



S. S. Jain Subodh P.G. College (Autonomous), Jaipur

SYLLABUS

TWO YEAR POST GRADUATE PROGRAMME IN ARTS (M.A.)

Subject/Discipline: Master in Journalism and Mass Communication

SEMESTER EXAMINATION	I&II	Year - 2023-24
SEMSETER EXAMINATION	III & IV	Year - 2024-25

As per NEP - 2023-25

Curriculum framework of M.A. In Journalism and Mass Communication

1	Eligibility	10+2+3 with 55% from any recognized University in the concerned discipline/ CGPA of 3.5 in the UGC Seven Point scale																		
2	Title of the course	MA - Journalism and Mass Communication																		
3	Level of the course	Post Graduate																		
4	Credit of the course	96																		
5	Course Delivery Sub-type	Lecture, Talk and Chalk Method and PPT																		
6	Program Outcomes	<ul style="list-style-type: none"> • Develop proficient communication skills in various media formats, including writing, broadcasting, and digital platforms. • Cultivate a deep understanding of media ethics and the role of journalism in society, emphasizing accuracy, fairness, and objectivity. • Foster critical thinking and analytical abilities to assess and interpret news and information sources. • Equip students with multimedia production skills, including video editing, graphics design, and web publishing. • Provide a comprehensive understanding of the history, evolution, and current trends in journalism and mass communication. • Promote an awareness of global issues and the ability to report on international events and perspectives. • Encourage investigative journalism skills, including research, data analysis, and in-depth reporting. • Promote the ability to adapt to evolving technologies and communication platforms. • Encourage entrepreneurship and innovation in media and communication ventures. • Cultivate effective teamwork and collaboration skills for media projects and reporting. • Prepare graduates to communicate effectively in various settings, from newsrooms to corporate communication and public relations roles. 																		
7	Syllabus	Complete Syllabus (Attached)																		
8	Scheme of Examination	<p>Examination/Evaluation Method (Attached) Examination Question Paper Pattern for all semester Exams Attempt all questions</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%;">I.</td> <td style="width: 75%;">10 Questions (very short answer questions)</td> <td style="width: 20%; text-align: right;">10x1 = 10 Marks</td> </tr> <tr> <td>II.</td> <td>3 Questions (1 question from each unit with internal choice)</td> <td style="text-align: right;">20x3=60 Marks</td> </tr> <tr> <td colspan="2">Total of End Sem. Exam</td> <td style="text-align: right;">70 Marks</td> </tr> <tr> <td colspan="2">Internal Assessment-</td> <td style="text-align: right;">30 Marks</td> </tr> <tr> <td colspan="2">Maximum Marks</td> <td style="text-align: right;">100Marks</td> </tr> <tr> <td colspan="2">Minimum Marks</td> <td style="text-align: right;">40 Marks</td> </tr> </table>	I.	10 Questions (very short answer questions)	10x1 = 10 Marks	II.	3 Questions (1 question from each unit with internal choice)	20x3=60 Marks	Total of End Sem. Exam		70 Marks	Internal Assessment-		30 Marks	Maximum Marks		100Marks	Minimum Marks		40 Marks
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S. S. Jain Subodh P.G. College

M.A (Journalism and Mass Communication)

TOTAL CREDITS I-IV SEMESTER -96 (24 CREDITS PER SEMESTER)

SEMESTER -I

S. No	Subject Code	Course Title	Course Category	Credit	Contac Hours Per Week			ESE Duration (Hrs.)	
					L	T	P	Theory	P
1	JMC-101	Contemporary India	DSC	6	6			3	
2	JMC-102	Growth of Media	DSC	6	6			3	
3	JMC-103	News Reporting and Feature Writing	DSC	6	4		2	3	
Candidates Can Select any one Elective Course Given In (S.No. 4,5,6)									
4	JMC-104-A	Editing Layout and Photo Journalism	DSE	6	4		2	3	
5	JMC-104-B	Writing For Media	DSE	6	4		2	3	
6	JMC-104-C	Theories of Communication	DSE	6	6			3	

SEMESTER -II

S. No	Subject Code	Course Title	Course Category	Credit	Contac Hours Per Week			ESE Duration (Hrs.)	
					L	T	P	Theory	P
1	JMC-201	Growth of Electronic Media	DSC	6	6			3	
2	JMC-202	Media Laws and Ethics	DSC	6	6			3	
3	JMC-203	Computer Application	DSC	6	4		2	3	
Candidates Can Select any one Elective Course Given In (S.No. 4,5,6)									
4	JMC-204-A	Television Journalism	DSE	6	4		2	3	
5	JMC-204-B	Radio Journalism and Production	DSE	6	4		2	3	
6	JMC-204-C	Science and Environmental Communication	DSE	6	6			3	

SEMESTER -III

S. No	Subject Code	Course Title	Course Category	Credit	Contac Hours Per Week			ESE Duration (Hrs.)	
					L	T	P	Theory	P
1	JMC-301	Media Management	DSC	6	6			3	
2	JMC-302	Communication Research	DSC	6	6			3	
3	JMC-303	Page Layout and Designing	DSC	6	4		2	3	
Candidates Can Select any one Elective Course Given In (S.No. 4,5,6)									
4	JMC-304-A	New Media Technology	DSE	6	6			3	
5	JMC-304-B	Development Communication	DSE	6	6			3	
6	JMC-304-C	Human Rights and Media	DSE	6	6			3	

SEMESTER -IV

S. No	Subject Code	Course Title	Course Category	Credit	Contac Hours Per Week			ESE Duration (Hrs.)	
					L	T	P	Theory	P
1	JMC-401	Advertising and Marketing Communication	DSC	6	6			3	
2	JMC-402	Public Relations and Corporate Communication	DSC	6	6			3	
3	JMC-403	Dissertation	DSC	6	----	----	----		
Candidates Can Select any one Elective Course Given In (S.No. 4,5,6)									
4	JMC-404-A	Photo Journalism	DSE	6	4		2	3	
5	JMC-404-B	Project Work	DSE	6	----	----	----		
6	JMC-404-C	Event Management	DSE	6	4		2	3	

