

**(Abstract)**

Revised Scheme and Syllabus of M.A. Journalism and Mass Communication programme (CBCSS)  
-implemented w.e.f. 2020 Admission in the University Department– Orders issued

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**ACADEMIC C SECTION**

Acad/C1/3938/2020

Dated: 14.01.2021

- Read:-1. Minutes of the meeting of the Syndicate held on 26.10.2019, vide item No. 2019.676
2. U.O.No.ACAD C3/22373/2019. dated 08.10.2020
  3. U.O.No.Acad/C3/22373/2019, dated 12.11.2020
  4. Minutes of the meeting of the Department Council, Dept. of Mass Communication and Journalism, Mangattuparamba Campus.
  5. Letters from the Course Director, Dept. of Mass Communication and Journalism, along with the revised Scheme, Syllabus of M.A. Journalism and Mass Communication programme CBCSS,dated 15-12-2020 & 28-12-2020

**ORDER**

1. The meeting of the Syndicate held on 26.10.2019 resolved vide paper read (1), to revise the Scheme and Syllabus of all Post Graduate programmes under Choice Based Credit Semester System (CBCSS) in the Schools/Departments of University with effect from 2020 admission.

2. Subsequently, the Curriculum Committee was reconstituted as per paper read (2) above to monitor and co-ordinate the working of the Choice based Credit Semester System.

3. Accordingly, the Revised Regulations for the Post Graduate programmes under Choice Based Credit Semester System (CBCSS) in the Schools/Departments of the University were implemented w.e.f. 2020 admission vide the paper read (3).

4. Further, the Department Council, vide paper read (4) above approved, the revised Scheme and Syllabus of M.A. Journalism and Mass Communication programme, prepared in line with the revised Regulations for Choice Based Credit Semester System, for implementation in the Dept. of Mass Communication and Journalism, w.e.f. 2020 admission.

5. Subsequently, the Scheme and Syllabus of the M.A. Journalism and Mass Communication programme, in line with the revised Regulations for CBCSS, was duly scrutinised by the Dean, Faculty of Communication and the Subject Expert and they recommended the Syllabus for implementation with certain modifications.

6. Thereafter, the revised Scheme, Syllabus of M.A. Journalism and Mass Communication programme CBCSS, after effecting the necessary modifications, as suggested by the Dean & the Subject Expert, was forwarded by the Course Director, Dept. of Mass Communication and Journalism, Mangattuparamba Campus, as per paper read (5) above, for implementation with effect from 2020 admission.

7. The Vice Chancellor, after considering the matter in detail and in exercise of the powers of the Academic Council conferred under section 11 (1) Chapter III of Kannur University Act 1996,

accorded sanction to implement the revised Scheme and Syllabus of the M.A. Journalism and Mass Communication programme under Choice Based Credit Semester System offered in the Department of MCJ, Mangattuparamba Campus, with effect from 2020 admission, subject to reporting to the Academic Council.

8.The Scheme and Syllabus of M.A. Journalism and Mass Communication programme (CBCSS), with effect from 2020 admission are uploaded in the University Website. ([www.kannuruniversity.ac.in](http://www.kannuruniversity.ac.in)).

Orders are issued accordingly.

Sd/-

**BALACHANDRAN V K**  
**DEPUTY REGISTRAR (ACAD)**  
For REGISTRAR

To: The Course Director  
Dept.of Mass Communication and Journalism  
Mangattuparamba Campus

Copy To: 1. PS to VC/PA to PVC/PA to R/PA to CE  
2. DR/AR I Academic  
3.The Examination Branch (through PA to CE)  
4. The Computer Programmer (for uploading in the website )  
5. SF/DF/FC



Forwarded / By Order

*[Signature]*  
SECTION OFFICER

*[Signature]*

Appendix to U.O.No. Acad/C1/3938/2020 dated 14.01.2021



**SCHEME AND SYLLABUS FOR**

**PG PROGRAMME**

**IN**

**M.A. JOURNALISM AND MASS COMMUNICATION**  
**(M.A.J.M.C.)**

**UNDER CHOICE BASED CREDIT SEMESTER SYSTEM**  
**(CBCSS)**

**KU CBCSS-PG-2020**

**FOR**

**DEPARTMENT OF**

**MASS COMMUNICATION AND JOURNALISM (MCJ)**

**KANNUR UNIVERSITY.**

**FOR 2020 ADMISSION ONWARDS**

**PREPARED BY:DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM,  
MANGATTUPARAMBA, KANNUR UNIVERSITY.**

**M.A. Journalism and Mass Communication SYLLABUS for University Department,  
Kannur University w.e.f 2020**

**M.A. JOURNALISM AND MASS COMMUNICATION (M.A.J.M.C.)**

The syllabi of **M.A. Journalism and Mass Communication (M.A.J.M.C.)** programme offered in the *Mass Communication and Journalism Department* of the University under semester system have been revised in the light of the direction of Syllabus Review Committee, the Department of Mass Communication and Journalism has revised the syllabus in Choice based Credit and Semester System. The revised syllabi shall apply only to Mass Communication and Journalism Department of Kannur University with effect from the academic year 2020-21 (2020 admission onwards) and KU CBCSS –PG-2020 regulations shall be applicable to this programme.

**1. Duration of the Programme:** The duration of the MCJ Programme shall be 2 years, each year comprising two semesters, each semester consisting of 400- 450 contact hours distributed over 90 days.

**2. Eligibility:** Candidate seeking admission to the programme shall be required to have obtained a Bachelor degree (under 10+2+3) of this university or any other Indian or foreign University recognized by Kannur University as equivalent thereto and has secured a minimum of 45% marks or equivalent grade in part III / core graduate course are eligible to apply. However, candidate belonging to other socially and economically backward communities are eligible for a relaxation of 5% marks in the qualifying examination. Those belonging to Scheduled Caste/Scheduled Tribe having secured a pass in the qualifying degree examination are eligible to apply for admission to the programme.

**3. Admission:** Admission to the course shall be made in the order of merit of performance of eligible candidates in the Entrance examination. The 2 hour Entrance examination will assess the candidate's language proficiency, general knowledge and aptitude for journalism field.

**Mode of selection:****Based on Entrance Examination -100 marks****Weightage:**

1. Three year degree holders with Journalism main -7 marks
2. Holders of PG diploma in Journalism - 5marks
3. Graduates with Journalism Complementary -5marks
4. Bachelors Degree holders in Multimedia Communication/Visual Communication/Film production/Video Production -5 marks.

**Weightage will be added to the total marks of Entrance test to prepare Rank List.****Candidate will be given weightage in only one of the categories, whichever is higher, only on production of original certificates.**

**4. Intake:**The intake shall be restricted to **25** for each batch. Reservation of seats for SC/ST and other backward community will be as per the Reservation Rules of the University.

**5. Course Structure:**Two kinds of courses are offered to the students in this programme. They are Core courses and Electives. Core courses are offered by the parent department offering the programme. Elective courses are offered either by the parent department or any other department.

## **Programme Objectives**

- **To give idea of journalism and its role as a catalyst for the overall social change and development**
- **To mould journalists having professional ethics and etiquette.**
- **To cultivate expertise among students in all formats of Mass Communication.**
- **To encourage students to take lead roles in the highly competitive realm of media industry.**
- **To introduce the role of media in upholding Human Rights activities.**
- **To introduce trends in Advertising industry and Public Relations.**
- **To introduce the special genres of journalism practices and to give exposure to the law relating to media and cyberspace.**
- **To introduce basics of Research Methodology to enable students to develop observational skills and research aptitude.**

## **Programme Learning Outcomes;**

**After completing the programme a student:**

- **Shall acquire in-depth theoretical and practical knowledge of Mass Communication and Journalism and related study area.**
- **Shall be competent enough to undertake professional job as per demands and requirements of Media industry.**
- **Shall be equipped with competencies in print audio-visual and digital media.**
- **Shall be aware of the current trends and new developments in the area of media, culture and society.**
- **Shall become ethically committed law abiding media professionals adhering to the human values.**
- **Shall be able to critically and objectively analyze the local, national and international issues from different perspectives.**
- **Shall enhance the leadership skills and become socially responsible citizen with global vision.**
- **Shall learn qualitative and quantitative research skills and demonstrate innovative ideas with entrepreneurial abilities.**

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**M.A. Journalism and Mass Communication-Programme Structure.****Semester-I June to October**

| No.                   | Core/<br>Elective | Subject<br>code                         | Subject/Course                               | Hours     | Credit    | Marks      |            |            |
|-----------------------|-------------------|---|--|-----------|-----------|------------|------------|------------|
|                       |                   |   |  |           |           | Internal   | External   | Total      |
| 1                     | Core              | MJJMC<br>01C 01                         | Introduction<br>to Mass<br>Communicati<br>on | 4         | 4         | 40         | 60         | 100        |
| 2                     | Core              | MJJMC<br>01 C 02<br><br>Practica<br>l.1 | News<br>Reporting<br>and Editing             | 4         | 4         | 40         | 60         | 100        |
|                       |                   |   | Newspaper<br>Production                      | 2         | 1         | —<br>—     | 20         | 20         |
| 3                     | Core              | MJJMC<br>01C 03                         | History of<br>Journalism                     | 4         | 4         | 40         | 60         | 100        |
| 4                     | Electiv<br>e      | MJJMC<br>01E 01                         | Multimedia<br>Production                     | 4         | 4         | 40         | 60         | 100        |
| 5                     | Electiv<br>e      | MJJMC<br>01E 02                         | Global<br>Communicati<br>on                  |           |           |            |            |            |
| 6                     | Electiv<br>e      | MJJMC<br>01E 03                         | Political<br>Communicati<br>on               |           |           |            |            |            |
| 7                     | Electiv<br>e      | MJJMC<br>01E 04                         | Media and<br>Human<br>Rights                 |           |           |            |            |            |
| <b>First</b>          |                   |   |  | <b>22</b> | <b>21</b> | <b>200</b> | <b>320</b> | <b>520</b> |
| <b>Semester total</b> |                   |   |  |           |           |            |            |            |

\*\*students should select any two Elective subjects.

\*\*For practical, Students should produce four newspapers and submit for external valuation.

| No.                          | Core/<br>Elective | Subject<br>code  | Subject/Course  | Hours     | Credit    | Marks            |                   |            |
|------------------------------|-------------------|------------------|---|-----------|-----------|------------------|-------------------|------------|
|                              |                   |                  |   |           |           | Internal<br>(CE) | External<br>(ESE) | Total      |
| 1                            | Core              | MJJMC<br>02C 04  | Mass<br>Communicatio<br>n Theories and<br>Media Studies | 4         | 4         | 40               | 60                | 100        |
| 2                            | Core              | MJJMC<br>02 C 05 | Advertising<br>and Public<br>Relations                  | 4         | 4         | 40               | 60                | 100        |
|                              |                   | Practica<br>12   | PSA<br>Production                                       | 2         | 1         | —                | 20                | 20         |
| 3                            | Core              | MJJMC<br>02C 06  | Broadcasting<br>and Visual<br>Media<br>Production       | 4         | 4         | 40               | 60                | 100        |
|                              |                   | Practica<br>13   | T.V. News<br>Bulletin<br>Production                     | 2         | 1         | —                | 20                | 20         |
| 4                            | Electiv<br>e      | MJJMC<br>02 E 05 | Business<br>Journalism                                  | 4         | 4         | 40               | 60                | 100        |
| 5                            | Electiv<br>e      | MJJMC<br>02 E 06 | Science<br>Journalism                                   |           |           |                  |                   |            |
| 6                            | Electiv<br>e      | MJJMC<br>02 E 07 | Data<br>Journalism                                      |           |           |                  |                   |            |
| 7                            | Electiv<br>e      | MJJMC<br>02 E 08 | MagazineJour<br>nalism                                  |           |           |                  |                   |            |
| <b>Second Semester total</b> |                   |                  |   | <b>24</b> | <b>22</b> | <b>200</b>       | <b>340</b>        | <b>540</b> |

**Semester-II- November to March.**

\*\*students should select any two Elective subjects.

\*\*For practical 2, students should produce and submit a Public Service Advertisement (visual) for external valuation.

\*\*For practical 3, students should produce and submit T.V News Bulletin (20-25 minutes) for external valuation.

### Semester III June to October

| No.                   | Core/<br>Elective | Subject<br>code  | Subject/Course                               | Hours        | Credit    | Marks            |                   |            |            |
|-----------------------|-------------------|------------------|--|--------------|-----------|------------------|-------------------|------------|------------|
|                       |                   |                  |  |              |           | Internal<br>(CE) | External<br>(ESE) | Total      |            |
| 1                     | Core              | MJJMC<br>03C 007 | Research<br>Methodology                      | 4            | 4         | 40               | 60                | 100        |            |
| 2                     | Core              | MJJMC<br>03C 08  | Introduction<br>to Film and<br>Documentary   | 4            | 4         | 40               | 60                | 100        |            |
|                       |                   | Practical<br>.4  | Documentary<br>or Short Film<br>Production   | 2            | 1         | —                | 20                | 20         |            |
| 3                     | Elective          | MJJMC<br>03 E 09 | Marketing,<br>Branding and<br>Communications | 4            | 4         | 40               | 60                | 100        |            |
| 4                     | Elective          | MJJMC<br>03E 10  | Sports<br>Journalism                         |              |           |                  |                   |            |            |
| 5                     | Elective          | MJJMC<br>03 E 11 | New Media<br>and Technical<br>Writing        | 4            | 4         | 40               | 60                | 100        |            |
| 6                     | Elective          | MJJMC<br>03E 12  | Health<br>Communication                      | 4            | 4         | 40               | 60                | 100        |            |
| 7                     | Elective          | MJJMC<br>03 E 13 | Photography<br>and Photo<br>Journalism       |              |           |                  |                   |            |            |
| <b>Semester total</b> |                   |                  |  | <b>First</b> | <b>22</b> | <b>21</b>        | <b>200</b>        | <b>320</b> | <b>520</b> |

\*\*students should select any **three** elective subjects.

\*\*For practical 2, students should produce and submit a Public Service Advertisement (visual) for external valuation.

\*\*For practical 3, students should produce and submit T.V News Bulletin (20-25 minutes) for external valuation.

### Semester- IV November to March

| No.                   | Core/<br>Elective | Subject<br>code  | Subject/Course                   | Hours     | Credit    | Marks            |                   |            |
|-----------------------|-------------------|------------------|----------------------------------|-----------|-----------|------------------|-------------------|------------|
|                       |                   |                  |                                  |           |           | Internal<br>(CE) | External<br>(ESE) | Total      |
| 1                     | Elective          | MJJMC<br>04E 14  | Media Law<br>and Ethics          | 4         | 4         | 40               | 60                | 100        |
| 2                     | Elective          | MJJMC<br>04E 15  | Development<br>Communication     |           |           |                  |                   |            |
| 3                     | Elective          | MJJMC<br>04E 16  | Media and<br>Cultural<br>Studies |           |           |                  |                   |            |
| 4                     | Open<br>Elective  | MJJMC<br>04O01   | Screen<br>Writing                | 4         | 4         | 40               | 60                | 100        |
| 6                     | Core<br>(Project) | MJJMC<br>04 C 09 | Dissertation<br>and<br>Viva Voce | 4         | 4         | _____            | 100+<br>50        | 150        |
| 8                     | Internship        | Practical<br>1.5 | Internship                       | _____     | _____     | 10               | _____             | 10         |
| <b>First</b>          |                   |                  |                                  | <b>16</b> | <b>16</b> | <b>130</b>       | <b>330</b>        | <b>460</b> |
| <b>Semester total</b> |                   |                  |                                  |           |           |                  |                   |            |

\*\*students should select any **two** elective subjects.

\*\*students **should take an Open Elective Course** either from the parent department or from any other department offering Open Course.

\*\* Students should prepare and submit a project dissertation on any topic from Journalism and Mass Communication discipline. A Viva Voce examination will be based on the dissertation.

\*\* Marks for internship should be allotted by the HOD on submission of Internship Certificate form concerned organisations by students.

