



St. Joseph's College (Autonomous) Irinjalakuda
Department of Journalism & Mass Communication

Masters Degree Programme in

Journalism and Mass Communication Syllabus 2018 - 2019 Admissions

1. Title of Programme

Master Degree course in Journalism and Mass Communication

2. Duration of the Programme

Four semesters with each semester consisting of a minimum of 90 working days distributed over a minimum of 18 weeks, each of 5 working days.

3. Eligibility

Candidates who have passed a Bachelor Degree course of the University of Calicut or any other university recognized by the University of Calicut as equivalent there to and have secured a minimum of 45% marks in aggregate are eligible to apply. However professional graduates will be considered for M.A Journalism and Mass Communication, admission provided if they secure minimum of first class (60%) in overall subjects. Backward communities and SC/ST candidates will get relaxation in marks as per University rules.

4. Admission

Admission to the course shall be made in the order of merit of performance of eligible candidates at the entrance examination. The 3 hour entrance examination will assess the language ability, general knowledge and aptitude of the candidate. Candidates securing 50% at the entrance examination alone will be considered for admission. Candidates belonging to backward communities would be eligible for admission if they secure 47% at the entrance exam.

5. Weightage

- 1) Holders of PG diploma in journalism 5 marks
- 2) Working journalist with two years of experience in ABC accredited newspapers 5 marks
- 3) Graduates with journalism sub 5 marks
- 4) Three year degree holders with journalism main 7 marks
- 5) Bachelor's Degree holders in Multimedia 5 marks

Communication /Visual Communication/ Film Production/Video Production candidates will be given weightage in only one of the categories whichever is higher. Weightage will be given only on production of authentic certificates.

6. Intake:

The intake shall be restricted to number sanctioned by the University from time to time for each batch. Reservation of seats for SC/ST and other backward community will be as per the reservation rules of the University.

7. Fee:

Fee for the programme will be as per the directions issued by the University of Calicut in line with the policy of the Government.

8. Infrastructure requirements for conducting the Programme

Apart from the statutory requirements for the programmes in general, the colleges shall ensure the following infrastructure for conducting the Journalism and Mass Communication programme:

- 1) Well equipped media laboratory with computers, softwares, recording and editing facilities, internet connections, printers, scanners, still cameras, video cameras, news services, projectors
- 2) Audio Visual Rooms equipped with film screening facilities
- 3) Lab Studio for students' audio visual production and news programming practice.
- 4) Adequate number of text and reference books covering each course of the programme. Before affiliating the programme, or granting continuation of provisional affiliation for the programme, the inspection commissions/committees appointed by the University shall ensure the availability of the above mentioned facilities.

9. Program Outcome

- To Broaden horizons of life and develops research skills
- To build competent youth to meet the global demand
- To perceive the total human growth ensuring physical, psychological, social, emotional and spiritual wellbeing
- To strengthen the participatory approaches in all levels of development processes.

10. Program Specific Outcome

Mastered on contemporary skills required for a journalist, equip them with reporting, editing and production techniques relevant to the dynamic media world.

Code No.	Programme Structure FIRST SEMESTER Core Course	Credits
MCJ IC 01	Introduction to Mass Communication	4
MCJ IC 02	Mass Media History	4
MCJ IC 03	News Editing	4
MCJ C 04	News Reporting	4
MCJ IC 05	Lab Journal Production I	1
Code No.	SECOND SEMESTER Core Course	Credits
MCJ 2C 06	Themes, Theories & Issues in Communication	4
MCJ 2C 07	Public Relations	4
MCJ 2C 08	Advertising	4
MCJ 2C 09	Media Laws	4
MCJ 2C 10	Lab Journal Production – II	1
Code No.	THIRD SEMESTER Core Course	Credits
MCJ 3C 11	Development Communication	4
MCJ 3C 12	Radio, Television and Film Production	4
MCJ 3C 13	Communication Research	4
MCJ 3C 14	Lab Journal Production – III	1
Code No	Elective Course	Credits
MCJ 3E 01	Web Journalism	4
MCJ 3E 02	Introduction to Multimedia	4
MCJ 3E 03	International Communication	4
Department have to offer at least one the above electives in the third semester.		
Code No.	FOURTH SEMESTER Core Course	Credits
MCJ 4C 15	Feature writing and Magazine Editing	4
MCJ 4C 16	Film studies	4
MCJ 4C 17	Dissertation/Viva - Voce/Internship	8
MCJ 4C 18	Lab Journal Production -IV	1
Code No.	Elective Course	Credits
MCJ 4E 04	Business Journalism	4
MCJ 4E 05	Visual Media Production	4
MCJ 4E 06	Technical writing and documentation	4
Department has to offer at least one of the above electives in the Fourth Semester.		
Total Credits: 72		

Journalism and Mass Communication Syllabus FIRST SEMESTER

MCJ 1C 01: INTRODUCTION TO MASS COMMUNICATION

Course Outcome:

- ❖ Mastered on core communication skills
- ❖ To understand the history of communication
- ❖ To understand elements of communication
- ❖ To appraise the contributions of communication theorists
- ❖ To understand different types of communication

Module I

Communication-definitions and elements; types of communication- interpersonal, group and mass communication; models of communication - Aristotle, Lasswell, Shannon and Weaver, Dance, Berlo, Barnlund, Gerbner.

Module II

Concept of 'mass'. Evolution of mass communication; mass communication process and models- Wesley & McLean, Schramm, Riley and Riley, nature and characteristics of mass media - print, electronic and new media; mass communication functions and dysfunctions, normative theories of the Press.

Module III

Stimulus response theory, magic bullet theory, two-step flow and multi-step flow of information. Concept of selectivity- Individual differences perspective, social categories perspective, social relations perspective.

Module IV

Types of media effects, brief history of media effect study; theories of effects-Comstock psychological model, Ball-Rokeach and DeFluer's media system dependency model, McCombs and Shaw's agenda-setting, Noelle-Nuemann's spiral of silence theory, uses and gratification approach.

Module V

Concept of gatekeeping; models of gatekeeping - White, Galtung and Ruge, News flow and its models-McNelly, Bass and Mowlana.

Module VI

Problems and prospects of computer-mediated communication (CMC). A critique of mass media in India.

Books for reference

Mc Quail, Dennis : Theories of Mass Communication

Devito, Joseph A : Communicology: An introduction of the study of Communication

Devito, Joseph A : The Communication Handbook
Vivian, John : Survey of Mass Communication
De Fluer, Melvin and Rokeach, Ball : Theories of communication
Berlo, David : The process of communication
Andersch et al : Communication in everyday life
Scott : Interpersonal communication
Mc Luhan, Marshal : Understanding Media
Perse, M. Elizabeth : Media Effects and Society
Bryant and Thompson : Fundamentals of Media Effects
Agee, Ault and Emery : Introduction to Mass Communication
Agee, Ault and Emery : Main currents in Mass Communication
Katz E and Lazarsfeld : Personal Influence
Hamid, Moulana : International Information flow
Federick Williames : The Communication Revolution
Wilbur Schramm : Big media, Little media
Cullin & Curran(Eds) : Media Culture & Society
McQuail & Windhal : Communication models

MODEL QUESTION PAPER

Code MCJ 1C 01

Introduction to Mass Communication

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Write short notes on any **six** of the following:-

- | | |
|------------------------------------|--------------------------------------|
| (a) Gate Keeping | (b) Magic Bullet Theory |
| (c) Normative theories of press | (d) Multi-step flow of communication |
| (e) Intrapersonal Communication | (f) Opinion leader |
| (g) Berlo's model of communication | (h) Narcotizing dysfunction |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions

Each question carries **6** weightage

2. Explain the concept of selectivity citing examples from current issues in our country.
3. Explain nature and characteristics of mass media.
4. Explain concept and relevance of gate keeping in media with examples.
5. Explain types of media and its effects on mass communication.
6. Explain why theories of social change fail in India.
7. Explain the origin and growth of communication in India.
8. 'Communication is both a process and a product'. Discuss.
9. What are the effects of mass communication on culture and society with specific reference to models on 'agenda setting', 'audience dependency', 'spiral of silence' and 'information gaps'?

