Outcome Based Education(OBE)

Revised Syllabus

CBCSS

MA Mass Communication and Journalism (MMCJ)

CBCSS

August 2020

(2020 Admission onwards)

M.A. Degree Course in Mass Communication and Journalism (MMCJ)
Scheme and Syllabus

Title of the programme: M.A. Mass Communication and Journalism (MMCJ)

Duration of the programme: The duration of the MMCJ programme will be 2 years, each year comprising two semesters, each semester consisting of 400-450 hours distributed over 90 days

Eligibility: Candidate seeking admission to the programme will be required to have obtained a bachelor degree (under 10+2+3) of this university or any other Indian or Foreign University recognised by Kerala University as equivalent thereto and have secured a minimum of 50% marks or equivalent grade in part III/core graduate course are eligible to apply. However, candidates belonging to other socially and economically backward communities are eligible for relaxation of 5% marks in the qualifying examination andthose belonging to scheduled caste/scheduled tribe having secured a pass in the qualifying degree examination are eligible to apply for admission to the programme. The selection of students in the merit seat will be done by the University through entrance test.

Admission: Admission to the course shall be made as per the norms of the university

Course Structure: The programme offers core courses and electives. Core courses are offered by the parent department offering the programme. Elective/Open courses are offered either by the parent department or any other departments. Elective papers will be chosen as per the students' requirements

Semester 1	Core/ Elective	Course Code	Name of Paper	Instructional hours/week	Marks	
					ESE	CA
Paper 1	Core	MMCJ C01	Introduction to Communication	6	75	25
Paper 2	Core	MMCJ C02	Reporting	6	75	25
Paper 3	Core	MMCJ C03	Editing	6	75	25
Paper 4	Core	MMCJ C04	Computer Skills for Media	7	75	25
Semester 2						
Paper 5	Core	MMCJ C05	Electronic Media Production	7	75	25
Paper 6	Core	MMCJ C06	History of Journalism and Media Laws	6	75	25
Paper 7	Core	MMCJ C07	Technical Writing	6	75	25
Paper 8	Core	MMCJ C08	Advertising Theory & Practice	6	75	25
Semester 3						
Paper 9	Core	MMCJ C09	Research Methods in Mass Communication	7	75	25
Paper 10	Core	MMCJ C10	Corporate Communication & PR	6	75	25
Paper 11	Elective 1	MMCJ C11		6	75	25
Paper 12	Elective 2	MMCJ C11		6	75	25
Semester 4						
Paper 13	Core	MMCJ C12	Film Studies	6	75	25
Paper 14	Core	MMCJ C13	Development Communication	7	75	25
Paper 15	Elective 3	MMCJ C14		6	75	25
Paper 16	Elective 4	MMCJ C14		6	75	25
Paper 17	ComprP pr	MMCJ C15	Dissertation		100	
Paper 18	Project	MMCJ C16	Internship		75	25
			Grand Total = 1800			

Distribution of Electives for Semesters III&IV

Sl no	Semester	Course Code	Names of the Elective Papers Semester III	Instructional hours/week	Marks ESE	CA	
1.	3	MMCJ C11.1	Script Writing	6	75	25	
2.	3	MMCJ C11.2	Environmental Reporting	6	75	25	
3.	3	MMCJ C11.3	Event Management	6	75	25	
4.	3	MMCJ C11.4	Media and Society	6	75	25	
5.	3	MMCJ C11.5	Social Media Reporting	6	75	25	
			Semester IV				
9.	4	MMCJ C14.1	Magazine & Photo Journalism	6	75	25	
10.	4	MMCJ C14.2	Intercultural Communication	6	75	25	
11.	4	MMCJ C14.3	Malayalam Journalism	6	75	25	
12.	4	MMCJ C14.4	Business Journalism	6	75	25	
13.	4	MMCJ C14.5	Video Production (Fiction)	6	75	25	

- **Total marks for semester I – 400**
- **Total marks for semester II – 400**
- **Total marks for semester III – 400**
- **Total marks for semester IV – 600**
- **Total marks for semester I to IV – 1800**

Credit Requirements: Students are expected to do 4 core courses in semester I & II; and 2 core courses and two electives in semester III. 2 Core coursesand 2 electives, Dissertation,

Viva Voce & Internship in Semester IV. However, the elective need not be one from the list given above as the department may change the electives from time to time depending on the availability and specialisation of faculty and choice of the student

Registration: The students have to register for the required number of courses at the beginning of each semester before the classes begin. They have to complete the prescribed prerequisites for the course before registration.

Scheme of Evaluation: The evaluation of a course consists of two parts: Continuous Evaluation (CE) and End Semester Evaluation (ESE). The total marks allotted for each course shall be 100, with a maximum of 25% marks for Continuous Evaluation and 75% marks for End Semester Evaluation. The duration of the End Semester Assessment (Written Examination) for each paper shall be for 3 hours. The minimum marks required for the successful completion of a course shall be as per University norms.

Continuous Evaluation: The maximum marks for the Continuous Assessment shall be 25 based on the following components

1. Attendance (5 marks)
2. Assignment (5 marks)
3. Class Tests (10 marks)
4. Seminar/ Practical (5 marks) (Practical will be conducted only for Continuous Evaluation)

Dissertation: In semester IV each student shall submit a dissertation on any topic of his/her interest. The dissertation aims at introducing the student with research methodology and to prepare them for doing further research. Students are required to do a dissertation on a topic relating to an area of study chosen in consultation with the faculty. However, the topic shall be approved by the department council. Each student shall be guided by a member of the faculty in the project. Board of external examiners not less than 3 members suggested

by the university shall evaluate and decide the marks to be awarded to the students for the dissertation. The same board of examiners shall also conduct the final semester comprehensive viva voce examination based on dissertation.

Internship: In partial fulfillment for the award for the degree, after the submission of the dissertation the students shall do an internship for a period of 1 month in any of the media organisations of their choice. The students have to prepare an internship - report certified by the concerned media institution and submit the report to the department before the viva voce. The board for dissertation evaluation shall evaluate the internship report.

Viva Voce: The viva voce examination will be conducted at the end of semester IV covering the whole programme including the project.

The programme provides a broad and unique overview on a variety of subjects in communication and journalism. It helps in specialization and facilitates in mastering a career oriented profession. The courses provide the students acquire a broad and deep knowledge in communication studies, different concepts and theories and develop a critical thinking. The programme consists of Four semesters. Both theoretical aspects and practical components are present in the syllabus to equip the learners for higher studies as well as to meet professional standards. The programme outcomes and course outcomes are as follows:

PROGRAMME OUTCOMES

PO 1: WRITING SKILLS: The write reports, edit (creative writing, news writing, feature writing, copy writing, script writing for advertising)

PO 2: SPECIALIZATION: To design and coordinate the Communication activities

PO 3: CRITICAL ANALYSIS: To raise and defend arguments, concepts, theoretical understandings related to Media and Communication practices.

PO 4: RESEARCH APTITUDE: To use and appropriately incorporate research based information, research methods, research design, survey analysis and data.

PO 5: SKILLS: To execute skills of theoretical and practical expertise in computer mediated communication and its application in print and electronic media, familiarize with film and social media.

PO 6: COMPUTER EXPERTISE: To edit videos , use photoshop and lay out pages.

SEMESTER I

1. INTRODUCTION TO COMMUNICATION

Core course: MMCJ 01

CO 1. To identify the concept of communication, its different elements and structure in varied social environment.

CO 2. To differentiate the process of communication through different models that helps to conceptualize, organize and understand the meaning of communication.

CO 3. To formulate and assess the concept of flow of Global Communication.

2. REPORTING

Core course: MMCJ 02

CO 1. To write news reports in good and simple language.

CO 2. To coordinate facts in a clear and concise manner.

CO 3. To attempt different types of news reporting and headline writing.

3. EDITING

Core course: MMCJ C 03

CO 1. To exercise the process of editing (principles of layout and editing)

 CO 2. To operate major page make-ups.

 CO 3. To measure the potential of reports and decide the presentation style.

4. COMPUTER SKILLS FOR MEDIA

Core course: MMCJ C04

CO 1. To use computer softwares for news gathering, coordination and production.

CO 2. To design, implement and evaluate a computing based solution according to the program's necessity.

CO 3. To learn new creative ideas that is potential to crack the digital designing strategies.