Course Category **DSC** –Discipline Special Core, **DSE** – Discipline Specific Elective

IA - Internal Assessment **L** – Lecture **T** - Tutorial **P** – Practical **ETE** – End Term Examination

Internship – 2 Months (60 Days) in Media Organization (**Print Media, Electronic Media, Advertisement and PR Agency**)

M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-I

Paper-I JMC 101 CONTEMPORARY INDIA

Examination Scheme of each paper:

I 10 QUESTIONS (very short answer Questions)	10X 1 MARKEACH	10 Marks
II 3 QUESTIONS (easy type one question each unit with internal choice)	3 X 20 MARK EACH	60 Marks
Total of End semester exam (duration of exam 3 hours)		70 Marks
Internal Assessment		30 Marks
Maximum Marks		100 Marks
Minimum Marks		40 Marks

Course Objective:

- Foster a comprehensive understanding of various constitutional provisions.
- Facilitate students in gaining insights into the roles and functions of different constitutional bodies.
- Promote a clear comprehension of the operations of state governments.

Course Outcomes:

- Students will gain in-depth knowledge of the organizational structure and operations of the state, including the legislature, executive branch, and the judiciary.
- Students will acquire a profound understanding of the formulation and functioning of both central and state governments.
- Students will become well-versed in the rights and responsibilities of citizens within the framework of the constitution.

UNIT-I

Mass Media and Democracy, Salient features of the Indian Constitution: fundamental rights and duties ,directive principles of state policy, Parliament and State Legislative Assembly & Council.

UNIT-II

Electoral System and Reforms Strengthening of democracy, National integration. Centre-State Relations.Panchayati Raj, Lokpal.

UNIT-III

India's foreign policy, Economic Development: Growth, GNP, removal of poverty and disparity in distribution of income; plan making, formulation & evaluation. Present State of agriculture and industry.

Books Recommended:

1. India Year Book. Publications Division, New Delhi.
2. Kagzi, M.C.J. The Constitution of India, Metropolitan Book Company, Delhi.
3. Basu, DD, Introduction to the Constitution of India, LexisNexis, Gurgaon, Haryana
4. Datt and Sundaram, Indian Economy, S. Chand, New Delhi
5. **India Year Book** Publications Division, New Delhi
6. **Kagzi, M.C.J. The Constitution of India**, Metropolitan Book Company, Delhi
7. **Basu, DD, Introduction to the Constitution of India**, LexisNexis, Gurgaon, Haryana

M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-I

Paper-II JMC 102 GROWTH OF MEDIA

Course Objectives:

- Instill a deep understanding of the pivotal role played by the press during the freedomstruggle in India.
- Raise awareness among students regarding the fundamental concepts and characteristics of journalism.
- Explore the historical development and evolution of journalism specifically in the context of Rajasthan.

Course Outcomes:

- Students will emerge with a heightened awareness of the press's indispensable role in India's fight for independence and a profound appreciation of the historic contributions made by journalists during that era.
- They will gain a thorough understanding of folk and traditional media, along with strategies to preserve and nurture these valuable forms of communication.
- Students will acquire a deep appreciation for the illustrious history of Indian journalism, recognizing its evolution and significance in the context of the nation's development.

UNIT-I

Concept of Journalism-nature, scope, function and types (such as advocacy, campaign, investigative and citizen journalism).

UNIT-II

Origin and development of the press and news agencies in India. The press and freedom movement, Press: problems and prospects. New trends in journalism after independence. Rise and growth of journalism in Rajasthan.

UNIT-III

Traditional Media: Folk Dances, Folk Theatre, Folk Music, Puppetry. Ways and means to keep them alive in the face of popularity of the electronic media.

Books Recommended:

1. Parmar, Shyam, Traditional Folk Media in India. Geka Books, New Delhi.
2. Raghavan, G.N.S., The Press in India: A New History. Gyan Books Pvt. Ltd., New Delhi.
3. Natarajan, J., History of Indian Journalism, Publications Division, New Delhi.
4. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi
5. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
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M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-I

Paper-III JMC 103 NEWS REPORTING AND FEATURE WRITING

Course Objectives:

- Cultivate the art and craft of news writing in students, equipping them with essential skills.
- Enhance comprehension of key reporting principles and techniques.
- Foster an in-depth awareness of the intricate news production process.

Course Outcomes:

- Students will acquire proficiency in news writing, mastering the skills necessary to craft compelling and informative news articles.
- They will develop a comprehensive understanding of reporting concepts, enabling them to effectively communicate news stories.
- Students will gain insight into the intricacies of the news process, from gathering information to presenting it to the public, facilitating a holistic grasp of journalism's core practices.

UNIT I

Definitions of News, news values, sources of news, news gathering; categories of reporters, special correspondent the reporter and his beat, reporter's qualities and responsibilities. Reporting for a news agency and reporting for a daily newspaper; Essentials of news writing, news story structure, the inverted pyramid; importance and various kinds of leads.

UNIT- II

Niche Reporting –Agriculture, Business, Crime, Lifestyle, Celebrity, Defence, Peace and Conflict, Capital Markets, Environment, Education, Science and Technology, Court, Legislature. Sports, Health and Nutrition, Conventions& Seminars; Political Events, Elections, Writing Obituaries. New Portals, Blogs. Definition and characteristics of Online Media- New media-as a tool for social change, interactivity and new media, Internet and impact on mass media, web newspapers, radio, and television.

UNIT-III

Writing features- Meaning and concept of features. ; Types of features, ingredients of feature writing for Various Target Audiences. ; Different types of writings: Travelogues, biography, Memoirs, film review.