(4 x 6 = 24 Weightage)

MCJ 1C 02: MASS MEDIA HISTORY

Course Outcome:

- ❖ Opportunity to appreciate the historical aspects of mass media and life of legends who brought press to India
- ❖ To gain knowledge about history of mass media
- ❖ To appraise the contributions of legends
- ❖ To evaluate the growth of press in India
- ❖ To learn various commissions and committees on media

Module I

Evolution of journalism in India. Early newspapers. Contribution of Christian missionaries in Serampore. The First war of Independence and the Press. Resurgence in Indian nationalism. Contribution of James Silk Buckingham, Raja Ram Mohan Roy,

Module II

Freedom movement and the Press, The birth of Times of India, Amrit Bazar Patrika, Madras Mail, The Hindu, The Statesman. Journalistic efforts of Bala Gangadhar Tilak, Mahatma Gandhi and other national leaders. A brief historical perspective of mass media laws in pre-independent India.

Module III

Development of Press in the independent India. Declaration of Emergency in 1975 and its impact on Indian Press. Contemporary problems and issues in the Indian Press. An overview of Press in Kerala from 1847. Recent trends in Malayalam journalism

Module IV

Growth patterns of Indian Press. Newspaper ownership, management, organization and economics. News Agencies – PTI, UNI, Reuters, AFP, AP. Professional media organizations; IFWJ, INS, Editors' Guild of India, ABC. First and Second Press Commission Reports, Press Council of India.

Module V

Brief history of broadcasting in India - AIR, Doordarshan, SITE, AKChanda Committee, BG Varghese Committee, Joshi Committee Report Development and growth of Cable TV in India and its impact on society.

Module VI

An overview of Indian Cinema

Books for reference

Arvind Kumar : Trends in Modern Journalism.

Bob Franklin, Martin Hamer,

Mark Hanna, Marie Kinsey & John E : Key Concepts in Journalism Studies

Chris Newbold, Oliver Boyd-Barret &

Hilde Van Den Bluck : The Media Book
D.S. Mehta : Mass Communication and Journalism in India
Dhawan, Rajeev : Only the Good News
Dr. J.V. Vilanilam : Parasyam
Dr. N. Sam : Malayala Patra Pravarthanam
Pathompatham Noottandil
G. Krishnaswamy : Seventy Five Years of Indian Cinema
G.C. Awasthy : Broadcasting in India
Jane Dorner : Writing for the Internet
John H MacManus : Market driven journalism, Let the citizen beware
K. Ramakrishna Pillai : Vrithantha Patra Pravarthanam
P.C.Chatterji : Broadcasting in India
GNS Raghavan : The PTI story
T.Rajasekharan : Cinema Midhyayum Sathyavum
Satyajith Ray : Our films their films
Aruna Vasudev : Liberty & Licenese in Indian Cinema
K.P.Vijayan : Pathrangal Vichitrangal
Kerala Bhaasha Institute : Madhyamagalum Malayala Sahityavum

MODEL QUESTION PAPER

Code MCJ 1C 02

Mass Media History

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Write short notes on any **six** of the following:-

- | | |
|---------------------------|----------------------------|
| (a) Cross media ownership | (b) The Hindu |
| (c) PTI | (d) Serampore Missionaries |
| (e) Varghese Committee | (f) ABC |
| (g) AIR | (h) PCI |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions

Each question carries **6** weightage

2. Describe how radio has helped in creating a positive attitude to development in India.
3. Write a note on news agencies and give examples.
4. Explain the evolution of journalism in India.
5. Write a note on media organizations in India.
6. Examine the significance of first and second press commission.
7. Write a note on the newspaper ownership and management.
8. Explain the contributions of Christian missionaries in developing journalism in Kerala.
9. What is SITE? Why is it called a landmark in the communication history of India?

(4 x 6 = 24 Weightage)

MCJ 1C 03: NEWS EDITING

Course Outcome:

- ❖ Mastered on editing techniques & self reliant to be a editor
- ❖ To appraise different types of news stories
- ❖ To learn the language of news story
- ❖ To understand the structure of a news story

Module I

Organizational structure of editorial department; Role and responsibilities of editorial staff, General principles and functions of editing.

Module II

Newsman's language; sentences and their structure; Tense in news writing; Negative and double negative expressions; Adjectives, modifiers; Split infinitives, Subject and verb agreement; Attributions and identification of sources; punctuations, paraphrasing and transition devises in news writing.

Module III

Analyzing the elements of a news story. Checking facts and figures. Correcting language, and grammar, rewriting leads, condensing stories, slanting of news localizing news. Handling wire, correspondent's copy, revising hand-outs. Proof reading and Stylebook., Electronic editing, Glossary of editing, Style book.

Module IV

Headline writing, functions and types of headlines, Basic elements of a news photograph. Photojournalism-selection and editing of pictures, writing captions and cut lines for photographs. Graphics, illustrations

Module V

Introduction to photo editing software. Selection, cropping, importing and toning a photograph.

Module VI

Fundamentals of typography, types and type setting process. Page makeup and design, traditional and contemporary design, dummy preparation; space saving techniques. Introduction to page-making software. Prepare a newspaper.

Books for reference

Allan Bell : The Language of the News
Harold Evans : Newsman's English
Harold Evans : Handling Newspaper Text
Harold Evans : News Headlines
Harold Evans : Picture editing
Harold Evans : Newspaper design
George A Hough : News writing

Bruce Westly : News Editing
Baskette et al : Art of Editing
Lestlie Sellers : The simple Subs Book
Michel Hides : The Sub-editors' Companion
William E. Francois : Beginning News Writing : A Programmed text
Martin L Gibson : Editing in the Electronic Era
Allen Hull and Bob John : Newspaper Design Today
Robert L. Kerns : Photo Journalism
Ken Metzler : News Writing Exercise

MODEL QUESTION PAPER

Code MCJ 1C 03

News Editing

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Answer any **six** questions:-

- | | |
|---|---|
| (a) What is a news desk? | (b) What is outside broadcasting? |
| (c) What is the role of a chief editor? | (d) What is a ghost writer? |
| (e) What is proof reading? | (f) What is the purpose of using a PSD format in a Photoshop? |
| (g) What is an old media? | (h) Write a caption for world photography day? |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions

Each question carries **6** weightage

2. What are the characteristics of good news?
3. Elaborate the fundamental aspects of typography.
4. Explain the process of editing news.
5. Write about the influence of modern technologies in news reporting.
6. Elaborate the ethics in news and public affairs.
7. What are the different steps involved in proof reading?
8. How does editing a news program differ from editing a cinema?
9. "News is not the truth" Comment.

(4 x 6 = 24 Weightage)

MCJ 1C 04: NEWS REPORTING

Course Outcome:

- ❖ Mastered on reporting skills required for contemporary media
- ❖ To understand codes and ethics of journalist
- ❖ To learn how to report different beats
- ❖ To learn difference between reporting different events
- ❖ To learn different types of reporting

Module I

News definitions and elements, Types of news, News gathering and transmission process. Reporting - Definitions and elements, hard news and soft news. Newsworthiness – factors affecting newsworthiness. News gathering and reporting process. Journalistic codes and ethics. Truth , Accuracy, Objectivity

Module II

News story structure – Lead – types of lead, body and conclusion. Organizing and writing an inverted pyramid style and hour glass style stories.

Module III

Reporting Beats : City beats, police, courts, on-the-scene coverage. reporting criminal and civil cases. Sports – writing styles and reporting sport stories. Investigative journalism.

Module IV

Reporting Speeches/Conferences/Events Reporting speeches, seminars, conferences/briefings. Accident, disaster, and parliamentary affairs, follow-up stories.

Module V

Reporting development Issues, agriculture, health, environment, education and industry. Human interest stories,. Socio-political and religious issues, writing obituary and weather report.

Module VI

Investigative and interpretative and in-depth reporting, precision journalism-writing reports based on scientific data. Investigative reporting practical.