**Grand Total marks for MCJ Programme I to IV Semester- 2040.**

**Total marks for semester – I - 520**

**Total marks for semester – II- 540**

**Total marks for semester – III- 520**

**Total marks for semester – IV- 460**

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**Grand Total - Credits -80, (Core Credit-40, Elective Credit-40),  
Total Hours-84**

**7. Credit Requirements:**

The total credits required for the successful completion of a four semester Programme will be between 72 to 80. The students are expected to do all core courses and 2 elective subject each in Ist, and IInd semesters. Regarding IIIrd semester, students should select 3 elective subjects. For IVth semester, students should select 2 elective subject and the Open Elective Course either from parent department or from any other departments/centres of the University offering Open Elective Course. However, the elective need not necessarily be one from the list given above, as the department may change the electives from time to time depending on the availability and specialization of faculty and choice of the student.

**8. 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. The student within a maximum of 10 working days after the commencement of the class can change the optional courses in consultation with their student advisor who is a faculty member, if the student feels that he/she has registered for more courses than he/she can handle. No student shall register for more than 24 credits and less than 16 credits in a semester.

**9. 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 courses shall be 100, with a maximum of 40% marks for Continuous Evaluation and 60% 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 50%.

10. CONTINUOUS EVALUATION (CE) :The maximum marks for Continuous Evaluation shall be 40 and shall be based on the following components:

Theory:

- (a) Two Assignments 20% = (8+8) 16  
 (b) Two Class Tests 10% = (4+4) 8  
 (c) One Seminar Presentation 40% = 16

Practical:

- (d) Practical Test 50% of 40= 20  
 (e) Record 25% of 40 =10

\_\_\_\_\_ Total Marks for Internal 40.

### 11. DISSERTATION AND VIVA VOCE

In the fourth semester each student shall submit a dissertation on any topic of his/her interest. The dissertation aims at introducing the students 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 topics shall be approved by the Department Council. Each student shall be guided in his/her project by a member of the faculty. A Board of Examiners comprising not less than three members (One external examiner and internal examiners), constituted by the head of the department shall evaluate and decide the marks to be awarded to the student for the dissertation. The same Board of Examiners shall also conduct the final semester comprehensive Viva-voce examination based on dissertation.

| <b>Components for Evaluation:</b> | (Out of  |
|-----------------------------------|--|
| 100marks)                         |  |
| 30%                               | Review of Literature and Formulation of the Research Problem/Objective |
|                                   | Methods and Description of the techniques used 5%                      |
|                                   | Analysis and Discussion of results 40%                                 |
|                                   | Presentation of the report, organization, styling, references etc. 15% |

A Viva Voce examination will be conducted at the end of IV semester based on the project. The Viva Board comprising not less than 3 members (One external examiner and internal examiners), and the Head of the Department as Chairperson will be in charge of the conduct of the Viva. Viva Voce examination based on the Project work/Dissertation-**50 marks.**

12. INTERNSHIP: Internship is compulsory for every students for a period of 30 days, and can be done either after completing second semester or after completing Fourth semester.

### 13. GRADING:

I). An alphabetical Grading System shall be adopted for the assessment of Student's performance in a Course. The grade is based on six-point scale. The following Table gives the range of marks grade points and the alphabetical grade.

| <b>Range of Marks</b> | <b>Grade Points</b> | <b>Alphabetical Grade</b> |
|-----------------------|---------------------|---------------------------|
| <b>90-100</b>         | <b>9</b>            | <b>A+</b>                 |
| <b>80-89</b>          | <b>8</b>            | <b>A</b>                  |
| <b>70-79</b>          | <b>7</b>            | <b>B+</b>                 |
| <b>60-69</b>          | <b>6</b>            | <b>B</b>                  |
| <b>50-59</b>          | <b>5</b>            | <b>C</b>                  |
| <b>Below 50</b>       | <b>0</b>            | <b>F</b>                  |

A minimum of Grade Point 5 (Grade C) is needed for the successful completion of the course. Performance of the student at the end of each semester is indicated by the Grade point average (GPA) and is calculated by taking the weighted average of grade points of the course successfully completed. The overall performance of a student is indicated by Cumulative Grade Point Average (CGPA).

Based on the CGPA over letter grade of the student shall be the following way.

| CGPA          | OVERALL GRADE | LETTER |
|---------------|---------------|--------|
| 8.5 and above | A+            |        |
| 7.5 – 8.49    | A             |        |
| 6.5 – 7.49    | B+            |        |
| 5.5 – 6.49    | B             |        |
| 4.5 – 5.49    | C             |        |

II. A student fails in a course can reappear for the end semester examination of the same course along with the next batch, without taking a readmission or choose another course in the subsequent semesters of the same programme to acquire the minimum credits needed for successful completion of the programme.

III. There shall not be provision for improvement of CE and ESE.

IV). Those who secure only the minimum credits for Core/Elective subject has to supplement the deficiency required for obtaining the minimum total credits required for the successful completion of the Programme from Core/Elective /Open Courses.

V). No student shall be allowed to take more than eight consecutive semesters from the date of enrolment for completing the programme.

***\*Department of Mass Communication and Journalism,  
Kannur University.***

**Question Paper Template for Theory Examinations**

**M. A. Journalism and Mass Communication, Kannur University**

(CBCSS) 2020 Admission onwards)

Semester.....

Subject Code and Title.....

**Time: 3 hours**  
**60**

**Total Marks:**

A. Write short notes on any *five* of the following, each question carries *Three* marks: **(5x3=15)**

1.....

2.....

3.....

4.....

5.....

6.....

B. Write short essay on any *three* of the following, each question carries **Five** marks; **(3x5=15)**

7.....

8.....

9.....

10.....

11.....

C. Write long essays on any *three* of the following, each question carries *Ten*marks; **(3x10=30)**

12.....

13.....

14.....

15.....

16.....

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**M. A. JOURNALISM AND MASS COMMUNICATION**  
**(M.A.J.M.C)**  
**PROGRAMME SUBJECTS.**

**Semester -1, Core Course-1**

**MJJMC01C 01 Introduction to Mass Communication**

**Learning objectives:**

- To disseminate basic knowledge of mass communication processes to students.
- To make the students familiar with basic masscommunication theories, theoretician and contexts.
- To introduce mass communication models and its empirical aspects.
- To develop critical and analytical approach among students logical evaluation of the mass communication realm.

**Learning Outcomes:**

At the completion of the course, the students shall be able to:

- Understand the socio-cultural and political relevance of masscommunication.
- Understand the dynamics of mass communication sphere in a scientific way by adopting suitable models and theoreticalframeworks.
- Critically analyse the functioning of communication systems in the development of the society in all respect.

**Module-1:** Communication-Definitions, Meaning, Elements-source, message, channel, receiver, feedback, noise, Process, Functions, Dysfunction, Nature, Features & Scope.7'Cs of Communication. Human Communication-Verbal & Non Verbal, Conceptof'Mass'- EvolutionofMassCommunication, Mass Society & Culture.

**Module-2:** Types of Communications- Intra Personal, Interpersonal, Participatory, Mediated Communication, Group, Crowd and Mass Communication-Nature, Functions, Scope,. Barriers of communications-remedies, Sociological & Psychological needs & importance.

**Module-3:** Models of Communication-All major models, Aristotles, Claude E.Shanon& Warren Weavers, Wilbur Schramms, Harold D. Lasswells, Charles E. Osgoods, Gerbners, NewCombs, David Berlos, SMCR, Beckers, Riley &Rileys, De Fleurs, Westely&Maclean, Dance model.

**Module-4:** Concepts of, Mass Media –Print-Newspapers, Magazine-, -Electronic- Radio, -Visual- Television, Cinema,-Cyber- Internet-Nature, Scope, Pros & Con etc. Folk Media, Mainstream Media, Popular Media, Multi-mediality, Blogging. Mass Media effects- Violence, obscenity, attitude and behavioural changes, Concept of gatekeeping; models of gatekeeping - White, Galtung and Ruge, News flow and its models-McNelly, Bass and Mowlana.

**Module-5:** Normative Theories of Press- Authoritarian, Libertarian, Socialist-Communist, Social Responsibility, Development Media & Democratic Participant Theories. Herbert Marshall McLuhan-Life, History, Contributions, Ideology, Books, Concepts -Mechanical Vs. Electrical Age,

Global Village, Medium is the Message, Hot Media & Cool Media, Narrowcasting, Demassification, Convergence, Accessibility, Reach, Global Village, and International Information order.

**Module-6:** SITE, KHEDA, KCP, EDUSAT experiments, Indian Media & Emergency-Ownership patterns, Private Satellite Channels, Video & Cable TV in the Indian sky, (HDTV) High Definition Television, Educational Vs Instructional Television. INSAT Commercial Broadcasting, FM Radio, Indian Media in the Era of Convergence.

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**Books for Reference:**

1. Mass Communication – A Critical analysis – Keval J Kumar
2. Professional Journalism – M. V. Kamat
3. Theory and Practice of Journalism – B. N. Ahuja
4. Professional Journalist – John Hohenberg
5. Mass Communication – Wilbur Schram
6. Understanding Media – Marshall McLuhan
7. Folk Media for Development – N. Usha Rani
8. Theory & Practice of Journalism – B N Ahuja
9. Mass Media and National Development – Wilbur Schramm
10. Passing of Traditional Society – Daniel Lerner
11. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications, 1988
12. Communication models for the study of Mass Communication – Denis Mc Quail and S. VenWindah, Longman, Singapore Publications, 1981
13. Theories of Mass Communication – Melvin L Defluer and Sandra J Ball, Longman Publications
14. Educational TV in India: Challenges and Issues – N.Usha Rani- Discovery Publishing House, New Delhi, 2006.

**Books for further reading**

1. Joseph A Devito : Communicology: Introduction to the study of Communication
2. Joseph R. Dominick : The Dynamics of Mass Communication
3. Denis McQuail : McQuail's Mass Communication Theory
4. Melvin L. Defleur : Fundamentals of Human Communication
5. Denis McQuail and SwenWinhall : Communication Models
6. Aglee, Ault & Emury : Main Currents in Mass Communication
7. J. V. Vilanilam : Mass Communication
- 8 Melvin L Deflur & Sandra Ball-Rokaech : Mass Communication Theory
- 9 VirBala Aggarwal, V. S. Gupta : Handbook of Journalism and Mass Communication
10. Marshall McLuhan : Understanding Media
11. David K Berlow : The Process of Communication
12. Kuppuswami : Communication and Social Change
13. Keval J Kumar : Mass Communication in India
14. D S Mehta : Mass Communication and Journalism in India
15. Dr. J V Vilanilam : Mass Communication in India

**Semester 1, Core Course-2:**  
**MJJMC01C 02-News Reporting and Editing.**

**Learning Objectives:**

- To cater basic principles of news, practice of news editing with respecting ethical values.
- To give practical training in news reporting, writing style and editing with special focus on convergencejournalism.
- To introduce the principles and techniques of news management and desk management.
- To familiarize students with unique fields of specializedreporting and newspaper design.

**Learning Outcomes:**

- At the completion of the course the learners shall be:
- Familiar with professional and ethical news reporting and editing skills.
- Able to understand the language of news, objectivity, accuracy in practice of newswriting
- Able to evaluate news, maintain accuracy and design newspaper with latest technological tools.

**Module- 1:** News- Concepts, definitions, purpose, elements, value, forms. Ingredients of News classification & Types of News. Sources of News-Beats, Wire service, News factors; functions of News- kinds of News- Predictable & Unpredictable News; Soft News &Hard News, anticipated news, follow-ups, new trends in reporting.

**Module- 2:** News Story-Structure of news story-inverted pyramid and narrative styles. Principles of News writing. Intro & Lead, Body, back grounding, conclusions & their variations; 5W's & 1H, different kinds of Lead. Reporting speeches, seminars, conferences, press conferences, meet the press, briefings, press releases, court proceedings, and legislature. Reporting for magazine-genre.

**Module-3:** Reporter-Qualities, Qualifications, duties, functions, news gathering qualities of reporter-speed Vs accuracy, ethics Vs objectivity, news Vs views, truth Vs balance. Specialised Reporting-Development news; science & technical news; business news, election news, sports news, accidents, death, disastrous, conflicts, obituaries, weather & human interest stories. Interviews Art of Interviewing, Investigative, interpretative, interrogative, embedded in-depth, third-page, aggressive, yellow, paparazzi, tabloid, and precision journalism.

**Module-4:** News Editing-Meaning, principle, need, purpose, functions, Proof Reading. Editing Process & Style Sheet Subbing-Selecting, Examining, Checking, Correcting & Rewriting- facts, language, leads, stories, comments & news. Wire copy Vs. Bureaus copy/Correspondent copy. Translation Vs. Transcreation, Principles, Techniques, Practice. Copy Reading Vs. Proof Reading.

**Module-5:** Copy Desk-Role & Function- Headlines –types and functions of headlines; principles of headlining; subheads, captions and catchwords; traditional and modern headline styles -Newspaper, Magazine, Use of White Space, Space Saving, Copy Fitting. Editorial Page Contents-Editorial, Middle, Boxes, Cartoon segments,

**Module-6:** Qualities of editor, News Desk-, organizational structure, functions, duties, roles, responsibilities-Chief News Editor (CNE), News Editor, Executive Editor, Resident Editor, Asst.Editor, Chief Sub Editor, Sub Editor-Emergence of Special Editors, News Ombudsman, Editorial page – editorials, opinion pieces, middles and letters to the editor; principles of editorial writing; types of editorials; qualities of and responsibilities of leader writers. Fundamentals of

Electronic Editing, Logging principles.

**Module-7:**Newspaper Design in general, principles, types, elements, colour management, front-page design and layout trends, Magazine design, Magazine cover. Software Practical Training-Basics & Principles- -MS Word, Power Point, Page maker, In Design, Adobe Photoshop, Adobe Illustrator.

### **Books for Reference**

1. Bruce Westley, **News Editing**, Boston: Houghton Mifflin Company, 1972
2. Harold Evans, **Newsman's English, Handling Newspaper Text, News Headlines, Pictures on aPage, Newspaper Design (A Five-Volume Manual of English, Typography and Layout)**London:National Council for the Training of Journalists, 1984.
3. Floyd Baskette and Jack Sissors, **The Art of Editing**, New York: Macmillan Publishing Co, 1986
4. Jerry Lanson and Mitchell Stephens, **Writing and Reporting the News**, New York: Oxford University Press, 2008
5. Sunil Saxena, **Headline Writing**, New Delhi: Sage Publications, 2006
6. AmbrishSaxena, **Fundamentals of Reporting and Editing**, New Delhi: Kanishka Publishers, 2007
7. Carl Sessions Stepp, **Writing as Craft and Magic**, New York: Oxford University Press, 2007 .
- 8.
9. T.J.S. George, **Editing: A handbook for Journalists**, New Delhi: Indian Institute of Mass Communication, 1989
10. M.L. Stein and Susan Paterno, **The News Writer's Handbook**, New Delhi: Surjeet Publications, 2003
11. George Hough, **News Writing**, New Delhi: Kanishka Publishers, 2004
12. Jan Hakemulder and Fay Jonge, **News Reporting and Editing**, New Delhi: Anmol Publications, 2002
13. Ron Smith and Loraine O'Connell, **Editing Today**, New Delhi: Surjeet Publications, 2004
14. M.K. Joseph, **Outline of Editing**, New Delhi: Anmol Publications, 2002
15. N C Pant and J Kumar; **Dimensions of modern journalism**, Kanishka pub , New Delhi

### **Books for further reading**

1. B.G. Verghese (Ed.), **Breaking the Big Story; Great Moments in Indian Journalism**, New Delhi: Penguin Books, 2003.  
Books for Further Reading
2. David Randall, **The Great Reporters**, London: Pluto Press, 2005.
3. T.J.S. George, **Lessons in Journalism: The Story of Pothan Joseph**, New Delhi: Viva Books, 2007

4. Anita Pratap, **Island of Blood**, New Delhi: Penguin Books, 2002
5. B. G. Verghese, **Warrior of the Fourth Estate: Ramnath Goenka of the Express**, New Delhi: Penguin Books, 2005
6. Kuldip Nayar, **Scoop: Inside Stories from the Partition to the Present**, New Delhi: HarperCollins Publishers, 2006
7. Edward Herman & Noam Chomsky, **Manufacturing Consent: The Political Economy of the Mass Media**, New York: Vintage, 1994
8. Bob Woodward, **The Secret Man: The Story of Watergate's Deep Throat**, London: Simon & Schuster, 2005.
9. P. Sainath, **Everybody Loves a Good Drought**, New Delhi: Penguin Books, 2004.
10. Laurence Campbell and Roland Wolseley, **How to Report and Write the News**, New York; Prentice-Hall, 1961

### ➤ **For editing:**

1. Bruce Westley, **News Editing**, Boston: Houghton Mifflin Company, 1972
1. Harold Evans, **Newsman's English, Handling Newspaper Text, News Headlines, Pictures on a Page, Newspaper Design** (*A Five-Volume Manual of English, Typography and Layout*) London: National Council for the Training of Journalists, 1984.
2. Floyd Baskette and Jack Sissors, **The Art of Editing**, New York: Macmillan Publishing Co, 1986
3. Jerry Lanson and Mitchell Stephens, **Writing and Reporting the News**, New York: Oxford University Press, 2008
4. Sunil Saxena, **Headline Writing**, New Delhi: Sage Publications, 2006
5. Ambrish Saxena, **Fundamentals of Reporting and Editing**, New Delhi: Kanishka Publishers, 2007
6. Carl Sessions Stepp, **Writing as Craft and Magic**, New York: Oxford University Press, 2007

### **Books for Further Reading**

1. T.J.S. George, **Editing: A handbook for Journalists**, New Delhi: Indian Institute of Mass Communication, 1989
2. M.L. Stein and Susan Paterno, **The News Writer's Handbook**, New Delhi: Surjeet Publications, 2003
3. George Hough, **News Writing**, New Delhi: Kanishka Publishers, 2004
4. Jan Hakemulder and Fay Jonge, **News Reporting and Editing**, New Delhi: Anmol Publications, 2002
5. Ron Smith and Loraine O'Connell, **Editing Today**, New Delhi: Surjeet Publications, 2004
6. M.K. Joseph, **Outline of Editing**, New Delhi: Anmol Publications, 2002

**Semester- 1- Core Course-3**  
**MJMC01C 03-History of Journalism**

**Learning Objectives:**

- To introduce the origin and development of various media in the global scenario.
- To introduce students the development of press/media in India and political background..
- To understand role of various media organizations and agencies in pre- independent India.