Books Recommended:

1. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
2. Kamath, M.V., The Journalist's Handbook. Vikas Publishing House, New Delhi.
3. Sahay, Uday, Making News : Handbook of the Media in Contemporary India
4. A Manual for News Agency Reporters, Indian Institute of Mass Communication;
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M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-I

Paper-IV JMC 104-(A) EDITING, LAYOUT AND PHOTO JOURNALISM

Course Objectives:

- Raise students' awareness of the fundamental principles underlying effective news writing.
- Develop students' proficiency in the art of photography as an integral part of journalistic storytelling.

Course Outcomes:

- Students will be able to discern and articulate the distinctions between editing and proofreading, recognizing their indispensability in the realm of writing.
- They will harness their inherent language and usage knowledge to refine and polish imperfect writing, ensuring clarity and coherence.

UNIT I

Organization, structure and operation of the newsroom of a daily newspaper and news agency, Need for editing, tools of online editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor.

UNIT II

II. Heading: various types and art of writing Text- breakers and their use for dressing copy writing. Concept of reader's editor and Ombudsmen. Editorial page and opinion writing. Design: Principles and functions of newspapers design, factors that influence design; mechanics of page make up.

UNIT III

Photo Journalism, Pictures: Selection and editing, Writing Photo Captions, Photo Features and Photo Essay; Qualities essential for photo journalism; Internet Photo Journalism; Characteristics of Photojournalism.

Books Recommended:

1. George, T.J.S. Editing, A Handbook for Journalists. IIMC, New Delhi
2. Hides, Michael., The Sub-editor's Companion. Press Institute of India, New Delhi.
3. Evans, Harold., Editing and Design (5 Volumes). William Heinemann, London.
4. The Active Newsroom (IPI Manual). International Press Institute, Zurich.
5. Gibson, Martin L., Editing in the Electronic Era. Prentice-Hall of India Pvt. Ltd.
6. Sutton, Albert A., Design and Make-up of the Newspaper. Prentice-Hall Inc.
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M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-I

Paper-IV JMC 104-(B) WRITING FOR MEDIA

Course Objectives:

- Facilitate students in grasping the conventions and styles of news writing.
- Foster a deeper comprehension of articles, features, and editorials found in media publications.
- Cultivate the skills necessary for proficient writing in both traditional print media and contemporary web platforms.

Course Outcomes:

- Students will attain a comprehensive understanding of the techniques required for effective writing in mass media, including the nuances of journalistic storytelling.
- They will gain insights into the fundamental structures and various formats for news stories, enabling them to adapt their writing for diverse media outlets such as television, radio, newspapers, magazines, and digital platforms.

Unit I

Principles and methods of effective writing for mass media, Difference between writing for different medium TV, Radio, Newspaper, Magazines & Web

Unit II

Writing features - meaning and concept of features: Types of features; Ingredients of features writing

Unit III

Writing for various target audiences; Different types of writings: Travelogues, Biography, memoirs, film review, documentary script writing

Books Recommended:

1. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
2. Kamath, M.V., The Journalist's Handbook. Vikas Publishing House, New Delhi.
3. Mehta, D.S. Mass Communication & Journalism in India. Allied Publications Pvt. Ltd., Bombay.
4. Ray, Tapas, Online Journalism: A Basic Text, Combridge University Press India Pvt Ltd.
5. Joshi, Prof V K , Online Journalism, Enkay Publishing House
6. Ward Mike, Journalism Online , Elsevier India
7. Shrivastava K.M., Social Media in Business and Governance, Sterling Publishers, New Delhi

M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-I

Paper-IV JMC 104- (C) THEORIES OF COMMUNICATION

Course Objectives:

- A solid understanding of the theoretical foundations of communication in students.
- Enhance students' comprehension of normative theories within the realm of communication.
- Illuminate the pivotal role of journalism in shaping and serving society.

Course Outcomes:

- Students will emerge with a comprehensive grasp of the theoretical underpinnings of mass communication, enabling them to analyze and apply communication theories effectively.
- They will recognize the significance of mass communication models and their practical implications in real-world scenarios.
- Students will attain a thorough understanding of the concept of Development Communication, appreciating its role in driving positive societal change and progress.

Unit I

Meaning and concept, functions of mass communication, Mass communication theories (Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use of Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory) Propaganda and Persuasion, Basics of Intercultural Communication

Unit II

Foundations and role of journalism in society, Journalism and Indian Democracy (Concept of Fourth Estate) Development Communication; Role of mass media in opinion making, Effects of mass media

Unit III

Media Theories: Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Democratic Participant Media Theory, Interactive Theory (One step Flow, two step flow, multiple step flow)

Books Recommended:

1. Ma Quail, Denis., Mass Communication Theory: An Introduction. Sage, London.
2. DeFleur, M.L. and S. Ball-Rokeach., Theories of Communication. Longman
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M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-II

Paper-I JMC 201-GROWTH OF ELECTRONIC MEDIA

Course Objectives:

- Foster an understanding of the historical evolution of television and cinema in the Indian context.
- Explore the development of television and the internet as prominent media platforms in India's media landscape.
- Equip students with foundational knowledge about the realms of radio, television, and cinema.

Course Outcomes:

- Students will emerge with a nuanced comprehension of the growth and transformation of the television industry in India, tracing its historical trajectory.
- They will gain insight into the advent and evolution of Hindi cinema, delving into the cultural and cinematic milestones that have shaped its journey.
- Students will acquire a solid foundational understanding of the key aspects of radio, television, and cinema, laying the groundwork for more advanced exploration in these domains.

Unit I

A histrionic perspective of Radio in India, FM and community Radio State and Private initiatives. Public Service Broadcasting and Commercial Broadcasting

Unit II

A Historical perspective of television in India, An appraisal of cable and DTH network and major news channels in India

Unit III

Advent and development of Hindi cinema - Indian cinema after independence: Documentaries, Issues and Problems of Indian Cinema, History of Internet

Books Recommended:

1. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
2. Kamath, M.V., The Journalist's Handbook. Vikas Publishing House, New Delhi.
4. A Manual for News Agency Reporters, Indian Institute of Mass Communication
5. Agrawal, Veerbala, Gupta, V.S., Handbook of Journalism and Mass Communication, Concept

M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-II

Paper-II JMC 202-MEDIA LAWS AND ETHICS

Course Objectives:

- Cultivate students' awareness of the legal aspects pertaining to the media industry.
- Enhance their comprehension of ethical dilemmas and considerations in the field of journalism.
- Facilitate the acquisition of comprehensive knowledge regarding the diverse legal regulations governing the media.

