



SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Syllabi for Semester VI Programme:
Bachelor of Arts (Strategic Communication and
Journalism)

[Formerly known as Bachelor of Mass Media (B.M.M.)]

SPECIALISATION: JOURNALISM

With effect from October 2022

(Choice Based Credit System with effect from the year 2018-19)

LIST OF COURSE TITLES AND COURSE CODES

T.Y.B.A.(S.C.J.) SEMESTER VI

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
TY	VI	1	Reporting – II (P)	04	SBMMEDJ601
TY	VI	2	News Design (P)	04	SBMMEDJ602
TY	VI	3	Broadcasting & Digital – II (P)	03	SBMMEDJ603
TY	VI	4	Long Format Writing (P)	03	SBMMEDJ604
TY	VI	5	Media Ethics (T)	03	SBMMEDJ605
TY	VI	6	Journalism & Society (T)	03	SBMMEDJ606

SEMESTER VI | JOURNALISM
REPORTING – II
SUBJECT CODE: SBMMEJA601

Learning Objectives:

A course where students will learn the basics of reporting and then go out and report from the field; the idea is to simulate a real-world news room.

1. To practise the basics of reporting
2. To learn to use various reporting tools effectively
3. To engage in reporting various beats
4. To write stories for different media platforms

Learning Outcomes:

At the end of the semester, the students will:

1. Demonstrate basic skills required as a journalist
2. Report on a variety of beats
3. Use reporting tools effectively by covering stories on a regular basis
4. Craft stories for different media platforms

Lectures per Week: 04

I. Reporting Crime

- Knowing the beat, types of crimes
- Reporting accidents, crimes
- Interviewing victims/victim's kin
- Reading an FIR
- Speaking to police officials: beat police, senior officials
- Basics of criminal law: IPC, CrPC

II. Reporting Courts

- Basics of jurisprudence
- Types of cases
- Types of courts
- Reporting court proceedings, judgements
- Reporting details of crime, on minority groups, juveniles

III. Reporting Politics

- Interviewing local politicians
- Covering local rallies
- Speaking to a party representative and MLAs
- Reporting on elections

IV. Reporting Business Stories

- How to cover business stories including labour issues
- Writing about personal finance, small businesses, economy
- Avoiding jargon
- Cultivating sources

V. Reporting Cinema, Arts, Fashion, Sports

- Peculiarities of these beats
- Subjects as sources
- Powder puff reporting

Reference Readings:

Brooks, B. S., Horvit, B., & Moen, D. R. *News Reporting & Writing*. Bedford/St. Martin's/Macmillan Learning, 2020.

Mair, John, and Richard Lance Keeble. *Investigative Journalism; Dead or Alive?* Arima Publishing, 2011.

Mencher, Melvin. *Melvin Mencher's News Reporting and Writing*. New York: McGraw-Hill Higher Education, 2011.

Pilger, John. Editor. *Tell Me No Lies: Investigative Journalism and Its Triumphs*. RHUK; UK ed. Edition, 2005.

Remnick, David. *Reporting: Writings from the New Yorker*. Picador, 2008.

Rich, Carole. *Writing and Reporting News: A Coaching Method*. Belmont, CA: Wadsworth Pub, 2000.

Rich, Carole. *Workbook for Writing and Reporting News: A Coaching Method*. Wadsworth Publishing, 2009.

Youngblood, Steven. *Peace Journalism Principles and Practices: Responsibly Reporting Conflicts, Reconciliation, and Solutions*. Routledge, 2017.

SEMESTER VI | JOURNALISM
NEWS DESIGN
SUBJECT CODE: SBMMEDJ602

Learning Objectives:

1. To introduce students to the principles of graphic design as it pertains to the presentation of news – in print (newspapers, magazines, journals, newsletters), in television, and on the Internet (websites and apps).
2. To introduce students to principles of design and then look at the specific demands of the form in which news is presented to the reader and viewer.

Note:

- Readings are limited to introducing principles and the rest of the class will be devoted to understanding these principles from observation. Students are expected to sketch or doodle their ideas and then to convert them using software. Students are expected to know Adobe Photoshop and Adobe InDesign.
- The readings in the class are expected to introduce students to the key concepts that will determine and guide the design process.
- This paper does not have a written exam. There will be a viva voce examination conducted by a qualified external examiner to assess the project elements conceived and produced by each individual student at the end of the semester, along specific news design and layout parameters.