Books for reference

Andrews, Phil : Sports Journalism
Boyle, Raymond : Sports Journalism
Bull, Andy : Essential Guide to Careers in Journalism
Burns, Lynette Sheridan : Understanding Journalism
Campell and Wolsely : How to report and write News

Chakravarthy, Jagdish : Changing Society, Emerging Trends
Critchfield, Richard : The Indian Reporter's Guide
Crump, Spencer : Fundamentals of Journalism
Jones, John Paul : Modern Reporter's Handbook
John Hohenberg : Professional Journalist
Kamath M V : The Journalist's Handbook
Mudgal, Rahul : Emerging trends in Journalism
Pape, Susan : Newspaper Journalism
Parthasarathy, Rangaswamy : Basic Journalism
Pavlik V John : Journalism and New Media
Rajan, Nallini : Practicing Journalism
Sharma K C : Journalism in India
Shrivastava K M : News Reporting and Editing
Ken Metzler : News gathering

MODEL QUESTION PAPER

Code MCJ 1C 04

News Reporting

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Write short notes on any **six** of the following:-

- | | |
|------------------------------|---------------------|
| (a) Investigative Journalism | (b) Lead |
| (c) Beat Reporting | (d) Objectivity |
| (e) News Story Structure | (f) Media Literacy |
| (g) Court Reporting | (h) Follow-up story |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions

Each question carries **6** weightage

2. Describe the duties and responsibilities of a editor-in-chief of a major newspaper.
3. What are human interest stories? Write a human interest story in your own words.
4. Discuss the 'Victim's Right to Privacy' versus the 'Public's right to know' in the point of view of a reporter.
5. What are the points you must have in mind when organizing a press conference?
6. How would you assess the newsworthiness of an event? Illustrate with suitable examples.
7. Examine the role of technology in the planning and designing of a newspaper today.
8. How writing of television news is different from that of print media? Discuss with suitable examples.
9. If you get a chance to report Olympics events, how will you prepare yourself for it?

(4 x 6 = 24 Weightage)

MCJ IC 05: Lab Journal Production -1 (News paper production or any other form of practical work) done internally.

Course Outcome:

- ❖ Learning the process behind the newspaper production
- ❖ Understand the layout and its importance

**Journalism and Mass Communication Syllabus
SECOND SEMESTER**

MCJ 2C:06 THEMES, THEORIES AND ISSUES IN COMMUNICATION

Course Outcome:

- ❖ Help to understand important issues related to communication and relevant theories
- ❖ To learn effects of mass media
- ❖ To familiarize with different media organizations
- ❖ To analyze contemporary issues in mass media
- ❖ To analyze role of women in mass media

Module I

Socio-psychological aspects of communication – Balance theory, Congruity theory; Dissonance theory, Bandura's Social learning theory, Diffusion of innovation - KAP, AIETA, AIDA; persuasion and attitudinal and behavioral changes.

Module II

Political communication and its effects on democracies; public opinion, propaganda and war.

Module III

Intercultural communication; cultural effects of mass media, entertainment effects of mass media, cultivation theory, media and violence, gender and media, children and media.

Module IV

Linguistic approach to communication, media genres and texts, news narratives, semiotics, problems and prospects of visual language.

Module V

Historical perspective of international communication -NWICO, McBride Commission, UNESCO Declaration, NAM, NANAPOOL. International news flow - international, national and internal disparities, Trans Boarder Data Flow (TDBF), international media dependency.

Module VI

Contemporary issues in mass communication, new communication technologies translational media ownership and media corporates, media imperialism, impact of technology on international communication, women and the media

Books for reference

Lindzey and Aranson : Handbook of Social Psychology
Mc Quail, Dennis : Theories of Mass Communication
Devito, Joseph A : Communicology: Introduction of
the study of communication
Devito, Joseph A : The Communication Handbook
Vivian, John : Survey of Mass Communication
De Fluier, Melvin and Rokeach, Ball : Theories o f communication
Scott : Interpersonal communication
Perse, M. Elizabeth : Media Effects and Society
Bryant and Thompson : Fundamentals of Media Effects
Agee, Ault and Emery : Main currents in Mass Communication
Bettingheus, Edwin P : Persuasive Communication
McNair : Political Communication
Bandura, Albert : Social foundations of thought and actions
Bryant and Zillmann : Media effect
Moulana, Hamid : International information flow
UNESCO(Mac Bride Report) : Many voices, One World
Nimmo & Sanders : Handbook of Political Communication
Kretch and Krechfield : Individual and Society
Boyd Baret : International News Agencies

MODEL QUESTION PAPER

Code MCJ 2C 06

Themes, Theories and Issues in Communication

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Write short notes on any **six** of the following:-

- | | |
|-------------------------------|--|
| (a) Gender equality in media. | (b) Socio Psychological aspects of communication |
| (c) Conglomeration | (d) Laggards |
| (e) TBDF | (f) Cultural imperialism |
| (g) Semiotics | (h) KAP |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions

Each question carries **6** weightage

2. Comment on the increasing violence against media persons worldwide with special reference to the recent killings of journalists in Syria and Paris.
3. Do media programmes contribute to violence in society? Substantiate your arguments with appropriate examples.
4. 'Children are not gullible when it comes to the reception of messages from media as feared by elders'. Critically evaluate the impact of media on children in the light of the above statement.
5. Review the role and impact of social media network in the 2014 Loksabha polls.
6. Comment on televised political; satirical programmes in Malayalam such as Dhim Tharikida Thom, Democracy and Thiruva Ethirvaa.
7. Examine the relevance of cognitive dissonance theory.
8. Critically examine George Gerbner's Cultivation Analysis.
9. Trace the historical perspectives of International Communication.

(4 x 6 = 24 Weightage)

MCJ 2C 07: PUBLIC RELATIONS

Course Outcome:

- ❖ Learns how to establish and maintains mutually beneficial relationships between an organization and the publics
- ❖ To learn how to plan a PR campaign
- ❖ To learn different PR tools
- ❖ To appraise the relevance of code of ethics for PR practitioners

Module I

Origin and development of PR; Definitions of PR, propaganda, publicity, lobbying, PR functions, Public opinion in PR; Characteristics and qualifications of PR personnel.

Module II

Organisation set-up of PR departments/ agencies; PR in public / private sectors, Central and State PR Govt depts. Govt information services and their functions, Industrial PR.

Module III

Stages of PR campaigns, Planning for PR campaigns for different publics- Industry, Institution, Govt and NGOs. PR Campaign practical. Media relations, Community relations and consumer relations

Module IV

PR as a management function, PR and crisis management, Functions of PR agency, PR counselling and Consultancy, PR in support of sales promotion

Module V

PR tools – house journals, newsletters, handouts, conduct of press conferences, Open house seminars, and event management, Preparation of press releases, newsletters and news bulletins

Module VI

Leadership and communication in PR; PR and corporate social responsibility; Professional organisation of PR; Code of ethics for PR practitioners; PR and social auditing.

Books for reference

Allen H, Frank E Walsh : Public relations practices
Alphonse Earayil & James Vadanchery : PR at the cutting edge level
Anil Basu : Public relations: Problems and prospects with case studies
Arthur R Roal mann : Profitable PR
Baskin, Aronoff, Lattimore : Public relations profession & the practice
Bell Cantor : Experts in action: Inside public relation
Cohen : Public relation primer: thinking and writing in context
Colin Thomas : Public relations is your business
Davis : Everything you should know about PR

Dennish Wilcox : PR : strategies & tactics
Donald Treadwell, Jill B Treadwell : PR writing
Dong Newsom, Bob Carrel : PR writing
DS Mehta : Hand book of PR in India
Frank Jefkin : Planned press & PR
Frank Walsh : PR writer in a computer age
H Frazier Moore & Bertrand Canfield : PR: cases and problems
John V Pavlik : PR: What research tells us
Judith Ridgway : Hand book of media & PR
Philip Lesley : Hand book of PR & Communication
Robert T Reilly : PR in action
Sam Black : Practical public relations
Scott M Cutlip : Effective public relations
Shirley Harrison : Public relations an introduction

MODEL QUESTION PAPER

Code MCJ 2C 07

Public Relations

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Write short notes on any **six** of the following:-

- | | |
|---------------------------------|---------------------------------------|
| (a) Tools in PR. | (b) Industrial PR. |
| (c) Target Audience. | (d) Publicity and propaganda. |
| (e) PR Campaign. | (f) Advertising and Public Relations. |
| (g) Social Responsibility in PR | (h) Media convergence in PR. |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions

Each question carries **6** weightage

2. Explain the organizational set up of PR departments.
3. Distinguish PR in public – private sectors.
4. Explain with current examples the functioning of State Governments PR.
5. If you are assigned to organize a big event like National games what PR activities would you plan for the success of the event.
6. Will effective PR helps to change negative image on an institution?
7. Could you seek public participation in a PR campaign?
8. Explain how sales promotion is connected with PR.
9. Explain PR as a management function.

(4 x 6 = 24 Weightage)

MCJ 2C 08: ADVERTISING

Course Outcome:

- ❖ Opportunity to familiar with basics of advertising, equip the student to enter into the profession of advertisement
- ❖ To understand the structure of advertisement
- ❖ To learn different types of advertising
- ❖ To familiarize with professional organizations of advertising

Module I

History & Evolution of Advertising – UK,USA and India Functions of advertising; socioeconomic aspects of advertising. Advertising in the marketing process. Marketing mix.