SEMESTER II

5. ELECTRONIC MEDIA PRODUCTION

Core course: MMCJ C 05

CO 1. To use different types of electronic media, its peculiarities and its functions

CO 2. To adopt technology in the management of electronic media

CO 3. To identify different Radio and TV programmes and formats, production and to identify the conventions of electronic media

6. HISTORY OF JOURNALISM AND MEDIA LAWS

Core course: MMCJ C 06

CO 1. To develop an outlook to the history of Indian press and the legal framework.

CO 2. To connect the experiential circumstances to different press laws

CO 3. To apply the soul and meaning of Constitutional rights in media practice.

7. TECHNICAL WRITING

Core course: MMCJ C07

CO 1. To develop skills of technical writing and its career prospects

CO 2. To impart the skills needed for writing, editing and reviewing different types of documents

CO 3. To structure the process of various documentation

8. ADVERTISING THEORY AND PRACTICE

Core course: MMCJ C08

CO 1. To plan, implement, monitor and evaluate projects by applying the fundamental principles of advertising theory

CO 2. To trace the pattern of communication, perception and responses towards advertising

CO 3. To develop a creative solution to address the advertising and marketing challenges

SEMESTER III

9. RESEARCH METHODS IN MASS COMMUNICATION

Course code: MMCJ C 09

CO 1. To create awareness about research methods that is useful for academic and professional investigation.

 CO 2. To familiarize and expose the students the main components of a research framework (ie steps in research process)

 CO 3. To write an academic research proposal in the area of Communication and Journalism.

10. CORPORATE COMMUNICATION AND PR

Course code: MMCJ C10

CO 1. To identify how public relations work as a supportive mechanism in various sectors of the society

CO 2: To perceive and understand the concept of corporate communication and branding

CO 3: To structure and plan public relation campaign for any one of the socially relevant issues

Electives (SEMESTER III)

13. SCRIPT WRITING

Course code: MMCJ C11.1

CO 1. To identify the elements of screenwriting

CO 2. To plan, structure the process of script writing (from theme to story board)

CO 3. To write an outline, synopsis, treatment, screenplay, shooting script and storyboard for a short film

14. ENVIRONMENTAL REPORTING

Course code: MMCJ C11.2

CO 1. To identify key aspects of human environment interactions

CO 2. To list key ethical guidelines in environmental issues accurately

CO 3. To report on environmental issues in the context of socio cultural and socio economic realms

15. EVENT MANAGEMENT

Course code: MMCJ C11.3

CO 1. To organize an event for a target audience

CO 2. To apply visual concepts and plan financial estimate in an event

CO 3. To develop a key strategy to market and implement a team event

16. MEDIA AND SOCIETY

Course code: MMCJ C11.4

CO 1. To promote insights on issues related to mass media practices, operational framework of institutions and societal interactions

CO 2. The write critical reviews social issues and events

CO 3. To organize or participate in media debates on social issues.

17. SOCIAL MEDIA REPORTING

Core Course: MMCJ C11.5

CO 1. To present report for the use of social media platforms

CO 2. To coordinate information and apply as user generated content in social media

CO 3. To measure and evaluate the social media goals and build strategy for brand, product and service

SEMESTER IV

11. FILM STUDIES

Course code: MMCJ C12

CO 1. To plan and execute to the basic vocabulary and terminology of film form and to develop their skills in doing formal analysis

CO 2. To write and review the basic social, political and cultural ideas or questions that key historical movements and generic tendencies of cinema

CO 3. To exercise an attempt to shoot a short film

12. DEVELOPMENT COMMUNICATION

Course code: MMCJ 13

CO 1.To strategize major theories of development communication to contemporary themes

CO 2. To suggest the role and functions of mass media in the process of development

CO 3. To differentiate and identify the various development models in Communication

DISSERTATION

Course code: MMCJ 15

CO 1: To practice and familiarise the process of research.

CO 2. To apply theories and functions of media in the research.

CO3. To write and defend the argument , with proper conceptual back up.

INTERNSHIP

Course code: MMCJ 16

CO 1: To familiarize experience the field of work.

CO 2: To assess the standards and operations of existing media industry

CO3: To contribute independently to the media field and assess the acquired skills.

ELECTIVES (SEMESTER IV)

18. MAGAZINE AND PHOTO JOURNALISM

Course code: MMCJ C14.1

CO 1. To identify the emerging trends in magazines and also to provide insight into design and layout

CO 2. To apply the functional knowledge of photography

CO 3. To capture and plan photographs - creative, news, historical and documental

19. Intercultural Communication

Course code: MMCJ 14.2

CO 1. To identify and explain the cultural dynamics in media

CO 2. To write reviews and analysis on role of Media in Cultural transactions

CO 3. To recognize cultural variations in communication styles

20. Malayalam Journalism

Course code: MMCJ C14.3

CO 1. To narrate the basic history of Malayalam journalism .

CO 2. To sketch the social movements and historical evolution of Malayalam press

CO 3. To suggest effective norms of Malayalam Journalism at various periods

21. Business Journalism

Course Code: MMCJ 14.4

CO 1. To review the various journalistic practices in the field of business journalism

 CO 2. To familiarise the jargons, rules and ethics in business reporting

CO 3. To write and report business news and features

22. Video Production (fiction)

Course code: MMCJ C14.5

CO 1. To create ideas, frames and shots based on concepts and trends

CO 2. To produce different types of variety programme in the levels of scripting, story board, shooting editing and the usage of technology

CO 3. To create and adopt digital aids and graphics.

Core Papers

Semester I

Introduction to Communication

Core Course: MMCJ C01   **6 Hours**

Objective: This paper is designed to introduce the fundamentals and major theories of communication and the way they operate. It helps the students to understand the dynamics of communication process and its importance in social life. The models and theories are important tools to conceptualise, organise and understand the process of communication.

Module 1
Mass Communication origin and development; need for communication; elements and process (Lasswell's Formula; Magic Bullet, Two step theory, multi-step flow theory); evolution of human communication; early forms. Different types of communication; Barriers of communication; diffusion and adoption process; 7 C's of communication; emergence of mass society and mass media

Module 2
Mass communication; characteristics of mass media, mass media audience and media messages; media of communication – oral communication, traditional forms of communication; different types of mass media-print, radio, film, TV and new media: comparison, scope and limitations; societal functions of communication media (surveillance, interpretation, socialization, entertainment, reinforcement, education and persuasion, agenda setting, narcotize, cultural transmission, motivation)

Module 3
Models and theories of communication: Aristotle's rhetoric; Shannon and Weaver; SMCR; Harold Lasswell; George Gerbner; Wilbur Schramm; Charles E Osgood; Bruce H Westley's and M.S. MacLean's Model; News Comb ABX Model;
Theories – Psychological perspectives in communication theories: cognitive orientations (perception, attention, retention, attitudes); Theories of attitude organization and change: reinforcement theory, cognitive balance theories (Heider's Theory of Balance, Newcomb's Symmetry Theory, Rosenberg's Theory of Affective – cognitive consistency, Osgood and Tannenbaum's Congruity Theory, Festinger's Theory of Cognitive Dissonance); Sociological perspectives in communication theories – uses and gratification approach, play theory; dependency theory; agenda setting theory, cultivation theory: George Gerbner, Social Learning: Albert Bandura, Technological Determinism: Marshall McLuhan, Political Socialisation; individual difference theory; normative theories of mass media

Module 4

Growth of communication technology; impact of technology on society: Youth, Culture and Perspectives; Globalisation and Media; Communication Research: nature of communication research, areas of communication research- analysis of source, message, channel and audience, process and effects research

Seminar

Each student has to present a seminar on any topic related to the course, assigned by the concerned faculty

Reference

Agarwal, V and Gupta, V.S. 2001. Handbook of Journalism. New Delhi: Concept Publishing Company

Bhargava, G.S. 2012. The Press in India: An overview. New Delhi: NBT

Bittner, J.R. 1991. Introduction to Mass Communication. New Jersey: Prentice Hall, Englewood Cliff

Dennis, E and De Fleur, M. 1976. Understanding Mass Communication. New Delhi: Goyl Saab

Fiske, J. 1977. Introduction to Mass Communication. New York: Routledge

Hasan, S. 2011. Mass Communication: Principles and Concepts. New Delhi: CBS Publishers

John, F. 1996. Introduction to Mass Communication Studies. London: Routledge

Katz, E. 1981. Mass Media and Social Change. London: SAGE

Kumar, K.J. 2008. Mass Communication in India. New Delhi: Jaico Publishers

McQuail, D. 2010. Mass Communication Theory. New Delhi: SAGE

Online resources

http://www.uk.sagepub.com/refbooks/Book230459

http://jmg.sagepub.com/

http://www.indianjournals.com/ijor.aspx?target=ijor:mcomm&type=home

http://wjmcr.org/

Reporting

Core Course: MMCJ C02   **6 Hours**

Objective: To help students to heighten the need for strong news writing and reporting skills and adopt journalistic techniques.