**Learning Outcome:**

- At the completion of the course, the learners shall be able to
- Understand the historical development of press in India and the world.
- Understand the growth of regional press and its role in India's freedom movement.
- Familiar with development and functioning of Radio, T.V and Indian film industry.

**Module-1:** Origin & Growth of International Journalism Scenario-Beginning of Journalism in India. developments in Europe, Afro- Asian-Pan American-emergence of telecommunications system and its impact-Development of typesetting and printing technologies and their impact -special reference to India. Indian Media in Pre Independence, Role of Press in Independence struggle. Contributions of J.A.Hickey, J.S.Buckingham, Raja Ram Mohan Roy, Gopala Krishna Gokhale, Surendranath Banerjee, B.G.Horniman, Contribution of Gandhi, Ambedkar, Abdul Kalam Azad, Nehru, Tilak etc, M.Chalapathi Rao, S.Sadanand, and Christian Missionaries.

**Module-2:** Post Independence era & Indian Journalism. -Bennett Coleman & Co – Times of India, Birla – Hindustan Times, Kasturi & Sons – Hindu, Ramanath Goenka – Indian Express, Deccan Herald, Statesman, Amrit Bazar & Anand Bazar Patrika, Pioneer, Telegraph etc.

**Module-3:** Growth of Language Press-Vernacular Regional Newspapers & Print Media- Vernacular Press Act of 1878. Beginning of Prominent Newspapers & Editors- Growth of Periodicals & Publishing Houses - Magazine Journalism. Press Commissions & Recommendations-A.K. Chanda, B.G Verghese, P.C. Joshi, Kuldip Nayar, Justice Manisana, growth of news agencies in India-RNI, Press Council, IIMC, Press Institute of India, PIB, PTI, UNI, INS, Publication Division, , AMIC, Prasar Bharati Act.

**Module-4:** History of Indian Radio Broadcasting-Evolution, growth. Radio Rural Forums, Agricultural, Educational, Science & Development Programs-Commercial Broadcasting-Vividh Bharathi. Development of Television broadcasting-Satellite TV, Cable TV, Internet—modernization and diversification —Satellite. Development of news agency system – Havas, Reuters, AP etc. Reuter's monopoly. Historical development of Indian films—major film production centres—Bombay, Chennai, Kolkata etc — major film personalities.

**Module 5:** Brief history of Malayalam Journalism – Rajyasamacharam – Paschimodayam – Gnana Nishkhepam Malayalam newspapers during freedom struggle – current trends in Malayalam journalism Luminaries of Malayalam journalism Herman Gundert, Swadeshbhimani Ramakrishna Pillai, Devji Bhimji, Kesari Balakrishna Pillai, K. P. Kesava Menon, Kandathil Varghese Mappilai and C. V. Kunjiraman. Press and social reforms in Kerala.

**Reference:**

1. Robbin Jeffery ; India's newspaper Revolution , Oxford university press
2. Franklin , Bob et al; Key concepts of journalism studies , Vistaar publications
3. Singh , Manorama ; History of journalism, Discovery publishing house, New Delhi
4. Navin Chandra and Chaughan ; Journalism Today , Kanishka pub , New Delhi.
5. Keval.J.Kumar ; Mass Communication in India , Jaico publication, New Delhi.
6. M.Rogers and Ana AravindSinghlal ; India's information Revolution

**For further reading:**

1. AmeliaBonea,TheNews of Empire:Telegraphy,Journalism and the Politics of Reporting in Colonial India, OUP,2016
2. ArvindSinghal, Everett M Rogers, India's Information Revolution,2001
3. B S Kesavan, History of Printing and Publishing in India, Vol. I-III, NBT,1997
4. Barns,Maragarita,TheIndianPress,History of Growth of Public Opinion in India,GAllen and Unwill, London, 1940
5. Briggs, A and Burke,P,Social History of Media:From Gutenberg to the Internet,(Polity Press,2010)
6. H R Luthra, Indian Broadcasting,1986
7. Israel,Milton.Communications and Power,Propaganda and the press in the Indian nationalist struggle,1920-47 Cambridge University press, Delhi1994
8. Natarajan, History of Indian Journalism,1995
9. K M Shrivastava, News Agencies from Pigeon to Internet,2007
10. Krishnamurthy, Nadig. The History of Journalism in India, Mysore Prasaranga1968.
11. Natarajan. S, A History of the press in India, Asia Publishing House,1962.
12. P C Chatterjee, Broadcasting in India, Sage,1991
13. Parthasarthy Rangaswami,Journalism in India from the Earliest to the Present Day,(Sterling Publishers,1989).
14. Press Council of India, Future of Print Media,2001
15. Robin Jeffrey, India's newspaper revolution,2000
16. S C Bhatt, Indian Press Since 1955
17. Usha M. Rodrigues & Maya Ranganathan, Indian News Media-From Observer to Participant,2014
18. Vanita Kohli- Khandekar, The Indian Media Business, 4<sup>th</sup> edition,2013

**Semester 2, Core Course I: MJJMC02C 04**  
**Mass Communication Theories and Media Studies.**

**Learning objectives:**

- To understand the origin and development of Mass Communication theories.
- To understand various classification of theories.
- To understand media analysis technique.

**Learning outcome:**

The learners shall be able to;

- Understand a critical knowledge of key themes of theories and media studies.
- Familiar with different schools of media theory.
- Understand application of theory and media analysis technique.

**Module-1:** Communication Theory-Origin, Definitions, Classification, Trends-Ideological, Political, Social, Psychological.- Society, Culture, The political-economic perspectives, Marxist view and the concept of cultural hegemony, persuasion and propaganda, Media as a democratic institution.

**Module-2:** Types of Theories-Stalagmite/Information Flow Theories-Single-step, Two-step & Multi-step Flow theory-Opinion Leaders-Role, functions, importance. Psychological Theories - Cognitive Dissonance-Selective Exposure, Selective Perception, Selective Retention theories, Personal Influence/Difference theories, Magic Bullet theory/ Hypodermic Needle theory. Sociological Theories-Play theory, Commercial theory, Uses & Gratification Theory, Cultivation theory, Dependency Theory, Priming, Agenda Setting theory, Framing theory, Technological determinism. D-westernisation and decolonisation in media studies, theories and analysis

**Module-3:** Social Theories –Communication & Media-Marxist Thoughts & Interpretations. Frankfurt School of Thoughts. Jurgeon Habermass-Public Sphere- Structuralism. Contributions of Max Webber, Harold Lasswell, Schumpeter, Noam Choamsky, Robert Machesney, Alvin Toffler etc.

**Module-4:** Gate Keeping, Persuasive Programming, Cultural Aggression, Stereotyping, Convergence, Manufacturing Consent /Dissent, Audience Perception (passive/active), Observation Media Violence Theories-Observational Learning theory, Reinforcement theory, Catharsis theory, narcosis Cultivation theory, Stimulating Effect theory, Aggressive Cues Theory.

**Module-5:** Media Study & Analysis- Introduction-Credibility, Objectivity, Interactivity-Message-content, language, code, structure, treatment. Media Sphere, Reach & Access, Readership & Circulation, Listening & Viewing. Effects of globalization on media systems and their functions.

**Books for Reference:**

1. Stanley J. Baran & Dennis K Davis, **Mass Communication Theory: Foundations, Ferment, and Future,**

Thomson & Wadsworth

2. Gerald Stone, **Clarifying Communication Theory**, Surjeet Publications
3. Denis McQuail, **McQuail's Mass Communication Theory**, Sage Publications
4. Denis McQuail, **McQuail's Reader in Mass Communication Theory**, Sage Publications
5. Bettinghus E P, **Persuasive Communication**
6. Melvin I. DeFleur, **Theories of Mass Communication**, David Mckay Company
7. J.V. Vilanilam, **Mass Communciation: Theory and Practice**,  
MakhanlalChaturvediRashtriyaPatrakaritaViswavidyalaya, Bhopal
8. Srinivas R. Melkote&Sandhya Rao, **Critical Issues in Mass Communication**, Sage Publications
9. W. James Potter, **Media Literacy**, Sage Publications

## Semester 2. Course -2

### MJJMC 02 C 05 -Advertising and Public Relations

#### Learning Objectives:

- To cater the basic theoretical framework of advertising, PR and their role in marketing & management.
- To understand the various dimensions of communication strategies involved in advertising and Public Relations.
- To introduce the evolution of Advertising , PR & Corporate Communication and their role in marketingcommunication

#### Learning Outcomes:

- After the completion of the course, the learners shall be able to
- Understand the role of advertising & public relations in the corporate environment and describe the strategies, tactics, and techniques.
- Understand societal impact of advertising &PR and the need for ethicalpractice in the highly creative realm.
- Perform a consultant as corporate communication, market analysis, and consumer behavior and communication strategist.

**Module-1:**Introduction to advertising-History, Evolution & Growth of Advertising. Definition, Functions & Relevance. Types of advertising, Classifications, Role of advertising in the Marketing & Communication Process. Economic, social & psychological significance of advertising & criticisms. Code of Ethics, ASCI, new trends advertisements.

**Module-2:** Structure of an Advertisement/Commercial-Elements-Body, copy/text, colour, slogans, headlines, illustrations, trade names, logos, copy themes, appeals, trademarks, graphics, visualization. Principles & Fundamentals of Layout, Design, Production processes in different media. Spots & jingles. Copy writing techniques & exercise in copy writing.

**Module-3:** Advertising Agency-system, structure, management, hierarchy, different departments, functions, operations. Prominent Advertising agencies & Personalities- Advertising Media-Media selection, scheduling & Media AIDA,DAGMAR, Advertising campaigns, Product analysis-USP-Brand building & positioning-

**Module-4:**Public Relations-Definitions, concept- Origin & Development-New trends, PR Vs. Propaganda, PR vs. Publicity, PR Vs. Public Opinion, PR Vs. Advertising, PR Vs. Persuasion. PR functions, process, roles, aims, objectives, PR Codes, Ethics & Regulations, PR Manager/Practitioner, functions, responsibilities, practice, qualifications, and training. History & Development of Public Relations in India. PR Professional Organizations, Associations & Conferences -IPRA, PRSI, PIB, DPR, Bureau of Outreach and Communication (DAVP Films Division, Directorate of Field Publicity, Song & Drama Division).

**Module-5:**Public Relations Tools, Instruments, Channels-Preparing & planning-House Journals, Newsletters, Hand outs, Brochures, Meet the press, Press releases, Lobbying, Press conferences, Annual Meetings, , Seminars, Symposiums, Art of PR Writing-PR & Positive coverage. PR Campaigns steps-Fact Finding, Research, Planning, Implementing, Evaluating & Feedback. Public

Relations & Mass Media PR & Management, PR & Crisis Management, PR & Image Building, PR & Philanthropy, PR & Social Communication.

**Module-6:-** PR & Corporate Communication- Role of communication in building corporate reputation, corporate identity corporate image and corporate brands. Building corporate identity: concepts, variables and process making of house styles (logo, lettering and process)-Corporate communication management-strategic corporate communication.

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**Books for Reference:**

1. S.A Chunnawalla, **Advertising: An Introductory Text**, Himalaya Publishing House
2. Subrata Banerjee, **Advertising as a Career**, National Book Trust
3. J.V. Vilanilam and A. K. Varghese, **Advertising Basics: A Resource Guide for Beginners**, Sage Publications
4. Wells, Moriarty and Burnett, **Advertising: Principles and Practice**, Pearson Education
5. George Belch, **Advertising and Promotion**, Tata McGraw-Hill
6. S.H.H. Kazmi and SatishBatra, **Advertising and Sales Promotion**, Excel Books
7. S.N. Murthy and Ubhojana, **Advertising: An IMC Perspective**
8. Littlefield and Kirkpatrick, **Advertising, Mass Communication and Marketing**
9. Otto Kleppner, **Advertising Procedures**
10. Sandage and Frybuger, **Advertising Theory and Practice**
11. Roger Barton, **Handbook of Advertising**
12. Anil Basu, **Public Relations: Problems & Prospects with Case Studies**, Image Publications
13. CEOs of leading PR Firms, **The Art of Public Relations**, Vision Books.
14. B.N.Ahuja& S.S. Chhabra, **Advertising & Public Relations**,Surjeet Publications
15. Scott.M. Cutlip& Allen H.Center, **Effective Public Relations**, Prentice Hall
16. **India Business Yearbook**, Vikas Publications
17. **Organizational Communication- Gary L.Kreps**
18. **Inside Organizational Communication- Gary L.Kreps**
19. **Corporate Communications – Argenti**
20. **Corporate Communication – Paul A.Argenti**
21. **Managerial Communication: Strategies and Applications – Geraldine E. Hynes and Geraldine Hynes**
22. **The Power of Corporate Communication: Crafting the Voice and Image of Your Business – Paul A.Argenti**
23. **Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications – Shel Holtz**
24. **Corporate Communications: Theory and Practice – Joe P. Cornelissen**
25. **Essentials of Corporate Communications and Public Relations – Harvard Business School Press ( Author) and Society for Human Resource Management ( Author)**

**Semester 2. Core Course-3**

**MJJMC 02 C 06: Broadcasting and Visual Media Production.**

**Learning Objectives:**

- To provide students with the basic knowledge in broadcast media and production technology.
- To familiarize students with various kinds of radio and television programmes.
- To provide training in producing various radio and television programmes.

**Learning Outcomes:**

The learners shall be able to;

- Understand the key concepts, technology and methods of broadcast media.
- Create radio and television infotainment programmes.
- Tap all the possibilities to create contents for radio and television programmes for development purpose.

**Module-1:** Basics of Broadcasting, News Writing-Radio/TV differences & similarities- History of Indian Television Broadcasting-Evolution & milestones-Doordarshan & Satellite channels in Indian sky- SITE, ETV, STV -Trends in Television News Industry-Major TV channels- TAM ratings. Qualities & qualifications of broadcast journalists- Role of newscaster/anchor presenter-techniques of presentation-voice over & commentary, OTT platforms.

**Module 2:** Newsroom structure, operation-News Editor & Team-Planning the newscast. News cast, commentary, news bulletin- duration, compilation & bunching. News Production-preparing the script-planning the angles & Writing for TV/Video-Visual Language, structure, style-Genre of scripts & programme-Literary Scripting Vs Visual Scripting. Different stages of scripting- conceptualization of an idea/plot, one -line treatment, one-page treatment, detailed treatment, screenplay, shoot script, story board, characterisation-Script organization. Types of Scripts & Formats, docu-features, news programme, magazine programme, talk shows, interviews.