Course Outcomes:

- Students will develop a sound understanding of the constitutional framework and its intricate connection with the media, enabling them to navigate the complex interplay between media and governance.
- They will acquire an extensive knowledge base encompassing various laws that govern the media landscape, equipping them with the legal acumen needed in media-related professions.

UNIT I

History of press laws in India. Freedom of speech and expression and their limits; Parliamentary privileges, Contempt of court., Law of defamation. Official Secrets Act, 1923. Right to Information Act. Press and Registration of Books Act, 1867.

UNIT II

Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955. Copyright Act. Press Council Act. Indecent Representation of Women Act. Cable Television Act, Information Technology Act, Drugs and Magic Remedies Act.

UNIT III

Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; Press Council of India and its broad guidelines for the press and other professional organizations, Guidelines for broadcast Media. Accountability and independence of media.

Books Recommended:

1. Reports of the First Press Commission (1954) and the Second Press Commission
2. Basu, Durga Das, The Law of the Press in India. Prentice-Hall of India, New Delhi.
3. Kagzi, M.C.J., The Constitution of India. Metropolitan Book Co., Delhi.
4. Sorabji, Soli J., Law of Press Censorship in India. H.M. Tripathi Pvt. Ltd., Bombay.
5. Radhakrishnamurti, Baddepudi., Indian Press Laws. Indian Law House, Guntur.
6. Report of the Second Press Commission (1982), Govt. of India, Publications Division.
7. Rayudu, C.S. & Rao Dr.Nageswar S.B., Mass Media Laws and Regulations.
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M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-II

Paper-III JMC 203-COMPUTER APPLICATIONS

Course Objectives:

- Equip students with practical skills for effectively using Microsoft Word and Excel for various tasks.
- Cultivate proficiency in creating compelling presentations using MS PowerPoint.

Course Outcomes:

- Students will emerge with a solid foundation in basic computer operations, enabling them to navigate digital platforms with confidence and ease.
- They will develop the capabilities required to work efficiently with Microsoft Word and Excel, utilizing these essential software tools for tasks ranging from word processing to data analysis.

UNIT I

Definition, Generation and basic Components of Computer Input/output devices, Memory and other peripherals Introduction to Operating Systems Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer).

UNIT II

Introduction to MS Office Suit Introduction to Word Processing MS Word documents Tools and Menus

Document editing and formatting, Mail Merge and other tools.

UNIT III

Introduction to MS Excel Interface, Tools and Menus Creating Spreadsheet, Use of functions, Charts and Graphs Introduction to MS Power Point-Interface, Tools and Menus Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering Presentations.

Books Recommended:

1. Sinha, P.K. – Computer Fundamentals, BPB Publication, Jaipur.
2. Norton, Peter – Introduction to Computers, Tata McGraw hills, New Delhi.
3. Taxali, R.K. – PC Software for Windows 98, Tata McGraw hills, New Delhi.
4. Swamy, E. Balguru – Programming in ANSI 'C', McGraw hills, New Delhi.
5. Anubha Jain, Deep Shikha Bhargav- Computer Fundamentals, RBD, Jaipur.

M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-II

Paper-IV JMC 204-(A) TELEVISION JOURNALISM

Course Objectives:

- Introduce students to the fundamental concepts of television reporting.
- Equip students with the practical skills required for effective reporting and writing specifically for television.
- Enable students to grasp the intricacies of news presentation on television.

Course Outcomes:

- Students will gain proficiency in the art of writing, recording, and reporting for television, enabling them to produce engaging and informative television content.
- They will develop a deep understanding of the unique characteristics of television as a medium and the dynamics of a newsroom environment.
- Students will acquire insight into the working concept of recording, production, and the editing process involved in creating television programs.

Unit I

General Principles of writing for TV, Visual Language and Grammar, Writing and editing news, basics of news anchoring. TV report, Interview, Discussions and documentaries, Reality shows, Customized Programmers and Infotainment Programmes

Unit II

Using the TV camera, Camera parts, shots and angles for news coverage, Organization and working of TV newsroom - Input, Output, Assignment Desks, Functions and their roles - reporters, copy editors, input editors, news producers, cameraman video editors, Compilation of a news bulletin, headlines, stories, run downs, teasers: The live report - Phonos, stand ups, walkabouts

Unit III

Television Production- Techniques, Formats, Camera lighting, Video recording, audio mixing, postproduction editing special effects, Studio Lighting, Sound effects, editing for television, Linear and non-linear editing Use of TV for education and development, Socio Cultural Implications and impact of satellite channels, audience research and feedback

Books Recommended:

1. A Hand Book of Television Journalism, MacMillan India Ltd., Delhi.
2. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd.
3. Saxena, Gopal, Television in India, Vikas Publishing House, New Delhi.
4. Acharya, R.N., Television in India, Manas Publication, Delhi.
5. French, David and Michael Richard (Eds.).Contemporary Television
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M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-II

Paper-IV JMC 204-(B) RADIO JOURNALISM AND PRODUCTION

Course Objectives:

- Introduce students to the fundamental concepts and theories underpinning radio production.
- Equip students with the skills necessary for writing formats tailored for radio broadcasts.
- Enhance their comprehension of the technical aspects and operations associated with radio.

Course Outcomes:

- Students will gain a comprehensive understanding of the concept and theory of radio production, providing them with a solid foundation for working in the radio industry.
- They will become proficient in crafting formats suitable for radio, allowing them to create engaging and effective radio content.
- The course will enable students to grasp the technical intricacies involved in radio broadcasting, equipping them with the knowledge required to operate radio equipment and understand the processes behind radio production techniques.