Module II

Advertising agency – structure and functions, advertising and marketing activities, advertising research, evaluating advertising.

Module III

Elements of Advertising-Headline, slogan, body copy, illustrations, logo, trademark, themes and appeals. Fundamentals of layout. Kinds of advertisements – product, service, institutional, industrial, public service and public awareness advertisements.

Module IV

Designing process – making a model of the advertisement, testing the model, making the finished advertisement Advertising campaigns - planning, programming & evaluation.

Module V

Advertising Media -Press, Radio, Television, Film, Multimedia in-shop and Outdoor advertising. Media selection and media mix.

Module VI

Key factors in budget –setting. Legal and ethical problems in advertising. Professional organisations- ASCI .Criticism on advertising. Practical of a print advertisement.

Books for reference

Davis P Martyn : The effective use of Advertising
Hackley, Chris : Advertising and Promotion
Jones, John Philip : How Advertising Works
Klepner, Otto : Advertising Procedures
Longman A Kenneth : Advertising
Lovell, Mark : Assessing the effectiveness of Advertising
Mahmud, Jafar : Advertising Management
Quera, Leon : Advertising Campaigns
Ray L Michael : Advertising & Communication Management
Roman, Kenneth : How to Advertise
Rust T Roland : Advertising media models
Schudson, Michael : Advertising, the uneasy persuasion
Sutherland, Max : Advertising and the mind of the Consumer
Valladares A June : The Craft of Copywriting
Vilaniam V J : Advertising Basics

MODEL QUESTION PAPER

Code MCJ 2C 08

Advertising

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Write short notes on any **six** of the following:-

- | | |
|-------------------------------|--|
| (a) Trademark and Brand name. | (b) Pre & Post testing of advertisement. |
| (c) Advertising and Children | (d) Surrogate advertisements |
| (e) AAI & K3A | (f) Potential of smart phones as a Ad tools. |
| (g) Testimonial | (h) Socio economic aspects of advertising |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions

Each question carries **6** weightage

2. "The distinction between news and advertisement is getting blurred in the modern day journalism" Analyze this statement in the light of paid news, advertorial and product positioning and other trends in mass media.
3. Define an advertising agency. What does it do from conceiving an idea to placing a completed and in the appropriate media?
4. What are the constituents of ad copy? Elaborate the principles of copy writing.
5. Examine the ethical aspects of advertising.
6. Trace the evolution and growth of advertising in US and UK.
7. Critically analyze the status of advertising in India. How could we ensure accountability from the advertisers?
8. Analyze the role of public service and public awareness advertisements.
9. Media selection is an important stage in placing an advertisement the end point in taking the message to the public. Examine the caution to be exercised in media selection. (4 x 6 = 24 Weightage)

MCJ 2C 09: MEDIA LAWS

Course Outcome:

- ❖ Familiarize major laws concerning media
- ❖ To learn different constitutional provisions regarding media
- ❖ To familiarize with broadcasting media laws
- ❖ To familiarize with different Articles on media

Module I

Historical perspective of mass media laws in India. Salient features of Indian Constitution. Preamble of Indian Constitution. Fundamental rights and directive principles.

Module II

Constitutional provisions for Freedom of Speech and Expressions- Article 19(1) a, Article 19(1) g. Reasonable restrictions- Article 19(2), Article 19(6), Article 352-360(part XVIII)

Module III

Laws of Defamation: Civil and Criminal; libel, slander and fair comment; right to privacy. Contempt of Court Act 1971. Privileges of Parliament and Legislative. Article 361 A publications of reports of legislative proceedings

Module IV

Press and Registration of Books Act 1867. Delivery of Books and Newspapers (Public Libraries) Act, 1954, Press Council Act,1978 and amendments 1992, Working Journalists Act, 1955, Working Journalists (Fixation of rates and wages) Act, 1958, Wage Boards.

Module V

Provisions to restrict media under in Indian Penal Code, Drugs and Magic Remedies (Objectionable advertisements) Act 1954, Indecent Representation of Women (Prohibition) Act 1986 and Young Persons (Harmful Publication) Act 1964. Official Secrets Act 1923, Freedom of Information Bill, Right To Information Act, 2005

Module VI

Broadcast media laws – AIR and DD codes for commercial advertising, Cinematograph Act,1952(Amendments 1884) Cinematograph (Certification) Rules 1983. Intellectual property rights- Copyrights Act,1957 Amendments in 1984 Video Piracy. Professional code of conduct for media persons.

Books for reference

M.C Jain : Constitution of India Voi.1&II
Basu, Durga Das : Law of the Press
P.C Sarkar : Laws relating to Publisher and Printer
K.S Venkateshwaran(AMIC) :Mass Media Laws and Regulation in India
Press Institute of India : The Press and the Law
B.V Gopal : Video Piracy and the Law
J.P.Madhulkar : Press Laws

MODEL QUESTION PAPER

Code MCJ 2C 09

Media Laws

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Answer any **six** questions:-

- | | |
|---|--|
| (a) Confidentiality of sources | (b) Provisions to restrict media under IPC |
| (c) Advertisements for magic remedies and cures | (d) Fair Comment |
| (e) Article 19(6) | (f) Puffery |
| (g) All India Radio Code during elections | (h) Copyright in news |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions

Each question carries **6** weightage

2. Trace the historical perspective of mass media laws in India.
3. Prepare a comprehensive code of ethics for the media personnel of the present day in the Indian context.
4. "24 hour news channels have trivialized and sensationalized news". Substantiate.
5. What are the precautions to be taken while reporting the Court?
6. Article 129 of the constitution vests the court with power to punish contempt of itself. What are the major provisions of this law?
7. Analyze the role of "Press Council of India" in preserving the freedom of the press and of maintaining and improving the standards of journalism in India.
8. Explain defamation with examples of recent cases.
9. Critically enumerate the significance of RTI act in the present Indian Scenario.

(4 x 6 = 24 Weightage)

MCJ 2C 10: Lab Journal Production –II (News paper production or any other form of practical work) done internally

Course Outcome:

- ❖ Learning the process behind the newspaper production
- ❖ To learn the pagination and layout

**Journalism and Mass Communication Syllabus
THIRD SEMESTER**

MCJ 3C:11 DEVELOPMENT COMMUNICATION

Course Outcome:

- ❖ Learns the developmental functions of mass media and major developmental communication theories
- ❖ To learn different models on development communication
- ❖ To analyze the causes for development and underdevelopment
- ❖ To analyze the dimensions of development
- ❖ To learn the importance of developmental communication

Module I

Development: concept and definitions, Reason for underdevelopment, Approaches to development, Problems and issues in development, Characteristics of developing countries, Indicators of development

Module II

Models of development – Adam Smith, Ricardo, Maltheus, Rostow, Marx, Mahatma Gandhi, Dominant paradigm of development and its criticism

Module III

Development communication: Concept, definition – process – role of communication media in development – social, cultural and economic barriers. Development communication models of Lerner, Schramm, Rogers. Rural development in India

Module IV

Development communication policy in India – action plan – democratic decentralisation, Panchayat Raj, Planning at national, state, regional, district, block and village levels
Development support communication: case studies in agriculture, health, education, population (Practicals)

Module V

Alternative paradigms of development, integrated development, Participatory form of development, Information and communication technologies in development, An overview of folk and traditional media and their use in development.

Module VI

An ethical perspective of development, Empowerment – concept – definitions – dimensions. Sustainable development, Women in development (WID), Gender and development (GAD)

Books for reference

Agrawal and Malik : Television in Kheda
Banerjee : Family Planning Communication
Cheng : Media Policies and national Development :
Characteristics of sixteen Asian Countries
Desai : Communication Policies in India: SITE Reports
Dube, S.C.: India's Changing Villages, Human Factors in
Community Development
Edgar and Rahim : Communication Policies in Development Countries
Lerner : The Passing of Traditional Society;
Modernaizing the Middle East
Majid Tehranian : Communication Policy for National Development
Schramm : Mass Media and National Development
Shyam parmar : Traditional Folk Media
Srinivas M N. : Remembered Village
Kuppuswamy : Social Change in India
Srinivas R Melkote, H Leslie Steeves : Communication for development in the third world
Srinivas R Melkote, Sandhya Rao : Critical issues in communication
Uma Naruda : Development communication Theory and practice
Y. V. L. Rao : Communication and Development

MODEL QUESTION PAPER

Code MCJ 3C 11

Development Communication

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Write short notes on any **six** of the following:-

- | | |
|--------------------------------------|-------------------------------|
| (a) Development Communication | (b) Indicators of development |
| (c) Economic barriers in development | (d) Integrated development |
| (e) Krishi Darshan programme | (f) Gender and Development |
| (g) Empowerment | (h) Decentralization |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions

Each question carries **6** weightage

2. Briefly explain the participatory form of development.
3. Explain the role of communication media in development.
4. Evaluate the development communication models of Lerner and Schramm.
5. Briefly explain the ethical perspective of development.
6. How far the development support communication affected the agricultural field in India.
7. Explain the drawback of Maltheus development model.
8. Explain the dominant paradigm of development and its criticisms.
9. In what way Indian media have influenced the development of India.

