ST. JOSEPH'S COLLEGE (AUTONOMOUS)

IRINJALAKUDA

CURRICULA AND SYLLABI FOR

JOURNALISM AND MASS COMMUNICATION

Under Choice Based Credit & Semester System

2020 Admissions

St. Joseph's College (Autonomous), Irinjalakuda

Department of Journalism and Mass Communication

Board of Studies in Journalism and Mass Communication

1. Name, designation and address of BOS members

Name	Official Address	Designation
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Dr. Fr. Benny Benedict	Director &Principal,Chethana Media Institute and Chethana Media Studies, Trichur	Subject expert
Dr. Harikumar M S	Assistant Professor & H.O.D Department of Communication & Journalism Karyavattom Campus, University of Kerala	Subject expert
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Dr. C.K Thomas Chungath	Visiting Faculty in Pune Film Institute & different institutes in India for Media Professionals. Retired Director of Doordharshan, Kerala.	Subject expert
Mr. Gilbert A R	Assistant Professor, Department of Journalism & Mass Communication MG University Campus, Kottayam	Subject expert

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Contributors towards Curriculum and Syllabus

(Name, designation and address of at least 10 contributors, including stakeholders)

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Dr. Harikumar M S	Assistant Professor & H.O.D Department of Communication & Journalism Karyavattom Campus, University of Kerala
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FOREWORD

The future of the credibility of the higher education system depends on the success of the implementation of autonomy. The anticipated outcome of the whole exercise depends, in particular, on the mainstay of any educational institution- the curricular aspects. As an autonomous college since 2016, St.Joseph's has the mandate to visualize appropriate curricula for particular programmes, update and revise them periodically, and make sure that the expected outcomes are successfully achieved.

A wide range of course options that are in tune with the emerging national and global trends ad relevant to the local needs were considered by the institution prior to the P.G. restructuring exercise. Diversity and flexibility, career orientation, skill acquisition, and research enhancement were considered and a structured feedback system established to gather the opinions and suggestions of all the stakeholders including the students, the faculty, the staff, the industry experts, the alumnae, the parents and the employers.

Curricula evolved also took into account the attainment of program, program specific and course outcomes. Evaluation of the curricular intake and delivery is done at the year end to find suggestions for change.

I sincerely acknowledge the members on the various Boards of Studies and on the Academic Council for their time and expertise in helping us come to a decision regarding Curricula and Syllabi restructuring and redesigning. Thanks are also due to the team IQAC for their relentlersendeavours in enhancing quality of education delivery, and in particular, for their efforts to organize workshops and invited talks to orient the faculty and students towards the necessities implied in the restructuring process. I would also like to thank the Heads of Departments and faculty and staff who co-operated with the same.

Principal

ACKNOWLEDGEMENT

I would like to acknowledge the contributions rendered by the members of the Board of Studies: Dr. Asha Achy Joseph, Dr. C.S Biju, Dr. Fr. Benny Benedictand Dr. C.K Thomas Chungath for the enhancement of the programme.

I wish to express my sincere thanks to Dr. Abdul Muneer V, Assistant Professor and Head, EMEA College of Arts & Science, Kondotti who helped to give shape for the overall structure of the course.

I would also like to thank the faculty of the Department of Journalism & Mass Communication: Ms. Rekha C J, Ms. Veena Vijayan for their invaluable help and support.

Ms. Dilruba K

Head of the Department

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St. Joseph's College, (Autonomous), Irinjalakuda

Department of Journalism and Mass Communication

(2020 Admission)

Preface

The Department of Journalism & Mass Communication offers a two year postgraduate program that provides training in the field of journalism. It focuses on the study of print, electronic and new media as well. The program seeks to inculcate journalistic and creative writing skills among cub journalists. Also impart practical knowledge through practical work and other co- curricular activities.

The program provides students broad and diverse course work in advertising, film studies, new media, public relations and communication studies.

It offers quality courses which enable students to become creative thinkers and a person with current affair knowledge. It implements practical, innovative experiences and partnerships to prepare students for successful careers in journalism. The mission of the department is **'To inculcate self-development and to nurture research culture among students in pursuit of excellence in a rapidly changing global media environment'.**

St. Joseph's College, (Autonomous), Irinjalakuda

STUDENT ATTRIBUTES

The motto of the institution is "Light, Life, Love"

Light for the illumination of the heart and mind

Life for the fullness of growth – physical, mental, intellectual and spiritual

Love for fellowship with the Supreme & with one another

The motto enshrines the vision of the Founders for the students and constitutes the foundation for the acquisition of the following student attributes envisioned by the institution.

- Empowerment
- Life Long Learning
- Holistic Development
- Value Orientation
- Social Responsibility
- Nation Building Capacity
- Green Thinking
- Creativity & Innovation
- Acquiring Life Skills
- Discipline
- Leadership / Team skills
- Problem solving skills
- Communicability

The above Student Attributes will be attained in the span of their student life at St. Joseph's College through various activities such as

- Curricular, Co-curricular & extra-curricular
- Sports, games, fine arts and cultural
- Enrichment / certificate courses
- Extension / outreach Programmes
- Healthy / Best practices

AIMS AND OBJECTIVES

First Semester

- Recognize the social relevance of mass communication
- Critically evaluate news management systems and related journalistic practices
- Use correct grammar and eliminate items in poor taste in the copy
- Critically evaluate the functioning of Indian film industry and film certifications
- To type in English and Malayalam and to paginate the content of print media like newspapers and magazines

Second Semester

- Have an informed and critical awareness of how media operates in a social system
- Critically analyses media representation of various segments of the society
- Recognize the societal impact of advertising and the need for ethical practitioners
- Independently produce radio and television news Programmes
- Critically evaluate the communication practices implanted by various agencies for development and social change
- Recognize the critical themes and issues in globalized communication practices and their impact on the society at large

Third Semester

- Apply theories and theoretical framework in their research work
- Explain the role of the public relations in the corporate environment and describe the strategies, tactics, and techniques of public relations and corporate communications
- Develop content for the web and manage it using content management systems
- Design research work scientifically using various methodological frameworks
- Recognize internet related concepts and application of the same in mass communication environment

Fourth Semester

- Collect quantitative and qualitative data and analyse them critically to contribute innovative output to the domain on knowledge
- Relate film analysis and interpretation to wider historical, cultural and material processes
- Discern and discuss stylistic traits peculiar to different movements and traditions of film in a comparative context
- Learn to analyze and critique photographs and gain a better understanding of camera Techniques
- Understand the nature of relationship between state, politics, economics and media and how they shape, sustain and reproduce each other

COURSE DESIGN

The Journalism and Mass Communication programme includes

i. Core courses
ii. Elective Courses
iii. Project Work / Dissertation
iv. Comprehensive Viva-voce
v. Audit Courses

The Journalism and Mass Communication programme contains 10 compulsory Core courses, Elective Courses, 1 Project Work / Dissertation, 1 Comprehensive Viva-voce and 2 Audit Courses. (Write about credit distribution of courses) No course carries more than 4 credits. The student can select any Choice based elective course offered by the department which offers the core courses, depending on the availability of teachers and infrastructure facilities, in the institution.

Duration of the programme

The minimum duration for completion of a four semester PG Programme is 2 years. The maximum period for completion is 4 years. The duration of each semester will be 90 working days, inclusive of examinations, spread over five months. Odd semesters will be held from June to October and even semesters from November to March subject to the academic calendar of St. Joseph's College (Autonomous) Irinjalakuda.

Programme structure

The Journalism and Mass Communication programme include three types of courses: Core courses, Elective courses and AuditCourses. Project Work and Comprehensive Viva-voce are mandatory for all regular programmes and these shall be done in the end semester. Total credit for the Journalism and Mass Communication programme is 80 (eighty), this describes the weightage of the course concerned and the pattern of distribution is as detailed below:

Programme Duration	4 Semester
Core courses	**17**
Elective Courses	**6**
Project Work / Dissertation	**1**
Comprehensive Viva-voce	**1**
Minimum attendance required	**75%**

Elective courses shall be spread over either in the Third & Fourth Semesters combined or in any one of these Semesters (III / IV). Study Tour / Field visit / Industrial visit / Trip for specimen collection may be conducted as a part of the Programme.

Semester	Course Title	Suggested Area
I	Ability Enhancement Course (AEC)	Internship / Seminar presentation / Publications / Case study analysis / Industrial or Practical Training/Community linkage programme /Book reviews etc.
II	Professional Competency Course (PCC)	To test the skill level of studentslike testing the application level of different softwares such as SPSS/R/ Econometrics / Pythan/Any software relevant to the programme of study /Translations etc.

Courses and Credit distribution

The required number of credits as specified in the syllabus/regulations must be acquired by the student to qualify for the degree. A student shall accumulate a minimum of 80 credits for the successful completion of the Journalism and Mass Communication programmes.

Semester	Course	Teaching Hours	Credit
I	Introduction to mass communication	6	4
	Reporting News	6	4
	Editing News	6	4
	Media History	5	3
	Communication Laws and Ethics	5	3
	Graphic Design and Print media production(practical)	3	2
II	Media Culture and Society	6	4
	Advertising and Marketing Communication	6	4
	Radio and Television Production	6	4
	Development Communication	5	3
	Global Communication	5	3
	Photography and Videography	3	2
III	Communication Research	6	
	Public Relations and Corporate Communication	6	4
		6	4

	Online Journalism	6	4
	Media Management and entrepreneurship	4	4
	Documentary Film Production	4	4
	Technical Writing & Documentation	4	4
	Political Communication		4
IV	Dissertation and Viva • Comprehensive Viva-voce (Optional) • Project Work / Dissertation	4	8
	Film Studies	6	4
	Data Journalism	4	4
	Photojournalism	4	4
	Political Economy of Indian Media	4	4
	Total credit		**80**

Audit Courses:

In addition to the above courses there will be two Audit Courses *(Ability Enhancement Course & Professional Competency Course)* with 4 credits each. The college will conduct examinations for these courses in respective semesters and intimate /upload the results of the same to the Controller of Examinations of St. Joseph's College (Autonomous) Irinjalakuda. The College will intimate/upload the results of the same to the University on the stipulated date during the third semester. The credits will not be counted for evaluating the overall SGPA & CGPA. The details of Audit courses are givenbelow.

Semester	Course	Teaching Hours	Credit
I	**Audit Course I :** Indian Politics	2	4
II	**Audit Course II :** Audio Visual Editing)	2	4

Project Work / Dissertation & Comprehensive Viva-Voce

There is a Project work with dissertation and Comprehensive Viva-Voce as separate courses relating to the core area under study in the end Semester and included in the Core Courses. Viva-voce related to Project work is one of the criteria for Project Work evaluation. Students have to submit a Project Report / Dissertation in the prescribed structure and format as a part of the Project Work undertaken. There will be External and Internal evaluation for Project Work/ Comprehensive Viva-Voce and these shall be combined in the proportion of 4:1.

COURSE CODE FORMAT

The following are the common guidelines for coding various courses in order to get a uniform identification.ItisadvisabletoassignanineDigitCode(combinationofAlphaNumerical)for various courses as detailed below:

1. **First two digits**indicate the code of college SJ
2. **Nextthreedigits**indicatetheProgramme/disciplinecode(ENGforEnglish,MCMfor M.Com, CHE for chemistry, PHY for physics, MLM for Malayalam, SKT for Sanskrit, HTY for History etc.)
3. **Sixth digit** is the Semester indicator which can be given as 1, 2, 3 & 4 respectively for I, II, III & IV Semester (MCM1, CHE2 Etc).
4. **Seventh digit** will be the Course Category indicator as detailed below:

Sl No	Nature of Course	Course Code
1	Core Courses	**C**
2	Elective Courses	**E**
3	Project	**P**
4	Comprehensive Viva	**V**
5	Practical / Lab	**L**
6	Audit Courses	**A**

5. **Last two digits** indicate the serial number of the respective courses. If there is one digit it should be prefixed by '0'(Zero). (01, 02,etc)
6. If the number of courses in one category is only one (eg : Viva, Project etc.), assign the course serial number as01.
7. Examples:

Sl. No	Code	Details
1	SJMCM 1C01	M.Com I Sem Core Course No1
2	SJCHE 2 A 02	Chemistry II Sem Audit Course No.2
3	SJENG 4 V01	English IV Sem Viva No. 1
4	SJMLM 3 E02	Malayalam III Sem Elective No. 2
5	SJPHY 4 P 01	Physics IV Sem Project Work No. 1
6	SJ BGY 2 L 02	Biology II Sem Practical No. 2
7	SJPSY 3 C 02	Psychology III Sem Core Coure No. 2
8	SJHTR 2 E 01	History II Sem Elective Course No. 1

STRUCTURE OF THE PROGRAMME

Scheme- Core Course

The following table shows the structure of the programme which indicates course code, course title, instructional hours and credits.