Unit I

Radio as a medium of mass communication, Development of radio in India, Radio as a tool of development, Basics of radio production, Microphones (Types and importance) Radio Studio Set Up.

Unit II

Radio writing, News writing Preparation of news bulletins, various formats of news and programmes, Art of writing, different radio programme formats (Talk Play Features and Commentary)

Unit III

Production and Presentation, Voice Training, Effective use of Voice (Enunciation, Flow, Pronunciation, Modulation) Radio, Live and Recorded Interview, Moderating skills for radio discussion programmes handling interactive live transmission, Future of radio, FM, Internet Radio, Satellite Radio Community Radio, Concept and Importance

Books Recommended:

1. Chatterjee, P.C., Broadcasting in India, Sage, New Delhi.
2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India, New Delhi.
3. Bhatt, S.C., Broadcast Journalism: Basic Principles. Har-Anand Publications.
4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
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M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-II

Paper-IV JMC 204- (C) SCIENCE AND ENVIRONMENTAL COMMUNICATION

Course Objectives:

- Equip students with the skills necessary to comprehend and address environmental and climatic issues.
- Develop students' abilities to critically analyse science-related topics and effectively communicate them through various media channels.

Course Outcomes:

- Students will emerge with a robust comprehension of key scientific principles, providing them with a solid grounding in scientific knowledge.
- They will cultivate a deep appreciation for the influence of historical and contemporary science movements, gaining insights into their role in shaping scientific discourse and progress.

Unit I

Public Understanding of Science (PUS), how to promote the PUS, Scientific literacy, Scientific Culture, Scientific thinking and Attitude, Globalization and changing attitudes towards Science, Role of Science and Technology in the modern society.

UNIT II

Classification and brief description of different genres of scientific writings, popular science fiction and science journalism, relationship between science and the public, Popularizing Science and Technology: Methods and Problems. Promoting scientific outlook and using science and technology for social change.

UNIT III

Writing science news stories, important media for communicating science, writing and producing science-based programs on radio television and internet, writing features on science Training for science and technology communicators, communicating science to rural audiences.

Books Recommended:

1. White, Shirley A., K. Sadanandan Nair and Joseph Ascroft, Participatory Communication: Working for Change and Development. Sage, New Delhi.
2. Ambastha, C.K., Communication Patterns in Innovation Development, Extension and Client System. B.R. Publishing Corporation, Delhi.
3. Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social Change. Sage, New Delhi.
4. Schramm, Wilbur, Mass Communication and National Development.

M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-III

Paper-I JMC 301 MEDIA MANAGEMENT

Course Objectives:

- Enable students to comprehend the economic forces that drive the media industry.
- Foster awareness of the evolving trends within the Indian media business landscape.
- Impart knowledge about the functioning and significance of news agencies in India.

Course Outcomes:

- Students will develop the ability to critically analyze ownership patterns within the Indian media sector, recognizing their implications on media content and diversity.
- They will gain insights into the dynamic trends shaping the Indian media business, including the economic aspects of newspaper operations.
- Students will acquire a comprehensive understanding of the operational dynamics of news agencies in India, appreciating their role in disseminating news and information across the media landscape.

UNIT I

Principles of Management practices in media industry- Different types of newspaper ownership patterns in

India, FDI.Organisational pattern of a daily newspaper and magazine, functioning of editorial, business and printing departments, inter-relationship and coordination among them.

UNIT II

Organizational structure of AIR & Doordarshan and private TV & Radio Channels in India, News Agencies of India- Structure and function, Cross media ownership.

UNIT III

Newspaper economics, circulation and advertising as sources of revenue. Newspaper as an industry and as a public forum. Problems of small newspapers. Measures for the press to cope with the challenges from electronic media and internet .Introduction to major Indian professional organizations of media: INS, ABC, Editor's Guild of India, AINPEC, IFWJ, NUJ, IRS, BARC

Books Recommended:

1. Report of the Enquiry Committee on Small Newspaper (1965).
2. Kothari, Gulab, Newspaper Management in India. Intercultural Open University, Netherlands.
3. **dkBkjh] xykc] lekpkj&i=] icU/ku] ek[kuykypron hjk"Vh; i=dkfjrk fo'ofok|ky;] HkkikyA**
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M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-III

Paper-II JMC 302 COMMUNICATION RESEARCH

Course Objectives:

- Develop students' comprehension of communication research principles and concepts.
- Equip students with a diverse array of methods and tools employed in media research.
- Familiarize students with the comprehensive research process within the context of communication studies.

Course Outcomes:

- Students will emerge with a solid conceptual foundation in communication research, allowing them to grasp the fundamental theories and frameworks in the field.
- They will acquire a versatile toolkit of methods and instruments used in media research, enhancing their ability to investigate and analyse various media-related phenomena.

UNIT I

Communication Research: Definition, Development, Process and Scope of Communication Research. Concepts, Variables and Hypothesis. Communication Research Types: Basic and Applied Research; Quantitative, Qualitative and Mixed Methods Research. Readership surveys and Listenership, Communication Research Design: Elements of Research Design; Experimental, Survey and Longitudinal research Designs.

UNIT II

Sampling: Census v/s Sampling Method; Probability and Non-probability Sample types; Determining Sample Size Data Collection Techniques: Questionnaire, Schedule, Focus Group Interviewing, Case Study, Field Observations and Content Analysis. Data Processing: Classification, tabulation and coding, Statistics: Meaning, function and place of Statistics in communication research, process Measurement: Meaning, levels of measurement, validity and reliability of measurement. Research Report Writing: General Principles and Styles; Communication Research Ethics.

UNIT III

Descriptive Statistics: Measures of Central Tendency (Mean, Median and Mode), Measures of Dispersion (Index of Qualitative Variation, Quartile Deviation, Standard Deviation and Coefficient of Variation). Media Research –Feedback, Feed Forward, Public Opinion Survey, Telephonic Surveys, On line Polls.