(4 x 6 = 24 Weightage)

MCJ 3C 12: RADIO, TELEVISION AND FILM PRODUCTION

Course Outcome:

- ❖ Opportunity to learn about the pros and cons of electronic media and its history
- ❖ To learn different stages of production
- ❖ To familiarize with features of broadcasting media
- ❖ To analyze different genres of films
- ❖ To understand the importance of digital age

Module I

Origin and growth of Radio broadcasting. All India Radio. FM Radio stations, bands, Radio jockeys, Sound editing suit. Programs and policies. News talks, interviews, documentaries and advertisements. Radio program productions- studio, recording, editing.

Module II

Television in India, growth and developments. Doordarshan, cable TV, Dish TV. Television program production. Programs- structure and format in the new era. News, Documentaries, Telefilms, Advertisements and Interviews. Indoor and outdoor reporting.

Module III

Film potentials and limitations. International and Indian Films. Regional films. Types of films, treatment of film as a medium of communication. Stages of production. Pre- production, Production and Post production. Planning and budget allocation in filmmaking.

Module IV

Digital revolution in video and audio. Non- linear methods of video production. Types of digital cameras, editing software. Home videos, Newsreels. Tools of editing - video production effects, transition.

Module V

Software for recording. Sound dubbing, recording. Types of mikes, Amplifier, Mixer. Input, Output, Sound track.

Module VI

Scripting and shot dividing for television programs. Three stages of production. Non- linear production. Production of a Documentary- Short film- Newsreels.

Books for reference

Alder and Cater : TV as a cultural force

Alder and Cater : TV as a social force

Browssard and Holgate : Broadcast News

Cremer, Krierstrad & Yoaknam : Television news

Dominick, Sherman & Messere : Broadcast, cable, the internet and beyond

Fletcher : Professional broadcasting

Gerald Millerson : Effective TV production
Hartley : Television truths
Hung Baddeley : The techniques of Documentary Film production
Ibrahim : Newness guide to television and video Technology
Jill : An introduction to film studies
K TIM WULFEMEYER : Beginning to radio and television news writing
Laurie Ouellette& James Hay : Better living through reality Television
Mallik : Tangled Tapes
Mamer : Film production technique
Mike Wolverten : How to make Documentaries for Video/ Radio/ Film
Miller : Television and New media
Mohanty : Educational broadcasting radio and TV in India
P C Chatterji : Broadcasting in India
Pafna Lemish : Children and Television a global perspective
Paul; Grainge, Mark & Sharon : Film histories,
Peter orlik, Steven Anderson,
Louis day & Lawrence : Exploring electronic media
Ram Awatar Agnihotri : Modern Indian films on rural background
STAM : Literature through film
UNESCO : Broadcasting training techniques

MODEL QUESTION PAPER

Code MCJ 3C 12

Radio, TV, Film Production

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries 2 weightage

1. Write short notes on any **six** of the following:-

- (a) What do you think by the term RJ? What should be the basic qualities of a RJ?
- (b) Describe the structure of interviews.
- (c) Write short note on sound track, news reels, photojournalism and news beat.
- (d) Argue the importance of lead in a news story.
- (e) Why radio is called a “blind sister” of TV?
- (f) What are the challenges of live broadcast?
- (g) Write down the specialties of reporting for television.
- (h) Differentiate between AM and FM stations.

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions. Each question carries 6 weightage

- 2. Write an essay on the new trend and growth of radio broadcasting in India.
- 3. Critically examine the characteristics and role of TV as a medium of mass communication.
- 4. In print media use of photographs has increase remarkably. What are the reasons? Explain with arguments.
- 5. ‘A film is a director’s creation’ – Do you think so? Discuss this context with functions and responsibilities of a director.
- 6. Briefly describe the types of digital cameras and their features.
- 7. Describe documentary film. Distinguish between feature film and documentary film. Briefly discuss a few documentary films produced in India by film division.
- 8. Will the new generation FM radios survive as entertainment channels for the youth? Discuss.
- 9. Describe the fundamental qualities of a television journalist. Detail the role of news editor in television.

(4 x 6 = 24 Weightage)

MCJ 3C 13: COMMUNICATION RESEARCH

Course Outcome:

- ❖ Learns about communication research and various steps of research report writing
- ❖ To understand different kinds of sampling methods
- ❖ To familiarize with hypotheses, its kinds and preparations
- ❖ To learn basic statistical methods to measure reliability and validity
- ❖ To understand how to eliminate errors in research report writing

Module I

Nature and scope of communication research; development of mass media research, aspects of research, characteristics of research; evaluation of communication research in India.

Module II

Topic selection - Relevance of the topic, literature review, setting hypothesis and research questions, analysis and interpretation, summary; Questions and problems for further investigation.

Module III

Qualitative research method – field observations, focus groups, interviews, case studies; Content analysis – Definitions, steps in content analysis, reliability and validity. Survey research Descriptive and analytical surveys. Quantitative method – Definitions and components. Combined qualitative and quantitative designs. Sampling methods.

Module IV

Introduction to Statistics – Basic statistical procedure; techniques for communication research – Measures of central tendencies, frequency distribution, tests of significance, reliability, validity and correlations.

Module V

Research in print media, electronic media, advertising and public relations and internet.

Module VI

Writing with style, avoiding common writing errors, readability of the manuscript, writing a research report, concluding the research report.

Books for reference

Berger : Media Analysis Techniques

Berger, Arthur Asa : Media Research Techniques

Creswell W. John : Research Design

Festinger Katz : Research Methods in Behavioural Research

Kerlinger : Foundations of Behavioural research

Lowery & De fluer : Main currents in Mass Communication Research

Pool : Questionnaire Design and Attitude measurement

Stempel and Westley : Research Methods in Mass Communication

Wimmer D Roger : Mass Media Research

MODEL QUESTION PAPER

Code MCJ 3C 13

Communication Research

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Answer any **six** questions:-

- | | |
|-----------------------|----------------------------|
| (a) Literature Review | (b) Null Hypothesis |
| (c) Cluster Sampling | (d) Dependent Variable |
| (e) Reliability | (f) Validity |
| (g) t-test | (h) Relevance of the topic |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions

Each question carries **6** weightage

2. Evaluate communication research in India.
3. Differentiate qualitative and quantitative research methods.
4. Describe different types of sampling.
5. What is a variable? Explain different types of variables.
6. Discuss the advantages and disadvantages of case study method.
7. Which methodology you will adopt to study the audience perception of media influence? Justify your answer with suitable examples.
8. Enumerate various statistical techniques used in communication research.
9. Elaborate various steps involved in content analysis.

(4 x 6 = 24 Weightage)

MCJ 3C 14: Lab Journal Production –III (Newspaper production or any other form of practical work) done internally

Course Outcome:

- ❖ Learning the process behind the newspaper production
- ❖ To master over DTP, Photoshop and PageMaker

ELECTIVES

MCJ 3E 01 - WEB JOURNALISM

Course Outcome:

- ❖ To understand opportunities of web journalism
- ❖ To learn web language and its importance
- ❖ To familiarize with online reporting
- ❖ To appraise internet as a journalistic tool
- ❖ To understand new trends in journalism

Module I

Basic concepts, scope and limitations of communication technology, computer mediated community formation, implications on society - digital divide and democratization of information. Emergence of new media and their differences from old media.