**Module-3:** Shoot & Save-Fundamentals of TV/Video production Techniques-Kinds of Camera & Lens -Visualization of persons, place and events-Control of Camera-White & Black balance, gain control. Rules of Composition-Variou Kinds of Shots & Camera movements-Visual mixing-Single & Multi Cam shoots-Camera Formats & Tape Form-VHS, Video hi8, U-Matic, Beta & DV-cam.

**Module-4:** Light & Sound-Lights & Lighting-measuring light, outdoor & indoor lighting, use of filters. Sound Recording- microphone- types- polar pattern, Different types & format of microphones-, ambience, artificial sounds, sound effects-music, dubbing,. Editing & Studio-Post production-Logging, audio – video mixing, editing, special effects, animation, titling, graphics, preview. Offline & online editing, linear & non-linear editing. Chroma key, tele- prompter.

**Module-5:** Writing for radio: writing for programmes-News writing – structuring radio-copy-voice designing- effective use of voice – enunciation, flow, pronunciation, modulation. Format of Radio News packaging, Programme Structure and non-news programmes in Radio. Various Sound Editing Software. Radio programme production process and techniques.

**Books for reference:**

1. Andrew Boyd, **Broadcast Journalism, Techniques of Radio and Television News**, Focal Press
2. Ted White, **Broadcast News Writing, Reporting and Production**.
3. Browssard and Holgate, **Broadcast News**
4. Fletcher, **Professional Broadcasting**
5. Robert L. Hilliard, **Writing for Television, Radio, and New Media**, Wadsworth, 2004
6. Rick Thompson, **Writing for Broadcast Journalism**, Routledge.
6. Robert McLeish, **Radio Production**, Focal Press
7. Vanita Kohli-Khandekar, **The Indian Media Business**, Response Books.
8. Paul Chantler and Peter Stewart, **Basic Radio Journalism**. Focal Press
9. U. L. Baruah, **This is All India Radio**.
10. Andrew Boyd, **Broadcast Journalism, Techniques of Radio and Television News**
11. Esta De Fossard, **Writing and Producing Radio Dramas**, Sage Publications
12. K. Tim Wulfemeyer, **Beginning Radio–TV News Writing**, Surjeet Publications
13. K. Tim Wulfemeyer, **Radio–TV News Writing Workbook**, Surjeet Publications
14. Carl Hausman, Philip Benoit and Lewis Donnell, **Modern Radio Production, Programming and Performance**
15. Robert L. Hilliard, **Writing for Television, Radio, and New Media**, Wadsworth
16. **Encyclopaedia of Broadcasting: Television and Radio, Vol. I, II & III**

**Books for Further Reading**

1. Stanley J. Baran, *Introduction to Mass Communication*, McGraw Hill, 2006.
2. Vanita Kohli-Khandekar, **The Indian Media Business**, Response Books, 2006.
3. Zettl, **Television Production Handbook**, Wadsworth, 2000.
4. Ken Dancyger, **The Technique of Film and Video Editing, History, Theory, and Practice**, Focal Press, 2007.
5. Robert L. Hilliard, **Writing for Television, Radio, and New Media**, Wadsworth, 2004.
6. Arthur Asa Berger, **Scripts: Writing for Radio and Television**, Sage Publications, 1990
7. Ralph Donald and Thomas Spann, **Fundamentals of Television Production**, Surjeet Publications, 2004.
8. Anthony Friedmann, **Writing for Visual Media**, Elsevier, 2006.
9. Ivan Cury, **Directing and Producing for Television**, Focal Press, 2007.
10. Joe Nicholas, John Price and Ben Moore, **Advanced Media: Communication and Production**, Nelson, 1996.
11. Bhaskar Ghose, **Doordarshan Days**, Penguin, 2005.
12. G.C. Awsathy, **Broadcasting in India**

- 13.K.S. Mullick, **Tangled Tapes: The Inside Story of Indian Broadcasting** .
- 14.Boyd, Andrew, **Broadcast Journalism: Techniques of Radio and Television News**, 6<sup>th</sup>Edition,2012
- 15.Carrol Fleming; **The Radio Handbook**, Routledge ,2002
- 16.Hilliard,RobertL,**WritingforTelevision, Radio,andNewMedia**,11thEdition,WadsworthPublica  
tion,2014
- 17.Robert McLeish- **Radio Production**, Fifth edition-Focal Press,2005

**Semester-3, Core Course-2**  
**MJMC 03 C 07-ResearchMethodology.**

**Learning Objectives:**

- To make the learners acquainted with the process and procedures of general research.
- To offer theoretical and practical knowledge in literature review and scholarly approach in communication research.
- To impart practical training in conducting survey, data collection, data analysis and research writing

**Learning Outcomes:**

The learners shall be able to:

- Recognise the key concepts and methods in communication research
- Design research work scientifically using various methodological frameworks
- Apply theories and theoretical framework in their research work
- Analyse data and arrive at conclusions independently and scientifically report research findings in the form of research articles and theses.

**Module 1: Understanding Research:** Introduction to Research - Concept, Origin, Definitions, Classifications, Significance. Research Philosophy- Theory of Knowledge - Ontology, Epistemology and Methodology. Types of Research Approaches and Strategies - Qualitative, Quantitative, Historical, Descriptive, Exploratory, Explanatory, Fundamental, Applied, Scientific, Analytical, Experimental, Action Research & Holistic Research. Methods of Research - Survey, Case Study, Content Analysis, Census Method, Observation Method, Clinical Studies.

**Module 2: Research Elements and Processes:** Elements of Research - Concepts & Constructs, Variables & Measurements, Reliability & Validity, Process & Precision. Research Process - Identification of The Problem, Review of Literature, Research Questions, Hypothesis Formulation, Research Design, Sampling-Need For Sampling, Different Types of Sampling, Sampling Techniques, Data Collection Measurement Methods, Procedures, Study Design. Data Collection and Analysis- Types of Data, Tools of Data Collection.

**Module-3: Research Techniques and Procedures:** Tools of Research - Sampling- Questionnaire Construction, Research Interviews- Types, Scheduling, Analysis. Application of Statistical Tools - Tabulation, Frequency Distribution. Measures of Central Tendencies-Computation of Mean, Median & Mode. Measures of Dispersion - Range, Mean Deviation & Standard Deviation. Measures of Variance. Skewness & Kurtosis, Correlation Tests-Use of Chi-Square, F-Tests, T-Tests and ANOVA.

**Module - 4: Research Essentials:** Managing Dissertation-Dissertation Formats & Norms, Bibliography, Indexing, Abstracting, Referencing And Citations, Appendix, Manuscript Preparations. Proofreading, Editing and Submission. Understanding Academic Writing, Planning Literature Search, Effective Reading and Note Taking, Evaluating Literature, Research Ethics-Principles of Ethical Research, Plagiarism.

**Module-5: Research in Media And Communication:** Development & Relevance of Communication & Media Research-Meaning & Concept, Scope & Potentials-Media Research, Readership & Audience Survey. Areas of Research in Communication & Media-Source Analysis, Audience Analysis, Effects & Impact Analysis, Content Analysis, Reach & Access Analysis, Trends in Media & Communication Research.

**Books for Reference.**

1. Roger D. Wimmer & Joseph R. Dominick, **Mass Media Research**, Thomson
2. Barrie Gunter, **Media Research Methods**, Sage
3. Arthur Asa Berger, **Media Research Methods**, Sage
4. John Adams, **Research Methods for Graduate Business and Social Science Students**, Response
5. Arthur Asa Berger, **Media and Communication Research Methods**, Sage
6. Anders Hansen et al., **Mass Communication Research Methods**, Macmillan
7. Gerianne Merrigan & Carol Logan Huston, **Communication Research Methods**, Thomson
8. Klaus Krippendorff, **Content Analysis: An Introduction to its Methodology**, Sage
9. Susanna Horning Priest, **Doing Media Research: An Introduction**, Sage
10. David Dooley, **Social Research Methods**, Prentice Hall

**Semester 3- Core Course-3**  
**MJMC 03 C 08- Introduction to Film and Documentary.**

**Learning Objectives:**

- To provide insight into the historical evolution of films, film movements and documentary film.
- To introduce theoretical knowledge and practical training for both film & documentary.
- To enable the students to a critical approach film and documentary films.

**Learning Outcomes**

thelearners shall be able to;

- Articulate the trajectories in the development of film and documentary as a communication form
- Understand the process of film and documentary filmmaking.
- Develop a critical approach in understanding socio-political dimensions of film and documentary.

**Module: 1-** Lumiere Brothers, the era of silent movies, evolution of sound films and major cinema movements - German expressionism, Soviet montage, Italian neo-realism and 'French New Wave' Surrealism, impressionism; Documentary Film Movements, Free Cinema, Cinema Novo, British New Wave, The Movie Brats, Japanese, Hollywood cinema, Japanese cinema; Indian new wave cinema; Current trends: in Latin American, South Korean, and Iranian cinema. Legendary film makers.

**Module :2-**Film genres – romantic comedies, romantic drama, cops and robbers, gangsters, sci-fi fantasy, detective, funny, spoofs, thrillers, horror, religious, suspense, courtroom, musicals, history, epics, war and others. Film terminology; characteristics, potentials and limitations of cinema; types of films - feature films, documentaries, short films, animations and others; art versus commercial cinema; stages of film production- film crew.

**Module:3-** Film direction – qualities and responsibilities of a film director, world's great directors; acting – challenges and responsibilities, world's great actors. Scripting for short films and documentaries - format, scripting steps, storyboarding, shooting script and script breakdown.

**Module :4-**Brief history of documentary; characteristics and functions of documentary; Types: cinema direct, cinema verity, interactive documentary, observational documentary, expository documentary, and reflexive documentary.

**Module :5-** Production management in cinema-shooting schedule, budgeting, casting, sets, props, wardrobe and makeup; location management. Visual editing - editing techniques and transition devices; sound editing – spotting, on-screen sounds, ambient sounds, off-screen sounds, synchronous and asynchronous sound, background and foreground music, dialogue tracks, sound effects, music tracks and re-recording.

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**Movies For Viewing And Analysis.**

**Movies by Lumiere Brothers:**Arrival of a Train, Gardener with a watering hose, WorkersLeaving the Factory

**Demolition of a wall and Breakfast scene.****Other Movies**

1. A Trip to Moon by George Melies
2. The Birth of a Nation by D.W. Griffith
3. The Cabinet of Dr.Caligari by Robert Wiene
4. Battleship Potemkin by Sergei M. Eisenstein
5. Modern Times by Charles Chaplin
6. The Grand Illusion by Jean Renoir
7. Citizen Kane by Orson Welles
8. Bicycle Thieves by Vittorio De Sica
9. Rashomon by Akira Kurosawa
10. Roman Holiday by William Wyler.
11. PatherPanchali by Satyajit Ray
12. Wild Strawberries by Ingmar Bergman.
13. The Godfather by FrancisFord Coppola.
14. Pyaasa by Guru Dutt.
15. Hiroshima, mon amour by Alain Resnais.
16. Breathless by Jean-Luc Godard.
17. Knife in the Water by Roman Polanski.
18. BhuvanShome by Mrinal Sen.
19. Jules and Jim by François Truffaut.
20. Ankur by ShyamBenegal.
21. OnewhoflewovertheCuckoo's Nest by Milos Forman.
22. Elipathayam by AdoorGopalakrishnan.
23. Nayakan by Mani Ratnam.
24. AmmaAriyaan by John Abraham.
25. Piravi by Shaji N. Karun.
26. Through the Olive Treesby Abbas Kiarostami.
27. Postino by Michael Radford.
28. The Cyclist by Mohsen Makhmalbaf.
29. GulabiTalkiesbyGirishKasaravalli.
30. Spring, Summer, Fall, Winter... and Springby Kim Ki-duk.
31. Veedu by BaluMahendra.
32. Run Lola Run by Tom Tykwer.
33. The Day I Became a Woman by MarziehMeshkini.

34. Thoovanathumbikal by P Padmarajan.
35. Traffic by Rajesh Pillai.

**Documentaries for Viewing and Analysis:**

1. **Born into Brothels**, directed by Ross Kauffman and ZanaBriski.
2. **Bowling for Columbine**, directed by Michael Moore.
3. **Fahrenheit 9/11**, directed by Michael Moore.
4. **The Fog of War**, directed by Errol Morris.
5. **March of the Penguins**, directed by Luc Jacquet.
6. **The Man with the Movie Camera**, directed by DzigaVertov.
7. **Ram KeNaam**, directed by AnandPatwardhan.
8. **Bombay Our City**, directed by AnandPatwardhan.
9. **Hey Ram!! Genocide in the Land of Gandhi**, directed by GopalMenon.
10. **The Fire Within**, directed by Shri Prakash.
11. **PAPA 2**, directed by GopalMenon.
12. **Have you seen the arana? (Ningalaranayekando?)**, directed by SunandaBhat.
13. **Salesmen**
14. **Glass**
15. **Zoo**

**SUGGESTED LINKS**

1. [http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/programme\\_doc\\_documentary\\_script.pdf](http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/programme_doc_documentary_script.pdf)
2. <http://www.masmenos.es/wp-content/uploads/2013/08/Rosenthal-A.-2002-Directing-and-producing-documentary-films-and-videos.pdf>
3. [http://home.fa.utl.pt/~cfg/Anima%E7%E3o%20e%20Cinema/Cinema%20de%20Document%Elrio/The\\_Documentary\\_Handbook%20-%20Peter%20Lee-Wright.pdf](http://home.fa.utl.pt/~cfg/Anima%E7%E3o%20e%20Cinema/Cinema%20de%20Document%Elrio/The_Documentary_Handbook%20-%20Peter%20Lee-Wright.pdf)
4. [https://www.jfki.fu-berlin.de/academics/SummerSchool/Dateien2011/Papers/hoenisch\\_sapino.pdf](https://www.jfki.fu-berlin.de/academics/SummerSchool/Dateien2011/Papers/hoenisch_sapino.pdf)
5. [ietd.inflibnet.ac.in/bitstream/10603/1872/9/09\\_chapter3.pdf](http://ietd.inflibnet.ac.in/bitstream/10603/1872/9/09_chapter3.pdf).

# **M.A.J.M.C. ELECTIVE SUBJECTS.**

## **Semester I Elective Course-1.**

### **MJMC 01 E 01: Multimedia Production**

**Learning Objectives:**

- To provide practical knowledge to students about multimedia media production.
- To give training to students to design media content and manage, design media projects.
- To impart skills in graphic design and image editing required for mediaproduction.

**Learning Outcomes:**

the learners shall be able to;

- To produce contents for multimedia.
- To do essential graphic design for all types of media.
- To critically evaluate the aesthetics of content visualisation and colour management of various media.

**Module-1:** Introduction to Multimedia: Multimedia and interactivity, importance of audio, photo and video production skills in the newsroom in contemporary times Print: Process of Production: -Newspaper Front Page, Magazine Cover, Basic Word Processing-MS Word-Page Layouts & DTP-Adobe Page Maker-Text Editing, text.

**Module-2:** Photograph: Basics of photography, camera types, Rule of thirds, focal point, Composition, Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism, Photography as an important part of storytelling. Placements & Visual Design. Demonstration of low light shooting. Landscape and nature photography practices Adobe Photoshop

**Module-3:** Videography- Camera types, Menu items and shooting modes, Storage and media management, Focusing Techniques, shot composition and movements, Stability during capture, Shot decisions, Anticipating Editing, Shooting People and Objects, Lighting setups. Television Signature & Montage. &

**Module-4** Websites Opening Page. Weblog, Blogging, Bloggers, Web Development-Macromedia Dream Weaver-Web & Graphics, creating Web Pages, Hosting Web Sites. Essential Graphics & PC Operations-PC as a creative Tool, basic computer operations, and different graphic file formats.

**Module-5:** Soft Ware Practical Trainings-Basics & Principles-Knowledge & Training-MS Word, Power Point, Page maker, In Design, Adobe Photoshop, Adobe Illustrator, Corel Draw, Final cut Pro, Insciber, Premier.