Books Recommended:

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications
2. Allen Mike (2008) Quantitative Research in Communication. USA: Sage Publications.
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M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-III

Paper-III JMC 303 PAGE LAYOUT AND DESIGNING

Course Objectives:

- Familiarize students with the principles and techniques of page layout.
- Enhance their proficiency in utilizing Quark Xpress for various applications.
- Introduce students to the intricacies of the printing process and its methodologies.

Course Outcomes:

- Students will develop a comprehensive understanding of page layout, enabling them to create well-structured and visually appealing documents.
- They will gain an advanced understanding of the versatile applications of Quark Xpress, utilizing it effectively for diverse design and publishing tasks.
- Students will acquire knowledge and skills related to page makeup and designing, empowering them to produce aesthetically pleasing and professionally formatted materials for print and digital media.

UNIT-I

Prepare your resume using MS Word; Create good report using picture, chart and graph etc
Create chart & Graph, Using Title, axis, Value and Label etc.; Create good presentation using picture, chart and graph etc.; Introduction to Quark Xpress; Text editing and formatting in Quark Xpress; Create Page layout in Quark Xpress; Insert Picture and create links in page

UNIT-II

Introduction to Design; Create Box Item in an Article and use of fonts; Insert Picture box in Text Box, Use of Picture Box insert Picture Box Giving; Title On and Below Picture Box

UNIT-III

Prepare DUMMY of Newspaper and House journal, design brochure and leaflet; Introduction to Photoshop Interface, Tools & Menus; Use of Layers in Photoshop document; Methods and processes of printing.

Books Recommended:

1. Gibson, Martin L., Editing in the Electronic Era. Prentice-Hall of India Pvt. Ltd.
2. Sutton, Albert A., Design and Make-up of the Newspaper. Prentice-Hall Inc.
3. Maghdam, Dineh., Computers in Newspaper Publishing. Marcel-Dekker Inc.
4. Krishnamoorti, R., Copy Preparation & Proof-reading. Northern Book Centre.

M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-III

Paper-IV JMC 304-(A) NEW MEDIA TECHNOLOGY

Course Objectives:

- A comprehensive understanding of New Media and its integral components.
- Equip students with the technical skills essential for effective writing and communication within the realm of New Media.
- Familiarize students with the concept of web-based broadcasting and its applications.

Course Outcomes:

- Students will emerge with a profound knowledge of the operational dynamics of New Media, grasping its defining characteristics and significance in the modern media landscape.
- They will develop proficiency in creating content tailored for various platforms within New Media, demonstrating the ability to adapt and excel in this evolving digital sphere.

UNIT I

Ownership and administration of Internet, ISPs, WAP, types of Internet Connection: Dial-up, ISDN, lease line. Multi Media; Meaning, concept, systems, elements and applications. Convergence: Need, nature and future of convergence .Introduction to HTTP, HTML.

UNIT II

Web page development, inserting, linking, writing, editing, publishing, locating, promoting and maintaining a website. Concept of Netizens, online newspapers and magazines, periodicals, blogging, social networking sites, social media. Major news portals. Data Mining through Web.

UNIT III

Web Journalism- on line editions of newspapers- management and economics. Role of new media towards society, judiciary, executive and legislature. New Media and Democracy. Advantages, limitation and risk factors in new media. Debate on Cyber Security related to Economic, Cultural, Social and Political Issues. Evolution, Limitations and possibilities. Citizen Journalism in India. Blogging: Concept, development and basic features Role of blogging in alternative journalism.

Books Recommended:

1. Khatri, Neeraj Interactive Media and Society (2013), Kalpaz Publication, New Delhi
2. Naya Media Naye Rujhan-Shalini Joshi Shiv Prasad Joshi
3. How to Learn Computer Internet and Web designing

M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-III

Paper-IV JMC 304-(B) DEVELOPMENT COMMUNICATION

Course Objectives:

- Introduce students to the multifaceted field of human communication and encourage the application of communication approaches for analysis and evaluation.
- Equip students with the ability to locate, utilize, and critically assess primary academic literature within the realm of communication studies.

Course Outcomes:

- Students will attain a comprehensive grasp of human communication, gaining proficiency in applying at least one communication approach to dissect and assess various forms of human interaction.
- They will develop the capacity to identify, utilize, and critically evaluate primary academic resources within the discipline of communication.

UNIT I

Concept of Development Changes in the concept and scope of development, Historical overview of development, issues and indicators of development review of five-Year Plans for development in India. NITI Ayog. Approach to development: Basic need, integrated development, local organizations. Self-development, Participatory development Role of Communication in Development.

UNIT II

Social and Rural Development Social indicators of development, literacy, nutrition and health, population control and family welfare, environment, women empowerment. Coverage of contemporary social issues of importance to society such as gender, race, ethnicity religion, social class, poverty, development issues and public health, ethical and context specified considerations in reporting such issues. Globalization, Globalization and UN Agencies.

UNIT III

Development Communication: Concept and process, Dominant, Dependency and Participatory models of communication, Participatory message making, Decision making and Action, Role of interpersonal channels, traditional media, mass media, new information and communication technology in development with special reference to India.

Books Recommended:

1. Development Communication: Theory and Practice" by Uma Narula
2. Development Communication" by Dipankar Sinha
3. Education and Communication for Development" by Dahama
4. Language Use and Mode of Communication in Community Development" by imusti.

M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-III

Paper-IV JMC 304-(C) HUMAN RIGHTS AND MEDIA

Course Objectives:

- Introduce students to the fundamental concepts underpinning human rights.
- Raise awareness among students regarding the various challenges and obstacles faced by the human rights framework.
- Provide specific knowledge and insight into the realm of civil and political rights.

Course Outcomes:

- Students will emerge with a solid grasp of the core principles and concepts related to human rights, enabling them to comprehend the foundational framework of this vital field.
- They will gain an understanding of the multifaceted challenges that human rights encounter in various contexts and regions, fostering a sense of responsibility and advocacy.

Unit I

Human Right- concept, meaning and challenges. Human Rights under UN Charter-Council on Human Rights- International Covenants Human Rights.