Learning Outcomes:

At the end of the semester, the students will:

1. Demonstrate understanding of basic principles of design
2. Design a newspaper
3. Design a news magazine
4. Design a news website

Lectures per Week: 04

- I. Introduction to News Design** (with a case study of a multilingual publication)
- II. What is Graphic Design?**
- III. Point, Line, Plane; Rhythm and Balance; Scale**
- IV. Introduction to Type** (in English, and in the Indian context)

- V. Introduction to Colour**
- VI. Elements of a Grid System**
- VII. Structure in Design**
- VIII. Visual Hierarchy**
- IX. Illustration & Photography, Infographics**
- X. Cover Design**
- XI. Elements of Web Design**

Internal Assessment:

This part of the paper will be assessed by the faculty that teaches the paper based on the design work done in class.

External Assessment:

Each student will have to submit the following project pieces as part of their final external assessment:

- a. A newspaper (broadsheet)
- b. One multilingual magazine (12 pages in English + 4 pages in any Indian language)
- c. A news website

Reference Readings:

Weeks I & II:

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 138-180.

Arntson, Amy E. *Graphic Design Basics*. Cengage Learning, 2011, 41-57; 187-211.

Week III:

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 13-51.

Week IV:

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 87-114.

Arntson, Amy E. *Graphic Design Basics*. Cengage Learning, 2011, 89-109

Heller, Steven. *Design Literacy. Understanding Graphic Design*. Skyhorse Publishing, 2014, 151-190.

Week V:

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 71-83.

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 115-136.

Week VI:

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*. Rockport Publishers, 2012, pp. 12-25.

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 174-183.

Week VII:

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*. Rockport Publishers, 2012, pp. 26-53.

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 158-173.

Week VIII:

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*. Rockport Publishers, 2012, pp. 54-77; 92-156.

Week IX:

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 114-126.

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*. Rockport Publishers, 2012, pp. 68-90.

Week X:

Arntson, Amy E. *Graphic Design Basics*. Cengage Learning, 2011, 151-171

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 138-180.

Week XI:

Heller, Steven. *Design Literacy. Understanding Graphic Design*. Skyhorse Publishing, 2014, pp. 53-54, 58-65, 75-147, 370-372.

Week XII:

Krug, Steve. *Don't Make Me Think: A Common Sense Approach to Web Usability*, 2nd Edition. New Riders Press, 2005, pp. 11-19, 21-29, 51-93.

Week XIII:

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 198-244.

Heller, Steven. *Design Literacy. Understanding Graphic Design*. Skyhorse Publishing, 2014, pp. 53-54, 58-65, 75-147, 370-372.

SEMESTER V | JOURNALISM
BROADCASTING AND DIGITAL – II
SUBJECT CODE: SBMMEDJ603

Learning Objectives:

A course where the students will learn the basics of broadcast and digital journalism, and then go out, gather news, edit, and present it for both; simulating a real-world news room.

1. To introduce the students to the specific forms of broadcast news, and online storytelling
2. To enable them to write for radio and television
3. To enable them to write and produce simple stories for both radio and television

Learning Outcomes:

At the end of the semester, the students will:

1. Demonstrate the skills and tools used by broadcast journalists
2. Research, script, anchor, shoot, and produce news stories
3. Create news packages for radio
4. Create news packages for television
5. Create news packages for digital platforms

Lectures per Week: 04

I. Writing news for TV

- Writing to visuals
- Television newscasts
- Slugs
- Rewriting wire copies
- Conversational style
- Removing unnecessary words
- Reading copy aloud
- Avoiding TMI (too much information)
- Writing compelling leads
- Attribution, Quotes, Time, Transitions, Locations, People

II. Reporting news for TV

- Audio and video
- Words and pictures
- Voiceovers, packages, story formats, sound bites

- Interviewing: before, during and after; person-on-the-street interviews; phone interviews
- Phrasing questions carefully
- Equipment and setting up the field
- Reporting planned events
- Reporting live
- Scripting the voiceover
- The package

III. Producing the news

- One-way communication
- Reading the teleprompter
- Listening to yourself
- Correct pronunciation

Reference Readings:

Kalbfeld, B., & Kalbfeld, B. (2001). *Associated Press Broadcast News Handbook*. McGraw-Hill.

Lanson, J., & Stephens, M. (2008). *Writing and reporting the news*. Oxford University Press.

White, T. (2001). *Broadcast news writing, reporting, and production*. Focal.

Wulfemeyer, K. T. (2009). *Beginning Radio and TV newswriting: A self-instructional learning experience*. John Wiley & Sons.