Module 1

News and news values – concepts and definition; news values, news and views; kinds of news - soft and hard news; expected and unexpected news; types of news structures and lead writing – summary intro, wrap intro, analysis intro, feature intro; nut graph, copy, beat, byline, dateline, attributes, AP style; slug, coding, headline; components of news story; news sources and techniques of news gathering – proceedings in courts, parliament, press conferences news beat, press releases from government and non-government; news agencies – interviews – skills required for reporting; duties and responsibilities of a reporter – qualities and qualification needed – qualities and experience needed for specialized reporters; accuracy and attribution

Module 2

Various kinds of reporting – sports reporting, business reporting, science and technical news reporting, crime reporting; accidents & disaster; legislature and parliament; covering elections, reporting budgets, speeches, meetings and press conferences, press releases; how to write news reports; newspaper formats

Module 3

Specialised reporting: objective, interpretative and investigative; convergence; hyperlocal journalism; information overload, media fatigue

Module 4

Concepts and trends – new journalism; precision journalism; cheque book journalism; paid journalism; arm chair journalism; yellow journalism; advocacy journalism; parachute journalism; real-time journalism; embedded journalism; citizen journalism; entrepreneurial journalism; explanatory journalism; automobile journalism

Practical – Lab Journal (Writing and Reporting)

The students will be asked to write a story of their own share it in the classroom. After discussions and news story analysis on worksheet, the students will be asked to publish/post the written stories in college website or in classroom journal produced by the department

Reference

Mencher, M. 2010. News Reporting and Writing. New York: McGraw-Hill Higher Education

Fedler, F. 2001. Reporting for Media. Oxford: Oxford University Press

Westley, B. 1980. News Editing. Boston: Houghton Mifflin

Saxena, A. 2007. Fundamentals of Reporting and Editing. Hyderabad: Kanishka Publishers

Keeble, R. 2001. The Newspapers Handbook. London: Routledge

Saxena, S. 2006. Headline Writing. New Delhi: SAGA

Websites

http://www.bbc.co.uk/academy/journalism

http://presscouncil.nic.in/

http://in.reuters.com/

http://www.ptinews.com/

Editing

Core Course: MMCJ C03   **6 Hours**

Objective: To train the students in the art of reporting and editing skills and to develop skills to identify news worthy events and determine news values

Module 1

The making of daily newspaper: structure of a newspaper organization; the editorial pyramid; organizational structure of editorial department – duties and responsibilities of editor, chief editor, assistant editor, news editor, chief subeditor, sub editors stylebook; page makeup & design – types of makeup – traditional & modern makeup – principles of page design – design of front and inside pages – reproduction stage – offset press; News room functions; conventional and modern newsrooms, news flow

Module 2

Editing – principles of editing; copy editing; editing techniques – fundamentals of electronic editing – picture editing – cutline – caption writing; Headlines – headline writing – functions of headlines – principles of writing headlines – different types of headlines – conventional and modern trends

Module 3

Principles of layout and design: kinds of layout and designs, planning layout design (principles of page layout, elements of layout, adding pictures to the page); typography – type families – kinds of typefaces – editing symbols – classification and measure system – point system – setting styles – infographics

Module 4

Editorial: editorial page; letters to the editor; middles; opinion and editorial writing; characteristics of editorials; types of editorials; policy, style and guidelines

Practical – Lab Journal (Writing, Editing and Reporting)

The students will be asked to write a story of their own and share it in the classroom. After discussions and news story analysis and editing on worksheet, the students will be asked to publish/post the written stories in college website or in classroom journal produced by the department

Reference

Ahuja, B S & Chhabra, S.S. 2004. Editing: Surjeeth Publishers

Mencher, M. 2010. News Reporting and Writing. New York: McGraw-Hill Higher Education

Fedler, F. 2001. Reporting for Media. Oxford: Oxford University PressSaxena, A. 2007. Fundamentals of Reporting and Editing. Hyderabad: Kanishka Publishers

Saxena, S.2006. Headline Writing. New Delhi: SAGA

Shrivastava, K M.2003. News Reporting and Editing: Sterling Publishers

Wesley, B. 1980. News Editing. Boston: Houghton Mifflin

Websites

http://www.bbc.co.uk/academy/journalism

http://presscouncil.nic.in/

http://in.reuters.com/

http://www.ptinews.com/

Computer Skills for Media

Core Course: MMCJ C04   **7 Hours**

Objective: Introduce word-processing, pagemaking, imaging and editing software to students in order to help them to make practical use of the knowledge they acquire in media theory papers

Module 1

Fundamentals of computers; computer hardware; CPU; input devices; output devices; storage devices; computer software

Module 2

Word processing: Operating Microsoft Word; managing text; saving, editing and designing documents; character formatting and style; page formatting- headers, footers, page numbers, bullets, margin settings and column; managing spacing and paragraphs; designing tables and managing data; mail merge; graphs and charts

Module 3

PageMaker: Creating and opening publications; working in the Page Maker window; setting defaults and preferences; viewing pages; using toolbox; working with text and graphics; moving between pages; adding and deleting pages; naming and saving publication

Module 4

Introduction to Power Point: Auto content wizard; working with texts, graphs; pictures; audio and video in slides; design templates; transition effects - animation in slides

Module 5

Introduction to imaging & editing software: Photoshop; Sound Booth; Adobe Premier/Avid; Creation of multimedia products

Practical

Designing pages for lab journal with text and graphics techniques introduced in the course

Reference

Stephen, M. 2004. Teach Yourself Basic Computer Skills. New York: McGraw-Hill

Yadav, D.S. 2006. Foundations of Information Technology. New Delhi: New Age International

Cox et al. 2007. MS Office Step by Step. New Delhi: PHI

Mastering in Pagemaker. New Delhi: BTB Publications

Rajaraman, V. Fundamentals of Computer. New Delhi: PHI

Websites

http://blogs.adobe.com/

http://blogs.office.com/

http://www.bbc.co.uk/learning/subjects/information_technology.shtml

http://blogs.microsoft.com/

Semester II

Electronic Media Production

Core Course: MMCJ C05   **6 Hours**

Objective: The technical and aesthetic aspects of electronic media from idealization to telecast are being discussed in this course. This course also discusses in-depth understanding of production aspects of various electronic media formats. The course also covers video editing and the logic in weaving visuals to form a complete programme

Module 1
Radio programmes – radio drama, radio features, radio interviews, radio talks, radio advertisements - characteristics of each format – broadcast language – characteristics of radio language; Radio news - different types of radio bulletins, news room operations, news format, news writing, news presentation

Module 2
Television camera movements – angles - types of shots; lighting - indoors and outdoor lighting - types of light-white/black intensity colour temperature; principles of TV news and documentary; digital revolution in video, nonlinear methods of video production. Types of digital camera, editing software. Home videos newsreels, tool of editing - video production effects, transition

Module 3
Planning a news story - writing news stories for television, writing to pictures, PTC - voice over – packaging – run down and panel production of news bulletin, TV news room structure - ENG and EFP production – Live broadcast, single and multi-camera production, OB production, teleprompter, virtual studios - Mobile production units, on screen appearance - news anchoring - anchoring various shows

Module 4
Script writing for radio and television; news reading and presentation; single and multi-camera shoot; indoor and outdoor reporting; on-air presentation and production for radio; production of jingles and stationality; interview for radio and television

Practical
Each student has to prepare a one-minute video material based on any topic mentioned in the course

Reference

McLeish, R. 2001. Radio Production. London: Focal Press

Hausman, Carl Benoit, Philip and O' Donnel, Lewis. 2000. Modern Radio Production and Performance. London: Wadsworth Thomas Learning