Semester I						
Course Code	**Title of the course**	**Number of hours per week**	**Total Credits**	**Total hours/ semester**	**Marks**	
					SA	**ESA**
SJ MJC 1C 01	Introduction to Mass Communication	6	4	108	75	150
SJ MJC 1C 02	Reporting News	6	4	108	75	150
SJ MJC 1C 03	Editing News	6	4	108	75	150
SJ MJC 1C 04	Media History	5	3	90	75	150
SJ MJC 1C 05	Communication Laws and Ethics	5	3	90	75	150
SJ MJC 1L 01	Graphic Design and Print Media Production	3	2	54	75	150
SJ AU MJC 1A 01	Indian Politics	2	4	36	-	100
Semester II						
SJ MJC 2C 01	Media, Culture and Society	6	4	108	75	150
SJ MJC 2C 02	Advertising and Marketing Communication	6	4	108	75	150
SJ MJC 2C 03	Radio and Television	6	4	108	75	150

	Production					
SJ MJC 2C 04	Development Communication	5	3	90	75	150
SJ MJC 2C 05	Global Communication	5	3	90	75	150
SJ MJC 2L 01	Photography and Videography	3	2	54	75	150
SJ MJC 2A 01	Audio Visual Editing	2	4	36	-	100
Semester III						
SJ MJC 3C 01	Communication Research	6	4	108	75	150
SJ MJC 3C 02	Public Relations and Corporate Communication	6	4	108	75	150
SJ MJC 3C 03	Online Journalism	6	4	108	75	150
SJ MJC 3C 04	Media Management and Entrepreneurship	6	4	108	75	150
Semester IV						
SJ MJC 4C 01	Film Studies	6	4	108	75	150

Scheme- Elective Courses

Semester III						
Course Code	**Title of the course**	**Number of hours per week**	**Total Credits**	**Total hours/ semester**	**Marks**	
					SA	**ESA**
SJ MJC 3E 01	Documentary Film	4	4	72	75	150

	Production					
SJ MJC 3E 02	Technical Writing and Documentation	4	4	72	75	150
SJ MJC 3E 03	Political Communication	4	4	72	75	150
Semester IV						
Course Code	**Title of the course**	**Number of hours per week**	**Total Credits**	**Total hours/ semester**	**Marks**	
					SA	**ESA**
SJ MJC 4E 01	Data Journalism	4	4	72	75	150
SJ MJC 4E 02	Photojournalism	4	4	72	75	150
SJ MJC 4E 03	Political Economy of Indian Media	4	4	72	75	150

Scheme- Project work / dissertation and comprehensive viva-voce

Semester IV						
Course Code	**Title of the course**	**Number of hours per week**	**Total Credits**	**Total hours/ semester**	**Marks**	
					SA	**ESA**
SJ MJC 4P 01	Dissertation and Viva	4	8	72	75	150

EVALUATION AND GRADING

The evaluation scheme for each course will contain two parts; (a) Internal/Continuous Assessment (CA) and (b) External / End Semester Evaluation (ESE). Of the total, 20% weightage will be given toInternal evaluation/Continuous assessment and the remaining 80% to External/ESE and the ratio and weightage between Internal and External is 1:4.

a) Internal/Continuous Assessment (CA) : 20 marks

b) External / End Semester Evaluation (ESE) : 80 marks

Primary evaluation for Internal and External shall be based on 6 letter grades (A+, A, B, C, D and E) with numerical values (Grade Points) of 5, 4, 3, 2, 1 &0 respectively. Grade Point Average: Internal and External components are separately graded and the combined grade point with weightage 1 for Internal and 4 for external shall be applied to calculate the Grade Point Average (GPA) of each course. Letter grade shall be assigned to each course based on the categorization based on Ten-point Scale. There is no revaluation for PG Programme (due to double valuation)

Evaluation of Audit Courses:

The examination and evaluation will be conducted by the college either in the normal structure or MCQ model from the Question Bank and other guidelines provided by the University/BoS. The Question paper will be for minimum 20 weightage and a minimum of 2-hour duration for the examination. The marks of audit courses one and two will be forwarded to Controller of Examinations of St. Joseph's College (Autonomous) Irinjalakuda in time of respective semesters. The result will be intimated / uploaded to the University during the Third Semester.

Phases for Evaluation:

I Phase: To be done by the concerned Teacher/Examiner based on 6 Point Scale

1.Evaluation of all individual External Theory courses and Internal evaluation

2.Evaluation of Project Work External and Internal

3.Evaluation of External and Internal Practical Courses

4.Evaluation of External and Internal Comprehensive Viva-voce

II Phase - GPA Calculation - To be done by St. Joseph's College (Autonomous)

1.Consolidation of External and Internal for Theory Courses (Calculation of GPA)

2.Consolidation of External and Internal for Project Work (Calculation of GPA)

3.Consolidation of External and Internal for Practical Courses (Calculation of GPA)

4.Consolidation of External and Internal for Comprehensive Viva-voce (Calculation of GPA)

III Phase - SGPA Calculation - To be done by St.Joseph's College (Autonomous) Irinjalakuda

- Calculation of Semester Grade Point Average. This is the consolidated net result (Grade) in a particular Semester.

IV Phase - CGPA Calculation - To be done by St.Joseph's College (Autonomous) Irinjalakuda

- Calculation of Consolidated Grade Point Average. This is the consolidated net result (Grade) of a Programme.

Internal Evaluation / Continuous Assessment (CA)

Continuous Assessment will be based on a predetermined transparent system involving periodic two written tests, assignments, seminars and attendance in respect of theory courses and based on tests, lab skill and records/viva in respect of practicalcourses. The criteria and percentage of weightage assigned to various components for internal evaluation are as follows:

(a) Theory:			
Sl.No	**Component**	**Percentage**	**Weightage**
1	Examination /Test	40%	2
2	Seminars / Presentation	20%	1
3	Assignment	20%	1
4	Attendance	20%	1
(b) Practical:			
1	Lab Skill	40%	4
2	Records/viva	30%	3
3	Practical Test	30%	3

Attendance weightage 1 can be distributed as follows

Attendance	**Internal weightage**	**Marks**
Above 90%	1	5
85–89%	0.8	4
80–84%	0.6	3
76–79%	0.4	2
75%	0.2	1

Grades given for the internal evaluation are based on the grades A+, A, B, C, D& E with grade points 5, 4, 3, 2, 1 & 0 respectively. The overall grades will be as per the Ten Point scale. There shall be no separate minimum Grade Point for internalevaluation. To ensure transparency of the evaluation process, the internal assessment marks awarded to the students

in each course in a semester will be published on the notice board before 5 days of commencement of externalexamination. There will not be any chance for improvement of internalmarks. The course teacher will maintain the academic record of each student registered for the course.

Examination /Test: For each course there shall be class test/sduring a semester. Grades should be displayed on the notice board. Valued answer scripts shall be made available to the students forperusal.

Seminars / Presentation: Every student should deliver Seminar/Presentationas an internal built –in component of the curriculum transaction for every course and must be evaluated by the respective course teacher in terms of structure, content, presentation and interaction. The soft and hard copies of the seminar report are to be submitted to the courseteacher.

*Assignment:*Each student will be required to do assignment/sas an internal built – in component of the curriculum transactionfor each course. Assignments after valuation must be returned to the students. The teacher shall define the expected quality of the above in terms of structure, content, presentation etc. and inform the same to the students. Punctuality in submission is to beconsidered.

Lab Skill: Students in the science stream are required to combine their classroom methods with hands on practical sessions in the laboratories. The teacher shall assess the skills of the student and the quality of application of theoretical knowledge.

Records/viva: Records are submitted by science students for documenting the textual and classroom knowledge along with their practical lab skills. Neatness, accuracy and precision are also evaluated here. Viva voce is conducted to assess the grasp of knowledge gained by the student and to test their communication skills in the translation of the knowledge.

Practical Test: It is conducted for students in the science stream to assess their scientific temper and application of theoretical knowledge. The sense of precision and accuracy is also taken into account.

External / End Semester Evaluation (ESE)

The semester-end examinations in theory courses will be conducted by the Controller of Examination St. Joseph's College (Autonomous) Irinjalakuda with question papers set by external experts. The evaluation of the answer scripts will be done by examiners based on a well-defined scheme ofvaluation.The external evaluation will be done immediately after the internal valuation. The language of writing the examination should be in English.

Pattern of Questions for External/ESE:

Questions will be set to assess the knowledge acquired, standard, and application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. Dueweightage will be given to each module based on content/teaching hours allotted to each module. The question will be prepared in such a way that the answers can be awarded A+, A, B, C, D, E Grades. Different types of questions shall be given different weightages to quantify their range given in the followingmodel:

Sl.No.	Type of Questions	Individual weightage	Total Weightage	Number of questionsto be answered
1	Short Answertype questions	2	2 x 4 = 8	4 out of 7
2	Short essay/ problem solvingtype	3	3 x 4 = 12	4 out of 7
3	Long Essay typequestions	5	5 x 2 = 10	2 out of 4
Total			**30**	**18**

End Semester Evaluation in Practical Courses will be conducted and evaluated by both Internal and External Examiners. (*Write about Duration and pattern of practical external examinations*)

Sl. No.	Type of Questions	% of weightage	Weightage External	WeightageInternal
1.	Software Awareness	20%	8	2
2.	Basic Design Skill	20%	8	2
3.	Professionalism	20%	8	2
4.	Identification	20%	8	2
5.	Viva voice	20%	8	2
Total Weightage		**100%**	**40**	**10**

Evaluation of project work / dissertation

There will be External and Internal evaluation with the same criteria for Project Work done and the grading system shall be followed. One component among the Project Work evaluation criteria will be Viva-voce (Project Work related) and the respective weightage will be40%. Consolidated Grade for Project Work is calculated by combining both the External and Internal in the Ratio of 4:1 (80% &20%). For a pass in Project Work, a student has to secure a minimum of P Grade in External and Internal examination combined. If the students could not secure minimum P Grade in the Project work, they will be treated as failed in that attempt and the students may be allowed to rework and resubmit the same in accordance with the University exam stipulations. There shall be no improvement chance for ProjectWork. The External and Internal evaluation of the Project Work shall be done based on the following criteria and weightages as detailed below:

Sl. No	Criteria	% of weightage	Weightage External	WeightageInternal
1	Relevance of the topic and Statement ofproblem	20%	8	2
2	Methodology & Analysis	20%	8	2
3	Quality of Report & Presentation	20%	8	2
4	Viva-Voce	(40%)	16	4
Total Weightage		**100%**	**40**	**10**

Conduct of comprehensive viva-voce

There will be External and Internal Comprehensive Viva-voce; the External Conduct and internal Conduct of the Viva-voce are mandatory.

(Write about pattern of Viva-voce)

For a pass in Comprehensive viva-voce, a student has to secure a minimum of P Grade in External and Internal examination combined. If the students could not secure minimum P Grade in the Comprehensive viva-voce, they will be treated as failed in that attempt and the student may reappear for the same next time in accordance with the University exam stipulations. There shall be no improvement chance for Comprehensiveviva-voce.

DIRECT GRADING SYSTEM

Direct Grading System based on a 10 – Point scale is used to evaluate the performance (External and Internal Examination ofstudents). Forallcourses(Theory&Practical)/Semester/OverallProgramme,Lettergradesand **GPA/SGPA/CGPA** are given on the following way:

a) First Stage Evaluation for both Internal and External done by the Teachers concerned in the following Scale:

Grade	Grade Points
A+	**5**
A	**4**
B	**3**
C	**2**
D	**1**
E	**0**

b) The Grade Range for both Internal & External shall be:

Letter Grade	Grade Range	Range of Percentage (%)	Merit / Indicator
O	4.25 – 5.00	85.00 –100.00	Outstanding
A+	3.75 – 4.24	75.00 – 84.99	Excellent
A	3.25 – 3.74	65.00 – 74.99	Very Good
B+	2.75 – 3.24	55.00 – 64.99	Good
B	2.50 – 2.74	50.00 – 54.99	Above Average
C	2.25 – 2.49	45.00 – 49.99	Average

P	2.00 -2.24	40.00 – 44.99	Pass
F	< 2.00	Below 40	Fail
I	0	-	Incomplete
Ab	0	-	Absent

'B 'Grade lower limit is 50% and 'B+' Grade lower limit is 55%

No separate minimum is required for internal evaluation for a pass, but a minimum P Grade is required for a pass in the external evaluation. However, a minimum P grade is required for pass in a course. A student who fails to secure a minimum grade for a pass in a course will be permitted to write the examination along with the nextbatch.

Improvement of Course−The candidates who wish to improve the grade / grade point of the external examination of a course/s they have passed already can do the same by appearing in the external examination of the concerned semester along with the immediate juniorbatch.

Betterment Programme One time- A candidate will be permitted to improve the CGPA of the Programme within a continuous period of four semesters immediately following the completion of the programme allowing only once for a particular semester. The CGPA for the betterment appearance will be computed based on the SGPA secured in the original or betterment appearance of each semester whichever ishigher.

Semester Grade Point Average (SGPA) – Calculation

The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses taken by astudent. After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below.

Semester Grade Point Average - SGPA (S_j) = $\Sigma(C_i \times G_i) / Cr$ (SGPA= Total Credit Points awarded in a semester / Total credits of the semester)

Where 'S_j' is the jth semester , 'G_i ' is the grade point scored by the student in the i^{th}course 'c_i ' is the credit of the i^{th}course,'Cr ' is the total credits of the semester .

Cumulative Grade Point Average (CGPA) – Calculation

Cumulative Grade Point Average (CGPA) = $\Sigma(C_i \times S_i)$ / Cr(CGPA= Total Credit points awarded in all semesters/Total credits of the programme)

Where C_1 is the credit of the I^{st}semester S_1 is the SGPA of the I^{st} semester and Cr is the total number of credits in the programme. The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme. The SGPA and CGPA shall be rounded off to 2 decimal points.For the successful completion of a semester, a student should pass all courses and score a minimum SGPA of 2.0. However, the students are permitted to move to the next semester irrespective of theirSGPA.

CONSOLIDATED SCHEME FOR I TO VI SEMESTERS

PROGRAMME STRUCTURE

SEMESTER I

COURSE CODE	COURSE TITLE	HOURS	CREDIT
SJ MJC 1C 01	Introduction to Mass Communication	6	4
SJ MJC 1C 02	Reporting News	6	4
SJ MJC 1C 03	Editing News	6	4
SJ MJC 1C 04	Media History	5	3
SJ MJC 1C 05	Communication Laws and Ethics	5	3
SJ MJC 1L 01	Graphic Design and Print Media Production	3	2
SJ AU MJC 1A 01	Indian Politics	2	4

SEMESTER II

COURSE CODE	COURSE TITLE	HOURS	CREDIT
SJ MJC 2C 01	Media, Culture and Society	6	4
SJ MJC 2C 02	Advertising and Marketing Communication	6	4
SJ MJC 2C 03	Radio and Television Production	6	4
SJ MJC 2C 04	Development Communication	5	3
SJ MJC 2C 05	Global Communication	5	3

SJ MJC 2L 01	Photography and Videography	3	2
SJ MJC 2A 01	Audio Visual Editing	2	4

SEMESTER III

COURSE CODE	COURSE TITLE	HOURS	CREDIT
SJ MJC 3C 01	Communication Research	6	4
SJ MJC 3C 02	Public Relations and Corporate Communication	6	4
SJ MJC 3C 03	Online Journalism	6	4
SJ MJC 3C 04	Media Management and Entrepreneurship	6	4
SJ MJC 3E 01	Documentary Film Production	4	4
SJ MJC 3E 02	Technical Writing and Documentation	4	4
SJ MJC 3E 03	Political Communication	4	4

SEMESTER IV

COURSE CODE	COURSE TITLE	HOURS	CREDIT
SJ MJC 4P 01	Dissertation and Viva	4	8
SJ MJC 4C 01	Film Studies	6	4
SJ MJC 4E 01	Data Journalism	4	4
SJ MJC 4E 02	Photojournalism	4	4
SJ MJC 4E 03	Political Economy of Indian Media	4	4

SEMESTER I

Minimum Credits Required: 20

SJ MJC 1C 01

INTRODUCTION TO MASS COMMUNICATION

(Core Course: 4 Credits)

Learning Objectives

• To familiarize students with the basic concepts of communication, specifically mass communication as a human/social/cultural process.

• To introduce communication models as a method for studying communication in a disciplinary framework.