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**Reference:-**

1. New media Language - Aitchison Lewis.
2. Design culture Now - Donald Albrecht Etal
3. Moving Image Theory - Joseph D Anderson, Barbara Fischer.
4. The Best News Paper design - Society of News Design.
5. A model System for Designs - Allen Hurlbart.
6. Graphic Communication Today - William E. Rayan.
7. Graphic Design as Communication - Malcolm Bernard.
8. Becoming a Graphic Designer - Stevan D. Allen
9. Graphic Design Solutions - Robin Landa.
10. Head First Design Patterns - Elizabeth Freeman Etal.
11. Design Basics - David Laner , Stephan Pentak.
12. Design for Communication - Elizebeth Resmik.
13. Universal principles of Design - William Lidwell.
14. Instruction to Design Theories and Models - M. Charles.
15. Typographic Design: Form & Communication- Rob Carter, Ben Day.
16. The Digital Photography Book by Scott Kelby, Peachpit Press
17. Video production handbook / Gerald Millerson, Jim Owens. — 5th ed.
18. Grammar of the Shot by Christopher J. Bowen, 4th Edition, Routledge
19. Picture Composition for Film and Television, Second edition by Peter Ward, Focal Press
20. The Technique of Film and Video Editing: History, Theory, and Practice, Ken Dancyger, Focal Press

#### **SUGGESTED LINKS**

1. <https://www.cambridgeincolour.com>  
<https://imaging.nikon.com/support/digitutor>

### **Semester 1 Elective Course-2.** **MJMC 01 E 02-Global Communication**

#### **Learning Objectives:**

- To introduce the concepts, models and evolution of global communication.
- To present the impact of globalisation on the communication practices across national borders.
- To give an overview of global giants in mass media industry at global level and their impact on local media cultures and social life.
- To present the key global aspects Indian media and entertainment industry

#### **Learning Outcomes:**

The learners shall be able to;

- Understand key concepts and areas of the discipline global communication to engage in the discourses related to global communication.

- Recognise the critical themes and issues in globalised communication practices and their impact on the society at large.
- Critically evaluate the functioning of media conglomerates in the world and its impact on regional media practices and consumption
- Analyse the functioning of Indian media in a globalized environment

**Module I: Global Communication-Definition and key concepts of global communication, Historical account of global communication, the era of international news agencies. Models of International Communication: Mowlana's model of International Flow of Information, Sepstrups' model of transnational television flows.**

**Module 2: Globalisation and Media-Origins of globalization, Global media structure, Multinational media ownership and control- International media dependency, Cultural imperialism, Media trans-nationalization process. Telecommunication policies. Global communication issues related with technological, cultural, political, economic and language barrier.**

**Module 3: Global Giants in Communication-Global media corporations: Walt Disney, National Amusements, Time Warner, Comcast, News Corporation, Sony etc. Internet corporations: Apple, Microsoft, Google, Amazon, Facebook etc. Global rating and advertising corporations: Nielsen Holdings, Interpublic Group etc.**

**Module 4: Regional Focus: Indian Media in Global Perspective- Contemporary trends in Indian media- Globalization and Market dominance, consolidation, monopoly and corporatization, Indian media giants: Reliance, TOI, India Today etc., and their global presence. Global interest in Indian entertainment industry. Global presence of Indian film. Hollywood in India.**

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**Reference:**

1. McQuail, D. *Mass Communication Theory*. New Delhi: Sage. (Part 3, Chapter 10)
2. McQuail, D & Windhal, S. *Communication Models for the Study of Mass Communication* 2<sup>nd</sup> edition. Pearson (Chapter 9: International Communication)
3. Mody, B (Ed.). (2003). *International and Development Communication: A 21<sup>st</sup> Century Perspective*. London: Sage.
4. Thakurta, P. G. (2011). *Media Ethics*. Oxford University Press.
5. Birkinbin, B. J. et al (Ed.). (2016). *Global Media Giants*. NY: Routledge.
6. Alleyne, Mark D. (1995). *International Power and International Communication*. London: Macmillan
7. Appadurai, Arjun (1996). *Modernity At Large: Cultural Dimensions of Globalization*. Minneapolis
8. Robertson, Roland (1992). *Globalization: Social Theory and Global Culture*. Thousand Oaks, California
9. UNESCO (1999). *World Communication and Information Report 1999-2000*. Paris: UNESCO.
10. Mowlana, H. (1996). *Global Communication in Transition; The End of Diversity?* London: Sage.
11. Mowlana, H. (1997). *Global Information and World Communication. New Frontiers in International Relations, Second Edition*. London: Sage.

**Semester- 1E Elective Course-3,**

**MJJMC 01 E 03– Political Communication**

**Learning Objectives:**

- To give understanding of how political communication works in a given political condition.
- To understand the key concepts and theoretical realm of political communication.
- To understand media's role and power in politics.

**Learning outcomes; the students shall be able to;**

- Understand how the media mould public opinion through political communication.
- To understand role of media in electoral campaign and PR works.
- To familiar with the key concepts and theories of political communication

**Module: 1.** Meaning, nature and scope of political communication -politics, democracy and media-Political Economy of Media, Political communication theories and effects - Media effects of political communication- political marketing, advertising and political P.R.

**Module: 2.** Role of media in political communication and key concepts – Priming, Agenda setting, audience, authenticity, branding, campaigns, civic society, electoral professionalism, emotionalisation, hegemonic model, manufactured consent, media centred democracy, mediatisation, permanent campaign, political advertising, political marketing, theory- Spiral of Silence - Consensus Gatekeeping vs Propaganda models — Four theories of press - Normative theories of press.

**Module: 3.** Public opinion - polls, reliability and validity of public opinion polls - conducting of public opinion -public opinion and audiences- Guiding public policies - media and foreign policy of the government-Media and policymaking.

**Module: 4.**Political ideology -left, right and centre media and terrorism - Media power in politics -Role of Media in Elections and its impact -media and political campaigns.

**Books for reference:**

- 1 An introduction to political communication - Brian McNair
2. Political communication in a new era: a cross national perspective - GadiWolfsfeld, Philippe J.Maarek.
3. Mediated politics: communication and the future of democracy-W. Lance Bennett

4. Comparing political communication: Theories, Cases and Challenges - Frank Esser, Barbara Pfetsch
- 2 Politics, media and modern democracy - David L. Swanson, Paolo Mancini
- 3 Politics and the Press : the news media and their influences - Pippa Norris
- 6 The media , politics and public life - Geoffrey Craig
- 7 Comparing media systems-Daniel C. Hallin, Paolo Mancini
- 8 Four theories of the press-Fred Seaton Siebert, Theodore Peterson, Wilbur Schramm
- 9 Normative theories of the media Journalism in democratic societies - Clifford G. Christians,
10. Theodore Glasser, Dennis Mc Quail, Kaarle Nordenstreng, Robert A. White
- 11 Mass communication theory : Foundations, Ferment and Future -Stanley J. Baran, Dennis K. Davis.
12. Democracy and the media : a comparative perspective - Richard Gunther, Anthony Mughan.
13. Political communication- Steven Foster
14. Key concepts in Political communication - Darren G. Lilleker
15. Media power in politics - Doris A. Graber

#### **Semester 1: Elective Course-4.**

#### **MJMC 01 E 04 -Media and Human Rights**

##### **Learning Objectives:**

- To impart knowledge about Promotion and Protection of Human Rights.
- To make awareness about the Human Rights and society.
- To enable the students to understand Human Rights in national and international perspectives.

##### **Learning Outcomes:**

- The students will be able to use the power of media in the promotion of Human Rights activities.
- The students will understand the need for upholding the spirit of Human Rights.
- The students can develop a pro Human Rights attitude in promoting Universal Fundamental Rights.

**Module 1:** Human Rights - concept, scope and importance—historical perspectives-changing dimensions of human rights – Human Rights movements—Human Rights and Democracy, Human Rights and Education Trade Union Rights--Human Rights and environmental issues-- Human Rights and Secular Values – Human Rights and Gender Equity--Human Rights of Accused persons- Human Rights and child labour, bonded labour - Human Rights and death, torture in police lockups--Human Rights and fighting terrorism - Concern for protection of Human Rights in the context of Globalization.

**Module 2:** Human Rights in International Perspective -- UN system and human rights- Universal Declaration of Human Rights 1948 -- International Covenant on Civil and Political Rights 1966-- International Covenant on Economic, Social and Cultural Rights 1966-- Convention on Elimination of All Forms of Racial Discrimination 1965 -- Convention on Elimination of All Forms of Discrimination against Women 1979 -- Convention on the Rights of the Child 1989 -- Role of organizations like Amnesty International, Human Rights Watch, Green Peace.

**Module 3:** Fundamental rights, Freedom of Speech and Expression under Indian Constitution, Freedom of Press, Right to Know, RTI, Right to Privacy, AFSPA, Custodial Deaths, Role and responsibilities of implementing agencies of human rights in India-- National Human Rights Commission -- State Human Rights Commission - National Commission for Women-- National Commission for Minorities - National Commission for Scheduled Caste & Scheduled Tribe (S.C. & S.T.)

**Module 4:** Media and Social Issues: Problems of girl child and women, LGBT Movement, Casteism, Violence against women, Rights of Children and Adolescents, UNCRC, Child Labour, Exploitation of children and Reform Process, Protection of Children against Sexual offences, Reflection of such issues in Media.

**Module 5:** Writing on Human Rights: Promotion, Protection and Violation, Types of Reports, Sources of News, Trends in Indian Press, Problem of writing about Human Rights Issues, Media in Promotion and Protection of Human Rights, Investigative Journalism, Media Activism, Advocacy Journalism –Role of Social Media and mobilization of public opinion.

### Reference:

1. A R Deasi(ed), Expanded Governmental Lawlessness & Organised Struggles, Bombay, 1991.
2. A R Desai, Repression and Resistance in India, Bombay, 1990.
3. B G Recharan, Thirty Years after the Universal Declaration, Hague, 1979.
4. Council of Europe, Human rights and a changing media landscape (2012)
5. D D Basu, Introduction to the Constitution of India
6. D Papademas (Ed) (2011), Human Rights and Media. Bringley, UK: EmeraldReferences
7. Gaius Ezejoifer, Protection of Human Rights under the Law, London, 1984.
8. Jack Donnelly, Universal Human Rights in Theory and Practice, Cornell, 1989.
9. Lanterpacht : International Law and Human Rights, New York, 1993.
10. Lilich Richard B. : International Human Rights Problems of Law, Policy and Practice, Boston, 1991.
11. Maalik Surendra : Fundamental Rights Cases, Lucknow, 1975.
12. Michael Perry, The Constitution, Course and Human Rights, New Delhi, 1982.
13. S. Guruswamy, Human Rights and Gender Justice, New Delhi: APH Publishers' Pvt. Ltd., (2009)
14. Tardy M. : Human Rights – The International Petition System, New York, 1979.
15. Universal Declaration of Human Rights, UNO (1945)

16. V R Krishna Iyer, *Human Rights and the Law*, Indore,1984.
17. Z Nedhati, *Human Rights in the World*, Manchester,1972.
18. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan,2011.
19. Balnaves, Mark, Stephanie Donald, and Brian Shoosmith. *Media theories and approaches: A global perspective*. Palgrave-Macmillan. 2009 (Pg No. 3-10, 11-34, 35-53).
20. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73,287-305.
21. Asen, Robert & Brouwer, Daniel, 2001. *Counter Publics and the State*, SUNY Press. 1-35, 111-137.
22. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited,2007.
23. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold(1996).
24. Mc Quail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111.
25. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9-21, 167-180.
26. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thomes Nelson, 1999. 42-55.
27. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." *International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives* (2010): 20

**Semester -2 Elective Course-1**  
**MJMC 02 E 05- Business Journalism**

**Learning Objectives:**

- To provide the basic knowledge on how business journalism is being practiced in media industry
- To introduce the basic structure of Indian and Kerala economy with a global perspective.
- To provide the fundamentals of financial market operations economic activities.

**Learning Outcomes:** The learners shall be able to;

- Understand national and international trade and commerce.
- Aware about the market economy and global economy.
- Monitor the banking, agro economy and sock exchange activities.

**Module-1:**Business-Finance-Economics-Commerce-Origin, Definitions, elements, features, growth, developments, functions, importance, roles. Agro Economy, Industry, Electronics, Automobiles, Tourism, Banking, Entertainment, IT. Business Journalism & Financial Reporting-Origin, definitions, elements, principles, features, growth, developments, functions, importance,

**Module-2:** History of Indian Business Journalism & Financial Reporting-Origin, Definitions, elements, features, growth, developments, functions, importance, bank nationalisation, Information Technology, Bio Technology, Telecommunication policies- (NEP) New Economic Policy,-LPG-Liberalization, Privatization, Globalization, FDI.-Commercial Banks & NBFI.

**Module-3:**Money & Markets-Financial Instruments-Equity, Stock, Share, Bond, Debenture, Cheques, Draft, Credit Card, ATM, Loans, Subsidies. Stock Exchanges-Wall Street, Bullion Market, Dalal Street, NASDAQ, NSE, BSE, Online Trading-Origin. Elements of Stock Exchanges-Bear, Bull, Sheep-Brokers & Sub Brokers-SEBI, Reserve Bank of India, NABARD, ICICI- Indian Financial Market-Money Market-Capital Market-Organization, International Financial Institutions-IMF, WTO, World Bank, ADB, European Union, G7etc.

**Module-4:** Indian Economy-Salient features, nature, strengths & weakness. Concept of Planning-Five Year Plans-goals, objectives, –Concept of Mixed Economy-Role of Public & Private Sector-Review of Economic policies with special reference to Agriculture, Industry, Banking, Insurance, Telecommunication, Transportation, Tourism & Service sectors etc. Indian Trade-Export& Import,

**Module-5:** Kerala Scenario-Business Journalism & Financial Reporting in Kerala- Origin, Definitions, elements, features, growth. Geographical, social, political, cultural, economic features & structure of Kerala. Early Business Dailies & Magazines-Business Deepika, Dhankaryam, Dhanam, etc. English Business Dailies, Budget Reporting-State Planning-Kerala Model of Development-Agriculture, Industry, Service sector, Human Resource.

**Books for Reference:**

1. Adam Smith, *Wealth of Nations*

2: Karl Marx, *Das Capital*

3: John Maynard Keynes, *General Theory of Employment, Interest and Money*

4. Joseph Schumpeter, *Capitalism, Socialism and Democracy*

5. Paul M Sweezy, *The Theory of Capitalist Development* (It is a classic text on understanding Marxist political economy)

6. Michael Lewis, *Liar's Poker* (It is a roller-coaster description of what really happens in Wall Street, the Mecca of Global financial markets. A good read for any aspiring journalist)

7. Robert Shiller, *Irrational Exuberance* (It is another work taking a close look at the functioning of financial markets)

8. Nouriel Roubini, a professor at Stern School of Business is widely credited with predicting the 2008 global financial crisis. He is a much sought after economist at present. *Political Cycles* and *Marco Economy and Bailout and Bail-in* are two books by him, which provide a perspective on economic meltdowns.

9. C.T. Kurien, *Global Capitalism and Indian Economy*, provides a good understanding of Indian economy on a global perspective. *Rethinking Economics*, reflections based on a study of Indian economy is also a good work for students.

10. Jagdish Bhajwati, a professor of Columbia University, long considered as a potential candidate for Nobel Prize in economics, is an ardent supporter of the liberalization, privatization and globalization theme. His book, *In Defense of Globalization*, is a good read.

**Books for further reading.**

1: John Bellamy Foster, *The Great Financial Crisis* is a very good book on the 2008 global financial crisis.

2: Robert McCheseny, *The Political Economy of Media* It is a very good book on linkages between big business groups and media in the U.S. The methodology used by McChesney could be extended to analyze media situation even in our country.

3. *Dollars and signs* is a very good internet site on business journalism

4. Robert Brenner, *The Boom and the Bubble: The US in World Economy* provides a lucid account of the role of American economy in driving global developments

5: Dr. K. K. George, *Limits to Kerala Model of Development* provides a good introduction to the chronic problem of fiscal deficits in Kerala

**Semester-2, Elective Course-2**

**MJJMC 02 E 06- Science Journalism**

**Learning Objectives:**

- To provide idea of science journalism and scientific temper to students.
- To familiarize with science and technology sphere.
- To give knowledge about health and environment sector

**Learning outcome: the students will be able to;**

- Understand the spirit of scientific knowledge.
- articulate scientific tips to development news reporting
- Understand role of science and technology in the development of society.