Ralph, D and Thomas, S. Fundamentals of Television Production

Herbert. Z. Television Production Handbook. NewYork: Wadsworth

Steve E Brown. Video Tape Editing

Millerson, G. Video Production Handbook

Wolverton, M. How to Make Documentaries

Websites

http://www.bbc.co.uk/academy/production

http://www.mediacollege.com/

http://www.austinfilm.org/

http://www.productionhub.com

History of Journalism & Media Laws

Core Course: MMCJ C06   **7 Hours**

Objective: The subject provides students with a comprehensive understanding of the history of Indian press and the legal framework within which contemporary media organisations operate. It is also intended to create awareness about the role and responsibility of journalists in society and to introduce the codes and ethics formulated at national and international levels

Module 1

Evolution of journalism in India; contribution of Christian missionaries in Serampore; first war of independence and the press; contribution of James Silk Buckingham, James Augustus Hickey, Raja Ram Mohan Roy, Mahatma Gandhi, Bal Gangadhar Tilak etc.; the birth of Times of India; Amrit Bazar Patrika; Madras Mail; The Hindu; The Statesman; development of press in the independent India; contemporary problems and issues in the Indian press

Module 2

Brief history of broadcasting in India; AIR; Doordarshan; SITE; A.K. Chandha Committee; Joshi Committee report; growth of cable TV and DTH services in India and its impact on the society; an overview of Indian cinema; news agencies: PTI, UNI, Reuters, AFP, AP

Module 3

Constitution of India; salient features; fundamental rights and directive principles; freedom of speech and expression (Article 19-1(a)); reasonable restrictions; concept of the freedom of press; Courts of law in India - Supreme Court, High court, Sub-ordinate court, Civil court. Types of law in India: civil and criminal frame - executive and judiciary, parliamentary privileges; election commission and its machinery; role of fourth estate

Module 4

Specified press laws; history of press laws in India - defamation, Contempt of Court Act 1971, working journalists and other newspaper employees and miscellaneous provisions act 1955; contempt of legislature, Official Secrets Act 1923, Copyright Act 1957, Press Registration of Books Act 1867, Parliament proceedings (Protection of Publications Act 1954), Children's Act 1960, The Young Person Harmful Publication Act 1956; Delivery of Books and Newspapers Act 1954. The Cigarettes Act 1975; Right To Information Act, Cable TV Act, Prasar Bharathi Act; Trademarks and Patent acts; Media and Public Interest Litigation (PIL); Cyber laws

Module 5

Media ethics: ethics of journalism; code of ethics in India; ANIEC; Press organisations: Press Council of India and its guidelines on media; Press Commissions; Registrar of Newspapers in India; Audit Bureau of Circulation; Parliament code; International Code of Ethics, ombudsman.

<u>Seminar</u>

Each student has to present a seminar on different case studies related to the laws mentioned in the course

<u>Reference</u>

Jeffrey, R. 2011.India's Newspaper Revolution – Capitalism, Politics and the Indian Language Press. New Delhi: OUP

Kundra, S. 2006. Media Laws and Constitution. Anmol Publications

Sanders, K. 2003. Ethics and Journalism. New Delhi: SAGE

Umrigar, K.D. 1969. Media Laws

Nadarajan, S. History of the Indian Press

Kumar, K.J. 2008. Mass Communication in India. New Delhi: Jaico Publications

Singh, D.K. 1968. The Press and the Laws. New Delhi

Bhatt S.C. 1997. Indian Press Since 1955. New Delhi: Publication Division

<u>Websites</u>

http://www.britannica.com/EBchecked/topic/306742/journalism

https://indianlawyers.wordpress.com/tag/electronic-media/

http://www.iltb.net/

https://indianlawyers.wordpress.com/category/media-law/

http://scrippsjschool.org/publications/journalismhistory.php

Technical Writing

Core Course: MMCJ C07   **6 Hours**

Objective: To develop technical writing skill in students

Module 1

What is technical commutation – evolution of technical writing, various aspects of technical writing, technical writing as a career, skills of a tech writer, scope of tech writing, types of documents, writing environment, career growth and prospects, future of tech writing

Module 2

Editing and reviewing technical documentation – proof reading and editing symbols, peer and technical reviews, levels of editing, process and guidelines, editing for language, technical content and document usability, working with reviewer feedback and archiving comments, popular styles and standards in the industry, ethical and business practices, plagiarism and copyright issues.

Module 3

Introduction to Documents Development Life Cycle (DDLC) – various stages of documentation process, planning, researching, organising, writing, indexing, editing, reviewing, conversion to various formats, archiving, sign-off, postmortem, mapping DDLC with Software Development Life Cycle (SDLC), Product Development Life Cycle (PDLC), Software Quality Assurance (SQA), Standards for developing content for electronic, online and print media

Practical
Each student has to prepare a user manual for any product

Reference

Adobe Creative Team (2011), Adobe Frame Maker: 7.0 Class Room in a Book, Adobe Press

Alred, Geralad A., Charles T. B. & Walter E. O. (2010), The Handbook of Technical Writing, Boston, St. Martin's.

Gerson, Sharon & Steven Gerson (2008), Technical Writing: Process and Product, New York, Prentice Hall.

Horton, William (2011), Designing and Writing Online Documentation: Hypermedia for Self – Suppporting Products, New York.

Morrison, Michael (2011), HTML & XML for Beginners, Microsoft Press.

Pollock, john (2010), Javascript: A Beginner's Guide, New York, McGraw – Hill.

Rubens, Philips (2011), Science and Technical Writing: A Manual Of Style, New York, Routledge.

Samson, Donald C. Jr. (2010), Editing Technical Writing, New York, OUP.

Siegel, Kevin A. (2011), Essentials of Adobe RoboHelp, Adobe Press.

Websites

http://www.io.com/
http://techwhirl.com/
http://www.rbs0.com/
http://www.rbs0.com/tw.htm
http://www.jeanweber.com/newsite/
https://developer.apple.com/
http://orange.eserver.org/
http://www.vtc.com/products/Adobe-RoboHelp-6-tutorials.htm

Advertising Theory and Practice

Core Course: MMCJ C08   **6 Hours**

Objective: The subject will provide an introduction to the fundamentals of advertising with emphasis on conceptual process and development; and basic advertising methodologies and techniques. The subject will also take a comprehensive and practical look at the nature, scope, strategies, tactics, execution and evaluation of advertising campaigns

Module 1

Basics of advertising: definition; origin and development; advertising industry in India; Types of advertising; integrated communication; Unique Selling Proposition; slogans and jingles

Module 2

Advertising theory: Contemporary theories of how advertising works; AIDA framework; brand equity; image and association; developing advertising strategies and plans; setting objectives, segmentation and positioning, message and creative strategies; comprehension and attitudinal development

Module 3

Consumer Behaviour: Consumption cycle; Decision making process; motivation and buying process; Consumer values, lifestyles, identity and consumption experience

Module 4

Advertising in practice: Principles of copy writing; elements of advertising; scripting for visual and radio advertising; traditional advertising; advertising in digital age; branding; direct and interactive marketing; sales promotions; public relations; sponsorship and events; advertising for different media - print, audio-visual, internet, indoor, outdoor, electronic etc.

Module 5

Advertising in modern world: advertising professionals, clients, agencies and channels. global advertising trends; Non-conventional advertising:viral marketing; product placement; guerrilla marketing; content/video marketing; search marketing; social media marketing, SEO & SMO; advertising wars

Module 6

Advertising research: market research; types of advertising research; copy testing; campaign pre-testing; campaign evaluation; advertising effectiveness; web analytics

Module 7

Statutory and Professional Bodies in India: Advertising Agencies Association in India; The Indian Society of Advertisers Ltd; Advertising Council of India; National Council of Advertising Agencies; Advertising Standards Council of India; National Consumer Disputes Redressal Commission

Practical

Students will be asked to prepare a marketing communication strategy for any product/service of their choice upon discussion with the faculty concerned

References

Egan, J. 2007. Marketing Communications. London: Thomson Learning

Green, J. 2012. Advertising. New York: The Rosen Publishing Group

Gupta, O. 2005. Advertising in India: Trends and Impact. New Delhi: Kalpaz Publications

Rodgers, S and Thorson, E. 2007. Advertising Theory. Oxon: Routledge

Vilanilam. J and Varghese, A. 2004. Advertising Basics: A Resource Guide to Beginners. New Delhi: Sage Publications

Websites

www.warc.com

www.thearf.org

www.asa.org.uk

www.mashable.com

www.adweek.com

Semester III

Research Methods in Mass Communication

Core Course: MMCJ C09   **7 Hours**

Objective: Introduces students a number of research methods useful for academic and professional investigations. Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, ethical issues in research, report writing, and presentation.