• To present mass media system as a cultural institution and an industry, with special reference to the Indian context.

• To acquaint students with key theories, theoreticians and schools of thought in communication, their historical evolution and influence on various social domains.

Learning Outcomes

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

• Recognize the social relevance of mass communication.

• Analyse the dynamics of mass communication in a systematic way using appropriate models and theoretical frameworks.

• Critically evaluate the functioning of communication systems both as a cultural process and an industrial practice.

Module I

Key Concepts and Models of Communication

Defining communication and its elements and process, Types and levels of communicationinterpersonal,group and mass communication, Origin and development of Communication as a discipline, Communication models: Aristotle, Lasswell, Shannon and Weaver, Dance, Berlo, Barnlund, Gerbner.

Module II

Mass Communication: Systems and Functions

Defining Mass CommunicationMass Communication Models-Westly McLean, Shramm, Riley and Riley and Matetzke.Nature and characteristics of mass media – newspaper, magazine, radio, television, film anddigital media.Functions of mass media, Media as a cultural institution, Media as an industry.Normative Theories of the Press.

Module III

Mass Media and Mass Society

Theories of Mass Society – IbnKhaldun, Comte, Spencer, Tonnies, Durkheim, Habermas.
Mass as Audience and related theories: Stimulus Response Theory, Magic Bullet Theory, Individual Differences Theory, Social Differentiation Theory, Social Relationship Theory, Flow theories of Communication: One step, Two Step and Multi Step Flow, Gatekeeping,

Rogers' Theory of Diffusion of Innovation.

Module IV
Mass Media and Meaning Making
Construction of meaning: Linguistic, Sociological and Social Psychological approach. Mediated Reality: Persuasion, Propaganda, Balance Theory, Congruity Theory, Dissonance Theory, Social Learning Theory and Modeling Process, Agenda Setting Theory, Framing, Priming, Stereotyping, Formation of public opinion.

Module V
Effects Mass Media
Types of media effects, History of media effect studies, Theories of Effects: Uses and Gratification Theory, Dependency Theory, Spiral of Silence Theory, Cultivation Analysis.

CORE TEXTS
1. McQuail, D.&Windahl, S.(2013). *Communication Models for the Study of Mass Communications*.New York: Routledge.
2. DeFleur, M. & Ball-Rokeach, S. (1977).*Theories of Mass Communication.* New York: Longman.
3. McQuail, D. (2010).*McQuail's Mass Communication Theory.*New Delhi: Sage Publications.

SUGGESTED READINGS
1. Fiske, John. (2010).*Introduction to Communication Studies.*New York: Routledge.
2. DeVito, J.A.(1982). *Communicology: An Introduction to Human Communication*. US: HarperCollins Publishers.
3. Baran, S.J.& Davis, D.K. (2000).*Mass Communication Theory: Foundations, Ferment and Future*.
US: Wadsworth.
4. Harris, R.J. & Sanborn, F.W. (2004).*A Cognitive Psychology of Mass Communication*. NJ:Routledge.

SUGGESTED LINKS
1. https://www.communicationtheory.org/
2. https://www.poynter.org/

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: First Semester MA Journalism & Mass Communication
Course Title: SJ MJC 1C 01 Introduction to Mass Communication

Time: 3 Hours Total Weighs: 30

I Write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Gate Keeping
b) Helical model
c) Television as a mass medium
d) Westly Maclean
e) Persuasion
f) Cultivation Analysis
g) Stimulus response theory

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Write a note on normative theories of the press
b) Explain the type of mass media and its characteristics
c) Importance of Opinion leaders in flow theories of communication

d) Describe Barnlund communication model
e) Discuss the concept of Uses and Gratification theory

f) Elucidate sociological and psychological approach of mass media.
g) What are the different types and levels of communication?

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Explain 'How the diffusion of innovation in mass media causes for the social change?'
b) What are the different Media effect theories?
c) Origin and Development of the communication as a discipline
d) Elucidate the following:

(a) Dissonance theory

(b) Agenda setting theory

(c) Social learning theory

(d) Formation of public opinion

SJ MJC 1C 02
REPORTING NEWS
(Core Course: 4 Credits)

Learning Objectives
• To explain basic concepts of news, news ethics and media writing trends with special focus on convergence journalism.
• To introduce news language and writing styles for the print, broadcast and new media.
• To present news management methods and new trends in the field.
• To acquaint students with various fields of specialized reporting.

Learning Outcomes
At the completion of the course the learners shall be able to
• Recognise news and report it professionally following the latest trends in the field and ethical considerations in place.
• Analyse the language of news and practice news writing
• Critically evaluate news management systems and related journalistic practices.

Module I
Basics of News Writing
Definition of News, News values, Soft news and Hard News, News and Media Convergence, Positive reporting. Ethical Considerations: Balance, Bias, Quotes, Attribution, Objectivity v/s subjectivity, Plagiarism, Defamation- Libel & Slander, Copyright dimensions, Fake news, Fact verification.

Module II
Writing News
Principles of standard usage, principles of simple language, principles of meaningful language, principles of inclusive language. Structuring story for the print, broadcast and digital media – inverted pyramid, hourglass, narrative story-telling and impersonal writing, elements (5Ws and 1 H) of news, writing leads and headlines and strategies for connecting paragraphs.

Module III
Sourcing News
Story Ideas, cultivating sources, off-the record, beats, press releases, government and nongovernment sources, wire copies, news agencies, crowd sourcing, citizen reporting, Interviewing and its techniques.On-the-scene coverage, speeches, conferences, follow-up stories, roundups.Social media as news sources.

Module IV
News Management
Desk and field interaction, news bureau management, types of reporters- local, national,

foreign and specialist reporters.Freelancing. Engaging special reporters.News syndication. Intimate and precision journalism, advocacy reporting, multicultural reporting, data journalism.

Module V

Feature and Specialised Reporting

Feature stories: definition, characteristics, treatment and feature leads. Types of features. Specialized reporting: obituaries, profiles, crime, disasters and tragedy, reporting courts, parliamentary reporting, reporting sports, business and creative industry. Developmental reporting: environment, science, technology, health and education.

CORE TEXTS

1. Whitaker, W. R. et al. (2013).*Media Writing: Print, Broadcast, and Public Relations*.London:
Routledge.
2. Busa, G. (2013). *Introducing the Language of the News: A Student's Guide*. London: Routledge.
3. Rich, Carole.(2015).*Writing and Reporting News: A Coaching Method.* USA: Cengage Learning.

RECOMMENDED READINGS

1. Reporter without Borders: Safety guide for journalists, A handbook for reporters in high-risk
environments, UNESCO.
2. Posetti, Julie: Protecting Journalism Sources in the Digital Age, UNESCO
3. Posetti, J. and Matthews, A.*A short guide to the history of 'fake news' and disinformation*. ICFJ.

SUGGESTED LINKS

1. https://rsf.org/en/actions/reports-and-statistics
2. https://unesdoc.unesco.org/ark:/48223/pf0000248054
3. https://unesdoc.unesco.org/ark:/48223/pf0000243986_eng

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: First Semester MA Journalism & Mass Communication
Course Title: SJ MJC 1C 02 Reporting News

Time: 3 Hours Total Weighs: 30

I Write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Soft news and Hard news
b) Freelancing
c) Data Journalism
d) Wire Copies
e) Libel and Slander
f) Hourglass Style
g) Beats

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Briefly explain how to report obituaries, Crime, Disaster and Tragedy
b) 'Social media can be considered as news sources.' Do you agree?
c) Explain the principles of meaningful languages in news story

d) What is the universally accepted structure of a news story? Explain
e) How would you asses the news worthiness of an event? Illustrate with suitable example.
f) Elucidate the types of feature stories.
g) What are the interviewing and its techniques?

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Critically analyze the role and importance of an editorial in a newspaper in the recent times.
b) Examine the role of technology in the planning and designing of a newspaper
c) What are the major sources of news? How do you check the authenticity of the information? d) Elucidate the working of a news bureau

SJ MJC 1C 03

EDITING NEWS
(Core Course: 4 Credits)

Learning Objectives
• To introduce students to the basics of news editing and design as well as the professional use of media language.
• To give practical training in editing news stories for print, broadcast and digital media on paper and computers.
• To familiarise students with the roles and rules of editorial staff.
• To explain the principles and techniques of editorial writing and preparing edit pages.
• To acquaint the students with managing textual and non-textual elements on different media formats.

Learning Outcomes
At the completion of the course, the learners shall be able to:
• Understand the role of editors and the functioning of the editorial section and the basic ethical issues confronting editors.
• Critically analyze copies to ensure accuracy and objectivity.
• Use correct grammar and eliminate items in poor taste in the copy.
• Write clear and accurate headlines, decks and captions.
• Design basic news pages.

Module I
Basics of Editing
Definitions, Need, Purpose and Principles of Editing, Organizational Pattern of Editorial section in newspaper, radio and television, Duties and Responsibilities of editor and editorial staff. Editing in the age of convergence.

Module II
English for Journalists
Parts of Speech, sentence structures, Tense in news writing; Negative and double negative expressions; Adjectives, modifiers; Split infinitives, Subject and verb agreement; commonly used words for reporting news, Attributions and identification of sources; punctuations, paraphrasing and transition devises in news writing, Current trends in journalistic writing. *(*English for Journalists *by Winford Hicks, published by Routledge is suggested as core reference source for this Module. Grammar exercises shall be given as assignments)*

Module III
Editing Process
Proofreading, Style books, Checking facts and figures, Localising and contextualising news. Subbing, Copy fitting, Rewriting, Summarising, and Abstracting. Preparing Edit Page Editorial: meaning, significance, types, structure and writing techniques. Editorial policy formation. Edit Page: contents, significance. Headlines: types, functions and techniques. Editing for Magazine.
(Text editing assignments shall be given in each segment after theory classes)

Module IV
News Design
Design principles in general, Newspaper design: types, principles, elements, colourmanagement, front-page design and layout trends, Magazine design, Magazine cover. Typography, Trends in printing technology.
(Page design assignments shall be given after theory classes)

Module V
Managing Non-Textual Content
Managing visual elements in print media-, cartoons, comics, puzzles, and illustrations.Infographicsand an overview of data visualization techniques.Photojournalism, Photo editing- principles and techniques, Captioning. Techniques for integrating newspaper with digital media through QR code, links etc.

CORE TEXTS
1. Bowles, D. A. & Borden, D.L. (2007). *Creative Editing for Print Media*.NewYork:Wadsworth
Publishing.
2. Brooks, B.S, Sissors, J.Z. &Baskette, F.K. (2001). *The Art of Editing.*USA: MacMillan.
3. Hicks, W. (1998). *English for Journalists* London: Routledge.

RECOMMENDED READINGS
1. Gestalten & Javier Errea: Newspaper Design: Editorial Design from the World's Best Newsrooms (ISBN: 978-3-89955-536-3), Gestalten Webshop
2. Einsohn, Amy: The Copy Editor's Handbook, University of California Press
3. Harold Evans, Newsman's English,
4. Collins, Ross F.: Editing Across Media Content and Process in a Converged World, MacFarland,
5. Good, Jennifer and Lowe, Paul: Understanding Photojournalism, Bloomsbury Academic

SUGGESTED LINKS
1. https://issuu.com/mariogarcia/docs/mario_garcia_pure_design
2. https://www.snd.org
3. https://www.newseum.org/todaysfrontpages/
4. www.copyeditor.com

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: First Semester MA Journalism & Mass Communication
Course Title: SJ MJC 1C 03 Editing News

Time: 3 Hours Total Weighs: 30

I Write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Photo editor

b) Typography

c) Pagination

d) Accuracy

e) Pocket cartoon

f) Attribution

g) Negative and double negative expressions

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Explain the trends in printing technology.

b) Briefly explain the elements of the editorial page of a newspaper you read regularly?

c) Role of editor in a newspaper

d) Briefly explain five different types of headlines.

e) What are the current trends in journalistic writing?

f) What are the techniques for integrating newspaper with digital media through QR code, links etc?

g) Differentiate teller and teaser headlines?

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) "The sub-editor is the midwife to a story". Comment.

b)"Both the form and substance are equally important in journalism". Explain the significance of creative design in newspaper journalism.

c) Elucidate the organizational structure of an editorial section in a newspaper office.

d) What are the advantages of editing?

SJ MJC 1C 04
MEDIA HISTORY
(Core Course: 3 Credits)

Learning Objectives
• To understand the origin and development of various media in India and in the West.
• To familiarise students with the different media organisations and its ownership.
• To understand the recent trends in media.

Learning Outcome
At the completion of the course, the learners shall be able to
• Understand the transition of press in the world.
• Trace the growth of media in India and its engagement with politics and social change at the different points in history
• Recognise the outcomes of different commissions, Acts and amendments regarding media.
• Critically evaluate the functioning of Indian film industry and film certifications.

Module I
Origin and Development of the Press
The rise of mass media, Beginning of journalism in India, The Press in the colonial period- Major newspapers and editors in India with special focus on the Malayalam Press, The Press and the Freedom Struggle- The Press in Free India: Major newspapers and editors with special focus on the Malayalam Press. The Press in the Emergency and after, Indian media in the globalized and corporatized times, Current trends in Indian Press, Online news portals in India.

Module II
Broadcasting in India
Brief history of broadcasting in India - AIR, Doordarshan, SITE, Chanda Committee, Varghese Committee. SITE, Open Sky Policy, FM Radio, Community Radio, Ham radio, Satellite radio Internet radio services, Private TV Channels, Cable Television, DTH and rating systems and agencies. Current trends in radio and television sectors.

Module III
Film and New Media in India
Origin and development of Indian cinema, History of Malayalam cinema, New trends in Malayalam film, digital media in India: Early years, Social media penetration in India. Impact of digital technology on Indian mass media: A historical analysis. Film Certification in India.

Module IV
Communication Institutions and Organisations
Growth of mass communication in India: Institutions (IIMC, PCI, DAVP, MIB, Prasarbharati,
RNI etc.). Wage boards and welfare measures for mass media, Media ownership patterns,

management, organisations and economics and Press Commission Reports, News Agencies India– PTI, UNI, Reuters, AFP, AP etc. Professional media organizations: IFWJ, INS, Editors'
Guild of India, ABC etc.Women collectives in the media sector.

CORE TEXTS

1. McQauil, D.(2010). *Mass Communication Theory*. New Delhi: Sage.
(Chapter 2: The Rise of Mass Media)
2. Rau, M.C. (1968). *The Press in India*. New Delhi: Allied Publishers Pvt Ltd.
3. Moolgaokar, S.M. (1984)*The Press in India*. Popular Prakashan.
4. Parthasarathy, R. (1989)*Journalism in India- From the Earliest Time to the Present Day*. New Delhi:Sterling Publishers Pvt. Ltd.