UNIT-II

UDHAR 1948- Convention on Civil and Political Rights. 1966- UN Conventions on Economic, Social and Cultural Rights. Environmental Rights. 1966- India and Universal Declaration. Human Rights in Globalized World. Right to adequate Food, Education, Information, Employment Guarantee, health and hygienic, domestic Violence Rights of accused and suspected person.

UNIT-III

International Human and Civil Rights Organizations - Amnesty International Human Rights Commissions in India - NHRC, SHRC, Human Rights court in districts.

Human Rights and Media

Agenda setting- framing of issues newsworthiness- Human Rights mechanism and the agencies. Assessment of reports- reporting and writing for Human Rights and courts

Books Recommended:

- 1 Human Rights in the Media: Fear and Fetish
- 2 Communication, Expression and Human Rights
- 3 Media Performance and Human Rights: Political Processes

M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-IV

Paper-I JMC 401 ADVERTISING AND MARKETING COMMUNICATION

Course Objectives:

- Familiarize students with fundamental concepts and principles of advertising.
- Equip students with a comprehensive understanding of the landscape of advertising in India.

Course Outcomes:

- Students will attain the ability to discern and articulate the core concepts of both advertising and marketing, grasping their significance in contemporary business and communication.

Unit I

Definition of marketing, Importance of marketing, Marketing Mix - Product (Types, Levels and PLC), Price, Physical Distribution, Promotion, Integrated Marketing Communication. Marketing of Services, Social Marketing, Customer relationship management (CRM), Digital marketing, Niche marketing, Rural Marketing and Global Marketing.

UNIT II

Evolution of advertising, concept, functions, classification, advertising in the era of globalization, | advertising and its impact on society with special reference to children and women, ethics of advertising (ASCI code of conduct), surrogate advertising, the importance of self-regulation in advertising.

UNIT III

Advertising Agency-rule, structure and functions, client agency relationship, media planning and budgeting, media selection, evaluation of advertising (pre-tests and post-tests). USP, creative process, creative thinking, creative brief advertising copy writing for various mass media, advertising campaign planning (types and phases).

Books Recommended:

1. Aaker, David A., Rajeev Balra and John G. Myers. Advertising Management. Prentice-Hall
2. Sengupta, Subroto, Brand Positioning. Tata McGraw-Hill Publishing Co., New Delhi.
3. Rege, G.M., Advertising Art and Ideas. Kareer Institute, Bombay.
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M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-IV

Paper-I JMC 402 PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Course Objectives:

- To provide students with a comprehensive understanding of diverse models and functions within Public Relations.
- To cultivate an awareness of the ethical dimensions inherent to the practice of Public Relations.

Learning Outcomes:

- Students will gain practical expertise in utilizing both external and internal tools in the realm of Public Relations, enabling them to effectively strategize and execute communication campaigns.
- They will be adept at identifying potential business opportunities within the spheres of Public Relations and Corporate Communication, positioning themselves as discerning professionals.

Unit I

Public Relations and Corporate Communication- concept and scope, publicity, propaganda, advertising, and sales promotion, PR and public affairs. Public Relations: Definition, objectives; a brief history of public relations in India. Structure of PR and Corporate Communication in State, Public and Private Sectors

UNIT II

Tools and techniques of PR and Corporate communication- corporate identity and reputation, media planning and selection for PR and Corporate Communication, Public in corporate communication and PR, financial publics, opinion makers, lobbying PR process (Race Approach) Qualities of PR personnel.

UNIT III

Crisis management- PR & corporate communication in damage control, third sector initiative Opportunities, challenges and issues for PR and corporate communication in the media environment Ethical issues of Public Relations and Corporate Communication-standards and Code of Ethics, Professional organizations and councils.

Books Recommended:

1. Broom, Glen and David Dozier, Using Research in Public Relations. Prentice-Hall, New Jersey.
2. Oxley, Harold, The Principles of Public Relations. Kogan Page, London.
3. Basu, Anil, Public Relations: Problems and Prospects. Space Age Publications, New Delhi.
4. Kaul, J.M, Public Relations in India. Naya Prakash, Calcutta.
5. Mehta D.S., Handbook of Public Relations, Allied Publishers, New Delhi

M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-IV

Paper-III JMC 403 DISSERTATIONS

Marking Scheme of Dissertation or practical work; Total marks: 100

Internal Evaluation: 40 marks

External evaluation: 60 marks

Course Description:

In this course, students will undertake an extensive research and development project or a technical project in their respective fields of study. This endeavour will involve identifying and addressing real-world problems and gaps, developing problem-solving methodologies, interpreting research findings, presenting results effectively, and engaging in discussions within the context of both national and international research.

Course Objectives:

- To empower students to engage in substantial research and development projects within their areas of specialization.
- To foster problem-solving skills, research methodologies, and critical thinking essential for addressing complex issues.
- To enable students to effectively present and discuss their research findings and arguments.

Course Outcomes:

- Students will acquire a profound understanding of their major subject or field of study, employing appropriate research methods to investigate and address critical issues.
- They will demonstrate the ability to create, analyze, and critically evaluate various technical and research solutions, showcasing their problem-solving competence.
- Students will effectively communicate their research conclusions and substantiate them with well-founded knowledge and arguments, making a valuable contribution to their academic and professional communities.
- They will identify and address the specific issues inherent to their research, ensuring a comprehensive and relevant exploration of their chosen dissertation topic.

M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-IV

Paper-IV JMC 404-(A) PHOTO JOURNALISM

Course Objectives:

- Familiarize students with the fundamental principles of photography.
- Introduce students to the technical intricacies of photography, including cameras, lenses, and lighting.
- Explore various genres within the field of photography.
- Facilitate comprehensive practical work that equips students with in-depth knowledge and practical experience in photography.

Course Outcomes:

- Students will engage in exercises and hands-on practice to develop photography techniques and skills, honing their ability to capture compelling images.
- They will demonstrate a broad understanding of digital photography, encompassing the use of modern equipment and software.
- Students will gain insight into the technical aspects of photography, enabling them to make informed decisions about camera settings, lenses, and lighting.