Module 1

Research: meaning & definitions; types of research; descriptive, analytical, applied, fundamental, qualitative, quantitative, exploratory, longitudinal research etc

Module 2

Research Process: definition of research problem; review of literature; formulating hypothesis; preparing research design; determining sample; collecting the data; analysis of data; generalisation and interpretation, preparation of the report/thesis

Module 3

Research methods versus methodology; content analysis; uses, limitations, steps in content analysis - survey research; constructing questionnaire - advantages and disadvantages; quantitative; qualitative

Module 4

Descriptive statistics; sampling; probability & non-probability; sampling size; sampling errors; testing; of hypothesis; analysis of data; averages and dispersion, correlation; ANOVA; SPSS

Module 5

Research thesis: Structure, Format and Chapters

Seminar

Students have to prepare a seminar on different research methods used for conducting a research with the assistance of the faculty

Reference

Bagchi, K.K. 2007. Research Methodology in Social Sciences: A Practical Guide. New Delhi: Abhijeet Publishers

Kumar, R. 2005. Research Methodology: A Step by step guide for beginners. New Delhi: SAGE Publications

Kothari, C.R. 2004. Research Methodology: Methods and Techniques. New Delhi: New Age International

Malhotra, N. K., M. Peterson. 2006. *Basic Marketing Research: A Decision-MakingApproach.* Pearson Education: New Jersey.

Wimmer, R.D and Dominik, J.R. 2006. Mass Media Research: Process, Approaches and Applications. New York: Wadsworth Cengage Learning

Websites

https://explorable.com/research-methodology

http://www.socscidiss.bham.ac.uk/methodologies.html

http://www.palgrave.com/studentstudyskills/page/choosing-appropriate-research-methodologies/

http://www.tandfonline.com/toc/tsrm20/current

Corporate Communication and Public Relation

Core Course: MMCJ C10   **6 Hours**

Objective: The subject will provide a series of in-depth conceptual foundations on which key professional skills can be developed. On completing the subject, students will have a reflective approach to communication strategy and practice.

Module 1

Fundamentals of PR: PR strategy & planning; creativity in PR; writing for PR; delivering events & PR campaigns; Stakeholder relations: investor relations, government relations, media relations, lobbying and advocacy, community relations, role of external agencies

Module 2

Corporate communications strategy: corporate communications theory, business - organisational & management communication, corporate strategy - planning implementation and evaluation

Module 3

Crisis management in PR: The stages of a crisis & how to use PR effectively in a crisis situation, examples, constructing a crisis management plan, how to protect brand & identity, reputation & trust in PR context

Module 4

Brand management and corporate identity: brand and the concept of added value; tangible and intangible dimensions of brands; brand identity versus brand image; brand/customer interface and the concept of brand associations; strategic and brand management process; product brand versus corporate brand; corporate identity development; brand equity evaluation; corporate social responsibility

Module 5

PR in Practice: role and function of internal communications; positioning and role of internal communication manager within the organisation; communicating during change; understanding internal stakeholder needs; employee engagement; technological advances and their use in internal communications and change strategies; public and private sector PR

PracticalA group of not less than four students will be asked to develop a PR campaign plan for the college. The campaign objectives should be defined clearly. The campaign plan should be specific, realistic, timebound and measurable

Reference

Fernandez, J. 2004. Corporate Communications: A 21st Century Primer. New Delhi: SAGE Publications

Gregory, A. 2004. Public Relations in Practice. London: The Institute of Public Relations

Lesly, P. 2002. Handbook of Public Relations and Communications. Mumbai: Jaico Books

Oliver, S. 2010. Public Relations Strategy. London: Kogan Page Limited

Sriramesh, K, Zerfass, A and Kim, J. 2013. Public Relations and Communication Management: Current Trends and Emerging Topics. New York: Routledge

Websites

www.instituteforpr.org

www.prsa.org

www.prsi.co.in

Semester IV

Film Studies

Core Course: MMCJ C12   **6 Hours**

Objective: It is aimed to prepare students to develop insights into the medium of cinema and its relation to culture, history, technology and general perceptions of aesthetics. It offers a foundation for students to produce and evaluate moving images; to carry out researches and to create art

Module 1

Introduction to cinema: Origin and evolution of cinema; hybrid nature and grammar of cinema

Module 2

Language of cinema: Visual units and transitions; narrative structure and strategies; concepts of time, space character, dialogue, music and sound effects

Module 3

Cinema movements: Soviet Cinema & Montage theory; German Expressionism and the concept of Mise-en-Scene; Surrealism; French Poetic Realism and New Wave; Italian Neo-realism; Classical Hollywood Genre

Module 4

Indian Cinema: History of Indian Cinema; Hindi Cinema and Regional Cinemas; Parallel Cinema in India; Trendsetters in Indian Cinema; Foreign Collaborations

Module 5

World Cinema: Cinema in Europe; Latin American Cinema; Asian Cinema; Hollywood Cinema; African Cinema; Contemporary International Trends

Seminar

Students have to make a review on any film that is released in the last 5 years, applying the theoretical guidelines specified in the course and the review has to be presented in the classroom

Reference

Benyahia, S., Gaffney, F. and White, J. 2009. Film Studies: The Essential Introduction. New York: Rouledge

Gokulsing, K and Dissanayake, W. 2004. Indian Popular Cinema: A Narrative of Cultural Change

Gokulsing, K and Dissanayake. 2013. Routledge Handbook of Indian Cinemas. New York: Routledge

Hayward, S. 2010. Cinema Studies: Key Concepts. New York: Rouledge

Kuhn, A. and Westwell, G. 2012. A Dictionary of Film Studies. Oxford: Oxford University Press

Websites

http://www.cmstudies.org

http://guides.library.ulca.edu

www.imdb.com

www.filmeducation.org

Development Communication

Core Course: MMCJ C13   **7 Hours**

Objective: To introduce major theories of development and development communication and builds a perspective for development journalism. It also discusses the role of media in development and shares some experiences from India

Module 1

Introduction to development; different approaches; major theories of development; dominant paradigm; alternative paradigm; development in third world

Module 2

Development communication; theory and practice of development communication; communication approach in the modernisation of third world; role of mass media in modernisation; modernisation as individual change; development communication campaigns

Module 3

Development journalism; reporting gender and development; sustainable development; development agencies

Module 4

Development support communication; participatory communication; role of traditional media (folk media) in development; new technology and inclusive society; development communication in Indian context

Seminar

Each student has to pick a development news item (agriculture, farming, development projects, science and technology, miscellaneous) for seminar topic to be presented in the class

Reference

Dwivedi, R. 2013. Mass Media and Communication in Global Scenario. Kalpaz Publication

Melkote, S and Steeves, H. 2007. Communication for development in the Third World: Theory and Practice for Empowerment. New Delhi: SAGE

Murthy, D.V.R. 2007. Development Journalism: What Next? An Agenda for the Press. Hyderabad: Kanishka

Ranganathan, M and Rodrigues, M. 2010. Indian Media in a Globalised World. New Delhi: SAGE

Sinha, D. 2013. Development Communication: Context for the 21st Century. New Delhi: Orient BlakSwan

Websites

http://www.unicef.org/cbsc/

http://www.unesco.org/new/en/communication-and-information/media-development/communication-for-sustainable-development

http://www.thusong.gov.za/documents/artic_pres/dev_comm.htm

www.cdcindia.org

Script Writing

Core Course: MMCJ C11.1   **6 Hours**

Objective: The purpose of the subject is to learn about screenplay for different video programme; analyse dramatic strategies in film and television; learn and apply correct script form; creatively engage in various stages of original writing

Module 1

Elements of storytelling: narrative tools in film and fiction; three act structure - set up; conflict and resolution; objective and subjective drama; concept of ellipsis and elaboration; externalising the inner conflicts in visual medium; documentary and fiction