SUGGESTED READINGS

1. Bhargava, M. Role of Press in the Freedom Movement. New Delhi: Reliance Publishers.
2. Moitra, M. A History of Indian Journalism. National Book Agency Pvt. Ltd
3. Martin C. Journalism: A Critical History.
4. Briggs, A. A Social History of the Media: From Gutenberg to the Internet. UK: Polity Press.
5. Puthupally, R. MalayalaPatraPravarthanCharithram. Kottayam: NBS.
6. Jayaraj, M. MalayalaAchadiMadhyamam: BhootavumVarthamanavum. Calicut: Mathrubhumi.
7. Natarajan, S.A History of the Press in India.
8. Awasthy, G.C. Broadcasting in India.
9. Kumar, K. J. Mass Communication in India. New Delhi: Jaico.
10. Sarkar , R.C. S.*The Press in India*. New Delhi: S Chand Company.

SUGGESTED LINKS

1. https://www.epw.in/system/files/pdf/1955_7/11/the_story_of_the_indian_press.pdf?0=ip_login_no_cache%3D9f39688fa60e6262f5d4b25828581eb3
2. https://shodhganga.inflibnet.ac.in/bitstream/10603/94339/11/11_chapter%204.pdf
3. http://presscouncil.nic.in/OldWebsite/speechpdf/November%2016%202009%20Hyderabad.pdf
4. https://shodhganga.inflibnet.ac.in/bitstream/10603/40642/8/12_chapter3.pdf

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: First Semester MA Journalism & Mass Communication
Course Title: SJ MJC 1C 04 Media History

Time: 3 Hours Total Weighs: 30

I Write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Open Sky Policy
b) Editors Guild of India
c) PrasarBharati
d) Current trends in Indian Press
e) Varghese Committee
f) AIR
g) Film Certification in India

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Write a note on media organizations in India
b) Government of India has lost the monopoly in the broadcasting field. Has it affected the functioning of AIR and DD? Substantiate your views with relevant data
c) Make a critical comparison of two leading dailies and trace their historical importance
d) Trace the role of Malayalam press during the freedom struggle
e) What is cross-media ownership? Is it a ban or boon for the television industry?
f) Briefly narrate the important milestones in Indian cinema.
g) Discuss the importance of online news portals in India.

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Write a comparative note on the press in the pre & post-independence days
b) Write an essay on the significance of PCI
c) Analyze the importance of First and Second Press Commissions and examine the actions taken on the basis of these recommendations.
d) Elucidate the following:

(a) SITE

(b) Indian News Agencies

(c) Role and Relevance of ABC

SJ MJC 1C 05
COMMUNICATION LAWS & ETHICS
(Core Course: 3 Credits)

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
At the completion of the course, 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 I
Indian Legal System
Defining Media Laws, Defining Media Ethics. Legal system in India- Hierarchical Patterns, An overview of Indian Constitution, Indian Constitution and Freedom of Expression - Ideals, Cases and Criticisms. Indian Penal Code and communication related provisions, Laws and cases of Defamation: Civil and criminal defamation, libel and slander, fair comment, right to privacy, indecency, obscenity and pornography, Laws related to the rights of women and children, Privileges of Judiciary and Legislative: Contempt of Court 1952 and its amendments. Privileges of Parliament and legal aspects of parliamentary reporting.

Module II
Information, Communication and Rights
Right to Information: Official Secrets Act 1923, Freedom of Information Bill, Right To Information Act, 2005. Case studies related to Right to Information, Intellectual Property: Copyright Act, Creative Commons and Free-Software Movement

Module III
Media Laws
PRB Act, 1867, Delivery of Books and Newspapers (Public Libraries) Act, 1954, Press Council Act and its amendments, Newspaper Price and Page Act, Working Journalists Act, 1955, Working Journalists (Fixation of rates and wages) Act, 1958.Related case studies. Cable network TV Act 1995. Broadcast media laws – AIR and DD codes for advertising, Cinematograph Act, Certification Rules.New Media Laws: IT Act and its amendments. Data policies.

Module IV

Ethical Issues in Mass Communication

Discourses on media ethics in contemporary society- sting operation, undercover reporting, fake news, data compromise etc along with related case studies. Professional codes of conduct–Press, Electronic Media, Digital Media, Advertising and Public Relations, Media and code of conduct of general elections.

CORE TEXTS

1. Jain, M. P., Naidu, D. S., &Chelameswar J. (2018). Indian Constitutional Law.LexiNexisVol I
and II
2. Philip, M. (1987). Ethical Journalism: A Guide for Students, Practitioners, and Consumers. New York: Longman.
3. Das, B. D. (2010). Law of The Press (5th ed.). Lexis Nexis.

SUGGESTED READINGS

1. Moore, R. L. Mass Communication Law and Ethics. London: LEA.
2. Dixit, A. K. Press Laws and Media Ethics. New Delhi: Reference Press.
3. Overbeck, W. Major Principles of Media Law. UK: Thomson Wadsworth.

SUGGESTED LINKS

1. https://shodhganga.inflibnet.ac.in/bitstream/10603/40642/8/12_chapter3.pdf
2. https://www.g-wlearning.com/journalism/9914/ch01/pdf/history.pdf

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: First Semester MA Journalism & Mass Communication
Course Title: SJ MJC 1C 05 Communication Laws and Ethics

Time: 3 Hours Total Weighs: 30

I Write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Libel & Slander
b) Sting Operation
c) DD Codes for advertising
d) Freedom of expression
e) Under cover reporting
f) Right to privacy
g) Parliamentary Reporting

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Right to Information is a boon to journalism, Explain
b) Explain the Working Journalists Act.
c) Trace out the violations of indecent representation of women act.
d) What is the concept of right to information and how this right has been limited by 'Right to Privacy' and the 'Official Secrets Act, 1923'?
e) 'The law of defamation protects individual reputation.' Elucidate with examples?
f) Briefly Explain Article 19 of the Indian Constitution.
g) Discuss the importance of legal system in India.

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Write an essay on salient features of Indian Constitution.
b) RTI act can nick named as soul of democracy, why?
c) Critically discuss the applicability of law of defamation to media?
d) Elucidate the following:

(a) PRB Act

(b) Press Council Act

(c) Cinematograph Act

SJ MJC 1L 01
GRAPHIC DESIGN AND PRINT MEDIA PRODUCTION
(Core Course- Practical: 2 Credits)

Learning Objectives
• To equip learners to do word processing in English and Malayalam essential for mediaproduction.
• To train them to design media content and manage media design projects.
• To impart skills in graphic design and image editing required for media production.

Learning Outcomes
At the completion of the course the learners shall be able to
• To type in English and Malayalam and to paginate the content of print media like newspapers and magazines.
• 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 I
Typewriting and Word Processing
At the end of this module, the learner should be able to type in Malayalam and English at a moderate speed and be familiar with basic operations in word processing and formatting.

Module II
Ideation to Design Prototype and Project
This module will give the learner training in applying design principles, choosing typography, identifying the relationship between colour, typography, layout, and tone, developing multiple design ideas, identifying image sources, difference in colour modes, managingcolours and critiquing designs.

Module III
Image Editing
At the end of the module, the learner should be able to do the following using raster/bitmap graphics:
• Importing and working with various file formats
• Working with layers
• Creating design comps
• Vector and bitmap graphics
• Retouching photos by using selection tools
• Sharpening photos
• Adjusting brightness and contrast
• Adjusting levels and colours
• Cropping, resizing, and straightening images
• Combining multiple images
• Transforming images
• Editing photographs
• Creating watermarks
• Using filters
• Painting
• Drawing and modifying lines
• Drawing and modifying shapes

• Using swatches
• Adding text to images
• Preparing images and graphics for web, print, and video

Module IV
Graphic Design
At the end of the module, the learner should be able to do the following using vector graphics in proprietary/open software:
• Vector artwork
• Raster to vector artwork
• Painting
• Drawing and modifying shapes
• Creating and modifying text
• Creating patterns
• Outputting for web, video, and print

Module V
Layout and Pagination
At the end of the module, the learner should be able to do the following works related to newspaper/magazine layout and pagination using proprietary/open layout and pagination software:
• Page make-up
• Putting text on a path
• Creating multi-page spreads
• Transforming objects
• Importing text
• Designing in columns
• Using character and paragraph styles
• Designing of typographical matter
• Designing of pictorial matter
• Cover page design
• Adding captions
• Creating templates

Module VI
Media Production
Outcome of this module is to produce the following using the skillset acquired during the delivery of the last four modules. The learner shall design the following and submit them as part of lab record for internal evaluation in soft/hard copies
• Newspaper (One front page)
• Magazine (Minimum 16 pages including front and back covers)
• Brochure/Poster/Advertisement (One each)

SUGGESTED READINGS
1. Sarkar, N. *Art and Print Production2ndEdition*. Oxford University Press.
2. Bartholomew, J. &Rutherford,S. *The Design Student's Handbook, Your Essential Guide to Course, Context and Career, 1st Edition*.Routledge.

SJ AU MJC 1A 01
INDIAN POLITICS
(Ability Enhancement Course-AEC: 2 Credits-*Credits are not added*)

The main objective of this course is to equip students with micro level understanding of the political transitions/transformations in India in general and the state of Kerala in particular especially in the post independent period. Students are expected to discuss/analyses various perspectives on various developments in postcolonial India.
The readings given below will be helpful for their study. The books are selected in such a manner that the students will have a comprehensive understanding and familiarity with diverse views. Reading of these books is a window to understand the politics in postcolonial India, but they are not must read as part of this AEC. Department Council or equivalent bodies are free to prepare an alternative list of readings that serve the purpose.
Evaluation shall be done as per the provisions in the CBCSS-PG Regulations 2019 in connection with AEC.

SUGGESTED READINGS

1. Verghese, B.G. (2010). First Draft: Witness to the Making of Modern India, New Delhi: Tranquebar Press
2. Chawla, Navin B., (2019). Every Vote Counts: The Story of India's Elections, New Delhi: Harper Collins
3. Sen, Amartya (2005), *The Argumentative Indian*: Writings on *Indian* History, Culture and Identity, Allen Lane
4. Tharoor, Shashi (1997) India: From Midnight to the Millennium and Beyond
5. Guha, Ramachandra (2008) *India after Gandhi*: The History of the World's Largest Democracy
6. *Jeffrey Robin (2001) Politics, Women and Well-Being*: How Kerala became 'a Model, Oxford
University Press
7. Satheese Chandra Bose and Shiju Sam Varughese (2015) Kerala Modernity: Ideas, Spaces and
Practices in Transition, Orient Blackswan.

SEMESTER II
Minimum Credits Required: 20

SJMJC 2C 01
MEDIA, CULTURE AND SOCIETY
(Core Course: 4 Credits)

Learning Objectives
• To problamatize the concept of culture with particular reference to communication.
• To understand how media systems are integrated into and shaped by larger systems of power, ideology and cultural understanding; how cultural processes and cultural commodities are produced, circulated and consumed.
• To introduce the vocabulary, methods and interpretative strategies generally used in cultural studies and related areas.
• To present the critical tools that explore how minorities are represented in the media and make them aware of the role of those representations in the reproduction of inequality and social injustice.

Learning Outcomes
At the completion of the course, students shall be able to
• Understand and apply key vocabulary, methods and interpretative strategies used in cultural studies and related areas.
• Have an informed and critical awareness of how media operates in a social system.
• Apply critical understandings of media cultures and institutions to reflect on their own use of media in professional, creative and personal practices.
• Develop a non-essentialist understanding of both their and other cultures, societies, regions and beyond.
• Critically analyse media representation of various segments of the society

Module I
Media/Culture
What's culture? Culture, Popular culture, Mass culture, High culture/low culture, Counterculture, Culture and civilisation, Leavisism, Culturalism, Culture as body of knowledge, Culture as mass deception, Culture industry, Culture as capital, Multiculturalism, Clash of civilization, Inter-cultural communication.

Module II
Media/Language/Ideology
Introduction to linguistics, Socio-linguistics, Structural linguistics, Ferdinand de Saussure, Structuralism, Culture and myth, Roland Barthes, Semiology, Post Structuralism, Jacques Derrida and Deconstruction, Jacques Lacan, Discourse and power (Michael Foucault and Edward W Said), Classical Marxism, The Frankfurt School, Althusserianism, Hegemony, Subaltern studies, Gender and mass culture, Feminist critique, Post-modernism and decline of metanarratives.

Module III
Media/Technology
Politics and Philosophy of technology, Media as technology, Technology as tool and method, Technology as worldview, Medium theory, Mechanical reproduction, technological determinism, Medium as message, Media ecology, Science and Technology Studies, new 'wave' of technological revolution, information society paradigm, electronic governance and digital democracy, web activism, Machine learning, Implications of technology for everyday life and politics.

Module IV
Media/Representation
Representational paradigm, Systems of representation, Language and representation, Codes and conventions in representation, Representation theories; reflective approach, intentional approach, constructionist approach. Stereotyping, Culture/nature distinction, Binary oppositions, Other/Othering, Discourse/discursive formation, Intertextuality,
Subject position, Subjectivisation, Representation and symbolic power.

Module V
Media/identity/Marginality
Identity and belonging, Identity and social construction: Gender, Sexuality, Race, Class, Ethnicity, Religion, Caste, Nation and Region. Identity crisis, Displays of identity, Identity politics, fixity of identity and difference, Multiple identities, Intersectionality, Discrimination, Prejudice and bias, Marginalisation and exclusion, Media visibility and access

Module VI
New Media and Cyber Culture
ICT, Web 2.0, Cyberspace, Virtuality, Virtual community, Virtual reality,
Global Village and digital natives, digital divide, Convergence, Hypertextuality, Multimediality, Interactivity and audience involvement, Self presentation online and cyber identity, The marginalized and digital media, Cyber feminism, Social networks and media, Digital democracy, Resistance and digital activism, New social movements and e-mobilisaation, Digital media and moral panic, Privacy and publicness in cyber space, Digital surveillance, Cybercrime, Games and gaming cultures and Simulation- Simulacra and Hyperreality

CORE TEXTS
1. Hodkinson, P. (2010). Media, Culture and Society, Sage
2. James W Carey, "A Cultural Approach to Communication", (1989), in Communication As Culture: Essays on Media and Society, Routledge, London, pp13 – 36
3. Laura Mulvey "Visual Pleasure and Narrative Cinema" (1975) ,*Screen* 16.3 Autumn, 1975, pp. 6- 18
4. 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. Sag

SUGGESTED READING

5. Fabos, Bettina et al. (2013) . Media and Cutlure: An Introduction to Mass Communication, Sag
6. Gripsrud, (2014) Understanding Media Culture. Bloosberry Academic
7. Martine, C. (2014). Media and Culture: Mass Communication in Digital Age. Sage

SUGGESTED LINKS

1 Https://Journals.Sagepub.Com/Home/Mcs
2 www.poynter.org

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: Second Semester MA Journalism & Mass Communication
Course Title: SJMJC 2C 01 Media, Culture and Society

Time: 3 Hours Total Weighs: 30

I Write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Semiology
b) Multi Culturalism
c) Feminist Critic
d) Classical Marxism
e) Roland Barthes
f) Mass Culture
g) Ferdinand De Saussure

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Write a note on Post Modernism and Decline of Meta Narratives.
b) Explain the Digital Surveillance.
c) Importance of Subaltern Studies.

d) Describe Digital Divide.

e) Discuss the concept of Virtual Community.

f) Elucidate Web Activism.

g) What are the different types of Culture?