Module II

Web Journalism– definition, origin, development and contemporary relevance; characteristics of web journalism- immediacy, interactivity, multiple pagination, personalization, privacy, digitization, sociability, convergence, multimedia, flexibility, archiving, linkage, non-linearity and universal access; websites and web portals- types of portals-horizontal, vertical, e-commerce portals, knowledge portals, blogs, vlog, podcast, search engines, dynamic websites and user interface

Module III

LAN, MAN, WAN, E-mail, Web, ownership and administration of Internet, types of Internet connection, internet protocols, Introduction to HTTP, HTML, XML, java script, browsing and browsers, bookmarks, searching through directory, search engines, Website development and maintenance- Inserting, authoring, linking, editing, promoting and maintaining website. Web page design principles.

Module V

Online editions of newspapers, Online reporting- tools for newsgathering. Writing for the Web – principles, limitations and new trends; video file formats; streaming; Editing of web content; Management and economics of online editions, online advertisements

Module VI

Security issues on the Internet- social, political, legal and ethical issues related IT and CT. Cyber laws and ethics. New trends- blogging, citizen journalism on the Web, virtual community formation. Future of Web Journalism.

Books for Reference

Steven G Jones Cyber society

Bryn Honmes and John Gardner E- Learning : Concepts and practice

Paliwal Contemporary IT scenario

Dedeja IT in new millennium

Ved Prakash Gandhi Electronic media communication and management

Godfray Harris Advertising in Internet

Rahul Singhai Computer Applications for Journalism

Anne Granny Multimedia: Text and Context

Shakil Ahmed Syed A Guide to IT: Cyber Laws and E Commerce

Pavlik, John Journalism and New Media

Zorkoczy, Peter Information Technology, An Introduction

McQuil Mass Communication Theory

Sunil Saxena, Breaking news: Craft and Technology of Online Journalism

MODEL QUESTION PAPER

Code MCJ 3E 01

Web Journalism

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Write short notes on any six of the following:-

- | | |
|---------------------|---------------------------|
| (a) Digital divides | (b) E- commerce |
| (c) WAN | (d) XML |
| (e) Blogging | (f) Online Advertisements |
| (g) Web Journalism | (h) Bookmarks |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions

Each question carries **6** weightage

2. Define web journalism. Briefly explain the origin and development of web journalism?
3. "New media is the future of advertising" comment.
4. Differentiate e paper and online news paper? Explain the characteristics of online news paper?
5. Briefly explain the relevance of web journalism during the contemporary India?
6. What are the different types of internet connections? Elaborate it.
7. Explain the social, political, legal and ethical issues related IT and CT.
8. Cyber laws and ethics.
9. What effects has the internet had on journalism. Explain it.

(4 x 6 = 24 Weightage)

MCJ 3E 02: INTRODUCTION TO MULTIMEDIA

Course Outcome:

- ❖ To familiarize with the jargons of multimedia
- ❖ To learn data compression and decompression methods
- ❖ To familiarize with features of 2D & 3D
- ❖ To appraise the benefits of multimediated society

Module I

Definition of Multimedia, Multimedia systems, Multimedia elements, Multimedia applications, Multimedia system architecture, Digital media and Hypermedia.

Module II

Multimedia file formats, standards, communication protocols, conversions, Data compression and decompression. Image authoring and editing tools, image file formats–JPEG, TIFF, GIF, PNG. Layers, RGB, CMYK, Contrast, Brightness, Slicing, Contrast Ratio, Aspect Ratio, Gray Scale, filters, blending tools, Image enhancing designing technique.

Module III

Introduction to 2 D animation, definition of 2D, characteristics of 2D, Authoring tools for 2D animation, Introduction to 3 D animation. SWF, FLA, FLV. Streaming Media, key frame animation, shape animation, path animation, action script, use of action script in animation, integrating audio with animation.

Module IV

Multimedia production : idea/concept, outline, script, storyboarding, templates, user interface, production and delivery strategies, design and navigation structures – linear, hierarchical, non-linear, and composites; hotspots and buttons; multimedia building blocks preparation and assembling, pre and post production problems and solutions.

Module V

Multimedia applications in business, education and entertainment, multimedia team – project manager, designers, writers, video/audio specialists, multimedia programmers.

Module VI

Multimedia Project (Practical): Students should conceive, execute and submit a multimedia project of 10 minute duration on any topic/theme. The project must encompass all building blocks (text, picture, graphics, video, sound) and these should be assembled using appropriate authoring software.

Books for Reference

Maidarani Dinesh Multimedia applications web designing
Francis Anne Crany Multimedia
James E Shumar Multimedia in action

MODEL QUESTION PAPER

Code MCJ 3E 02

INTRODUCTION TO MULTIMEDIA

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Write short notes on any six of the following:-

- | | |
|-------------------|------------------|
| (a) Digital media | (b) JPEG |
| (c) CMYK | (d) 2D animation |
| (e) Hotspots | (f) FLV |
| (g) Story board | (h) Templates |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions

Each question carries **6** weightage

2. Define multimedia and explain its elements?
3. Explain the application of multimedia in education?
4. Illustrate the scope multimedia in e-governance?
5. Explain the application of multimedia in entertainment and advertising?
6. What are the duties and responsibilities of a project manager? Exemplify?
7. Briefly describe the production methods of a multimedia project?
8. Differentiate 2D and 3D animation? Explain its characteristics?
9. Elaborate the multimedia pre and post production problems and solutions.

(4 x 6 = 24 Weightage)

MCJ 3E 03: INTERNATIONAL COMMUNICATION

Course Outcome:

- ❖ Familiarize with communication in international perspective and major international communication organizations
- ❖ To learn relation between human right and communication
- ❖ To familiarize with different commissions and committees on international communication
- ❖ To appraise globalization and its effects
- ❖ To understand issues in international communication

Module I

Political, economic and cultural dimensions of international communication – communication and information as a tool of equality and exploitation – international news flow – imbalance – media growth – international, regional and internal disparities.

Module II

Communication as human right — international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

Module III

Impact of news communication technology on news flow- satellite communication – its historical background - status - progress – effects – information super highways; international telecommunication and regulatory organization.

Module IV

UNESCO's efforts in removal imbalance in news flow - debate on new international information and Economic Order - MacBride Commission's report - non-aligned news agencies news pool - its working, success, failure.

Module V

Issues in international communication - democratization of information flow and media systems - professional standards; communication research - telecommunication tariffs; information - prompted cultural imperialism - criticisms; violence against media persons.

Module VI

Effects of globalization on media systems and their functions; transactional media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations.

Books for reference

De Fluer, Melvin and Rokeach, Ball : Theories of communication
Scott : Interpersonal communication
Perse, M. Elizabeth : Media Effects and Society
Bryant and Thompson : Fundamentals of Media Effects
Agee, Ault and Emery : Main currents in Mass Communication
Bettingheus, Edwin P : Persuasive Communication
McNair : Political Communication
Bandura, Albert : Social foundations of thought and actions
Bryant and Zillmann : Media effect
Moulana, Hamid : International information flow
UNESCO(Mac Bride Report) : Many voices, One World
Nimmo & Sanders : Handbook of Political Communication
Kretch and Kretchfield : Individual and Society
Boyd Barrett : International News Agencies

MODEL QUESTION PAPER

Code MCJ 3E 03

International Communication

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Write short notes on any **six** of the following:-

- | | |
|--|------------------------------|
| (a) Universal Declaration of Human Rights. | (b) Media Imperialism |
| (c) Global Digital Telecommunication | (d) IPR |
| (e) Non-aligned News Agencies | (f) MacBride Commission |
| (g) Information Super Highways | (h) Geo Stationary Satellite |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions

Each question carries **6** weightage

2. Make a note on the impact of cultural dimensions on the quality of media relationship between countries.
3. World War II is considered as the golden time of global communication. Comment on the statement.
4. How can we use media and information as a tool for eradicating the exploitations?
5. Critically analyze the “News values” of developed and under developed nations.
6. What is imbalanced news flow? Make a detailed note on UNESCO’s efforts to reduce the imbalance in news flow.
7. Explain the purpose of international telecommunication and regulatory organization.
8. What are the functions and duties of non-aligned news agencies? Explain it with examples.
9. Effects of globalization on media systems and their functions.

(4 x 6 = 24 Weightage)

Journalism and Mass Communication Syllabus FOURTH SEMESTER

MCJ 4C:15 FEATURE WRITING AND MAGAZINE EDITING

Course Outcome:

- ❖ Opportunity to know about magazine journalism and tips to write feature
- ❖ To familiarize with different types of magazines
- ❖ To understand the structure and importance of magazine layout
- ❖ To Familiarize the difference between news and feature story
- ❖ To familiarize with magazine formats and production techniques

Module I

Feature versus fiction, Difference between news reports and features, Types of features, Feature writing – sourcing the feature – getting ideas – collection of facts – language and structure, Market for features, Editorials, Middles, Columns, Reviews – book, film, theatre.