Module 2

Components of a script: structural examples; action; dramatic tension; mystery, surprise and originality; recognition, resolution and character transformation; subtext; scene structure and basic dramatic units; linear and non-linear formats; theme, meaning and emotions; dialogue and characters

Module 3

Stages of Scripting: Theme; Oneline; Treatment; Screenplay; Shooting script; Story board

Module 4

Scripting for different video programmes: fiction & documentary; spot & commercials; specialised programmes - science, educational etc; short films; format; structure and tactics

Module 5

Script analysis: difference between the moving images and the scripts they are based on - pros and cons; critically analyse the structure, originality, plot and creative aspects of commercial and non-commercial films, short fiction, documentaries and TV ads

Practical

A group comprising of three students will have to prepare scripts for a 5-minute documentary and a minute short film on any subject of their choice

Reference

Dancyger, K and Rush, J. 2013. Alternative Scriptwriting: Successfully Breaking the Rules. Oxon: Focal Press

Field, S. 2007. Screenplay: The Foundations of Screenwriting. New York: Random House Publishing Group

Griffith, D. A Crash Course in Screenwriting. Glasgow: Scottish Screen

Russin, R. and Downs, W. 2012. Screenplay: Writing the Picture. Los Angeles: Silman-James Press

Straczynski, J. 1996. The Complete Book of Scriptwriting. Ohio: Writer's Digest Books

Websites

http://www.bbc.co.uk/writersroom/write-a-script

http://www.scriptmag.com/resources

www.adweek.com

www.writersstore.com

Environmental Reporting

Core Course: MMCJ C11.2   **6 Hours**

Objective: To make the students aware of the current and emerging environmental topics, to emphasise on reporting and writing environmental stories for media

Module 1

Environmental communication; nature writing; science writing; environment-interpretation, literature, advocacy; environmental issues; approach on environmental issues; environmental journalism; earth journalism

Module 2

Environmentalism and mass media; role of media in covering environmental issues and events; how environmentalists take advantage of media; public participation in environmental decision making; environmental protection

Module 3

Environmental movement - Europe, Asia, Africa, Latin America and India; environmentalism; environmental organisations; green politics; greening; green way; linear park, miss earth, permaculture, carbon effect, pollution, chemical weapons, global warming and climate change, Brownfields, biodiversity, waste management

Module 4

Environmental policies; sustainable development; environmental reporting; qualities of environmental reporter, environmental advocacy

Seminar

Each student will be preparing a report on the environmental issue and will be presenting in the class. The students can choose a local person involved in environmental issues or an environmental institution or organisation for a profile

References

Chapman, Graham, Kumar, K.J, Fraser, C and Gaber. 1997. Environmental Journalism and Mass Media. London: Routledge

Finch, Howard and Johnelder. Eds. 2002. The Norton Book of Nature Writing: College ed. New York & London: Norton and Company

John, M. 1995. Global Environmental Movement. London: John Wiley

Meisner, M. 2005. What is Environmental Communication Network: College Edition. New York

Robert, J. 2010. Environmental Communication and Public Sphere. 2010. Thousand Oaks: SAGE Publications

Websites

http://www.bbc.com/news/science_and_environment

www.theecologist.org

www.grist.org

http://discovermagazine.com/topics/environment

Event Management

Core Course: MMCJ C11.3   **6 Hours**

Objective: This paper deals with the factors needed to stage an event and on the promotional techniques and the evaluation of the event

Module 1

Events; definition, types, event planning; explain the need to have requirements (the need to have a start and finish deadline); meeting customer needs by pitching to the right audience; to increase awareness of the product/place; increase awareness of the services of organization; presenting a favourable image of the product/place/service/organization; increase sales/profitability of a product or place; to provide benefits to other organisations or communities

Module 2

Scale and range of events; Olympic Games and national celebrations to cultural festivals of states; travel marts; conferences and conventions; process of staging an event; types of venues; suitability and availability; critical planning; deadlines and targets, adequate resources such as budget, materials, equipment, staffing (restraints such as legal, health and safety, security, environmental), disruption to other activities; effective means of a review and evaluation process such as informal/formal; feedback from all parties, including team, staff and customers; one off or continuous

Module 3

Promotional techniques; main types of materials; brochures, leaflets, flyers, posters, pricelists, guides etc; measurement of effectiveness of promotional material by attracting customers to collect from source or requests by telephone or mail, layout of information in promotional literature, description of products or services; role of promotional literature to attract customers to the event, provide price information, highlight selling feature such as service, standards, convenience etc; to enable 'switch selling' of products or services; to maintain sales of certain products or services; to use as a display tool; benefits such as the ability to raise product or event awareness; the ability to maintain loyalty to companies or brands or communities; the ability to promote new products, prices or places, to increase market share by introductory special deals and offers

Module 4

Event promotion; need and importance of personal contact (face-to-face) when providing advice, when explaining features, when selling a product or service, when dealing with objections etc.; importance of an appropriate dress code; use of uniform or use of corporate image; use of company or event logo; importance of the three A's (attitude, appearance and acknowledgement)

Module 5

Event evaluation; evaluation criteria when staging and completing an event (e.g. were the objectives met? Was the event successful? What were the strengths and weaknesses and from what source will the data come – customers, team, staff and others; resources used to evaluate such as interviewing, questionnaires, mail shots, attendance rates and profit). Individual presentations, i.e. what went well and what went bad; the effect of planning in promoting effective performance; use of appropriate sources of assessment, importance of formal and informal evaluation techniques

Practical

A group of eight students has to develop an event planning strategy for an event organized by the department. The strategy should cover important aspects such as budget, materials, equipment, staffing etc

References

Betteridge, D. Event Management in Leisure and Tourism

Sharma, D. Event Planning and Management

Singh, R. Meeting Conference, Association, Event and Destination Management

Wagen, L. Event Management for Tourism, Cultural, Business and Sporting Events

Websites

www.eventeducation.com

http://www.nsi.tafensw.edu.au/libraries/Eventmanagement.htm

http://www.britannica.com/EBchecked/topic/361212/management

Media and Society

Core Course: MMCJ C11.4   **6 Hours**

Objective: The course aims to give a deeper insight on issues pertaining to mass media practices and the operational framework of institutions and societal interaction of mass media. It also aims to introduce the profiles of famous news researchers and to provide the students with a deep insight into the main themes and debates surrounding news

Module 1

Mass media institutions and society: roles, functions and effects of media on society; media power and accountability; forms of media control (government regulations, media monopoly, public opinion, market forces); Theories of press (Developmental Communication Theory, Democratic Participant Media Theory, Democratic Socialist Theory, Revolutionary Press); role of media in free society; access to media; media availability; media reach; media and consumerism: definition, rights of buyers and sellers

Module 2

Basic concept of news: Walter Lippmann – on Journalism and Public Opinion; the sociological views; mass culture. Daniel Boorstin – on news and image; theory of simulation; consequences of simulated environments; news and pseudo-events. Johan Galtung – news and factors; peace and conflict studies

Module 3

News Production – Warren Breed – the study room; face and mind of journalist in news making process; how policy can be broken or changed; ethical question. Phillip Schlesinger – on critical evaluation of news; time factor; going live. Mark Fishman – on newspaper beat; the practice and politics of newswork

Module 4

Economics of news: Ben Bagdikian – on media in a free market economy; view on media. Noam Chomsky – pres and propaganda; propaganda model; transformational grammer; manufacturing consent; ownership of media; second filter advertising control; sourcing; flak; propaganda campaigns. Jeremy Tundstall – on the Anglo-American news duopoly; British strengths; the financialisation of news; dominating the world news

Module 5

Sources of news: Herbert Gans - on what is news; availability and suitability; sources and journalists; ability to supply suitable information; media events; geography and social proximity; peer and personal sources

<u>Seminar</u>

Each student has to present a seminar on any topic related to the course, assigned by the concerned faculty

<u>References</u>

Boorstin, D. 1961. The Image. New York: Simon and Schuster

Dayan, D and Katz, E. 1992. Media Events. London: Harvard University Press

Herman, E and Chomsky, N. 1988. Manufacturing Consent. London: Vintage

Lippmann, W. 1965. Public Opinion. New York: Free Press

Schlesinger, P. 1978. Putting "Reality" Together. London: Methuen

Schlesinger, P and Tumber, H. 1994. Reporting Crime. Oxford: Clarendon Press

<u>Websites</u>

http://nms.sagepub.com

http://mcs.sagepub.com

www.sagepub.com

Social Media Reporting

Core Course: MMCJ C11.5   **6 Hours**

Objective: To develop an understanding on the basics of social media reporting. The course will enable students to make effective use of social media platforms to enhance their journalistic skills.