**Module-1:** Article 51A(h) Constitution of India, -What is Science?, scientific attitude, development of technology. Role of science and technology in human development. Recent trends in science and technology. Science and technology establishments in India and Kerala. Science and technology influence on framing policies at national and international levels. Science communication for popularization of science.

**Module-2:** Sources of information, scientists, institutes and periodicals, understanding science research and its significance, press releases and announcements like Nobel prizes, etc. Science and language, science writing skills, understanding basic concepts. writing a feature story on science and technology. Interviewing scientists, science communicators. Attending science conferences and seminars, science journals.

**Module 3:** Health communication, public health policies, New diseases like Covid 19, Swine Flu, Bird Flu, SARS, HIV/AIDS, etc., Epidemics and response of govt., society, WHO guidelines, new research institutes like NARI, NCCS, NIV etc. Weather and agriculture: Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, research institutes like IITM, Observatory, etc.. crop patterns- Kharip and Rabi, Green Revolution, need for Evergreen Revolution, Fertilizers, pesticides, bio- technology, Genetically Modified (GM) seeds, seed banks, irrigation and land use.

**Module-4:** Environment: Pollution (Air and water): Causes and solutions, Global warming and climate change, green house gases, possible effects on India, international efforts and agreements, emission standards, carbon credit, ecological footprint, green technology, city environment reports, Govt. policies and institutions about environment, role of NGOs, bio-diversity. Energy: Growing need of energy, power generation sources.

#### **Reference:**

1. Barbara Gastel, Presenting Science to the Public.
2. Blum, Deborah, Knudson, Mary & Marantz Henig, Robin. A Field Guide for Science Writers: The Official Guide of the National Association of Science Writers.(2005)
3. D. Perlman, Science and the Mass Media.
4. Elise Hancock, Ideas into Words: Mastering the Craft of Science Writing. Baltimore and London: Johns Hopkins, 2003.
5. N Corcoran (Ed.). Communicating health: strategies for health promotion. Sage.(2013).
6. O.P. Jaggi, A Concise History of Science including Science in India.
7. R. Sundara, Popular Science in Mass Media.
8. Renata Schiavo, Health Communication: From Theory to Practice. John Wiley & Sons. 2013
9. Sharon, M. Friedman, Sharon, Woody, Carlol, L. Rogers (Ed): Scientists and Journalists, Reporting Science as News.
10. Warren Burkett, News Reporting : Science Medicine and High Technology

## Semester-2: Elective Course-3

### MJMC 02 E 07DATA JOURNALISM

#### Learning objectives:

- To provide the idea of data journalism and the basic skills in finding data sources for storytelling.
- To familiar with common data formats in journalistic storytelling
- To introduce processing and planning of data in newsrooms.

#### Learning Outcomes:

the learners shall be able to;

- Find, analyse and evaluate data for ethical journalism practice.
- Articulate data journalism concepts and skills and gain insight into how data journalism is practiced in newsrooms.
- Know the techniques for sorting, filtering, cleaning and publishing data.

**Module:1** Data journalism introduction –The relevance of data –Data as the primary block of building a story –The potential of data–Where does the data come from –How news organizations conceive data –Distinctive elements of journalism data journalism – Historical context of data journalism

**Module:2**-How Data is Used for Public Interest Stories, How to Find a Story in Data, Sector-Specific Data Stories; Common Data Formats, Finding Data Online, Alternative Data Sources, Planning a Data Story: Hypothesis and Questions, Enriching Stories With Data, Analyzing Fact Sheets, Data Mining, Scraping PDFs, Scraping websites, Cleaning Data.

**Module: 3**- Gathering data from governmental, non-governmental, fact checking, Organizing Data, Verifying Data, Summarizing and Simplifying Data Insights, Analyzing the data, Essential Statistics, Evaluating Data Interpretation, Data Privacy, Basic calculations, Summary Statistics, Percentage change, Working with large datasets, Pivot Tables, Advanced merging and formulas.

**Module: 4**-Data visualization: graphical representation of data, Infographics; Graphical representation of information, data or knowledge. Purpose of Data Visualisation, Matching Data and Graph Types, Design and Color Basics, Map Theory, Ethics of Data Visualisation, Visual Storytelling, Tables, Charts and Graphs, Maps Data analysis: visual content. Theme graphics, reference graphics.

**Module: 5**-Data tools; Right from excel, Human and computers interaction study. Anatomy of a Data Story, Reaching your Audience, Data-Driven Leads, Data-Driven Writing, Solution Journalism, Graphics to enhance human visual systems ability to see pattern and trends.

## **Reference:**

1. Jonathan Gray, Liliana Bounegru, Lucy Chambers, **The Data Journalism Handbook**, O'Reilly, 2012
2. David McCandless, **Knowledge Is Beautiful**, Harper Design, 2014
3. John Mair and Richard Lance Keeble, **Data Journalism: Mapping the Future**, Abramis, 2013
4. Tom Felle, John Mair and Damian Radcliffe, **Data Journalism: Inside the Global Future**,Abramis, 2015
5. Fred Vallance Jones and David McKie, **The Data Journalist: Getting the Story**, Oxford University Press, 2017
6. Simon Rogers, **Facts are Sacred**, Faber& Faber, 2013
7. John Mair, Richard Lance Keeble and Megan Lucero, **Data Journalism: Past, Present and Future**, Abramis, 2017
8. Alberto Cairo, **The Functional Art: An Introduction to Information Graphics and Visualization**, New Riders, 2012
9. Brant Houston, **Data for Journalists: A Practical Guide for Computer Assisted Reporting**, Routledge, 2018
10. Alberto Cairo, **The Truthful Art: Data, Charts, And Maps For Communication**, New Riders, 2016
11. Dona M. Wong, **The Wall Street Journal Guide to Information Graphics: The Dos and Don'ts of Presenting Data, Facts And Figures**, W.W. Norton & Company, 2010
12. Alfred Hermida and Lynn Young, **Data Journalism and The Regeneration of News**, Routledge, 2019
13. David Herzog, **Data Literacy: A User's Guide**, SAGE, 2015
14. Darrell Huff, **How to Lie with Statistics**, W.W. Norton & Company, 1993
15. Gray, J., Bounegru, L., & Chambers, L. (2012). *The data journalism handbook*. Sebastopol, CA: O'Reilly Media.
16. Wong, D. M. (2013). *The Wall Street Journal guide to information graphics: The dos and donts of presenting data, facts, and figures*. New York: W.W.Norton.
17. C. W. Anderson, **Apostles of Certainty: Data Journalism and the Politics of Doubt**, Oxford University Press, 2018
18. Bruce Mutsavairo, Saba Bebawi and Eddy Borges Rey, **Data Journalism in the Global South**, Springer Nature, 2020
19. Alberto Cairo, **HowCharts Lie: getting Smarter about Visual Information**, W.W. Norton & Company, 2019

20. Seth C. Lewis, **Journalism in an Era of Big Data: Cases, Concepts and Critiques**, Routledge, 2018

**SUGGESTED READINGS:**

1. McCandless, D. (2012). *Information is beautiful*. London: William Collins - an imprint of HarperCollins.
2. Rogers, S. (2013). *Facts are sacred: The power of data*. London: Faber and Faber.
3. Mair, J. (2017). *Data journalism: Past, present and future*. Bury St Edmunds, Suffolk: Abramis.
4. Reimold, D. (2013). *Journalism of ideas: Brainstorming, developing, and selling stories in the digital age*. New York: Routledge.

**SUGGESTED LINKS:**

1. <http://datajournalismhandbook.org/1.0/en/>
2. <http://datadrivenjournalism.net/>
3. <https://tcij.org/sites/default/files/u4/Data%20Journalism%20Book.pdf>
4. <http://www.theguardian.com/news/datablog>
5. [http://www.interactiondesign.org/encyclopedia/data\\_visualization\\_for\\_human\\_perception.html](http://www.interactiondesign.org/encyclopedia/data_visualization_for_human_perception.html)
6. [www.informationisbeautiful.net](http://www.informationisbeautiful.net)
7. <http://visualisingdata.com>
8. [https://www.rug.nl/research/portal/files/51262766/Baack\\_2017\\_Practically\\_Engaged.pdf](https://www.rug.nl/research/portal/files/51262766/Baack_2017_Practically_Engaged.pdf)
9. <https://www.datacamp.com/community/blog/data-journalism-guide-tools>
10. <https://datajournalism.com/watch/doing-journalism-with-data-first-steps-skills-and-to>

**Semester-2 Elective Course- 4**

**MJMC 02 E 08: Magazine Journalism.**

**Learning Objectives:**

- To provide the knowledge of various kinds of magazine.
- To provide the importance of interpretative and analytical reporting.
- To give idea of critical, in-depth and investigative storytelling.

**Learning Outcomes; the learners shall be able to:**

- Understand the various genres of magazines.
- Understand the possibility in using data and facts for storytelling.
- Understand flexibility in selecting various angles for news interpretation.

**Module 1:** Origin and growth of magazines; pioneers of magazine journalism - John Dunton, Addison, Steele, Edward Cave; organizational structure of a magazine; A survey of English and Malayalam magazines. Types of magazines – specialized magazines - general interest and specialized magazines, academic journals and Sunday magazines, e-zines, web-zines and web-edition magazines; Coffee table magazine; Magazine Journalism- terminology.

**Module 2:** Qualities and responsibilities of a magazine editor; ingredients of a magazine article; editorial mix; cover story selection criteria, cover design and cover lines, and

comparison of cover stories in the mainstream magazines.

Module 3:Film reviewing, advertising, criticism and rhetoric; essential elements of a film review – condensed plot synopsis, background information, abbreviated arguments about the film and evaluation; book reviewing. Feature versus news story, feature versus article, feature structure, feature headlines, feature leads, classification of features and steps in writing feature

Module 4:Profile versus biography and profile requisites; writing columns; preparing photo features; writing for specialized magazines; current trends and challenges in magazine journalism-narrative journalism.Magazine design and layout, photographs, illustrations, info-graphics, typography and whitespace; magazine design softwares.

#### Books for Reference

1. John Morrish, **Magazine Editing**, Routledge, 1996
2. Linda McLoughlin, **The Language of Magazines**,Routledge, 2001
3. Michelle Ruberg, **Handbook of Magazine Article Writing**, Writer’s Digest, 2005
4. Antony Davis & Heinemann, **Magazine Journalism Today**, Professional Publishing, 1988
5. East R. Hutchison, **The Art of Feature Writing**, Oxford University Press, 2008
6. David E. Sumner & Holly G. Miller, **Feature and Magazine Writing**, Surjeeth Publications, 2006
7. Benton Rain Patterson & Coleman E. P. Patterson, **The Editor in Chief**, Surjeeth Publications, 2005
8. Jenny Mckay, **The Magazine Handbook**, Routledge, 2000

#### Books for Further Reading

1. Humed Contractor, **The Art of Feature Writing** , Icon Publications, 2004
2. Steephan G. Bloom, **Inside the Writer’s Mind**,Surjeeth Publications, 2004
3. Jill Dick,**Writing for Magazines**, Unistar Books, 2004
4. Edward Jay & John Lee, **Feature Writing for Newspapers and Magazines**, Harper and Row Publishers, 1988
5. Paul Nelson, **Articles and Features** , Houghton Mifflin Company, 1978
6. Louis Alexander, **Beyond the Facts**, Surjeeth Publications, 2003
7. Theodore Peterson, **Magazines in the Twentieth Century**, University of Illinois, 1956 .

## Semester 3- Elective Course-1

### MJJMC 03 E09-Marketing, Branding and Communications

#### Learning objectives:

- To facilitate, propose and comprehend best branding practices, methods, cases, in direct application to
- To facilitate to achieve competences to develop brand strategies, analyze brand architectures, brand portfolios.
- To familiarise with the current branding and marketing practices across the world.

#### Learning Outcome: learners shall be able to;

- Understand Branding bestpractices
- Be aware of the importance of brands and the brand buildingprocess
- Relate Marketing, Advertising and Brandingconcepts
- Develop and analyse brand strategies, brand architecture and portfoliostrategies
- Assess the implementation of brandingknowledge.

**Module:1- Marketing Communication Basics,** Marketing Communication- Concept, Nature,Functions &Importance; The Role of Marketing Communications. Developing Effective Communications; Managing the Integrated Marketing Communication Process; Market Segmentation: Concept, Importance and Basis, Bases for Segmenting Markets, Target Market Selection; Product Differentiation vs. Market Segmentation; Levels of Market Segmentation. Contemporary issues in Marketing- Marketing Communications in various stages of Product Life Cycle.

**Module:2-Marketing Communication: Planning and Action-**Marketing Mix- Digital Marketing -Strategy, Planning, Stages of Planning- Opportunity, Strategy, Action-Direct Marketing-Rural Marketing- Effectiveness of Marketing Communications- Integrated Marketing Communication.

**Module:3- Introduction to Branding** -Importance of brands, Concepts on Branding and Brand Management, Brand Elements, Choice Criteria, Marketing Advantages of Strong Brands, Financial Brand Value, Impact of brands in markets, society and business.

**Module: 4-Brand Equity-** What is Brand Equity.Building Brand Equity. Managing Brand Equity.Describes the Brand Equity Model(**Kellers more popular**), Designing Programs to Build Brand Equity. Strategic Brand Management Process. Steps in Brand Building. Sources of Brand Equity. PerceivedQuality, Brand Associations, Brand Awareness, BrandLoyalty. Establishing Brand Mantra. **Brand Identity**-Product BrandIdentity, Corporate BrandIdentity, BrandDesign, BrandPersonality, Aaker's Brand IdentityModel, Keller's PrismModel.

**Module:5-Brand Strategy** -Brand positioning, Concept & Importance. Brand re-positioning. Crafting the Brand Positioning. Value Proposition, Brand Repositioning andRe-launching, Brand Reinforcement and BrandRevitalization, **Naming**-Name building process, Visual Brand Identity, The impact of a good name in a business, The impact of marketing mix decisions in brand equity, Product, price, marketing channels and marketing communications relationship to brand building

value, The impact of advertising in building brand equity, Marketing communications and the brand building process.

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Reference:

**CORE TEXTS**

1. Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow, England: Pearson Education Limited.
2. Jethwaney, J. N., & Jain, S. (2012). *Advertising management*. Oxford: Oxford University Press.

**SUGGESTED READINGS:**

1. Gronroos, C., Duncan, T. R., Kitchen, P. J., Moriarty, S. E., Kerr, G., Lindberg-Repo, K., & Schultz, D. E. (2013). *Marketing communication*. New Delhi: SAGE.
2. Brown, B. (2011). *Marketing communication*. Northcliff: Troupant.
3. Rodgers, S., & Thorson, E. (2019). *Advertising theory*. Abingdon, Oxon: Routledge.
4. Tellis, G. J., & Ambler, T. (2007). *The Sage handbook of advertising*. Los Angeles: Sage Publications.
5. Jefkins, F. (1988). *Advertising*. London: Pitman.
6. Dyer, G. (2015). *Advertising as communication*. London: Routledge.