Module II

Types of magazines – general interest magazines – special audience magazines, trade magazines, An overview of Magazine scene in India.

Module III

Writing articles/ feature and columns for general interest, special audience and trade magazines.

Module IV

Magazine design – cover, content and inside pages design.

Module V

Magazine editing – editing of articles/ features, copy fitting, picture editing and selection, picture cropping. House style.

Module VI

Magazine formats and production techniques.

Books for reference

Andre Fontaine : The Art of Writing Non-fiction
Arthur T Turnbull & Russell N Baird : The Graphics of Communication
Brain Nicholas : Features with Flair
Chilton R Bush : Editorial thinking and writing
J. W. Click and Russel N. Baird : Magazine Editing and Production
Jenny McKay : The Magazine Handbook
John Morrish : Magazine Editing
Leonard Mogel : The Magazine
Myrick E Land : Writing for Magazines
N.S. Raghavan : Broadcasting in India
S.Natarajan : A History of the Press in India
Susan Pape and Sue Featherstom : Feature Writing

MODEL QUESTION PAPER

Code MCJ 4C 15

Feature Writing and Magazine Editing

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries 2 weightage

1. Answer any **six** questions:-

- | | |
|--------------------|-------------------|
| (a) Blurb | (b) Pickup Quotes |
| (c) Ad-get feature | (d) Photo Essay |
| (e) Dummy | (f) E-zines |
| (g) Embargo | (h) Page traffic |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions. Each question carries 6 weightage

2. 'Features are central to the success of consumer magazines'. Elaborate and list various types of features.
3. The act of targeting and focusing on the reader is a creative act to the extent that you have to invent the reader. Elaborate.
4. Write an editorial on any current social issue of your choice for publication in a national magazine.
5. Apart from the research for news/articles, what is the role of research in the magazine-publishing context?
6. What are the fundamentals of starting a magazine?
7. 'Pictures can draw the readers in or repel them'. Explain the ways of assessing photographs, their selection and editing.
8. Differentiate between any three of the following:-
 - (a) Cover line and Cover mount
 - (b) Off the record and On the record
 - (c) Vertical makeup and Horizontal make up
 - (d) Thumb nail and Mug shot
 - (e) Fair comment and Fair dealing
9. Evaluate the design and format of any popular magazine which you familiar with. (4 x 6 = 24 Weightage)

MCJ 4C 16: FILM STUDIES

Course Outcome:

- ❖ Know about potentials of film and history of international, national and regional films
- ❖ To familiarize with world cinema
- ❖ To familiarize with experiments in cinema
- ❖ To appraise the contributions of legendary directors
- ❖ To familiarize with movements in films
- ❖ To critically analyze films from different languages

Module I

History of film from Lumiere age to present day. The era of silent movies and transitions to talkie films. History of Documentary beginning with Robert Flaherty's *Nanook of the North*. History of Indian cinema.

Module II

A journey through world cinema: Hollywood cinema, Russian cinema, Japanese cinema, South Korean Cinema, Iranian cinema, Chinese Cinema, Third world cinema, Directors of Asia, Africa and Latin America: Majid Majidi, Samira Makhmalbaf, Jafar Pahnahi etc, films of Fernando Solanas, Ousmane Sembene and others.

Module III

Major film movements; French New wave, German Expressionism, Soviet Montage, Italian Neo realism, French Impressionism. Major film theories – formalist approach and ideological approaches-Auteur theory, semiotic theory, montage theory, feminist film theory, Psycho-Analytical theory, Structuralist film theory, Marxist film theory. Film makers related to various film movements and film theories. Andre Bazin, Christian Metz, Laura Mulvey etc.

Module IV

Indian films - Bollywood and regional films, Indian New wave films, Famous directors of Bengali, Tamil and Malayalam, Marathi and other regional film industries. Malayalam new wave cinema, a critical approach.

Module V

Cinema, identity and the politics of representation: Gender and film, stereotypes, representation of Dalits and other marginalized sections in cinema, Home cinema as a self expression, Politics of cinema. Propaganda films.

Module VI

Film genres, Glossary of film industry. Film criticism and film review. Feminist film criticism, Digital cinema, changing behaviors of audience- from theatres to multiplex. Documentary films and its genres. Well known documentary makers in india.

Movies to view and analyse

1. Movies by Lumiere Brothers (available at <https://www.youtube.com/watch?v=4nj0vEO4Q6s>)

2. A trip to the moon by George Melies(available at https://www.youtube.com/watch?v=_FrdVdK1xUk)
3. The Birth of a Nation by D.W. Griffith
4. Battleship Potemkin by Sergei M Eisenstein
5. Bicycle thieves by Vittorio De Sica
6. Rashomon by Akira Kurosawa
7. Dr. Baba Saheb Ambedkar by Jabbar Patel
8. Pather Panchali, by Sathyajith Ray
9. Pyaasa by Guru Dutt
10. Black Board by Samira Makhmalbaf

References

1. Introduction to Film Studies, Edited by Jill Nelmes, Routledge publication, 2012, London and New York
2. What is cinema, Andre Bazin, University of California Press
3. Visual pleasure and Narrative Cinema, Laura Mulvey
4. Film history an Introduction, Kristin Thompson and David Bordwell
5. The biographical dictionary of film, David Thompson
6. Silent Cinema in India - A Pictorial Journey, B D Garga; Harper Collins India
7. *Cinema, Kanakkum kavithayum*, Sreekumaran Thambi.
8. The Light of Asia, Indian silent cinema 1912- 1934, Suresh Chabria
9. Narrative, Apparatus, Ideology: A Film Theory Reader, Columbia University Press 1986
10. Robert Stam, Film Theory: an introduction", Oxford: Blackwell Publishers, 2000

MODEL QUESTION PAPER

Code MCJ 4C 16

Film Studies

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Write short notes on any six of the following:-

- | | |
|---------------------------|------------------------|
| (a) Persistence of vision | (b) Point of View Shot |
| (c) Nanook of the north | (d) Black Maria |
| (e) Film Genres | (f) Mise en Scene |
| (g) Auteur Theory | (h) Kinetoscope |

(6 x 2 = 12 Weightage)

PART B

Answer any *four* questions. Each question carries **6** weightage

2. Elucidate the evolution of a film language from Lumiere brothers to S.M. Eisenstein.
3. How Vittorio De Sica films influenced Ray?
4. Analyze the narrative structure of a film you have seen recently.
5. Discuss the features of Italian Neo Realism. Use specific examples.
6. Define Montage. Discuss the different uses of montage in Battleship Potemkin.
7. How do you differentiate feature films and documentaries? Cite examples.
8. Comment on the technical advancement of cinema and its appreciation among the audience.
9. Write brief profiles of any four of the following film personalities:

- | | | |
|------------------|----------------------|---------------------|
| (a) D.W.Griffith | (b) Vittorio De Sica | (c) Satyajit Ray |
| (d) J.C.Daniel | (e) Alfred Hitchcock | (f) Charlie Chaplin |

(4 x 6 = 24 Weightage)

MCJ 4C 17: Dissertation/ Viva-voce / Internship/ Short film or documentary

Course Outcome:

- Opportunity to practically involve in research and real media experience
- To learn how to present thoughts in words

MCJ 4C 18: Lab Journal Production –IV (Newspaper production or any other form of practical work) done internally

Course Outcome:

- ❖ Learning the process behind the newspaper production
- ❖ To familiarize with editing skills

ELECTIVES

MCJ 4E 04: BUSINESS JOURNALISM

Course Outcome:

- ❖ To familiarize with Indian and world economy
- ❖ To analyze scope of business journalism
- ❖ To learn business reporting and editing
- ❖ To understand the features of business publications

Module I

Major schools of modern economic thinking- Classical, Neo-Classical,Marxian,Keynesian and Monetarist; Institutional framework of modern economy-institutions shaping economic policies and implementing them at national and global levels - Breton Woods institutions, GATT, WTO, ILO, Planning Commission of India

Module II

Features of Indian Economy, Economic reforms – rationale and justification, New industrial policy – features and evaluation- Glossary of basic economic terms.