Module 1

Introduction to different social media platforms and the benefits of each: Facebook, Twitter, Google+, Instagram, Pinterest, Tumblr, LinkedIn, blogging platforms etc.; How to present information on different social media channels; Tools and skills needed to create and visualise stories on social media

Module 2

Finding and searching databases; information management strategies for social media; how to assimilate social skills with regular journalistic procedure; how to make your news stories sharable or even viral; how encourage community to get involved; how to encourage user generated contents; interpersonal communication in social networks

Module 3

Guidelines for ethical, factual social media newsgathering; measuring your progress towards your social media goals - analytics; planning for improved coverage and engagement with your audience; key engagement concepts: like, follow, share, register, join, bookmark etc.

Seminar

Each student has to analyse the social media strategy of any brand, product or service (should cover at least four social media platforms) and present a seminar in the classroom

References

Blanchard, O. 2011. Social Media ROI. Boston: Pearson Education

Burns, K. 2009. Celeb 2.0: How Social Media Foster Our Fascination with Popular Culture. Greenwood Publishing House

Kawamoto, K. 2003. Digital Journalism. Lanham: Rowman & Littlefield Publishers Ltd

Knight, M and Cook, C. 2013. Social Media for Journalists. London: SAGE Publications Ltd

Poynter, R. The Handbook of Online and Social Media Research. Sussex: John Wiley & Sons Ltd

Wankel, C. 2011. Educating Educators with Social Media. Bingley: Emerald Group Publishing Limited

<u>Websites</u>

www.mashable.com

www.socialmediaexaminer.com

http://moz.com/beginners-guide-to-social-media

http://www.soshable.com

Magazine and Photo Journalism

Core Course: MMCJ C14.1   **6 Hours**

Objective: Introduce the students the status and growth of periodical journalism and also explain the role and significance nature of magazines and emerging trends and categories of magazines. The course also focuses on developing the skill of using the still camera for careers in journalism -- PR and the Print Media in general.

Module 1

Magazines and Journals, categories of periodicals; role of good magazines; emerging trends; magazine versus newspaper; online magazines; feature agencies and services; freelance and magazine writing; style for magazine articles

Module 2

Ideas for content in magazine; articles; features; review/analysis; columns, cartoons, photos for magazines - picture selection; Magazine design; design formats; cover design; use of space in magazines; free makeup; layout; typography; use of infographics; colour selection

Module 3

Introduction to Photojournalism: history; art photography versus photojournalism; visual aspects and aesthetics; visualisation of contents; what is visually newsworthy;

Module 4

Introduction to SLR camera; understanding exposure, aperture, shutter speed, ISO; aspect ratio; depth-of-field; f-stops; filters - their use and effects; manual versus automatic mode; camera formats; Lenses and lights: functions and kinds of lenses; available light and how to use it; controlled light (studio & remote)

Module 5

Storytelling images: Photo essays, stories; features; captions; how to enhance narrative; Working various shooting scenarios with sufficient exercises: Press conferences; political events; sporting events; protests and demonstrations; sensitive/intimate settings; food photography; classic and environmental photography; portraits and interviews; street photography

Practical

Each student has to illustrate a news story with maximum of 12 images with basic colour correction and cropping

Reference

Bavister, S. 2000. Digital Photography. London: Collins & Brown

Beazley, M. 2001. The Art of Colour Photography. London: Octopus Publishing Group Ltd

Davis, A. 1988. Magazine Journalism Today. London: Heinmann Professional Publishing

Dick, J. 2004. Writing for Magazines. New Delhi: Unistar Books

Hedgecoe, J. 1997. Workbook of Darkroom Techniques. Woburn: Butterworth-Heinemann

Hedgecoe, J. 2000. Basic Photography. London: Collins & Brown

Hedgecoe, J. 2004. Creative Photography Workbook. London: Collins & Brown

McKay, J. 2000. The Magazine Handbook. London: Routledge

Root, R. 1996. Madern Magazine Editing. New York: Brown Publishers

Sethi, P. 1977. Professional Journalism. Bombay: Orient Longman

Summer, D. And Muller, H.G. 2006. Feature and Magazine Writing. New Delhi: Surjeeth Publications

Websites

www.cosmopolitan.com

www.bbc.com/news/magazine

www.vogue.in

www.people.com

www.foto8.com

www.forbesindia.com

Intercultural Communication

Core Course: MMCJ C14.2   **6 Hours**

Objective: The subject is intended to introduce the concepts, theories, principles and skills for understanding communication between people from different cultural backgrounds and in different cultural contexts. The programme is designed to provide opportunities for students to build intercultural competence by developing intercultural awareness

Module 1

Concept of culture: definition; historic overview of intercultural communication; culture as a social institution; value systems - eastern and western perspectives; subculture; culture and identity; stereotypes/generalisations

Module 2

Intercultural communication: definition; process; importance; cultural symbols; intercultural communication research; intercultural competence; intercultural communication theories; cross cultural versus intercultural communication; role of intercultural communication in social sciences (anthropology, cultural studies, linguistics, psychology and communication studies); cross-cultural business communication

Module 3

Globalisation and culture: role of mass media in intercultural communication; barriers in intercultural communication; cultural conflicts; language as a cultural marker; development of multi-cultural societies; cross cultural management and communication

Module 4

Scope of intercultural-communication: promotion of intercultural communication and international diplomacy – artforms as tools of intercultural communication; working and living in multi-cultural environments; international information agencies and organisations (UNESCO, ITU); contemporary trends in international relations

Seminar

Present a seminar on any cultural aspects of a group (beliefs, lifestyles, customs, language, rituals, habits, attitudes etc); how it help them to sustain in life and their relationships in society

Reference

Gudykunst, W. 2003. Cross-Cultural and Intercultural Communication. Thousand Oaks: SAGE Publications

Gudykunst, W. 2002. Handbook of International and Intercultural Communication. SAGE Publications

Holliday, A., Hyde, M. and Kullman, J. 2010. Intercultural Communication. Oxon: Routledge

Neuliep, J. 2012. Intercultural Communication: A Contextual Approach. Thousand Oaks: SAGE Publications

Samovar, L., Porter, R. and McDaniel, E. 2009. Intercultural Communication. Boston: Wadsworth Cengage

Websites

www.maec.org

www.pbs.org/ampu/crosscult.html

www.ookpik.org/pdf/cross_cultural_coms.pdf

www.studentservices.utas.edu.au/factsheets/cross-culturalawareness.pdf

Malayalam Journalism

Core Course: MMCJ C14.3   **6 Hours**

Objective: Through this course students will be familiar with the historical evolution of Malayalam journalism and with the legends in Malayalam journalism and the current trends of reporting in Malayalam channels and newspapers

Module 1

Brief history of Malayalam press – Rajyasamacharam - Paschimodayam, Jnananikshepam,prominent early newspaper. Malayalam newspaper during freedom struggle - current trends in Malayalam journalism; privileges of journalists; pressrooms in legislature and IPRD; press accreditation; increase in visual contents; sensationalisation of events; scoops and exclusives in Malayalam journalism

Module 2

Legends of Malayalam journalism - Herman Gundert,Deiji bhimji - Swadeshabhimani Ramakrishna Pillai, Kesari Balakrishna Pillai -Chengulathu Kunji Rama Menon -Kandathil Varghese Mappilai, K.P. Kesavamenon - C.VKunjiraman Sahodharan Ayyappan -Vakkom Moulavi

Module 3

Present status of the newspaper and magazines in Malayalam; publicationof specialized magazines; new trends in circulation strategies; trends in layout and design of Malayalam newspaper; problems of translation and transliteration - syndicated columns - syndication of current news. Agenda setting by the print and electronic media

Seminar

Students have to prepare a story in Malayalam on any relevant issue in the society and discuss it in the classroom