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Briefly explain different theories based on linguistics.
b) Write an essay on cyber-crimes in the contemporary world.
c) Relevance of gaming culture in society.

d) 'Social media creates stereotyping'. Elucidate.

SJMJC 2C 02
ADVERTISING AND MARKETING COMMUNICATION
(Core Course: 4 Credits)

Learning Objectives
• To understand the fundamental theoretical framework of advertising, and links the role of advertising to the broader marketing communications context.
• Enable students to participate in the development of creative solutions to address advertising and marketing communications challenges.
• Evaluate the effectiveness of integrated advertising and marketing communications initiatives.

Learning Outcomes
After the completion of the course, the learners shall be able to:
• Understand the scope of advertising from traditional print, electronic, and outdoor campaigns; to online and social media marketing promotions.
• Recognize the societal impact of advertising and the need for ethical practitioners.
• Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behaviour of each segment.

Module I
History & Evolution of Advertising
Definition – Origin and Evolution of Advertising. Functions, Role and Scope of Advertising in the Indian and Global Marketing Scenario – Economic liberalization and its impact on Indian Advertising- Advertising agency – structure and functions- ethics and socioeconomic aspects of advertising-

Module II
Advertising Theories & Campaign Planning
DAGMAR theory- David Ogilvy and Rosser Reaves theories; AIDA formula- Consumer learning Theory- Hierarchy of Effective Models – ELM Model of Attitude Change- Cognitive Process in Media Effects- Appeals in advertising- Advertising campaign – planning, programming& evaluation-Media Mix and media selection– media strategy

Module III
Creative Strategy & Types
Headline, slogan, body copy, illustrations, logo, trademark, themes and appeals. Fundamentals of layout- designing advertisement- designing process- Kinds of advertisements – product, service, institutional, industrial, public service and public awareness advertisements-Outdoor Advertising

Module IV
Marketing Communication Basics
Marketing Communication- Concept, Nature, Functions & Importance- Market Segmentation: Concept, Importance and basis, Target Market Selection; Market Positioning: Concept & Importance, Market Repositioning; Product Differentiation vs. Market

Segmentation; Contemporary issues in Marketing- Marketing Communications in various stages of Product Life Cycle

Module V

Marketing Communication: Planning and Action

Marketing Mix- Digital Marketing -Strategy, Planning, Stages of planning- Opportunity, Strategy, Action-Direct marketing-Rural Marketing- Importance and challenges of rural marketing- Effectiveness of Marketing Communications- Integrated Marketing Communication

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/
2. https://www.managementstudyguide.com/advertising-management.htm
3. https://www.academia.edu/35374754/INTEGRATED_MARKETING_COMMUNICATION_Advertising_and_promotion_An_Integ
rated_Marketing_Communications_perspective.pdf
4. https://www.theseus.fi/bitstream/handle/10024/3792/Jumppanen%20Veikko.pdf?sequence=1&isAllowed=y
5. https://www.marketingteacher.com/digital-marketing-communications/

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: Second Semester MA Journalism & Mass Communication
Course Title: SJMJC 2C 02 Advertising and Marketing Communication

Time: 3 Hours Total Weighs: 30

I Write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Outdoor Advertising
b) Slogan
c) Ad Campaign
d) PSA
e) Logo
f) Digital Marketing
g) Ad Agency

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Briefly explain DAGMAR theory.
b) What are the different stages of Ad Campaign?
c) Explain Marketing mix and its importance.

d) What is Market segmentation?

e) How would you asses the socio economic aspects of advertising.

f) Elucidate the various stages of product life cycle.

g) What are the functions of Ad Agency?

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Critically evaluate the representation of women in Ads.
b) Examine the elements of an Ad Copy.
c) What are the different kinds of advertising?

d) Elucidate major Advertising Theories.

SJMJC 2C 03
RADIO AND TELEVISION PRODUCTION
(Core Course: 4 Credits)

Learning Objectives
• To familiarise students with the basic concepts in broadcast media and related technology.
• To recognise and engage with various genres of radio and television programmes.
• To familiarise students with the process, work flow and methods of radio and television production.
• To impart training in producing various radio and television programmes.

Learning Outcomes
At the completion of the course learners shall be able to
• Have through understanding of the key concepts, technology and methods of broadcast media
• Script radio and television news programmes
• Independently produce radio and television news programmes

Module I
Introduction to Broadcast media
Broadcasting, Telecasting, Narrowcasting, Podcasting, webcasting, Terrestrial Transmission, broadcasting technology, programmes and policies, Code of Ethics and Broadcasting Standards, Newsroom Conference, sources of News, News agencies, Hoaxes, The Reporters, Personal Network, Other News Media, Planned Events, Staged Events, News and entertainment Channels, Morgue/Repository

Module ll
Television Broadcasting
Types of Programmes, entertainment- Education Programme Formats, format of TV News packaging, News programmes and Streams, 24-Hour News, the Bulletin, non-news programmes, Documentary, Live programmes, Gossip Sitcoms, Soap Operas, Indore and Outdoor Reporting, Programme Structure and format in new era, ease to Camera

Module lll
The Process
Voice of the station, Broadcast language, Broadcast News Style Book, piece to camera, Gatekeeping, Research, Reporting news, Reporting war, News Reading, Ad-libs, The gate, Beat reporting, Work to Sequence, rundown order, Television Scripting, shooting script, data and info graphics, TV news studio and Gallery, basic television production requirements, PCR, MCR, OBV.

Module IV
Radio Broadcasting
Types of Radio Programmes, bulletin, teaser, promo, Debates, Radio drama, Radio Interview, Discussions, Music and Phone-ins entertainment- Education Programme Formats,

format of Radio News packaging, Programme Structure and format in new era, Live programmes, Gossip Sitcoms, Soap Operas, Indore and Outdoor Reporting, ease to Camera, non-news programmes in Radio. Genres and Language, Preparation of Commentary, Speed, Emphasis, Research, Narratives Devices, Earth station, Uplinks and downlinks, Transmission, On air, Corpsing, Prompting, Using the prompter.

Module V
The Process
Principles of recording, Basics of Radio Scripting, schedule, treatment, Voice modulation, Speed, Clarity, Body Language and appearance, News Anchors and Presenters, rapport, Qualities of a Newscaster, Professionalism, types of Microphones, Basic recording requirements,

Module VI
Production & Editing for Radio and TV
Basics of video and audio editing, ease of Multimedia production software, Production of new Bulletin for Radio and TV, Production of Interview, Documentary for Radio and TV, Non News Programme production.

CORE TEXTS
1. Stewart, P., & Alexander, R. (2016). 1. Broadcast Journalism, Techniques of Radio and Television News (7th ed.). Routledge.
2. Broussard, E. J., & Holgate, J. J. (1982). Broadcast News. MacMillan Publishing Company.

SUGGESTED READINGS
1. Dominick, J. R., Sherman, B. L., &Messere, F. J. (2011). Broadcast, Cable, The Internet And
Beyond(7th ed.). McGraw-Hill Education.
2. Millerson, G. (n.d.). Effective TV Production (Media Manuals).Focal Press.
3. Lundstrom, L. I. (2016). Understanding Digital Television: An Introduction to DVB Systems
with Satellite, Cable, Broadband and Terrestrial TV Distribution (1st ed.). Routledge.
4. Huber, D. M. (n.d.). Modern Recording Techniques (8th ed.). Focal Press.
5. Smith, M. T. (2013). Broadcast Sound Technology (1st ed.). Butterworth-Heinemann.

SUGGESTED LINKS
1 https://www.mediacollege.com/

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: Second Semester MA Journalism & Mass Communication
Course Title: SJMJC 2C 03 Radio and Television Production

Time: 3 Hours Total Weighs: 30

I Write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) PTC

b) Soap Operas

c) Hoaxes

d) OBV

e) Gossip Sitcoms

f) Earth Stations

g) MCR

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Explain morgue.

b) Briefly explain beat reporting.

c) Podcasting v/s Narrowcasting

d) Briefly explain code of ethics.

e) What are the current trends in broadcasting?

f) What are the basic television production requirements?

g) Differentiate indoor and outdoor reporting.

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Write an essay on different types of mic.

b) Describe the qualities of a news caster.

c) Elucidate the basic principles of recording.

d) What are the different types of radio Programmes? Cite with examples.

SJMJC 2C 04
DEVELOPMENT COMMUNICATION
(Core Course: 3 Credits)

Learning Objectives

• To familiarise students with the basic concepts in development, development communication, social change and empowerment and related areas.
• To introduce various approaches in communication for development and social change.
• To present development communication policies and action plans in various sectors in India.

Learning Outcomes

At the completion of the course, learners shall be able to
• Recognise key concepts, approaches and action plans in the field of development communication in the global and national scenario.
• Identify the potential of various communication methods for social change.
• Critically evaluate the communication practices implanted by various agencies for development and social change.

Module I
Key concepts in Development

Development: concept and definitions, reasons for underdevelopment, problems, Issues and approaches in development, Characteristics of developing countries, Indicators of development
Models of development – Adam Smith, Ricardo, Maltheus, Rostow, Marx, Mahatma Gandhi, Dominant paradigm of development and its criticism

Module II
Development Communication

Development communication: Concept, definition – process – role of media in development communication – social, cultural and economic barriers. Development communication models of Lerner, Schramm, Rogers. Entertainment-education strategies.

Module III
Diverse Approaches

Alternative Paradigm: Participatory communication approach, participatory action research. An overview of folk and traditional media and their use in development. Empowerment Framework of Development – concept – definitions – dimensions. Sustainable development, Gender and Development.

Module IV
Indian Context

A brief history of development communication in India – KHEDA, SITE etc.Development communication policy in India – action plan – democratic decentralisation, Panchayati Raj, Rural development initiatives.Development support communication: case studies in agriculture, health, education, familyplanning, science popularization.

CORE TEXTS

1. Melkote, S. R and Steeves, H.L. (2015). *Communication for Development – Theory and Practice for Empowerment and Social Justice*.New Delhi: Sage.
2. Slater, D. (2014). *New Media, Development and Globalization*.Cambridge: Polity Press.
3. Schramm, W. (1964).*Mass Media and National Development.* Stanford: Stanford University Press.
4. Mody, B. (Ed.). (2003).*International and Development Communication: A 21st Century Perspective*.London: Sage.
5. Mefalopulos, P.(2008). *Development Communication Sourcebook: Broadening the Boundaries of Communication*.The World Bank, Washington DC. (http://siteresources.worldbank.org/EXTDEVCOMMENG/Resources/DevelopmentCommSourcebook.pdf)

SUGGESTED READINGS

1. Development Communication: What the 'Masters' Say (Special Issue), The Journal Of Development Communication, 8(2), 179 Pp
2. Servaes, J.*Communication and Development. Some Theoretical Remarks*, Leuven: Acco
3. Servaes, J .*One World, Multiple Cultures.A New Paradigm on Communication for Development.* Leuven: Acco.
4. Communications And Social Change: Forging Strategies For The 21st Century. New York: Rockefeller Foundation.
5. Nair, K.S. & White, S.A. (1993). The Development Communication Process. In: NAIR, K.S. & White, S.A. (eds.), *Perspectives on Development Communication*, New Deli: Sage, pp. 47-70.
6. Wilkins, K.G. (1999). Development Discourse on Gender and Communication in Strategies for Social Change, *Journal of Communication*, 49:46-68.

SUGGESTED LINKS

1. ht tp://www.une s co.org/new/f i l eadmin/MULTIMEDIA/HQ/CI/CI/pdf/approaches_to_development_communication.pdf
2. h t t p : / / s i t e r e s o u r c e s .wo r l d b a n k . o r g / EXTDEVCOMMENG/Re s o u r c e s / DevelopmentCommSourcebook.pdf

M A Journalism and Mass Communication (CBCSS)

(2020 Admission onwards)
Semester: Second Semester MA Journalism & Mass Communication
Course Title: SJMJC 2C 04 Development Communication

Time: 3 Hours Total Weighs: 30

I Write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Sustainable Development
b) Folk Media
c) SITE
d) Under Development
e) Division of Labour
f) Gender and Development
g) Panchayat Raj

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Write a note on Rostow's model of development.
b) What are the rural development initiatives taken by the Government of India.
c) Make a critical comparison of cultural and economic barriers of development.

d) Trace the role of Gandhian model of development in developing countries.

e) What are the education support communications by the government of your state?

f) Briefly narrate the Schramm's development communication model.

g) Discuss the importance of democratic decentralization.

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Write down the brief history of development communication in India.
b) Write an essay on the models of development.
c) What are the characteristics of developing countries?

d) Explain Marxian model of development and its relevance.

SJMJC 2C 05

GLOBAL COMMUNICATION
(Core Course: 3 Credits)

Learning Objectives
• To introduce key concepts, models and historical background of international/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
After the completion of the course 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, communication and empire, the era of international news agencies.
Models of International Communication: Mowlana's model of International Flow of Information, Mowlana's central-periphery model of news flow, Mowlana's North South Round Flow model of news, Sepstrups' model of transnational television flows. Call for new communication order, NWICO, McBride Report.

Module II
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.

Module III
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 IV

Regional Focus: Indian Media in Global Perspective

Contemporary trends in Indian media– Globalization and Market dominance, consolidation, monopoly and corporatization, vertical and horizontal integration and key concerns, Indian media giants: Reliance, TOI, India Today etc., and their global presence. FDI in Indian media, Global interest in Indian entertainment industry.Global presence of Indian film.Hollywood in India, Media and Indian Diaspora media with special reference toMalayalam media in Gulf.