SEMESTER VI | JOURNALISM
LONG FORMAT WRITING
SUBJECT CODE: SBMMEDJ604

Learning Objectives:

1. To learn the differences between reporting and feature writing
2. To understand other types of soft stories
3. To learn the skills for writing features/ opinion/soft stories and of interviewing

Learning Outcomes:

At the end of the semester, the students will:

1. Demonstrate skills required for feature writing
2. Apply the various techniques used in long-format writing
3. Write long-format pieces for various media
4. Use the skills learnt to write long-format pieces for different audiences

Lectures per Week: 04

I. The difference between ‘hard’ news, feature stories and how the demarcation is blurring

II. What is a feature

- Difference between news reports and features
- Difference between features for newspapers and magazines

III. Writing a feature: formulating a story idea and writing a pitch

IV. Other aspects of feature writing:

- Collecting facts and opinions/anecdotes/quotes
- Types of leads
- Adding colour and imagery

V. Outline of:

- Seasonal stories
- Nostalgic stories
- Human interest stories
- Trend stories

VI. The art of the interview:

- Preparing for face-to-face interviews

- Structuring the questions
- Attitude during interview
- Transcribing: notes or recording
- Writing the interview: question-answer format and descriptive format

VII. Outline and special techniques needed for the following interviews:

- Phone
- Email
- Television

VIII. Writing reviews: format, ethics involved and qualities/ skilled required

- Books
- Films
- Eateries

IX. Obituary:

- What is an obituary
- How to write an obituary
- Can obituaries be critical?

X. Columns:

- What is a column
- Types: analytical, advisory, interactive and agony aunt columns
- Ethics involved

XI. Editorial page:

- What is an editorial
- Importance of the editorial page
- Layout of an editorial page
- Transformation of the page: fading of op-ed, middle
- Erosion of editorial independence with growing commercialisation

XII. Profile:

- What is a profile
- How to write a profile
- Profile of: Kumar Ketkar, Vinod Mehta, P. Sainath

XIII. Snippets:

- What are snippets?
- Writing snippets with catchy headlines

Reference Readings:

Blundell, William E. *The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide*. USA: Penguin, 1988.

Boynton, Robert. *The New New Journalism: Conversations with America's Best Nonfiction Writers on Their Craft*. Vintage, 2005.

Brande, Dorothea. *Becoming a Writer*. Tarcher Perigee, 1981.

Friedlander, Edward Jay, and John Lee. *Feature Writing for Newspapers and Magazines: The Pursuit of Excellence*. Pearson, 1999.

Kramer, Mark, and Wendy Call. *Telling True Stories: A Nonfiction Writers' Guide from the Nieman Foundation at Harvard University*. USA: Penguin, 2007.

Lamott, Anne. *Bird by Bird: Some Instructions on Writing and Life*. Anchor Books, 1995.

Orlean, Susan. *The Bullfighter Checks Her Makeup: My Encounters with Extraordinary People*. Random House, 2002.

Perlich, Martin. *The Art of the Interview: A Guide to Insightful Interviewing*. USA: Silman-James Press, 2008.

Remnick, David. Editor. *Life Stories: Profiles from The New Yorker*. RHUS, 2001.

Sumner, David E., and Holly G. Miller. *Feature and Magazine Writing: Action, Angle and Anecdotes*. Wiley-Blackwell, 2009.

Wells, Ken, and Michael Lewis. *Floating Off the Page: The Best Stories from The Wall Street Journal's Middle Column*. Simon & Schuster, 2003.

Zinsser, William. *On Writing Well: The Classic Guide to Writing Nonfiction*. Harper Perennial, 2016.

SEMESTER VI | JOURNALISM
MEDIA ETHICS
SUBJECT CODE: SBMMEDJ605

Learning Objectives:

1. To introduce students to the concept of ethics as a discipline
2. To introduce students to applied ethics and subsequently journalism ethics
3. To introduce students to the debates on journalism ethics encompassing issues related to sources, ownership, conflict of interest, pressure from interest groups and government, public relations, individual belief systems among others

Learning Outcomes:

At the end of the semester, the students will:

1. Explain the meaning of ethics
2. Analyse the role of ethics in journalism
3. Synthesise their understanding of different lenses used to study ethics
4. Investigate ethical and unethical practices in the journalism industry

Lectures per Week: 04

I. Introduction to ethics or moral philosophy

- What is ethics
- Law and ethics
- Cultural specificity in ethics

II. Applied Ethics and its lenses

- Deontological
- Utilitarian
- Subjective

III. Journalism: Between responsibility and freedom

- Purpose of journalism
- Negative and positive liberty vis-à-vis the press
- Social responsibility theory