Module III

Understanding shares, mutual funds, Initial Public Offer (IPO) Public and Private limited companies. Understanding stock market operations – floating of shares,debentures

Module IV

Business reporting and editing- corporate reporting; banking;market reporting- stock market, currency exchanges markets and commodity markets; regulatory bodies; company law; budget; trade policies; ethics in business reporting

Module V

Business newspapers, magazines, news agencies and television channels- An insight into business publications across the world- Wall Street journal etc, Business Line, The Economic Times, Mint etc, Economist, Business Today etc, 24x7 television channels dedicated to business – CNBC, NDTV Profit etc, Wire agencies- Dow Jones, News Wire 18 and others

Module VI

Salient features of Kerala economy , Kerala model of development, Role of major dailies in covering business stories linked to Kerala, Specialized business journals like Dhanam and Business Deepika

Books for reference

Agarwal A N : Indian Economy

Kapila, Raj : A Decade of Economic Reforms in India

Kapila, Uma : Indian Economy since independence

Kirsch Donald : Financial and Economic Journalism – Analysis, Interpretation and reporting

Pratten, Cliff : The Stock Market

Thomas E C : Economic and Business Journalism

Witzel, Morgan : Dictionary of Business and Management

MODEL QUESTION PAPER

Code MCJ 4E 04

Business Journalism

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Write short notes on any **six** of the following:-

- | | |
|--|------------------------|
| (a) Globalization and Liberalization | (b) GNP and NNP |
| (c) Fiscal Deficit and Budget Deficit | (d) Bull and Bear |
| (e) Appropriation Bill and Finance Bill | (f) IMF and World Bank |
| (g) Patents and Intellectual Property Rights | (h) Mixed Economy |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions. Each question carries **6** weightage

2. What are the major, reliable, economic indicators about India, available to a business journalist?
3. Critically evaluate the changes that have occurred in business reporting in India in the last decade.
4. How does WTO affect India, particularly in agriculture and in labour aspects?
5. What are the professional requirements of a business journalist?
6. What are the achievements of economic planning with the help of Five Year Plans in India?
7. As a business journalist, what are the preparations that you have to make before attempting to report a budget sessions?
8. List the tips for creating better business letters and annual reports.
9. "Nifty regains 6000 levels. Sensex up 100 points: ICICI Bank, Tata Motors up. Write an imaginary market report based on the above details, about the day's trading.

(4 x 6 = 24 Weightage)

MCJ 4E 05: VISUAL MEDIA PRODUCTION

Course Outcome:

- ❖ To know various visual media production equipments and its usage
- ❖ To familiarize with uses and kinds of microphone
- ❖ To learn different stages of production
- ❖ To learn different types of editing and its uses
- ❖ To familiarize with benefits of technology
- ❖ To familiarize with production techniques

Module I

Introduction to visual media. Origin and history of visual productions and recent innovations. Cast and crew, Producer, Director, Associate. Stage or floor manager, Cameramen, Tele prompter, Lighting Director, Audio operator, Technical Director, Graphics artist.

Module II

Basic functions of a microphone. Cables and connectivity. Audio console, Digital audio work stations. Voice command procedure. Lighting and camera: Types of light, Incident and reflected. Lighting instruments, Pre- production planning. Video scanning process. Lens characteristics, Field of view, picture composition.

Module III

Stages of production- Pre- production, Production and Post- production. Idea generation, Budgeting and planning, paperwork, discussion, casting, story board and screenplay.

Module IV

Types of editing, Preparation for editing, Non- linear editing, editing aesthetics, graphics, virtual and traditional, transition and effects, titling, subtitling, overlay and merging.

Module V

Concept mapping, discussion with experts and outline writing techniques. Budgeting and allocating the production cost. Identifying the resources. Shot division. Two and three camera production. Students should script and produce a video documentary of 15 to 30 minutes duration.

Module VI

Editing- non linear. Finalizing the disc, mini DV, DV, viewing and handling pictures through software. Arranging, preparing and logging. Transitions and effects in non- linear editing. Rendering into DVD, VCD, NTSC and PAL format.

Books for reference

Burrows, Gross, Foust & wood : Video productions- Disciplines and techniques
Cooper, Pancyger : Writing the short film
Dissanayake : Asian Cinema

Friedman : Writing for Visual Media
GROSS : Telecommunication An introduction to electronic media
GROSS : The international world of electronic media
Gross/ Ward : Electronic movie making
Hayes : Visual gender, visual histories
Huber : Modern recording techniques
Irving & Rea : Producing and directing the short film and video
James Donald & Michael Renov : The sage handbook of film studies
James Elkins : Visual studies
Mcquintosh : FCP in film editing
Messaris : Visual persuasion
Miller : Companion to film theory
Ohanian : Digital Non linear Editing
PURCELL : Dialogue editing for motion pictures
Rabiger : Directing film techniques and aesthetics
Sadler : Electronic media law
Shyles : The art of video production
Thompson : Scene design and stage lighting

MODEL QUESTION PAPER

Code MCJ 4E 05

Visual Media Production

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Write short notes on any **six** of the following:-

- | | |
|---------------------|------------------------|
| (a) Tele Prompter | (b) Shot Division |
| (c) Audio Console | (d) Rendering |
| (e) Merging | (f) Editing aesthetics |
| (g) Concept Mapping | (h) Screenplay |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions

Each question carries **6** weightage

2. Explain the process of editing in the visual production.
3. Prepare a script for a documentary on Independence Day for 15 minutes.
4. A visual production is the actualization of concept mapping into a specific output format through various processes. Explain.
5. Explain Budgeting and Planning.
6. Briefly explain the history of visual media production.
7. Role and functions of various people to actualize a visual media production.
8. Explain the stages of production.
9. What are the differences between disc, mini DV, DV.

(4 x 6 = 24 Weightage)

MCJ 4E 06 TECHNICAL WRITING AND DOCUMENTATION

Course Outcome:

- ❖ To learn different styles of writing
- ❖ To learn technical editing processes
- ❖ To familiarize with the scope of online editing
- ❖ to analyze the importance of technical writing

Module I

Differences between technical writing and other forms of writing. Qualities and qualifications of technical writers; End products of technical writing – technical reports, Project proposals, project abstracts, project documents and manuals - technical, installation and end-user.

Module II

Create a technical document; professionals involved – project manager/editor, writers, graphic artists; liaison with project engineers/scientists and clients

Module III

Roles and responsibilities of writers, editors / project managers. Document formats - hard and soft copy versions designs

Module IV

Styles in technical writing; Clarity, precision, coherence and logical sequence in writing: The writing process - aim of writing, knowing the writing assignment, its clients and end users; Gathering of facts/data; Planning the document content and organization; Writing the draft; draft revision; use of graphics/illustrations.

Module V

The technical editing process - Review of the document aim, content and its organisation; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/ illustrations; copy fitting, design an layout of documents. Online editing process.

Module VI

Online Editing Process

Books for reference

Donald C. Samson Jr. : Editing Technical Writing
Gordon H. Mills & John A Walter : Technical Writing
McGehee Brad : The complete Guide to Writing Software User Manuals
Patricia A. Robinson : Fundamentals of Technical Writing
Peter J MGuire and Sara M. Putzell : A Guide to Technical Writing
Robert W Bly and Gary Blake : Technical Writing : Structure, Standard and Style
Susan Grimm : How to Write Computer Documentation for Users

MODEL QUESTION PAPER

Code MCJ 4E 06

Technical Writing and Documentation

Time: 3 Hours

Max.Weightage: 36

PART A

Each question carries **2** weightage

1. Write short notes on any **six** of the following:-

- | | |
|------------------------------------|----------------------|
| (a) Copy filling | (b) Manuals |
| (c) Design and layout of documents | (d) Project Proposal |
| (e) Client and end-users | (f) Mind Mapping |
| (g) Project Manager/Editor | (h) Chunking |

(6 x 2 = 12 Weightage)

PART B

Answer any **four** questions

Each question carries **6** weightage

2. What different graphic elements would you use in technical documentations? Explain with examples.
3. Discuss the benefits of single sourcing. Illustrate your answer citing examples.
4. What are the duties and responsibilities of technical writers?
5. What are the differences between technical writing and journalistic writing?
6. Who are the professionals who create a technical document? Explain the duties and responsibilities of each professional.
7. Explain the features of a tech writing software you use.
8. Accuracy of technical details, language and style and usage, tables and graphs, illustrations, design and layout of documents are important elements in tech writing. Explain with examples.
9. The smooth interaction between a tech writer and an engineer/scientist is crucial in the success of tech writing project. Discuss.

(4 x 6 = 24 Weightage)