Reference

Pillai, K.R.1984. Vrithanthapathrapravarthanam. Kottayam: D.C. Books

Priyadarshan, G. 1972. Manmaranja Masikakal. Kottayam: National

Raghavan, P. 2008. Malayala Pathrapravarthana Charithram

Thomas, M.V. 2005. Bharathiya Patracharithram. Thirivananthapuram: Kerala Bhasha Institute

Vijayan, K.P. 1987. Patrangal Vichitrangal. Kottayam: SPCS

Websites

www.manoramaonline.com

www.mathrubhumi.com

www.malayalam.oneindia.com

www.keralapressclub.com

www.pressinstitute.in

Business Journalism

Core Course: MMCJ C14.4   **6 Hours**

Objective: The course provides the basic knowledge on how business journalism is being practiced in newspapers, television channels and magazines. It also introduces the basic structure of Indian and Kerala economy with a global perspective. The students are exposed to the fundamentals of financial market operations through this course

Module 1

Indian Economy: features; economic reforms; bank nationalisation; new industrial policy - features and evaluation; major institutions in India; planning commission; finance commission; planning and role of state

Module 2

Kerala economy - An overview; Main industries in Kerala - problems and remedies; policies aimed at industrial growth in Kerala; money, banking and finance in Kerala economy

Module 3

Financial Markets: Money market and its instruments; capital market - meaning and structure; understanding stock; stock market operations - floating shares, debentures, share market analysis

Module 4

Growth and development of Indian financial system; RBI, SEBI. IRDA; Commercial and co-operative banks; NBFCs; Financial sector reforms

Module 5

Price rise and its consequences; government policy (fiscal policy) and monetary policy (RBI) to control inflation

Module 6

Overview of business journalism in India; major business publications and TV channels; business reporting and editing; budget reporting; ethics in business reporting

Seminar

Each student has to collect stories/articles on a particular issue, crisis or subject published in different business publications and present a seminar

Reference

Avadhani, V.A. 2008. Securities Analysis and Portfolio Management. Mumbai: Himalaya Publishing House

Gupta, N.K. and Chopra, M. 2008. Financial Markets Institutions and Services. Ane Book

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Misra, J.K and Puri, V.K. 2001. Indian Economy. Mumbai: Himalaya Publishing House

Oommen, M.A. 1993. Essays on Kerala Economy. Oxford: Oxford Publications

Prakash, B.A. 2004. Kerala's Economic Development Performance and Problems in the Post Liberalisation Period. New Delhi: SAGE

Websites

www.economicst.com

www.thehindubusinessline.com

www.businesstoday.intoday.in

Video Production (Fiction)

Core Course: MMCJ C14.5   **6 Hours**

Objective: Upon completion of this subject, students will be able to demonstrate knowledge to develop and evaluate different types of video programmes. It also aims to equip students to deal with the technical aspects of video production in pre-production, production and post-production phases

Module 1

Types of Video Programmes: Fiction; Documentary; Short Fiction; New Programmes and Interviews; Sitcom; Reality Show; Soap Opera; Science and Educational Programmes; Commercials

Module 2

Programme Research: Archives; Statistical Documents; Newspapers, Journals and Magazines; Observation and Interview; Quantitative and Qualitative information; Online and Offline information sources

Module 3

Stages of Production: Pre-production; production; post-production; planning, scripting, budgeting and scheduling

Module 4

Introduction to Camera, Lighting and Sound Recording: different types of sound recording equipment; Techniques and Software; Industry trends and experiments; Technical requirements for different video programmes

Module 5

Introduction to editing and graphics: Fundamentals of video editing and graphics; Editing and graphics for different video programmes

Practical

A group of three students has to produce a 5-minute short film based on a script prepared by the group members

Reference

Belavadi, V. 2008. Video Production Tools and Techniques. Oxford: Oxford University Press

Browne, S. 1997. Video Editing: A Postproduction Primer. Focal Press

Burrows, T. 2000. Video Production: Disciplines and Techniques. New York: McGraw Hill

Dawkins, S and Wynd, I. 2010. Video Production: Putting Theory into Practice. Palgrave MacMillan

Owens, J and Millerson, G. 2009. Television Production. Oxon: Focal Press

<u>Websites</u>

www.bbc.co.uk/academy/production

www.mediacollege.com

www.austinfilm.org

www.productionhub.com

Guidelines for Dissertation

1. Topic

Choose a topic in which you are keenly interested. A newcomer to the research field might think of a vast area of knowledge and mistake it for a research topic. The first step is to brindle your enthusiasm and narrow your area of interest to a manageable topic. The research consists of the following stages

- Writing a proposal and getting it approved by the faculty

- Reviewing existing literature

- Gathering specific data

- Analysing the data

- Writing the various chapters

- Getting the chapters typed for the first draft

- Getting the first draft approved by your research guide

- Getting the final copies made

- Submission of the bound copies

You cannot grab a vast area of knowledge and master it in a short time. You can expand your field of interest even after taking your degree

Examples: Suppose your area of interest is advertising and its impact on children, do not start with the idea of investigating all kinds of advertising on all types of children. Limit your study to the impact of say, radio advertising of children's health food, on children aged between 10 and 15.

If you are surveying the music performance of Malayalis, do not try to survey all Malayalis (that is people of all ages/occupation etc). Survey a small area in the city or a nearby village. Remember, you have to look at the cost of your research before starting it.

2. Writing a Proposal

After arriving at a suitable topic of research, write a proposal by including the following information in sequence

A. Title

The title need not be too narrow

B. Introduction

Forming bulk of the first chapter, this section should introduce your topic of research, with reference to its background, and mention how you got interested in your topic; what personal reasons prompted you to take up the topic; what idea/ideas in existing literature gave you the inspiration to do this work etc

C. Purpose of the study

The purpose of the study should be set very clearly. You may divide the purpose into two sections, if necessary: general and specific
Under the heading, you may mention the aims and objectives of your study. Enumerate the specific problems you are to tackle in your study. Explain also the importance of finding solutions to those problems

D. Review of Literature

The newcomer to the research field will sometimes mistakenly believe that the student is doing something that is totally new and that nobody has done anything like that before or nobody will do anything similar in the future. Remember, several of our problems have been studied before by other researchers. Mapping your research area is extremely important. It is quite likely that someone else has trodden your path before. The review of literature will expand the horizon of your knowledge of the

specific topic, and also give your ideas about how well you can do your job. It will educate you on the method of study and help you adapt existing methods to your specific needs. You can also improve upon existing methods and add existing knowledge. Above all, you get an opportunity to state how your study is similar or dissimilar to previous studies.

E. Methodology

Give details of the method you are adopting for your study. Explain why you consider your method the most suitable for your purpose. Connect the method with your purpose. Site examples from existing literature to support your choice.

Under this heading, you must also define your terms. General definitions and specific operational definitions are necessary. For example, the term development news is open to different interpretations. You have to tell the reader what you mean by this term. Citing examples will make clear what exactly you mean by development news. Categories of development news can be given. Each category and sub-category can be defined. Assume that your reader does not know many of the terms that you are using and explain every term from that point of view. But do not try to explain or define the obvious!

If there are formats for analysis, please give samples in this section. If any statistical test of significance is going to be used, give an indication of the test. If necessary, give example. If questionnaire survey is being used, give sample questionnaire in this section. Explain your sampling procedures. Indicate how you are going to satisfy yourself about the reliability and validity of what you are doing.

F. Hypotheses

For any research project, there should be certain hunches connected with your purpose, aims and objectives. State those hunches in clear logical terms. Such statements become your hypothesis. Enumerate your hypothesis.
The hypotheses are connected to your findings or expected findings (at the proposal stage). Your hypotheses may or may not be proved by actual findings. But you have to start with some hypotheses, based on your general knowledge about your field of research.

G. Footnote Citation

Cite books, articles and other documents you have referred to while preparing the proposal.

For articles, the following style of documentation is to be used: Name of author (in the natural order), title of article in "quotation marks", name of the journal (underline it), Vol____ No ____ Year (and month if given), page number or page numbers (eg. P.31 or pp. 112-115).

You use the exact words of an author, out those words/sentences in quotation marks and citation number (superscript) just above the last quotation mark, and footnote it with the number (start with one).

You are not using the exact words of the author but paraphrasing the author, do not use quotation marks, but give a citation number and footnote it. Give the citation from articles and in the above form. Please do not claim others words and ideas as your own. If you do so, you are plagiarising and liable for legal action. Plagiarism is as serious as stealing.