IV. Truth, objectivity, accuracy and fairness

- Searching for truth

- Objectivity as method and goal
- Accuracy as a veridical aim
- Fairness as balancing principle

V. Between the public's right to know and the citizen's right to privacy

- Public vs Private – mapping the terrain
- Distinguishing the public figure and private citizen
- The accidental public figure

VI. Public Relations: the frenemy around

- Press Relations as advocacy
- Press Relations as gatekeepers
- Public Relations vis-à-vis consumer or citizen
- Public Relations as paymasters – money and non-money considerations

VII. Steering the conflicts of interest within and without

- Ideological conflicts
- Monetary conflicts
- Institutional Conflicts

VIII. Between the deadline and the bottom line

- Revenue models
- Advertising pressures
- Circulation pressures
- Underwriters' pressures

IX. Reporter's dilemma: deception, sourcing and the occasional theft

- Source – reporter relationship
- Deception at the service of newsgathering
- Plagiarism

X. Pictures, videos and the journalist

- Pictures as representations of truth
- Anchoring and tethering
- Cropping and correcting as manipulation

XI. Journalism & individual autonomy of practitioners

- Conscience as touchstone
- Individual preferences
- Institutional demands

XII. Journalism & Diversity

- Diversity in the news
- Diversity in the newsroom

XIII. Journalism as a Profession

- What constitutes a profession
- Does journalism meet that standard
- Can journalism be a vocation?

Reference Readings:

Bagdikian B.H. (2004), *The new media monopoly*, Beacon Press, Boston, Massachusetts, US.

Bruneau W. and Turk J.L. (Eds) (2004), *Disciplining dissent — The curbing of free expression in academia and the media*, James Lorimer & Company Ltd., Toronto, Ontario, Canada.

Davies N. (2008), *Flat Earth News*, Chatto & Windus, London, UK.

Franklin B. (Ed.), *Journalism Studies*, Vol. 8, No. 6, December 2007, Taylor & Francis Inc., Philadelphia, Pennsylvania, US.

Gillmor D. (2004), *We the media — Grassroots journalism by the people, for the people*, O'Reilly Media Inc., Sebastopol, California, US.

Gopsill T. and Neale G. (2007), *Journalists — 100 Years of the NUJ*, Profile Books Ltd., London, UK.

Gutman R. and Rieff D. (1999), *Crimes of War — What the public should know*, W.W. Norton & Company Ltd., London, UK.

Harcup T. (2007), *The Ethical Journalist*, SAGE Publications Ltd., London, UK.

Hargreaves I. (2005), *Journalism — A Very Short Introduction*, Oxford University Press, Oxford, UK.

Hight J. and Smyth F. (2003), *Tragedies and Journalists — a guide for more effective coverage*, Dart Center for Journalism & Trauma, Washington University, Seattle, US.

- Hobsbawm J. (Ed.) (2006), *Where the truth lies — Trust and morality in PR and journalism*, Atlantic Books, London, UK.
- Husband, C. (Ed.) (1994), *A Richer Vision — The Development of Ethnic Minority Media in Western Democracies*, UNESCO Publishing, Paris, France.
- Keeble, R. (2001), *Ethics for journalists*, Routledge, London, UK.
- Knightley, P. (1975), *The First Casualty — The War Correspondent as Hero, Propagandist and Myth Maker from the Crimea to Vietnam*, André Deutsch Limited, London, UK.
- Kovach B. and Rosenstiel T. (2001), *The Elements of Journalism — What Newspeople Should Know and the Public Should Expect*, Three Rivers Press, New York, US.
- Lambeth, E. (1986), *Committed Journalism: An Ethic for the Profession* (Midland Books: No. 364)
- Lee, P. (1995), *The democratization of communication*, University of Wales Press, Cardiff, Wales.
- Mansfield F.J. (1943), *Gentlemen, the Press! — chronicles of a crusade — The Official History of the National Union of Journalists*, Turner & Dunnett Ltd., Liverpool, UK.
- Nordenstreng (Ed.) (1995), *Reports on media ethics in Europe*, Tampere University, Finland.
- O’Neill O. (2004), *Rethinking freedom of the press*, Royal Irish Academy, Dublin, Ireland.
- Rosen J. (1999), *What are journalists for?*, Yale University Press, New Haven and London.
- Media Ethics: Cases and Moral Reasoning* (most recent edition). Christians, Rotzoll, Fackler, Richardson, Woods et al., New York: Longman
- Patterson, Philip, Lee Wilkins and Chad Painter. *Media Ethics: Issues and Cases*. Rowman & Littlefield, 2018.
- Smith, Ron F. *Groping for Ethics in Journalism*. Wiley–Blackwell, 1999.
- Cohen, Elliot D., and Deni Elliott. (Ed). *Journalism Ethics: A Reference Handbook* by Elliot D. Cohen. ABC-CLIO, 1997.
- Harcup, Tony. *The Ethical Journalist*. Sage, 2006.
- Knowlton, Steven R. *Moral Reasoning for Journalists*. Praeger Publishers Inc, 2008.
- Kroeger, Brooke. *Undercover Reporting: The Truth About Deception*. Northwestern University Press, 2012.
- Knightley, Philip. *The First Casualty: The War Correspondent as Hero and Myth-Maker from the Crimea to Iraq*. Johns Hopkins University Press, 2004.

