

THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY
HYDERABAD – 500 007
REGIONAL CAMPUS SHILLONG,
M.A. IN JMC
SEMESTER III (AUGUST 2021)

COURSE DESCRIPTIONS

Paper Code: MAJMC 301

Paper Title: Media Research

The course provides the necessary skills in research methodology to write a dissertation/project. This course also provides core competence in media and social science research methodology, essential for those who opt for the research programme. The course will introduction to the importance of research in media and various steps, approaches in research process. The students will learn about various qualitative and quantitate methods along with statistical analysis.

Teacher's name: Ravindra Kumar Vemula

Paper Code: MAJMC 302

Paper Title: Photo Journalism

Students of this course will learn the practical and technical skills to quickly adapt to current and future changes in the field of photojournalism. This course will also enable the students to understand the theoretical knowledge in photojournalism to base their professional practice or future study. It will also help them to identify, evaluate and critically analyse cultural, historical and theoretical practices which contextualise the professional practice.

Teacher's name: Abir Suchiang

Paper Code: MAJMC 303

Paper Title: Communication & Social Change

Communication and Social Change - This course will include studying various community media projects and participatory communication initiatives that view non-literate, rural poor in developing countries not as passive receivers of information, but as active producers of content. We shall also gain some basic understanding of participatory methods that are useful for engaging in development work and research. Providing an interdisciplinary overview of the theoretical traditions in media studies, this course will give a practical exposure to the students regarding specific campaigns involving public participation so that they gain both an understanding of academic research traditions as well working knowledge of the field. The course will aim to synthesize the material and present it in a conceptually organised manner by reducing disciplinary jargon.

Teacher's name: Alankar Kaushik

Paper code: MA JMC 307

Paper title- Television Production-II

This course is a continuation of Television Production-I, designed on the basic principles learned in that course. This course will incorporate both studio and field production techniques using both analogue and digital technology. Keeping the technological advancements and practical applications of produced content of the contemporary scenario in mind, the course will also target different production formats. Technical and aesthetic aspects of scripting, lighting, camera work, continuity, post production editing, logistics and budgeting will be incorporated into this course.

Teacher's name: Santidora Nongpluh/Guest Faculty