**SUGGESTED LINKS:**

1. [https://www.tutorialspoint.com/advertisement\\_and\\_marketing\\_communications/](https://www.tutorialspoint.com/advertisement_and_marketing_communications/)
  2. <https://www.managementstudyguide.com/advertising-management.htm>  
<https://www.academia.edu/35374754/>
- Kapferer, J.N. (2012) *The New Strategic Brand Management*, Kogan Page
  - Brujo, G. (2010) *En clave de Marcas*, Madrid, España, Interbrand: LID Editorial Empresarial
  - Aaker, D. (2004) *Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity*: Free Press
  - Aaker, D. (1996) *Construir marcas poderosas*, España, Empresa Editora El Comercio
  - Calkins, T., Tybout, A. & Kotler, P. (2005) *Kellogg on Branding : The marketing Faculty of the Kellogg School of Management*
  - Kotler & Keller (2013) *Marketing Management- A South Asian Perspective*, New Delhi, India. Pearson Education
  - Harvard Business School (1999) *Harvard Business Review on Brand Management*: Harvard Business School Press
  - Lee D. (2014) *What Great Brands Do*, New York, Jossey-Bass Publishers.
  - Neumeier, D. (2003) *The Brand Gap: How to Bridge the Distance Between Business Strategy and Design*. California, New Riders Publishing
  - Ries A. & Ries L. (2002) *The 22 Immutable Laws of Branding*, New York. Harper Collins Publishers Inc.
  - Brand Equity (David Aaker) [www.prophet.com](http://www.prophet.com) [www.brand.viii.com](http://www.brand.viii.com) BIBLIOGRAPHY
  - [channel.com/images/papers/BrandEquityCapitalizing.pdf](http://channel.com/images/papers/BrandEquityCapitalizing.pdf)

**Semester-3 Elective Course-2**  
**MJMC 03 E 10: Sports Journalism**

**Learning Objectives:**

- To impart knowledge about scope of sports and sports journalism.
- To know interrelations of sports with media industry
- To know how sports and economy interrelated

**Learning outcomes;** the students shall be able to:

- Understand the sports industry and its developments.
- Understand about various sports organisations and authorities.
- Understand the world sports industry and international sports events.

**Module-1:** Sports – its growing popularity – Sports policies of the Government in India-Role of the State Governments--sports in educational curriculum --Sports Authority of India objectives and contribution -- organizational structure of Indian sports-- Corporatization of sports –sponsorship – ethical issues-- Indian experience ;

**Module-2:** Major international sport events--

Olympics, Asiad, Commonwealth games, SARC games, World

Cup Soccer, World Cup Crickets, Wimbledon etc.—India and international sport events--Major

Sports Events in India--Outstanding sports personalities in India and abroad---Rural and tribal

sports- history, social and political impact

**Module-3:** Origin, history Rules and regulations of different games and sports – football, cricket, tennis, table tennis, badminton ball, volley, hooky, archery etc. – officials of different games and their standards

**Module-4:** Development of sports journalism with special reference to India – print media, radio, TV, digital media etc. -- Sports photography in magazines. Sports magazines and their importance, fields and degree of specialization required- role and importance in popularizing sports. Sports department in popular dailies-- sports editor – reporter – sub editor – sports page – special pages – sports column –

**Module-5:** Sports coverage by radio -- sports reporting for radio—techniques--radio's contribution to popularization of sports. Management of Sports and its modern formats; Sports coverage by TV--preparing television programmes on sports-- Sports TV channels and their impact; Sports presenter and their specific requirements.

**Reference:**

1. Chiranjib – World Cup Football
2. David Pickering, The Cassell Soccer Companion, History, facts and anecdotes, London, 1997.
3. E.W Swanton, The World of Cricket.
4. G Mehera, Asian Games, New Delhi, 1989.
5. Hill, Christopher, R.: Olympic Politics, Athens to Atlanta (1896 – 1996), Manchester

- and New York.
6. John Sugden and Alan Tomlinson, FIFA and the contest for World Football, London, 1998.
  7. John Woodcock, The Times, One Hundred Greatest Cricketers, London, 1998.
  8. Jonathan Rice, Start of Play (The Curious Origins of our Favorite Sports, London, 1998.
  9. Mathur, The Encyclopaedia of Indian Cricket.
  10. Morehead, Albert H.E. and Mott Smith, Geoffrey, Hoyle's Rules of the Games, London, 1946.
  11. Rueben Fine (ed), The World's Greatest chess Games. London, 1951.
  12. Srinivas Rao, Sports Journalism

### **Semester 3 Elective Course-3.**

#### **MJMC03E11-New Media and Technical Writing.**

##### **Learning Objectives:**

- To introduce the basics of the internet technology and its applications in mass communication
- To train the learners in basic digital product designing
- To introduce the process and methods of online news reporting and content development

##### **Learning Outcomes:**

The learners shall be able to;

- Recognise internet related concepts and applications in mass communication industry.
- Develop content for the web and manage it using content management systems
- Identify the trends in online journalism and critically evaluate the form and content of online media platforms.

**Module-1:** Introduction to New Media: ICTs; Internet and Society; New media technology and culture: community and identity; participatory culture and new media; New media literacy; The Information Technology Revolution; History of Internet in India. Cyber Journalism- Concept, origin, features, scope, Cyber Technology Trends- Overview of current technology trends in information, communication & entertainment. Mainstream Media/Journalism Vs. New Media/Cyber Journalism. New Media Cyber Journalists- Profession, practice, qualifications,. Major Indian & Malayalam News portals- History, overview & analysis E-newspapers, journals, books.

**Module: 2-** Concept of ICE, ICT, Virtual Reality, Information, Digital Convergence, Digital Divide Introduction to Internet-WWW: Websites-types and design, Web languages, SEO, Web search engines. Blogging, vlogging, MoJo., and Podcasting. Characteristics of new media; Theories of Network Society; Social Media theories; Internet as Public Sphere; Online communities; Convergence of media and its effect on journalism, new ways of storytelling— interactivity; prospects of online journalism in India.

**Module 3:** Social Media and Citizen Journalism- Use of Convergent technology for social change --Social networking; Introduction to social profile management products, Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative

office and crowd sourcing , Social publishing: Flickr, Instagram, YouTube, Sound cloud, Citizen Journalism: Concept, Case studies, Blogging; a brief history of blogs, blogs as narratives, Live blogging; Bloggers as journalists and ‘opinionates’- Internet radio; podcasts.

**Module-4:** Introduction to Technical writing- Technical writing: definition- technical writing and other forms of writing, roles and functions of technical communicators in software and IT companies- Roles and responsibilities of technical writers and editors.

**Module-5:** Preparation of a technical document - pre-writing, writing and post-writing; audience and task analysis; technical writing techniques - data collection methods, working with Technical Writing Style Guide-Technical editing process: editing for accuracy, language and style; technical writing software tools. Technical writing: reports, memos, proposals, letters, abstracts and user manuals. Technical writing practice:

## **Reference.**

1. Producing for the Web ( Media Skills)- **Jason Whittaker, 2000.**
2. Writing for Multimedia and the Web – A practical guide to content development for interactive media – **Timothy Garrand.**
3. The Digital Designer: 101 Graphic Design Projects for print, the web, multimedia, and motion graphics – **Stephen Pite.**
4. Absolute beginner’s guide to computer basics- Michael Miller.
5. Discovering Computers 2007: A Gateway to Information, Complete – **Gary B.Shelly, Thomas J.Cashman and Misty E.Vermaat.**
6. Clear Blogging: How People blogging are changing the world and how you can join them – **Bob Walsh.**
7. Hands on guide to video blogging and podcasting – **Damien Stolarz.**
8. Journalism and New Media – **John V.Pavlik.**
9. 21<sup>st</sup> century journalism – a practical guide – **AndrasNyiro and others..**
10. The Idea of Public Journalism – **Theodore L.Glasser**
11. Baym, Nancy K. Personal Connections in the Digital Age. Polity,2010.
12. Eugenia Siapera, Understanding New Media, Sage,2011
13. Fuchs Christian, New Media, Web 2.0 and Surveillance, John Wiley,2011
14. Goldsmith, Jack, and Tim Wu., Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.2006.
15. Kasturi, Suman and BobbyVardhan; Social Media, Connecting the World 24X7, Dominant Publishers,2017
16. Lev Manovich. The Language of New Media. Cambridge: MITPress.2001
17. Narayan and Narayanan(Ed); Indian Connected: Mapping the Impact of New Media; Sage,2016
18. Simon Lindgren, Digital Media and Society, Sage,2017
19. Tapas Ray, Online Journalism: A Basic Text,2006

20. Vincent Miller. Understanding Digital Culture. Sage Publications,2011.

### **Books for further Reference**

1. Allan, Stuart : Online News
2. Bakardjieva, Maria: Internet Society
3. Jagdish, Chakravarthy: Cyber Media Journalism, Emerging Technologies
4. Jones G Steven: Cyber Society
5. Whitaker, Jason : The Internet, The Basics

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## **Semester-3 Elective Course -4** **MJJMC 03 E 12- Health Communication**

### **Learning Objectives:**

- To give basic understanding of the importance of proper communication in health sector.
- To identify implications for the design of effective health communication interventions.
- To understand the practice of health communication at national and international levels.

### **Learning outcomes:**

The learners shall be able to;

- Analyse the effects of various media content on public beliefs about health issues.
- Able to write about health communication issues in a compelling manner.
- Able to articulate various communication campaigns for effective health communication

**Module:1** -Introduction to health Communication- Concept of health and Disease, Role of Communication and campaigns in health and population programs. Communication process and principles applied to Health & population; various health policies of Indian governments and its communications via Mass media.

**Module:2**-Media and Journalist: roles in health coverage; Non-traditional Media; Health Magazines; Print , Radio and Television: Health Information in News and Entertainment programs; Health Communication: in Blogs, podcasts and other e-media innovations; Risk and crisis of health communication in the media. Health writing for print media: features, articles and columns.

**Module:3**-Communication Campaign –steps for conducting campaign- content and treatment of message; selection of the media, audience variable –monitoring feedback& evaluation-Preparation of stickers, posters, bill boards.

**Module:4**-Health and family welfare programs in community-World Health Organization, UNICEF, Health campaigns in India- National health policy, India’s population problem and National family welfare programs ;Campaign against Polio, AIDS/HIV, Malaria, Smallpox, Female infanticide, child mortality ,mother and baby care vaccinations, Covid-19 pandemic.

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### **Books for references.**

1. Health communication: Theory and Practice – Dianne Berry
2. Case studies in Health communication – Eileen Berlin Ray
3. Health and the New Media: Technologies transforming personal and public health – Linda M. Harris
4. Communication and Disenfranchisement: Social health issues and implications – Eileen Berlin Ray
5. Health communication: From theory to practice – Renata Schiavo
6. Effective health communication – Danteshwari Bhaskar B. Sumalata
7. HIV and AIDS in South Asia – The World Bank
8. IT and Rural health care – Murli D. Tiwari and Kamlesh N. Agarwala
9. Cappella, J.N. (2006). Integrating message effects and behavior change theories: organizing comments and unanswered questions. *Journal of Communication*, 56(Suppl.), S265-S279.
10. Cho, H., & Salmon, C.T. (2007). Unintended effects of health communication campaigns. *Journal of Communication*, 57, 293-317.
11. DiClemente, C.C., Prochaska, J.O., Fairhurst, S.K., Velicer, W.F., Velasquez, M.M., & Rossi, J.S. (1991). The process of smoking cessation: an analysis of precontemplation, contemplation, and preparation stages of change. *Journal of Consulting and Clinical Psychology*, 59, 295-304.
12. Fagerlin, A., Zikmund-Fisher, B.J., & Ubel, P.A. (2011). Helping patients decide: ten steps to better risk communication. *Journal of the National Cancer Institute*, 103, 1436-1443.
13. Fishbein, M., & Yzer, M.C. (2003). Using theory to design effective health behavior interventions. *Communication Theory*, 13, 164-183.
14. Gollust, S.E., Niederdeppe, J., & Barry, C. (in press). Framing the consequences of childhood obesity to increase public support for obesity prevention policy. *American Journal of Public Health*.
15. Hornik, R.C. (1991). Alternative models of behavior change. In J. Wasserheit, S.O. Aral, & K.K. Holmes (Eds.), *Research issues in human behavior and sexually transmitted disease in the AIDS era* (pp. 201- 217). Washington: American Society for Microbiology.
16. Hornik, R.C. (2002). Introduction: public health communication: making sense of contradictory evidence. In R.C. Hornik (Ed.), *Public health communication: evidence for behavior change* (pp. 1-22). Mahwah, NJ: Lawrence Erlbaum Associates.
17. Hornik, R., & Yanovitzky, I. (2003). Using theory to design evaluations of communication campaigns: the case of the National Youth Anti-Drug Media Campaign. *Communication Theory*, 13, 204-224.
18. Jarlenski, M., & Barry, C.L. (2013). News media coverage of trans fat: health risks and policy responses. *Health Communication*, 28, 209-216.
19. Jensen, J.D. (2012). Addressing health literacy in the design of health messages. In H. Cho (Ed.), *Health communication message design: theory and practice* (171-190). Los Angeles: Sage Publications.
20. Liberman, A., & Chaiken, S. (1992). Defensive processing of personally relevant health messages. *Personality and Social Psychology Bulletin*, 18, 669-679.

### **Books for further Reading**

1. Danger, fear and insecurity by Seale, Clive. (2002): Chapter 4 in *Media and Health*, p 67-92, Sage.
2. *Mass Communication and Public Health: Complexities and Conflict* by Charles Atkin, & Larry Wallack (Eds.), Sage
3. *Health Communication: From Theory to Practice* by Renata Schiavo (2007), Jossey Bass, San Francisco
4. *Handbook of Health Communication* by Teresa L. Thompson.
5. *Health Communication Message Design: Theory and Practice* by Hyunyi Cho, Sage

### **Semester-3 Elective Course-5**

## **MJMC 03 E 13- Photography and Photo Journalism**

### **Learning Objectives:**

- To introduce the power of photograph and photo journalism.
- To introduce basics of photography.
- To make awareness with the principles of photo editing and composition.

### **Learning outcomes;** the students shall be able to:

- Understand the scope and practice of photo journalism
- Understand ideas and perspectives in photojournalism
- Develop photography techniques and aptitude.

**Module :1-**Introduction to photography- brief history and development- world and in India. Types of Cameras- Single Lens Reflex (SLR), Twin Lens Reflex (TLR), Rangefinder Cameras, View Cameras, Polaroid Cameras, Super wide-Angle Camera, Panoramic Camera, Aerial Camera, Sub-miniature Camera; Digital Photography, Photography basics.

**Module: 2-**Lenses- focal length, Focus and Magnification; Lenses of normal, short and long focal length; enlarging, perspective, supplementary, zoom and Macro lenses; Lenses and Composition- Aperture Settings, Shutter Speed and Depth of field.

**Module :3-**Visualization of a Photograph- Characteristics of A Photograph, Composition, Point of View, Framing, Horizontal and Vertical Format, Centre of Interest, Horizontal Line, Near-Far Relationship, Candid photography; Lighting-Front, Side, Back And Revealing Lights; Shooting in Artificial and Mixed Light.

**Module:4-**Scope and Significance of Photojournalism, News Photographs, Advertisements Photographs, Wild Life Photographs, Sports Photographs; Review of Photography Magazine; Leading Photojournalists in India; International Photojournalists; Ethics in Photo Journalism; Paparazzi Journalism; Photo Essay; Freelance Photography.

**Module:5-**Editing Photographs- Transferring Photographs to a personal Computer; Photo Selection, Cropping, Scaling and toning; Photo Editing Software.

### **Reference:**

1. Arthur C Danto, Playing with the Edge, California,1996.
2. Bischoff, Simon (ed) – Paul Bowles and How could I send a picture into the desert, Zurich,1994.
3. Ian Jeffrey, A Concise History, Singapore,1981.
4. John Hedgecoe, The Photographer's handbook, complete reference manual of

- photographic techniques, procedures and equipment, London, 1997.
5. Liz Wells, Photography, a critical Introduction, London, 1997.
  6. Patricia Johnson, Real Fantasies, Edward Steichen's Advertisement Photography, California, 1997.
  7. Pierre Bordieu, Photography, a middle brow art, London, 1996.
  8. Susan Sontage, On Photography, London, 1977.

## **Semester 4- Elective Course-1**

### **MJMC 04 E 14-Media Law and Ethics**

#### **Learning Objectives:**

- To provide an overview of the Indian legal system, Indian Constitution and to discuss in detail the freedom of speech and its limitations enshrined in it.
- To introduce the laws related to print, broadcasting and digital media, and intellectual property rights
- To discuss the ethical concerns in media operation with support of case studies.

#### **Learning Outcomes;**

the learners should be able to:

- Have a thorough understanding of the constitutional provisions of media and communication.
- Understand the rules and regulations in relation to media and communication profession.
- Have discourses on media and communication ethics.

**Module-1:** Constitution of India-Salient Features & Overview-Fundamental Rights & Duties, Freedom of Speech & Expression, Directive Principles of State Policy, Freedom of Press & Media-Restrictions. Press Freedom in India & Threats. Provisions of declaring Emergency, Provisions of amending Constitution, Provisions for Legislature Reporting, Parliamentary Privileges of Media, Basic structure-union & states. Election Commission & Provisions. Covering Court proceedings-'In-camera' hearings.

