruah S. P: *Press in Assam—Origin and Development*; Lawyer's Book Stall, Guwahati, 1999
5. Baruah Sanjib, *Beyond Counter-insurgency: Breaking the Impasse in Northeast India*, Oxford University Press
6. Borua P.C: *Asamar Batori Kakat—Eti Ruprekha (1846-1946/47)*; Lawyer's Book Stall, Guwahati, 1993
7. Das, Samir Kumar, *Governing India's Northeast*

MC 516 Internship (Non-credited)

Students willing to undertake second Internship during Winter Recess after Third Semester may do so voluntarily which will be non-credited.

MC 517 Documentary Production

Unit I

Introduction to Non-fiction- Introduction, understanding the Non-fiction genre, History of actualities, Types of documentaries, Theoretical approach to documentaries, early documentaries

Unit II

Production process of Documentary- Pre-production of documentary, Approaches to documentary production, Developing Ideas, Research on the subject, Reece, zeroing on the subject, Development of script, Scheduling, Budgeting

Unit III

Essential elements of Script- understanding the Visual elements, modes of recording the Sound, and understanding the sound elements, different approaches to the Story and its elements, understanding the Point of view

Unit IV

Production of Documentary- Field production of documentary, Indoor and outdoor shooting, precautions before documentary shooting, conducting interviews, understanding the role of interviewee, different approaches to interview, when and how to break the interview, Logging on location, Crew and responsibilities

Unit V

Post- Production- Types of editing software's, Logging to system, Shots identification, rough cut, Final cut, Use of narration, importance of music, use of effects, titling, advantages of subtitling acknowledgments, understanding copyright

Practical – Shooting and Editing

Suggested Readings

1. Rabinger, Michael (1998). *Directing the Documentary*, Focal Press
2. Zettl, H. (2006) *Handbook of Television Production*, Wadsworth.
3. Shelley, S.L. (1999) *A Practical Guide to Stage Lighting*, Focal Press.
4. Compesi, Ronald J et.al (1997) *Video field Production and Editing*, Allyn & Bacon
5. Burrows, Thomas D., et.al. (2000) *Video Production: Disciplines and Techniques*. McGraw-Hill

MC 518 Community Radio

Unit I

Need, Origin, Concept, Philosophy and Policy of CRS, CR as an alternative mass medium,

Unit II

CRS worldwide, AMARC, Different Forums of CRS, Role of CR in development,

Unit III

Growth and development of CR in India, CR in NER, Community Radio versus Campus Community Radio, News and Current Affairs in Community Radio in India,

Unit IV

Production Techniques in CRS, Studio layout, Outdoor Broadcast, Narrow casting

Practical

Students would plan, produce and broadcast programmes of different genres in coordination with various communities in the broadcast area.

Suggested Readings

1. Tabing Louie. (2002). *How to do community radio* Unesco Publication, New Dehli.
2. Fraser, Colin & Estrada Rastrepo Sonia. (2001). *Community Radio Handbook* UNESCO
3. Andrew Boyd., Peter Stewart & Ray Alexander. *Broadcast Journalism*. Focal Press, New York and London
4. Pavarala, V & Malik, K. (2007) *Other Voices –Struggle for community Radio in India*. Sage.

MC 519 Web design/ Animation

Unit I

Defining Web Layout (Head & Body), Head Tags , BODY tag with Bgcolor, Background with image and text color, Text formatting, Text attributes, Defining page setup for web, Understanding file formats for web.

Unit II

HTML, Photoshop, Flash, Dreamweaver, Javascript, Creating Web banners, Web Animation in Photoshop, Converting Photoshop Layout to HTML in Photoshop, Working with Multiple Images, Rulers, Guides & Grids, Working with layers.

Unit III

Animation concept FPS, Understanding animation for web, Flash interface, Working with tools Creating basic animation frame by frame, Creating animation using onion skin, Shape animation Understanding fps and timing difference, Understanding and creating symbols for animation.

Practical: Students will design Web Pages or produce animation programmes.

Suggested Readings

1. Purcell, Lee (2001). *ABC of Java Script*. BPB Publication
2. Reinhardt Robert & Snow Dowd (2002). *Flash MX bible*. Wiley Publishers
3. Adobe Creative Team (2005) *Adobe Photoshop 7.0 classroom in a Book*. Adobe Publishers
4. Ramesh Bangia (2002). *Learning Multimedia*. Khanna book publishers

MC 520 Television Reporting

Unit 1

Television news, Visual storytelling, writing for Television, General principles, Types of stories
Story ideas

Unit II

Writing and editing VO/SOT, Stand-Up, Field reporting, Watching TV news and critiquing

Unit III

News package: each package must include a countdown at the top of the package and a script, including the tease and anchor lead-in, Interviewing

Practical: Students will produce news package, feature packages

Suggested Readings

1. Shook, F., Larson, J., & DeTarsio, J. (2009). *Television Field Production and Reporting*. Boston: Allyn & Bacon.
2. Block, M. (2010). *Writing broadcast news: Shorter, sharper, stronger: A professional handbook*. Washington, DC: CQ Press.