Meyer, Philip. (Editor) *Newspaper Ethics in the New Century: A Report to the American Society of Newspaper Editors*. Carolina Academic Press, 2006.

**SEMESTER VI | JOURNALISM
JOURNALISM & SOCIETY
SUBJECT CODE: SBMMEDJ606**

Learning Objectives:

1. To study the importance of journalism for democracy
2. To introduce students to understanding the relation between journalism, nationalism, and technology
3. To introduce students to the relationship between journalism and society as a way of forming public opinion, influencing policy, and legislation
4. To introduce students to the idea of journalism as a watchdog, as conversation, and journalists as interpretative community
5. To introduce students to the debates on the role and purpose of journalism

Students should note that while the readings for the course are drawn from scholarship in the field conducted in the United States and Europe, the examples and class discussions, including the final project and potentially some of the questions in the exams, will focus on India. Hence, it is imperative that the students should familiarise themselves by reading newspapers, magazines and websites. It is to that end that this class has a required pre-class reading.

Required Pre-Class Reading: Guha, Ramchandra. *India after Gandhi*. New Delhi: Harper Collins, 2007.

Learning Outcomes:

At the end of the semester, the students will:

1. Examine the relationship between journalism and society
2. Analyse the role of journalism in forming and shaping public opinion
3. Discuss the purpose of journalism in a capitalist world
4. Discuss the relation between journalism and technology

Lectures per Week: 04

I. What is journalism

- Origins
- Technology, linguistic community and nationalism

II. Journalism in a democracy

- Fourth estate
- Watchdog

- Conversation
- Interpretation

III. Journalism and Public Opinion

- History of Public Opinion
- Why does Public Opinion matter
- Sources of public opinion – psychological and social
- Public opinion, perceptions and social reality
- Measuring Public Opinion

IV. Journalism and Agenda Setting

- Agenda Setting
- Framing

V. Journalism, Public Opinion, and Democracy

- Engineering consent: Lippmann – Dewey Debate
- Manufacturing consent: Noam Chomsky
- Journalism and the state

VI. Journalism and Conflict

- Information, mediation and peace
- Dissent and consent
- Peace Journalism
- The public opinion industry

VII. Journalism and Technology

- Propaganda and technology
- Global publics and local politics
- Internet and the possibilities of global news media
- Social media as echo chambers
- Fake news, lies, propaganda

VIII. Journalism as a Business

- Who pays for the news
- Platform companies as news media entities
- Social Media and journalism

IX. Models of Journalists

- As story tellers
- As advocates
- As activists
- As partisan

Reference Readings:

Weeks I & II:

Glynn, C.J., S. Herbst, G. J. O’Keefe, and R. Y Shapiro. “The History of Public Opinion” – Ch 2. In C.J. Glynn et al, editors. *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 31-64).

Beaud Paul. “Common Knowledge on Historical Vicissitudes of the Notion of Public Opinion”. In *Réseaux*, 1993, volume 1 n°1. (pp.119-137).

Peters, J. D. “Historical Tensions in the Concept of Public Opinion”. In T. L. Glasser and C.T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 177-216).

Week III:

Burstein, P. “The Impact of Public Opinion on Public Policy: A Review and an Agenda.” In *Political Research Quarterly*, 2003. 56 (1) (pp. 29–40).

Monroe, A. D. “Public opinion and Public Policy, 1980-1993”, in *Public Opinion Quarterly*, 1998, 62 (pp. 6-28).