CORE TEXTS

1. McQuail, D.*Mass Communication Theory*. New Delhi: Sage. (Part 3, Chapter 10)
2. McQuil, D &Windhal, S. *Communication Models for the Study of Mass Communication* 2nd
edition. Pearson (Chapter 9: International Communication)
3. Mody, B (Ed.). (2003).*International and Development Communication: A 21st 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.

SUGGESTED READINGS

1. Alleyne, Mark D. (1995). International Power and International Communication. London: Macmillan
2. Appadurai, Arjun (1996). Modernity At Large: Cultural Dimensions of Globalization. Minneapolis
3. Robertson, Roland (1992). Globalization: Social Theory and Global Culture. Thousand Oaks, California
4. UNESCO (1999). World Communication and Information Report 1999-2000. Paris: UNESCO.
5. Mowlana, H. (1996). Global Communication in Transition; The End of Diversity? London:Sage.
6. Mowlana, H. (1997). Global Information and World Communication. New Frontiers in International Relations, Second Edition. London: Sage.

M A Journalism and Mass Communication (CBCSS)

(2020 Admission onwards)
Semester: Second Semester MA Journalism & Mass Communication
Course Title: SJMJC 2C 05 Global Communication

Time: 3 Hours Total Weighs: 30

I Write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Global Communication
b) International Media Dependency
c) Cultural Imperialism
d) Globalization
e) TOI
f) Nielson Holdings
g) Walt Disney

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Brief History of Global Communication.
b) Explain the multinational media ownership.
c) Trace out the telecommunication policies.

d) What is the concept of NWICO?

e) Elucidate on the contemporary trends in Indian Media.

f) Briefly Explain 'Many Voices, One World'.

g) Discuss the importance of international news agencies.

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Write an essay on models of International Communication.
b) Briefly discuss on the presence of FDI in Indian media.
c) Critically discuss the origin of globalization and its impact on media.

d) Elucidate global giants in communication.

SJMJC 2L 01

PHOTOGRAPHY & VIDEOGRAPHY
(Core Course- Practical: 2 Credits)

Learning Objectives
• To introduce the basics of photography and videography and the fundamental functions of related equipments.
• To train students in lighting, composition and aesthetics of photography and videography
• To impart training on photography and videography for news reporting.

Learning Outcomes
Through readings, instruction, practice, and projects, students shall:
• Develop or improve skills in contemporary videography and photography technology and operation of cameras and production equipment.
• Achieve critical appreciation skills for the aesthetics of sound and image production.
• Improve literacy in the visual language and achieve skills in digital media production.
• Gain a greater understanding of storytelling in narrative and non-narrative visual productions.

Pedagogical Method
The training methods should be appropriate to the development of competencies. The focus of the programme is on "performing" and not on "knowing". Lecturing will be minimumand emphasis shall be on "hands on training". Continuous individual monitoring and evaluation are essential.

Module I
Introduction to Camera
Acquaintance with Camera Controls, camera parts and types, menu items and shooting modes (Auto vs. Scene vs. Priority), Focusing techniques, Stability during captures, Storage and media management.
Assignment
Photograph a subject of interest using different shooting modes.

Module II
Lighting and Composition
Discussions and demonstration on composition techniques.Photographing Portraits and Still life.Practicing portrait genres and lighting techniques (Naturalism and Pictorialism), Review aperture, shutter speed, ISO.
At the end of the 1 and 2 modules, the learner should be able to shoot in manual controls to manipulate the exposure creatively.
Assignment
Student should plan, shoot and submit high- and low-key light images of still life and portraits.

Module III
Studio session- Basic editing and cropping

At the end of the module, the learner should be able to do the basic editing of images using industry standard proprietary/open software.

Module IV
Low light photography
Demonstration of low light shooting .
Landscape and nature photography practices.
At the end of the module, the learner should be able to plan and shoot landscape and natural images
that require the least amount of post-production work.
Assignment
Student should plan, shoot and submit images of landscape and nature photography.

Module V
Photographing News/Documentary
At the end of the module, the learner should be able to capture photographs of reportage and documentary using a DSLR.
Assignments
Student should plan, shoot and submit images of news photos, photo-series, and everyday life documentary.

Module VI
Digital Video Camera Basics and Shooting Techniques
Demonstration of Camera Controls, Camera parts and 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.

Module VII
Audio for Video, Lighting for Video, Lighting Instruments
Demonstration- Audio Capture Settings
At the end of the 6 & 7 modules, the learner should be able in, composing shots following the rules, proper use of a level and steady tri-pod, setting proper color balance, focus, exposure and good audio using an ENG/EFP camcorder in manual mode.
Assignments
Shooting people in various environments.
Shooting an interview

SUGGESTED READINGS
1. The Digital Photography Book by Scott Kelby, Peachpit Press
2. Video production handbook / Gerald Millerson, Jim Owens. — 5th ed.
3. Grammar of the Shot by Christopher J. Bowen, 4th Edition, Routledge
4. Picture Composition for Film and Television, Second edition by Peter Ward, Focal Press
5. The Technique of Film and Video Editing: History, Theory, and Practice, Ken Dancyger, Focal Press

SUGGESTED LINKS

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

SJAU MJC 2A 01
AUDIO-VISUAL EDITING
(Professional Competency Course-PCC: 2 Credits-*Credits are not counted*)

Learning Objectives

To equip learners with professional competency in audio-visual editing using relevant software/s

Learning Outcomes

At the end of the course, the learner should be able to do digital video and audio editing using professional proprietary/open software(s) following the rules of audio visual editing.

Module I
Understanding Audio Post-Production

Audio Editing-Audio recording and editing in DAW, Audio file formats, editing phases-Dialogue, Foley, Effects, Music, Pre-Mix-Dialogue Premix, Effects Premix, Ambience Pre mix, Foley Premix, Music Premix, Final Mix-DAW-Project file setup, Various Mixing Formats.

Module II
Audio Editing

Importing and editing sound, multi-layered audio tracks and mixing, labelling and managing recorded material adding effects, balancing stereo sound, exporting between file formats.
At the end of the two modules, the learner should be able to do digital audio editing using professional proprietary/open software.

Module III
Understanding Video Post-Production

Digital video editing workflow, Introduction to terminologies used to describe stages of video sequence development- Dailies, Assembly, Rough cut, Picture lock, Director's cut, Final cut, Understanding the footage, File formats.

Module IV
Video Editing

Getting started with video editing, Video capture, Viewing the raw footage, Trimming the clips for the best parts, Sequence on timeline, Applying transitions, Adding titles and credits, Music, Sound effects, Creating supers, Special effects, Exporting video to different mediums and formats, file types.

SUGGESTED READINGS

1. Grammar of the Edit, 4th Edition by Roy Thompson, Christopher J. Bowen, Focal Press
2. Film and Video Editing Theory-How Editing Creates Meaning, 1st Edition by Michael Frierson, Routledge
3. Sound recording practice:Borwick John
4. Sound Studio: Ford Tyree S.
5. Sound FX : Alexander U. Case

SEMESTER III
Minimum Credits Required: 20

SJ MJC 3C 01
COMMUNICATION RESEARCH
(Core Course: 4 Credits)

Learning Objectives
• To make the learners acquainted with the process and procedures of research in mass communication
• To offer theoretical and practical knowledge in literature review and scholarly communication
• To impart practical training in conducting survey, data collection, data analysis and research writing

Learning Outcomes
At the completion of the course, 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 I
Research Process
Nature and scope of communication research; development of mass media research, aspectsof research, characteristics of research; evaluation of communication research in India.Research in print media, electronic media, advertising and public relations and internet.

Module II
Research Procedures
Topic selection - Relevance of the topic, literature review, setting hypothesis and research questions/objectives, analysis and interpretation, summary

Module III
Research Approaches
Qualitative research method – field observations, focus groups, interviews, case studies; Content analysis – Definitions, steps in content analysis, reliability and validity. Quantitative method – Definitions and components.Survey research – Descriptive and analytical surveys.Sampling methods; procedures.Mixed method.

Module IV
Data analysis and Interpretation
Introduction to Statistics – Basic statistical procedure; techniques for communication research – Measures of central tendencies, frequency distribution, tests of significance – *t*test, Chi-

square, ANOVA, MANOVA, reliability, validity and correlations and regression. Introduction to quantitative and qualitative data analysis software.

Module V

Research Writing

Writing with style, avoiding common writing errors, readability of the manuscript, writing a research report, concluding the research report, and writing exercises. Indexing, abstracting, citation styles: APA, MLA etc.

Module VI

Issues and Trends in Research Domain

International Journals in Communication, Ethical perspective of Communication Research – Plagiarism, IPR issues. Using the Web for academic research and publication, academic databases and search engines.

CORE TEXTS

1. Wimmer, R. D., & Dominick, J. R. (1987). *Mass media research: An introduction.*Belmont,
CA: Wadsworth.
2. Kerlinger, F. N.: Foundations *of behavioral research*. New York: Holt, Rinehart and Winston
3. Berger, Arthur Asa: Media Research Techniques, Newbury Park: Sage Publications
4. Lowery & De fluer: Milestones in Mass Communication Research, Pearson

SUGGESTED READINGS

1. Hansen, A. (2010). *Mass communication research methods*. Los Angeles: SAGE.
2. Kumar, R. (2019). *Research methodology: A step-by-step guide for beginners*. London: SAGE.
3. Buddenbaum, J. M., & Novak, K. B. (2001). *Applied communication research*. Ames, IA: Iowa State University Press.reprinted in India by Surjeet, 2005

SUGGESTED LINKS

1. https://prezi.com/p/xpmdpkfkhziv/media-and-mass-comm-research/
2. http://soniapsebastiao.weebly.com/uploads/2/0/3/9/20393123/ebook_handbook-ofmedia-and-communication-research.pdf
3. http://egyanagar.osou.ac.in/slmfiles/JMC-08-BLOCK-01.pdf
4. https://www.routledgehandbooks.com/pdf/doi/10.4324/9780203409800.ch2
5. http://125.234.102.146:8080/dspace/bitstream/DNULIB_52011/8649/1/media_research_techniques_1998.pdf

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: Third Semester MA Journalism & Mass Communication
Course Title: SJ MJC 3C 01 COMMUNICATION RESEARCH

Time: 3 Hours Total Weighs: 30

I write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) ANOVA
b) APA
c) Simple random sampling
d) Validity
e) MANOVA
f) Hypotheses
g) MLA

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Write a note on topic selection
b) Explain quantitative methods
c) Importance of literature review in research.

d) Describe steps included in content analysis

e) Discuss reliability and validity

f) Elucidate citation

g) Characteristics of research

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Briefly explain basic statistical procedures in research
b) Write the evolution of communication research in India
c) Relevance of hypothesis and objectives in research

d) 'Research design is the backbone of research Elucidate.

SJ MJC 3C 02
PUBLIC RELATIONS & CORPORATE COMMUNICATION
(Core Course: 4 Credits)

Learning Objectives
• To understand the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.
• To know the evolution of Corporate Communication and its expanded role in organizational and marketing communication

Learning Outcomes
After the completion of the course, the learners shall be able to
• Explain the role of the public relations in the corporate environment and describe the strategies, tactics, and techniques of public relations and corporate communications

Module I
Public Relations
Public Relations concept and definition : - Evolution and growth of public relations, Propaganda, Publicity, Public opinion , Lobbying -Functions of public relations - Characteristics and qualifications of PR personnel

Module II
PR tools & methods
Public relations writing - Increasing importance of PR, target audience and publics of PR – PR campaign stages and planning -Organisation setup of PR departments/ agencies; PR in public / private sectors, Central and State PR departments

Module III
Principles of PR
Laws and ethics in PR, PR organizations ,PRSI code, - PRSI, IPRA- PR as a management function, PR and crisis management, Functions of PR agency, PR counseling and Consultancy-Corporate Social Responsibility ,PR and social auditing.

Module IV
Communication in Organizations
Types - internal and external, downward, upward, horizontal and diagonal communication. Principles of effective communication, corporate communication- definition, historical perspective, contemporary relevance.Facets of corporate communication-organizational communication, marketing communication, management communication.

Module V
Corporate Communication
Functions of corporate communication - Employee Relations (ER) Investor Relations (IR), Media Relations (MR), Government Relations (GR), Costumer Relations (CR) and Public

Relations (PR).Audiences, objectives, functions, principles and tools of communication in. ER, IR, MR, GR, CR and PR.

Module VI

Corporate Reputation

Concept of corporate personality, components of corporate personality, stakeholder perception.Role of communication in building corporate reputation, corporate identity corporate image and corporate brands. Building a distinct corporate identity: concepts, variables and process making of house styles (logo, lettering and process)-Corporate communication management-strategic corporate communication and issue management, measuring the effectiveness of corporate communication.

CORE TEXTS:

1. Riel, C. B., &Fombrun, C. J. (2007). *Essentials of corporate communication: Implementing practices for effective reputation management*. London: Routledge.
2. J. J. (2016). *Public relations : Concepts, practice and critique.*Sage Publications.

SUGGESTED READINGS:

1. Treadwell, D., & Treadwell, J. B. (2005). *Public relations writing: Principles in practice*. Thousand Oaks, CA: SAGE Publications.
2. Center, A. H., & Walsh, F. E. (1985). *Public relations practices: Managerial case studies and*
problems. Englewood Cliffs, NJ: Prentice-Hall.
3. Jefkins, F. W., &Yadin, D. L. (1998). *Public relations*. London: Financial Times
4. Harrison, S. (2011). *Public relations: An introduction*. London: Business.
5. Belasen, A. T. (2008). *The theory and practice of corporate communication: A competing values*
perspective. Los Angeles, CA: SAGE Publications.
6. Mckenna, B., Thomas, G., Waddell, N., & Barry, M. (2007). *Corporate communication: Efective*
techniques for business. Victoria: Thomson / Social Science Press.