Unit I

History and development of photography-Camera Types - Box , Polaroid cameras, Single lens reflex cameras, Auto SLR cameras, Twin lens reflex cameras & Digital cameras; Principles of composition, lighting;

Photo-equipment: lens types and functions, film-types and functions, Tripod, lens-hood and reflectors. Shots, Focus, Aperture, Shutter speed, depth of field, focal length; White Balance: Exposure techniques; Filters and exposure meter.

UNIT II

Techniques of Photojournalism - blur, freeze, panning; Selective focusing, Frame within frame; Zooming, long Exposure, Panorama; Fill in flash, flash away from camera, Candid Photography, Digital Photography

UNIT- III

Definition of MOJO (Mobile Journalism), Usage of Smart Phone, Smartphone for shooting, editing, interviewing, piece-to-camera recording, script writing, voice-over narration, and writing to pictures, techniques for creating visual content, Using Smart Phone for - Documentary & Broadcast purpose. Smartphone to Social Media platforms: YouTube, Facebook, Instagram reels and sound cloud

Description of Photography Practical

- 1 Students will give a presentation on Camera Technology with Three Variables ~ Light Subject & Composition
- 2 Students will file a still photograph album of minimum 5 pictures showcasing the subject mentioned below:

- Candid
- Portrait
- Landscape
- Wildlife
- Environment
- Disaster
- Sports
- Conflicts
- Political Event
- Social Event
- Culture

3 Student will file one video news/ documentary shot on mobile phone on the subjects mentioned:

- Candid
- Portrait
- Landscape
- Wildlife
- Environment
- Disaster
- Sports
- Conflicts
- Political Event
- Social Event
- Culture

4 Students will prepare TV news bulletin (Approx. 5 Minutes)

5 Students will create and shoot a documentary of 10-12 minutes.

Books Recommended:

1. Carlina, Reuel Golden, Master of Photography,
2. Upton, Jolm and Stone, Jim, Prolography by Barbara Londer (Prentice Hall)
3. Aiyer, Balakrishna, Digital Photojournalism
4. Chandra, PK, Visual Communication Photojournalism, Swasti Publishers, New Delhi.

M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-IV

Paper-IV JMC 404-(B) PROJECT WORK

Course Description:

This course is designed to bridge the gap between theoretical knowledge gained in previous semesters and practical research applications. Students will embark on research projects, guided by a faculty mentor, allowing them to delve into the world of applied research. The projects will be assessed by both the faculty guide and a panel of examiners, providing a comprehensive evaluation of the research work.

Course Objectives:

- To impart practical research skills that complement theoretical knowledge acquired in earlier semesters.
- To allocate research projects to students under the guidance of a faculty mentor, facilitating hands-on research experience.
- To evaluate the research projects based on various parameters, ensuring a comprehensive assessment of the research outcomes.

Course Outcomes:

- Students will acquire the ability to elucidate the research process and apply research methodologies to investigate assigned topics effectively.
- They will develop the skill to critically assess previous research efforts and contribute new dimensions to existing research within their field of study.
- Students will become proficient in conducting comparative studies of various research works on a given topic, enabling them to identify trends, gaps, and opportunities for further exploration within the realm of research.

Project work - 60 marks Viva – 40 marks

1. Attempt any three activities from the following Assignments -
2. Each student shall produce one single edition of 04 Pages newspaper on a Computer (tabloid size)
3. Each student shall design and prepare a website containing 6 to 8 pages which are hyperlinked.
4. Design a cover page of any magazine (A 4 size) of your choice.
5. Prepare an advertisement (size A-4) based on social issue.
6. Design a photo feature (with minimum 8 photographs) on A-3 size sheet.

Every student will be assigned the Project during the Fourth Semester. The student will make observe on the given subject/ theme approved by the Head. The Project Report will be by the students at least four weeks prior to the date of commencement of the End-examination of the fourth Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project. Project evaluation and viva will be taken by an external examiner from the approved panel.

M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER-IV

Paper-IV JMC 404-(C) EVENTMANAGEMENT

Course Objectives:

- Introduce students to the dynamic field of event management.
- Provide comprehensive instruction on the various facets of event design and meticulous planning.
- Familiarize students with the critical concept of event sponsorship and its implications in event execution.

Course Outcomes:

- Students will acquire a solid grasp of the fundamental concepts and principles underpinning event management, equipping them to navigate the complexities of this industry.
- They will gain proficiency in various aspects of event design and planning, enabling them to orchestrate successful events, paying attention to details that create memorable experiences.

UNIT- I

Introduction to event management

Principles of event management Size & Types of Events as a tool of Marketing Communication Key Elements of Events: Event Infrastructure, Target Audience, Clients, Event Organizers, Venue, Media 5 C's of Event Management Event Planning - Establish Objectives Event Planning process (Type, Venue, Theme, Budget and Duration) Event Proposal and Planning Tools Preparing and Planning Schedule, Organizing Tasks

UNIT- II

Event Marketing and Execution Sponsorship (Types and Proposal) Marketing Plan & Schedule Celebrity Endorsement and Participation of Eminent personalities Event Logistics Venue Arrangements: Catering/Food, Accommodation, Sound, Light and Decoration

UNIT- III

Event Monitoring & Evaluation, Event Team Event Manager (Role and Skills) Establishing Policies & Procedures. Code of Ethics Safety Measures and Emergency Planning Critical Evaluation (Event Organizer and Client's Point of View)

PRACTICALS/ ASSIGNMENTS: Prepare an event proposal, Case Study, Plan an event schedule

Suggested Readings

1. Event Management & Public Relations; Savita Mohan, Enkay Publishing House
2. Event Management Principles and Methods; Kaushalendra SS, Kanishka Publication
3. Event Management; PC Harichandan, Global Vision Publishing House, New Delhi
4. Successful Event Management: A Practical Handbook; Anton Shone & Bryn Parry