Page, Benjamin I., and Robert Y. Shapiro. "Effects of Public Opinion on Policy" in *American Political Science Review*, 1983, 77:1 (pp.75-90).

Week IV:

Glynn, C.J., S. Herbst, G. J. O’Keefe, and R. Y. Shapiro. “Psychological Perspectives” - Ch 4. In C.J. Glynn et al., editors. *Public Opinion*. Boulder, CO: Westview Press 1999 (pp. 119-166).

Glynn, C.J., S. Herbst, G. J. O’Keefe, and R. Y. Shapiro. “Psychological Perspectives” - Ch 6. In C.J. Glynn et al., editors, *Public Opinion*. Boulder, CO: Westview Press, 1999

Week V:

Glynn, C.J., S. Herbst, G. J. O’Keefe, and R. Y. Shapiro. “Stereotyping, Social Norms, and Public Opinion” - Ch 5. In C.J. Glynn et al., editors, *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 167-211).

Price, V & Oshagan, H. "Social-Psychological Perspectives on Public Opinion". In Glasser, T.L., & Salmon, C.T. editors, *Public Opinion and the Communication of Consent*. New York: Guilford Press, 1995 (pp. 177-216).

Krippendorff, K. "The Social Construction of Public Opinion". Pp. 129-149 in E. Wienand; J. Westerbarkey; & A. Scholl. editors, *Kommunikation über Kommunikation. Theorie, Methoden und Praxis*. Festschrift für Klaus Merten. Wiesbaden: VS-Verlag, 2005

Week VI:

Glynn, C. J., Ostman, R. E. & McDonald, D. G. "Opinions, Perception and Social Reality". In Glasser, T.L., & Salmon, C.T. editors, *Public Opinion and the Communication of Consent*. New York: Guilford Press. 1995 (pp. 177-216).

Eveland, W. P. "The Impact of News and Entertainment Media on Perceptions of Social Reality". In Dillard, J. P. and Pfau, M. editors, *The Persuasion Handbook*. Thousand Oaks, CA: Sage, 2002. (pp. 691-727).

Davison, W. P. *The Third-Person Effect in Communication*

Perloff, R. M. "The Third Person Effect". In Bryant, J. & Zillmann, D. editors, *Media Effects: Advances in Theory and Research*. Mahwah, NJ: Erlbaum, 2002. (489-506)

Week VII:

McCombs, M. "A Look at Agenda-Setting: Past, Present and Future". *Journalism Studies*, 2002, 6(4), 543-557.

Chong, D., & J. N. Druckman, "A Theory of Framing and Opinion Formation in Competitive Elite Environments". *Journal of Communication*, 2007, 57(1), 99-118.

Entman, Robert M. Framing: "Toward Clarification of a Fractured Paradigm". *Journal of Communication*, Volume 43, Issue 4, December 1993, Pages 51–58

Week VIII:

Glynn, C.J., S. Herbst, G. J. O'Keefe, and R. Y. Shapiro. "Methods for Studying Public Opinion" – Ch 3. In C.J. Glynn et al., editors. *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 65-100).

Babbie, E. "Survey Research". Ch. 9 in E. Babbie, *The Practice of Social Research*. 11th edition. Belmont, CA: Thomson Wadsworth, 2007.

Babbie, E. "Content Analysis". Ch. 11 in E. Babbie, *The Practice of Social Research*. 11th edition. Belmont, CA: Wadsworth. Babbie, 2001.

Week IX:

Blumler, Herbert. "Public Opinion and Public Opinion Polling" in *American Sociological Review*, Vol. 13, No. 5 (Oct., 1948), pp. 542-549.

Herbst, S. *On the Disappearance of Groups: 19th- and Early 20th-Century Conceptions of Public Opinion*.

Salmon, C.T., and T. L. Glasser. "The Politics of Polling and the Limits of Consent". In Glasser, T.L., and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 177-216).

Bourdieu, P. "Public Opinion Does Not Exist". In *Sociology in Question*. London: Sage, 1993. (149-157).

Jaffrelot, C. *The Caste Based Mosaic of Indian Politics*. Seminar, University of Toronto Press, 2012, pp.49-53.

Week X:

Lippmann, Walter. *Public Opinion*. Martino Fine Books, 2012.

Dewey, John. *The Public and Its Problems: An Essay in Political Inquiry*. Swallow Press, 2016.

Week XI:

Schoenbach, K., and L. B. Becker. "Origins and Consequences of Mediated Public Opinion". In T. L. Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 323-347).

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Week XII:

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