SUGGESTED LINKS:

1. http://blogs.unpad.ac.id/teddykw/files/2012/06/A-Handbook-of-Corporate-Communication-and-Public-Relations.pdf
2. https://www.tutorialspoint.com/advertisement_and_marketing_communications/corporate_communications.htm
3. https://www.managementstudyguide.com/public-relations.htm
4. https://pdfs.semanticscholar.org/c1d4/ca690bc72fb6fa877a488c68c3bb72ecd95d.pdf
5. https://www.researchgate.net/publication/311896812_Corporate_public_relations_dynamics_Internal_vs_external_stakeholders_and_the_role_of_the_practitioner
6. http://blogs.unpad.ac.id/teddykw/files/2012/06/A-Handbook-of-Corporate-Communication-and-Public-Relations.pdf

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: Third Semester MA Journalism & Mass Communication
Course Title: SJ MJC 3C 02 PUBLIC RELATIONS &CORPORATECOMMUNICATION

Time: 3 Hours Total Weighs: 30

I write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) PRSI
b) IPRA
c) Propaganda
d) CSR
e) Public opinion
f) Employee relations
g) Corporate identity

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Write a note on Characteristics and qualifications of PR personnel

b) Explain Organization setup of PR departments/ agencies
c) Importance of Laws and ethics in PR
d) Describe Functions of PR agency

e) Discuss types of organizational communications

f) Elucidate propaganda and public opinion

g) Explain Central and State PR departments

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Briefly explain Evolution and growth of public relations
b) Write the PR campaign stages and planning
c) Relevance of PR personnel in current scenario

d) Elucidate the role of communication in building corporate reputation

SJ MJC 3C 03
ONLINE JOURNALISM
(Core Course: 4 Credits)

Learning Objectives
• To introduce the basics of the internet technology and its application for mass communication
• To train the learners in basic web designing
• To introduce the process and methods of online news reporting and content Development

Learning Outcomes
At the end of the course the learners shall be able to
• Recognise internet related concepts and application of the same in mass communication environment
• 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 I
Online Journalism- Basics
Online Journalism– definition, origin, development, and contemporary relevance; differences from traditional journalistic practices-Interactivity, sociability, multimedia content, autonomy, playfulness, privacy, personalization, digitization and convergence. Audiences of online Journalism.Socio cultural aspects of online journalism.

Module II
New Media Technology
Introduction to World Wide Web, Origin and development of the Web. LAN, MAN, WAN, E-mail, Web, ownership and administration of Internet, types of Internet connection, internet protocols, Introduction to HTTP, HTML, XML, Java script, jQuery, PHP, Content Management System, Apache, Joomla! etc. Browsing and browsers, bookmarks, searching through directory, search engines, Website development and maintenance-Inserting, linking, tagging,, Website promotion, Search Engine Optimization and Web Analytics

Module III
Writing and Editing for the Web
Information architecture, Online reporting- tools for news gathering. Writing for the Web – principles, limitations and new trends.Management and economics of online editions, online advertisements and their types.An overview of online editions of newspapers.

Module IV
Online Journalism- Process
Online audiovisual content – creating, editing and publishing. Ensuring interactivity, APIs

and mesh-ups. User generated content and Web 2.0. Polls and Surveys online. Entrepreneurial Journalism Online

Module V
Trends in Online Journalism
News aggregation, online news curation, Social media marketing and social media optimisation.Blogging and micro blogging, Podcast and audio slideshows.

Module VI
Online Journalism: Themes and Issues
Online communication law. Security issues on the Internet- social, political, legal and ethical issues. Citizen journalism on the Web, Social media and journalism, Future of online journalism.Mobile journalism.

CORE TEXTS
1. Bradshaw, P. (2013). The Online Journalism Handbook.doi:10.4324/9781315834184
2. Hill, S., &Lashmar, P. (2014). *Online journalism: The essential guide*. Los Angeles, Calif: Sage Publications

SUGGESTED READINGS
1. Craig, R. (2007). *Online journalism: Reporting, writing, and editing for new media*. Southbank,
Victoria, Australia: Thomson/Wadsworth.
2. Luckie, M. S. (2012). *The digital journalists handbook*. S.l.: CreateSpace.
3. Friend, C., & Singer, J. B. (2007). *Online journalism ethics: Traditions and transitions*. New York: M.E. Sharpe.

SUGGESTED LINKS
1. https://www.npr.org/programs/morning-edition/
2. https://www.routledge.com/The-Online-Journalism-Handbook-Skills-to-survive-andthrive-in-the-digital/Bradshaw/p/book/9781138791565
3. ht tp://ayorek.org/f i les/References/Handbook%20of%20Global%20Onl ine %20Journalism.pdf

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: Third Semester MA Journalism & Mass Communication
Course Title: SJ MJC 3C 03 ONLINE JOURNALISM

Time: 3 Hours Total Weighs: 30

I write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Java script,
b) World Wide Web
c) Search engines
d) Tagging
e) Apache
f) MAN
g) Browsing

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Write a note on Socio cultural aspects of online journalism

b) Explain online advertisements and their types.
c) Importance of Entrepreneurial Journalism

d) Describe basic Social media marketing and social media optimization
e) Discuss Blogging and micro blogging

f) Elucidate Podcast and audio slideshows

g) New trends in writing for the web

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Briefly explain origin and development of online journalism
b) Evaluate how online journalism differentiate from traditional journalistic practices
c) Relevance of Origin and development of the Web

d). Trends in Online Journalism

SJ MJC 3C 04
MEDIA MANAGEMENT AND ENTREPRENEURSHIP
(Core Course: 4 Credits)

Learning Objectives
• Provide students with detailed insight into the structures, management, processes, economics of the media industries
• Provide a firm foundation for understanding how the media industries operate.

Learning Outcomes
After the completion of the course, the learners shall be able to
• Understand the organizational and economic structures and strategies used in media industries and to identify the legal, ethical and other regulatory challenges facing the electronic media.

Module I
Principles of Management
Process and Approaches, Management Skills, Understanding Markets and Audiences, Functions and Characteristics of Media Products, Economics of Media Products, Media in a Free Market Economy, Ownership of media, News management- Issues.

Module II
Overview of Media Organizations
Structure and pattern of Ownership, with special reference to media ownership. Principles of Media Management: Principles and Challenges. The Indian Media Business: An overview.

Module III
Newspaper Organization & Management
Organization of a Newspaper, Publication, Registration, Newspaper Production, Newspaper and Community, Research, Newspaper Management in India, Press Council of India, Managerial Function in a Newspaper Organization, Editorial Management, Advertising Management, Circulation, Personnel and Financial Management, Accounting, Printing, Competition.

Module IV
Electronic & Digital Media Management
International Perspective: The Global TV Marketplace, Structure of CATV Systems, Television Management in India, Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media Budget Development, The Design Process – scheduling, Production Tracking Form, transmitting, Record keeping, quality control and cost effective techniques. Employee/employer and customer relations services; marketing strategies– brand promotion (space/time, circulation) – reach – promotion – market survey techniques – human research development for media. Managing a radio station, Audience research, Community Radio: Organization and Management.

Module V

Digital Media Entrepreneurship

Media start ups, Media Innovation: Elements and Principles. Sustainability of start ups, Business plan for media entrepreneurship- revenue streams, Case studies of successful mediastart ups at global, national and local levels.

CORE TEXTS

1. Kohli-Khandekar, V. (2013). *The Indian media business*. Delhi: SAGE Response.
2. Williams, H. L., & Rucker, F. W. (1978). *Newspaper organization and management*. Ames: Iowa
State University Press.

SUGGESTED READINGS

1. Albarran, A. B. (2010). *Management of electronic media*. Australia: Wadsworth Cengage Learning.
2. Aris, A., &Bughin, J. (2009). *Managing media companies: Harnessing creative value*. Chicester:
Wiley.
3. Briggs, M. (2012). *Entrepreneurial journalism: How to build whats next for news*. Los Angeles:
Sage/CQ Press.
4. Koṭhārī, G. (1995). *Newspaper management in India*.Erscheinungsortnichtermittelbar: Intercultural Open University.
5. B., A., & Chan-Olmsted, S. (2018). *Handbook of media management and economics*: ROUTLEDGE.

SUGGESTED LINKS

1. https://www.stoneward.com/blog/2017/06/ten-principles-of-media-management/
2. https://www.academia.edu/13226828/2_Media_Management_in_Theory_and_Practice
3. widyo.staff.gunadarma.ac.id/.../Handbook_of_Media_Management_And_Economics
4. https://unesdoc.unesco.org/ark:/48223/pf0000187966
5. https://www.taylorfrancis.com/books/e/9781315189918

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: Third Semester MA Journalism & Mass Communication
Course Title: SJ MJC 3C 04 MEDIA MANAGEMENT ANDENTREPRENEURSHIP

Time: 3 Hours Total Weighs: 30

I write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) PCI
b) Audience research
c) Brand promotion
d) Newspaper circulation
e) Media ownership
f) CATV
g) Community radio

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Write a note on characteristics of media products

b) Explain Structure and pattern of media ownership
c) Importance of press council in India

d) Describe basic elements and principles of digital media

e) Discuss television management in India

f) Elucidate administration and programme management in media budget development
g) Explain organizational setup of a newspaper

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Briefly explain case studies of successful media start ups at global, national and local levels.
b) Write the principles and challenges faced by media organizations
c) Relevance of organization and management of community radio

d) Write a short note on Indian media business

SJ MJC 3E 01
DOCUMENTARY FILM PRODUCTION
(Elective Course: 4 Credits)

Learning Objectives
• To provide insight into the historical evolution of and contemporary trends in documentary filmmaking.
• To offer theoretical knowledge and practical training in documentary filmmaking.
• To equip the students to approach documentary films critically

Learning Outcomes
At the completion of the course, the learners shall be able to
• Understand the trajectories in the development of documentary films as a communication form
• Recognise concepts, terms, categories and key elements in documentary filmmaking.
• Understand the process of documentary filmmaking from ideation to final production
• Able to critically analyze documentary films

Module I
Key Concepts
History of documentary filmmaking, Origins of Documentary, Genre and Periodization, Flaherty – Grierson – Vertov, Basic Concepts and Values, Functions of documentary as a medium – differences with fictional films – types of documentaries –narrative, expository, portrait, story, news, etc. Documentary filmmaking in India
Assignments: Screening and review of select Indian and foreign documentary films

Module II
Scripting
Ideation, Planning, Budgeting, Proposal Preparation and Researching for documentary filmmaking.Principles of using visual language, sound, music and other elements in documentaries. Scripting documentaries- elements, script format, and script language.

Module III
Practical Assignments based on the Module II
Phase I : Ideation, discussion and submission of the proposal of the film to be made by the student
Phase II : Revision and finalisation of the proposal
Phase III : Scripting the documentary film

Module IV
Production
Documentary production Strategies, Construction of Meaning in Documentaries
Practical Assignment
Phase IV: Production – Shooting

Module V
Production
The Postproduction Process: Principles of documentary editing
An overview of post production process including distribution chains, outreach channels and other promotional methods. Documentary film festivals and national and international levels.

Practical Assignment
Phase V: Editing and submission of the work along with a log-line and at least two publicity stills

CORE TEXTS
1. Hampe, Barry. Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries. New York: Henry Holt & Company.

SUGGESTED READINGS
1. Rabiger, Michael.Directing the documentary. Amsterdam; Boston : Focal Press/Elsevier, (5th
Ed.)
2. Fox, Broderick. Documentary media : history, theory, practice. New York: Routledge
3. Aufderheide, Patricia (2008) Documentary Film: A Very Short Introduction, Oxford

SUGGESTED LINKS
1. ht tp://www.une s co.org/new/f i l eadmin/MULTIMEDIA/HQ/CI/CI/pdf/ programme_doc_documentary_script.pdf
2. http://www.masmenos.es/wp-content/uploads/2013/08/Rosenthal-A.-2002-Directingand-producing-documentary-films-and-videos.pdf
3. http://home.fa.utl.pt/~cfig/Anima%E7%E3o%20e%20Cinema/Cinema%20de %20Document%E1rio/The_Documentary_Handbook%20-%20Peter%20Lee-Wright.pdf
4. 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

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: Third Semester MA Journalism & Mass Communication
Course Title: SJ MJC 3E 01DOCUMENTARY FILM PRODUCTION

Time: 3 Hours Total Weighs: 30

I write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Budgeting
b) Expository
c) Grierson
d) Periodization
e) Ideation
f) Postproduction
g) Film festivals

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Write a note on principles of using visual language

b) Explain principles of documentary editing
c) Importance of construction of Meaning in documentaries

d) Describe basic documentary production Strategies

e) Discuss the origins of documentary

f) Evaluate the history of documentary filmmaking

g) Basic Concepts and Values of documentary

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Briefly explain elements, language and format for documentaries
b) Write a short note on types of documentaries
c) Relevance of documentary film festivals at national and international levels.
d) Discuss the documentary filmmaking in India

SJ MJC 3E 02
TECHNICAL WRITING & DOCUMENTATION
(Elective Course: 4 Credits)

Learning Objectives
• To develop technical writing skills necessary to communicate information gained through a process of technical or experimental work.
• To impart knowledge on professional environment of technical documentation
• To familiarize with writing different technical reports and other documents
• To address several language, structure, style, and content issues encountered while developing technical documents

Learning Outcomes
After the completion of the course, the learners shall be able to
• Understand the basic components of definitions, descriptions, process explanations, and other common forms of technical writing
• Practice the unique qualities of professional writing style and know how to follow the stages of the writing process (prewriting/writing/rewriting) and apply them to technical and workplace writing tasks.
• Will be familiar with basic technical writing concepts and terms, such as audience analysis, jargon, format, visuals, and presentation**.**

Module I
Basics of Technical Writing
Definition/s, 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
Technical Documentation Life Cycle
Stages in Documentation Life Cycle, Professionals involved, Project manager/editor, Writers, Graphic artists; Liaison with project engineers/scientists and clients.

Module III
Roles and Responsibilities
Roles and responsibilities of writers, editors / project managers. Document formats – hard and soft copy versions designs

Module IV
Principles of Technical Writing
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

Technical Editing Process

The technical editing process - Review of the document aim, content and its organization; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/ illustrations; copy fitting, design an layout of documents. Instructional design, Onlineediting process. Citation styles, indexing and abstracting.

Module VI

Technical Documentation in Practice

Introduction to authoring tools. Document Production Practical

CORE TEXT

1. Gerson Sharon J. and Gerson Steven M. Technical Communication: Process and Product. Pearson Education

SUGGESTED READINGS

2. Pringle ,Alan S. and O'Keefe ,Sarah S. Technical Writing 101: A Real-World Guide to Planning and Writing Technical Content (Third Edition), Scriptorium
3. Markel, Mike. Technical Communication. MacMillan Learning

SUGGESTED LINKS

1. https://www.stc.org/
2. https://msu.edu/course/be/485/bewritingguideV2.0.pdf
3. https://www.e-buc.com/portades/9788498803488_L33_23.pdf
4. http://intra.tesaf.unipd.it/pettenella/Corsi/ReaserchMethodology/Documents/Manual_on_Technical_Writing.pdf
5. https://technicalwritingtoolbox.com/technical-writing-resources/
6. http://techwhirl.com
7. http://tc.eserver.org
8. http://www.writersua.com

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: Third Semester MA Journalism & Mass Communication
Course Title: SJ MJC 3E 02 TECHNICAL WRITING & DOCUMENTATION

Time: 3 Hours Total Weighs: 30

I write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Project manager
b) Project proposals
c) Copy fitting
d) Citation styles
e) Document formats
f) Draft revision
g) Instructional design

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Write a note on qualities and qualifications of technical writers

b) Explain the differences between technical writing and other forms of writing
c) Importance of styles in technical writing

d) Describe basic Citation styles, indexing and abstracting

e) Discuss Professionals involved in technical documentation

f) Elucidate types of document formats

g) Discuss online editing process

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Briefly explain the roles and responsibilities of writers, editors project managers in technical writing
b) Write the principles of technical writing
c) Relevance of editing in technical writing

d) Elucidate the stages of documentation

SJ MJC 3E 03
POLITICAL COMMUNICATION
(Elective Course: 4 Credits)

Learning Objectives

- To make the student analyze Political events critically, with the interplay of Communication and Politics
- To make the students analyze the working of media in democratic set up
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Learning Outcomes

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

- Understand the importance of Political Communication in the present scenario
- Critically analyze the Political Parties in India
- familiarize with major National and Regional Political Parties
- Understand the relevance of New Media in Political Evolution.