**Module-2:** History of Press/Media Laws in India-Lord Wellesely's Press Regulation of 1799- Press Act of 1835-Gagging Act of 15<sup>th</sup> June 1857-Press & Registration of Books Act of 1867-Lord Lytton's Vernacular Press Act of 1878-Lord Minto's Newspapers (incitement to offences) Act of 1888-Indian -Freedom of Press as Fundamental Right-Article 19(1)(a), Article 19(2).

**Module-3:** Major Press/Media Acts -The Press & Registration of Books Act of 1867-The Official Secrets Act of 1923-The Press (objectionable matters) Act of 1951-The Cinematograph Act of 1952- Drug & Magic Remedies (Objectionable Advertisement) Act of 1954- Delivery of Books & Newspapers (Public Libraries) Act of 1954- The Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act of 1955-Young Persons (Harmful Publications) Act of 1956 -Copyright Act of 1957-Defence of India Act of 1962- Civil Defence Act of 1968 - Contempt of Courts Act of 1971- Press Council Act of 1978- Search Light Case Prasar Bharathi Act of 1990-Cable Television Networks (Regulation) Act of 1995. Civil & Criminal Laws of Defamation, Libel, Slander-Relevant Provisions of Indian Laws dealing with Obscenity, Contempt of Court. Copy Right Act, Information Technology Bill, -

Cable Television Act, Cyber Laws- Video Piracy Act -Censorship guidelines-Press Accreditation Rules.

**Module-4:** Legal Bodies & Commissions-Press Council of India-Advertising Standard Council of India-Indian Press Commissions-Press Ombudsman-Legal Bodies- Guidelines & Broadcast Codes-Suggestions-Newspaper, Periodicals, Radio, Television, Advertising, Public Relations etc, Editors Guild.

**Module-5:** Ethical Issues relating to Mass Communication & Press Freedom-Media ethical problems-privacy, Right to Reply, Right to Information, communal writing, sensationalism, slanting, bias, ethical issues related with media ownership & commitment. Accountability, transparency, independence & credibility of Media.

### **Books for Reference**

1. Karean Sanders, **Ethics & Journalism**, Sage Publications.
2. Naresh Rao &SuparnaNaresh, **Media Laws, an appraisal**, Premier Publishing Company, Bangalore.
3. Kundra S, **Media Laws & Indian Constitution**, Anmol Publications, New Delhi
4. Vakul Sharma, **Handbook of Cyber Laws**, Macmillan
5. NirmalaLakshman, **Writing a Nation: An Anthology of Indian Journalism**
6. NalininRajan, **Practising Journalism**, Sage Publications
7. Hamid Monlana, **International Information Flow**
8. Shanti Saroop Singh, **The Press and the Indian Parliament**, Classical Publishing Company, New Delhi.

### **For Further Reading**

1. AravindSinghal& Everett M.Rogers, **India's Communication Revolution**, Sage Publications
2. Edward S. Hrman& Noam Chomsky, **Manufacturing Consent**, Vintage
3. Dr. Jan R. Hakemuldr, **Principles & Ethics of Journalism**,Anmol Publications.
4. Patrick Lee Plaisance, **Media Ethics**, Sage Publications

## **MJMC 04 E 15-Development Communication.**

### **Learning Objectives:**

- To cater the basic concepts in development, development communication, social change and empowerment
- To introduce various approaches in communication for development and social change.
- To introduce various development communication theories, policies and action plans in various sectors in India.

### **Learning Outcomes:**

- The learners shall be able to;
- Articulate key concepts, approaches and action plans in the field of development communication in the global and national scenario.
  - Articulate the various communication strategies for social change.
  - Identify modern concepts of development and their application.

**Module-1:** Concept of Development-Origin, definitions, meaning, characteristics, indicators & obstacles of development-Approaches to development, problems & issues in development-Characteristics of developing societies- Dichotomies & disparities of development- Under development-reasons & remedies. Socio-politico-economic-cultural outlooks of Development

**Module-2:** Development Communication-Origin, meaning, concept, definition, philosophy, process, theories, trends, future. Role of communication, information, technology & mass media in development. Role & strategies of Mass media in development Communication Use of Folk Media & New Media for Development-ICT & ICEET. National Communication Policy. Development Communication Agencies & Organizations-UN, UNESCO, Oxfam, Greenpeace, etc.

**Module-3:** Major Theories & Models of Development Communication-History, growth, metamorphosis, contributions, scope, Theories of Dominant Paradigm-Rostow's Stages of Growth-Theory of Modernization-Diffusion of Innovation Theory-Gandhian Model of Development-Panchayathi Raj-Marxist –Socialist concept of Development-Participatory Development-Demassification. Kudumbasree-Case studies of Development Communication programs-Kerala Model of development.

**Module-4:** Approaches to Modern Concepts of Development-Rural development-problems & solutions-IRDP, PMRY, NABARD, KSSP, SHG's, NAPM, NBA etc. Agriculture, Health, Population, Family Planning & Welfare, Education, Community Development. Indian Mode of Development-Green & white revolution, SITE, KHEDA, Radio Rural Forums & STV. Development & Empowerment, Decentralization, Sensitization, Participation, Representation. Five Year Plans & Indian Development, NITI Ayog, objective, & its structure, planning Commission.

**Module-5:** Development Journalism & News-Concept & Types of Development News-Role of print, radio, television, Internet in news & information dissemination & Multi Media Campaigns. Contemporary issues in Development-Tribes, Gender, Minorities, Pollution, AIDS, NGO's, War, Migration & Immigration, Environmentalism, Human Rights, Globalization. Contributions of Daniel Lerner, Wilbur Schramm, Dennis Goulet, Everett M. Rogers, Alex Inkeles, Sreenivas Melkote, Prof. Yashpal, Verghese Kurien, Baba Amde, P. Sainath.

**Books for Reference:**

1. Wilbur Schramm, **Mass Media and National Development**
2. Lerner, **The Passing of a Traditional Society**
3. Dube S.C., **India's Changing Villages: Human Factors in Community Development**
4. SrinivasMelkote& Leslie Steeves, **Communication for Development in the Third World**
5. Kuppuswamy, **Social Change in India**
6. Y.V.L. Rao, **Communication and Development**
7. Cheng, **Media Policies and National Development: Characteristics of 16 Asian Countries**
8. Majid Tehranian, **Communication Policy for National Development**
9. Thomas Friedman, **The World is Flat**
10. Singhal Rogers, **India's Communication Revolution: From Bullock carts to Cyber Marts**
11. J.P. Yadav, **Television and Social Change, Vol. I & II**
12. P. Sainath, **Everybody Loves a Good Drought**
13. Joseph Tharamanagalam, **Kerala: The paradoxes of Public Action and Development**
14. P. Surendran, **The Kerala Economy: Development, Problems and Prospects**

**Semester 4, Elective Course- 3.MJJMC 04E 16**  
**MEDIA AND CULTURAL STUDIES**

**Learning Objectives:**

- To familiarize with cultural realm created by media and communication and its impact on society.
- To study how media systems are integrated into and shaped by larger systems of power, ideology and cultural understanding.
- To understand analytical and interpretative strategies used in cultural studies..
- To understand the tools to explore how subalterns and minorities are portrayed in media products.

**Learning Outcomes;**

The learners shall be able to;

- Apply key methods and interpretative strategies used in cultural studies.
- Understand how communication and media operates in a socio-economic political system.
- Apply critical understandings of media cultures and institutions to reflect on their own use of media in professional, creative and personal practices.
- Critically analyse ideology, political economy and hegemony of media representation of various segments of the society.

**Module: 1** –Concept of culture, meaning; cultural studies, Mass Culture, Popular Culture, Folk Culture. Media and Culture. Culturalism, Culture as body of knowledge, Culture industry, Culture as capital, Multiculturalism, Inter-cultural communication, Cultural imperialism. Inter-

cultural communication and art forms as instruments of inter-cultural communication, critical cultural theory.

**Module: 2** - Media and society-Cultural implications of mass media, Media as Culture Industries/films, Political Economy, Ideology and Hegemony, Media Anthropology, Mass media and postmodern culture, Representation Media as Texts, Signs and Codes in Media Discourse Analysis Genres; Representation of nation, class, caste and gender issues in Media. Culture and myth, Semiology, media portrayal of Subaltern and elite culture, Gender and mass culture.

**Module: 3**– Mass media as cultural institution- effects of culture on communication- impact of new media technology on culture- effects of Globalisation on mediated culture. Audiences; Reception Studies; Active Audiences; Women as Audiences; Feminist critiques of media. Media and the minorities, subaltern media theory. National culture and communication policy. Sub Cultures; Music and the popular Fandom.

**Module: 4** - Media and Technologies; Politics and Philosophy of technology, Media as technology ,Medium theory, Mechanical reproduction, Folk Media as a form of Mass Culture, live performance; Audience in live Performance, Medium is the Message; Technological Determinism; New Media and Cultural forms. The marginalised and digital media, Cyber feminism, Digital democracy, Resistance and digital activism, gaming cultures and Simulation-Simulacra and Hyper reality.

**Module 5** : Identity and social construction: Gender, Sexuality, Race, Class, Ethnicity, Religion, Caste, stereotyping, Nation and Region. Identity crisis, Displays of identity, Identity politics, fixity of identity and difference, Multiple identities, Intersectionality, Discrimination, Prejudice and bias, marginalization and exclusion, Media visibility and access.

### Reference:

1. *AS Media Studies: An Essential Introduction* Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
2. John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes).
3. Dennis McQuail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies).
4. Baran and Davis, *Mass Communication Theory* (covers Unit II, III and IV).
5. John Storey. *Cultural Theory and Popular Culture: An Introduction*. London: Pearson Longman. 2009.
6. Kevin Williams, *Understanding Media Theory* (Covers Unit II, III and IV) Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE.
7. James Clifford, Tony Bennett, Raymond Williams, Stuart Hall, John Storey.

8. Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan.
9. Parmar S. Traditional Folk Media in India, 1975, New Delhi, GekaBooks.
10. Hodkinson, P. (2010). Media, Culture and Society, Sage
11. James W Carey, "A Cultural Approach to Communication", (1989), in Communication As Culture: Essays on Media and Society, Routledge, London, pp 13 – 36
12. Laura Mulvey "Visual Pleasure and Narrative Cinema" (1975) ,*Screen* 16.3 Autumn, 1975, pp. 6-18
13. McQuail, D. & Windahl, S. (2013). Communication Models for the Study of Mass Communications. New York: Routledge. Martine, C. (2014). Media and Culture: Mass Communication in Digital Age. Sage
14. Fabos, Bettina et al. (2013) . Media and Culture: An Introduction to Mass Communication, Sage
15. Gripsrud, (2014) Understanding Media Culture. Bloosberry Academic
16. Martine, C. (2014). Media and Culture: Mass Communication in Digital Age. Sage
17. <https://journals.sagepub.com/home/mcs> www.poynter.org

## **MJMC04O01 Screen Writing**

### **Learning Objectives:**

- To impart basic knowledge and training in screenplay writing.
- To enable students to identify and frame theme, characters, plots for creative scripting.
- To enable students learn to apply different techniques and methods in creating screenplay.

### **Learning Outcomes:**

#### **The learners shall be able to;**

- Students will explore standard and experimental methods of generating script concepts and organizing conceptual material.
- Students will discuss techniques for script editing and write a second draft of their scripts.
- Students will learn methods for de-constructing and analysing scripts.

**Module:1-** Introduction to Screenwriting The Basics: Screen Play, Character, Story, Structure The Premise: Story Spine Screenplay- The Principles of Dramatic Wring Screenwriting Formatting & Fundamentals, Language and Grammar of Screen Play, Elements of a Screenplay, Screen play Formula, Screenplay Writing Exercises, Flow in a Screen play. The art of script writing and the role of the script in filmmaking

**Module:2-**Story ideas and concepts. Finding the Story How to Format a Script, How to Write a Short Outline, Logline, outline, synopsis, Formatting scripts, Structure( View feature film and discuss structure and narrative elements). Characteristics of a good short script. (View short films and outline plot structures).

**Module:3-** Framing Character- motivation and conflict, Characters-Improvisation-Character development. Character types. Key Character components. Character arc. Theme. Plotting. Writing scene and sequence. Writing dialogue and subtext. Tips for rewriting.

**Module:4-**, Premises and Genres, Plot and Subplots, Writing Strong Characters, Process of Writing a Screenplay, Strong Scene, Process of Writing a Screenplay, Writing Beyond the Script, Pitching, Rewriting and Editing, Screenwriting Resources. Difference in screenplay writing for documentary and animation-voice over-narration-dialogue.

#### **Reference:**

1. Required Text: Field, Syd. Screenplay: The Foundations of Screenwriting, published by Bantam Dell (New York), Delta Trade revised edition, 2005 or latest edition.
2. Further Readings: Cattrysse, Patrick. "The Protagonist's dramatic goals, wants and needs", Journal of Screenwriting, vol. 1, n.1, 2010. Fawell, John. Hitchcock's Rear Window, Southern Illinois University Press: USA, 2004.
- 3.Field, Syd. Four Screenplays, Bantam Dell: New York, 1994.
- 4.Field, Syd. The Screenwriter's Workbook, Bantam Dell: New York, 2006.
- 5.Horton, Andrew. Writing the Character-Centered Screenplay, University of California Press: Berkley, 1999.

6. McKee, Robert. *Story: Substance, Structure, Style, and the Principles of Screenwriting*, Methuen, 1999.
7. Scott, Kevin Conroy (ed). *Screenwriters' Masterclass*, Fabe
8. Beckett, Samuel. *Working Words: The Process of Creative Writing*.
9. Field, Syd. *Screenplay: The Foundations of Screenwriting*.
10. Minot, Stephen. *Three Genres: The Writing of Poetry, Fiction, and Drama*.
11. Mueller, Lavonne, and Jerry D. Reynolds. *Creative Writing: Forms and Techniques*.
12. Packard William. *The Art of the Playwright*.
13. Root, Wells. *Writing the Script: A Practical Guide for Films and Television*.
14. Hatcher, Jeffrey, *The Art and Craft of Playwriting*
15. Dixon, Michael Bigelow and Michele Volansky, eds., *20 One-Act Plays from 20 Years of the Humana Festival*
16. Whitcomb, Cynthia, *The Writer's Guide to Writing Your Screenplay*
17. Roland Barthes, S/Z I will provide extract, + FYI [Project Gutenberg Sarrasine pdf](#)
18. William Stafford [A Way of Writing](#)
19. William S. Burroughs [The Cut-Up Method of Brion Gysin](#)
20. Michael Mateas, [A Preliminary Poetics for Interactive Drama and Games](#), Digital Creativity 2001

#### ONLINE RESOURCES

- Charles Bernstein writing experiments.
- Huffington Post (best creative writing exercises)
- Dialog Workshop by Holly Lisle
- Interactive Story Structures by Ira Nayman
- Fifteen Fun Writing Exercises to Improve Writing Skills by Pamela A. Zinkosky (for kids)
- Interactive Story Software
  - Ren'Py
  - Novelty
- TED talk Andrew Stanton, The Clues to a Great Story
- Online Screenplays
- Philomena Script
- Philomena Trailer

### **Semester -4, Core Course.**

## **MJJMC 04 C 09 Dissertation and Viva Voce- (Credit -4)**

### **Learning Objectives •**

To train students to do independent research study in the various domains of mass communication and journalism

- To provide training to students to develop research articles and other scholarly communication materials
- To foster a critical mind among the students to approach the themes and issues in communication based on theoretical framework and produce new knowledge in the field.

**Learning Outcomes:**after the completion of the course, the learners shall be able to;

- Do research in the field of mass communication and journalism • Collect quantitative and qualitative data and analyse them critically to contribute innovative output to the domain on knowledge
- Report research output in the form of theses and articles and present them and defend the findings and arguments in academic fashion.

(Each student shall be supervised by the teachers. Department Council shall prepare a schedule for the research study to ensure timely completion and ensure ethical validity of the project Dissertation.

**Internship-(Practical-5):**Internship is compulsory for every students for a period of 30 days, and can be done in two phases;(either after completing second semester or after completing Fourth semester),and an Internship Certificate should be submitted to the department form the organisation concerned.

**The End**