Module I:Basics of Political Communication

Introduction to Political Communication: The democratic process, Definition of Political Communication, Elements of Political communication-Political Organizations, Media and citizens, Political communication-Rhetoric, propaganda, advertising ,persuasion, political campaigns and debates

Module II : Political Communication Theories

Agenda Setting: Priming, Framing; The effect of media in the formation and change of political attitudes. Feedback Loop: From Voting Choice to Party Messages. Theories of Partisan Reinforcement

Module III :Political Communication and Media

Political News Coverage: Media bias; press - government relations; election

campaigns and media coverage. Communication and civic engagement: Role of media in

po1itical participation. Political ownership of media: Agenda setting; Social media- its impact

on politics-case studies

Module IV :Polititical Parties and Governments

Political parties in India and Ministries, Political parties in Kerala, Election History, Major opposition parties, coalition politics.

Module V : Political Communication and New media

Online Media and Political Communication: The diverse uses of internet and mobile phones in politics, online political campaigns; Political communication by civic actors, social movements and NGOs.

CORE TEXTS

1. Bennett, .W. L; Entman, R M (Ed.s) (2004). Mediated Politics: Communication and Future of Democracy, Cambridge: Cambridge University Press.

2. Graig,G (2004). The Media, Politics and Public Life, Auckland: Allen and Unwin.

3. Darren G. Lilleker (2006). Key Concepts in Political Communication, New Delhi: Sage Publications Ltd.

RECOMMENDED READINGS

4. Esser, F; P fersch B (Ed.s) (2004). Comparing Political Communication: Theories, Cases and Challenges, Cambridge University Press, Cambridge.

5. Foster, S (2010). Political Communication- Politics Study Guides, Edinburgh: Edinburgh University Press.

6. Iyengar S (2011). Media Politics: A Citizen's Guide, NY, USA: WW Norton & Co.

SUGGESTED LINKS

https://sites.hks.harvard.edu/fs/pnorris/Acrobat/OnMessagech1.pdf

https://www.ukessays.com/essays/media/examiing-the-political-communication-of-india-media-essay.php

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: Third Semester MA Journalism & Mass Communication
Course Title: SJ MJC 3E 03 POLITICAL COMMUNICATION

Time: 3 Hours Total Weighs: 30

I write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Priming
b) Feedback Loop
c) Media bias
d) NGOs
e) Persuasion
f) Framing
g) Propaganda

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Discuss the effect of media in the formation and change of political attitudes

b) Write a short note on Political parties in India
c) Importance of mobile phones and internet in politics

d) Describe agenda setting theory with priming and framing

e) Discuss the current major opposition parties in Kerala

f) Elucidate the influence of online political campaigns

g) Explain the role of online media in political communication

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Briefly explain elements of political communication
b) Write a short note on social media and its impact on politics. Substantiate with case studies
c) Relevance of media coverage in election campaigns

d) Elucidate the terms political communication, propaganda, advertising and persuasion

SEMESTER IV
Minimum Credits Required: 20

SJ MJC 4P 01
DISSERTATION & VIVA
(Core Course: 8 Credits)

Learning Objectives
• To equip learners to do independent research study in the various domains of mass communication and journalism
• To train them to develop research reports and articles and other scholarly communication materials
• To inculcate a critical mind among the learners 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

Pedagogical Method
Each student shall be supervised by the teachers. Department Council/ equivalent body shall prepare a schedule for the research study to ensure timely completion of the same. All measures shall be taken to ensure ethicality of the research. The research report or output shall be free from plagiarism.

SJ MJC 4C 01
FILM STUDIES
(Core Course: 4 Credits)

Learning Objectives
• To introduce and explore basic concepts in film analysis and interpretation and articulate the historical, cultural, and material contexts that underpins concepts such as genre, auteur, spectator, and audience.
• Explain the wider historical, cultural and material processes that involved in filmmaking from time to time
• Present current theories of cinema as text, image and mediated process
• Offer an overview of the stylistic traits peculiar to different movements and traditions of film in a comparative context

Learning Outcomes
At the completion of the course, the learners shall be able to
• Relate film analysis and interpretation to wider historical, cultural and material processes
• Articulate and critically engage with current theories of cinema as text, image and mediated process
• Discern and discuss stylistic traits peculiar to different movements and traditions of film in a comparative context;

Module I
Introduction to Film Studies
How to watch movies? Film theories and Criticism-(Auteur Theory, Feminist Theory, Apparatus theory, Formalist theory, Marxist theory, psycho analytical theory, Queer Theory); Perception – Representation – Signification –mise-en-scene , Pro filmic elements of mise-enscene,
Settings, Cinematography, Colour and its meanings, Visual semiotics.

Module II
Beyond the shots
Narrative structure, Film Culture, Ideology and language; Popular cinema, Parallel cinema; Theoretical dimensions of film editing, continuity editing and montage types.

Module III
Hearing film
Sound theory, analysing the sound track, diegetic and non-diegetic elements and silence, sound and fury, terminologies of sound analysis.

Module IV
Film movements
Silent Era, Italian Neo realism,(Focus Film-Bicycle Thieves), Surrealism(Focus Film: Un ChienAndalou), Soviet Montage (Focus Film: Battleship Potemkin) German

Expressionism(Focus Film-Nosferatu), French New Wave (Focus Film-Breathless), Japanese Cinema (Focus Film-Rashomon),Latin American Cinema, Iranian Cinema etc.

Module V
Film Genres
Analysing Genres, Feminist Films, Avant Garde cinema, Cinema verite, Documentariesorigin,
evolution and types.

Module VI
Indian Cinema
Beginnings, growth, Milestones, Music and choreography – Film Industry and its division – Cinematic Society –imagination, reality, ethnography- cinema and cultural studies-– Sociology of audiences and its sub-culture.Film review and criticism.

CORE TEXTS
1. Nelmes, J. (2003). *An Introduction To Film Studies*. Routledge.
2. Dix, A. (2016). *Beginning film studies*. Manchester: Manchester University Press.

SUGGESTED READINGS
1. Frierson, M. (2017). *Film and video editing theory: How editing creates meaning*. New York:
Routledge.
2. Giannetti, L. D. (2018). *Understanding movies*. Boston: Pearson.
3. Ray, S. (2010). *Our films their films*.Mew Delhi: Orient BlackSwan.
4. Rose, R., Mulvey, L., Mulvey, L., & Rose, R. (2016). *Laura Mulvey Visual pleasure and narrative*
cinema 1975. London: Afterall Books.
5. Kumar, V., &Rohra, N. (2009). *Indian cinema*.Newsline Publications.

SUGGESTED LINKS
1. https://www.academia.edu/1235575/Oxford_Dictionary_of_Film_Studies
2. http://filmschoolonline.com/sample_lessons/sample_lessons.htm
3. https://prezi.com/pn0bndyey0i1/introduction-to-film-studies-cinematography/
4. http://kernvakckv.nl/film---terms-glossary.pdf

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: Fourth Semester MA Journalism & Mass Communication
Course Title: SJ MJC 4C 01 FILM STUDIES

Time: 3 Hours Total Weighs: 30

I write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Montage
b) Mise-en-scene
c) French New Wave
d) Italian Neo realism
e) Iranian Cinema
f) German Expressionism
g) Surrealism

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Write a note on apparatus theory
b) Explain popular cinema
c) Importance of theoretical dimensions of film editing

d) Describe sound theory

e) Discuss avantgarde cinema

f) Elucidate Feminist Films

g) Parallel cinema

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Briefly explain the origin, evolution and types of documentaries
b) Write the evolution of communication research in India
c) Relevance of hypothesis and objectives in research

d) 'Research design is the backbone of research Elucidate

SJ MJC 4E 01
DATA JOURNALISM
(Elective Course: 4 Credits)

Learning Objectives
• To understand the concept of data journalism and acquire the basic skills in finding and cleaning data sets.
• To comprehend the basic concepts of data visualisation web tools and to master the use of data in journalistic storytelling
• To introduce the collection, analysis, and presentation of data in newsrooms for the purpose of engaging and informing the public

Learning Outcomes
After the completion of the course, the learners shall be able to
• Explore key data journalism concepts and skills and gain insight into how data journalism is practiced in newsrooms.
• Analyse and evaluate the major ethical and theoretical issues affecting the delivery of data driven
journalism.
• Critically discuss ways in which emerging technologies can be incorporated into your future journalism practice.
• Know the techniques for sorting, filtering, cleaning and publishing data.

Module I
Introduction
Definition, Data journalism in Perspective-Computer Assisted Reporting, Precision Journalism, Info-graphics, Mass Data Literacy, Pros and cons of Data journalism.Datadriven journalism case studies: global: ABC, BBC and Guardian, India: India Spend, Factly, India Lives etc.Data journalism business models.

Module II
From Data to Stories
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
Lab: Scraping and Cleaning (Practical)
Data Mining, Scraping PDFs, Scraping websites, Cleaning Data

Module III
Understanding Data
Organising Data, Verifying Data, Summarising and Simplifying Data Insights
Essential Statistics, Evaluating Data Interpretation, Data Privacy
Lab: Data Analysis

Basic calculations, Summary Statistics, Percentage change, Working with large datasets, Pivot Tables, Advanced merging and formulas

Module IV
Data Visualisation
Purpose of Data Visualisation, Matching Data and Graph Types, Design and Color Basics, Map Theory, Ethics of Data Visualisation, Visual Storytelling
Lab: Data Visualisation
Tables, Charts and Graphs, Maps

Module V
Producing Data-Driven Stories
Anatomy of a Data Story, Reaching your Audience, Data-Driven Leads, Data-Driven Writing, Solution Journalism
Lab: Story production

CORE TEXTS
1. Gray, J., Bounegru, L., & Chambers, L. (2012). *The data journalism handbook:*. Sebastopol, CA:
OReilly Media.
2. 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.

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 digitalage*. 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
6. www.informationisbeautiful.net
7. http://visualisingdata.com
8. 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-tools

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: Fourth Semester MA Journalism & Mass Communication
Course Title: SJ MJC 4E 01 DATA JOURNALISM

Time: 3 Hours Total Weighs: 30

I write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Visual Storytelling
b) Data Privacy
c) Data Mining
d) Fact Sheets
e) Map Theory
f) Scraping PDFs
g) Cleaning Data

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Write a note on pros and cons of data journalism

b) Explain Ethics of Data Visualisation
c) Importance of Evaluating Data Interpretation

d) Describe Purpose of Data Visualisation

e) Discuss Data journalism business models

f) Elucidate alternative data sources

g) Explain how we can find data in online

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Briefly explain the organizing, verifying and summarizing data
b) Write a short note on data driven journalism and substantiate with case studies of ABC, BBC and Guardian,
c) Discuss how the data used for public interest stories

d) Elucidate the anatomy of a data story

SJ MJC 4E 02
PHOTOJOURNALISM
(Elective Course: 4 Credits)

Learning Objectives
• To introduce students the concept of photo-journalism, use various types of cameras and understand the ethical skills of photo-journalism while embracing new technologies
• To help students to acquire and develop the intellectual, technical and analytical skills of visual journalism communication
• Learn about the history of photojournalism and the impact photographs have in society.
• understand the task of a photojournalist and how it applies to for any publication, not just newspapers

Learning Outcomes
After the completion of the course, the learners shall be able to
• Understand and explain key concepts of photography theory and explain how photographs communicate visually in a story.
• Learn to analyze and critique photographs and gain a better understanding of camera techniques
• Visually tell a news story.

Module I
Introduction to Photojournalism
Origin and development of photography, Types of photographs-News photographs, advertisements photographs, wild life photographs, sports photographs. Review of Photo journals and magazines in India. Leading photographers and photojournalists in India. International news photographers.

Module II
Photography and Journalism
Scope and significance of photo journalism. Photojournalism: Origin and Development, Photographer- News photographer- photojournalist. News photographs and other photographs. photo feature, photo essay, Photo stories – Getting the exclusive/special photo, celebrity coverage, details to add to photo captions, photographing sensitive issues (communal issues, crime involving minors) ,Ethics of news photography,.

Module III
Camera & Tools of Photography
Human eye and Camera eye, Classification of cameras and their relative comparison, Mechanism of aperture, shutter, camera body view finder, lenses (fixed focal length versus zoom lenses, common lens filters), Camera operation, exposure light tables, colour and light basic principles of colour sensitivity, colour temperature, colour reversal film, colour negative film, Light techniques- outdoor, night, indoor lighting, indoor portraiture.

Module IV
Basic techniques of Photography
Loading and shooting, Composition, exposure, light sensitivity, depth of field, Portraiture – landscapes, product, Effect of aperture, Effect of shutter speed, Using flash light, Use of camera accessories, Care and maintenance of camera equipment.

Module V
Digital Photography
Techniques in digital photography, Photo appreciation, Appeal, effect and persuasion through good photograph, Photo manipulation through software. Selection, cropping, scaling and toning pictures. Printing with actual resolution.

Module VI
Case Studies in Photography
Studying the works and processes of eminent photographers and photojournalists: Kevin Carter, Robert Capa, Dorothea Lange, Steve McCurry, Ansel Adams, Annie Leibovitz, Victor George, NM Naseer, et .al.

CORE TEXTS
1. Belt, A. F. (2017). *Elements of Photography: Understanding and creating sophisticated images*. Place
of publication not identified: FOCAL.
2. Folts, J. A., Zwahlen, F. C., & Lovell, R. P. (2006). *Handbook of photography*. Clifton Park, NY:
Thomson/Delmar Learning.

SUGGESTED READINGS
1. Berger, J. (2008). *Ways of seeing*. London: British Broadcasting Corporation.
2. Wells, L. (2019). *The photography reader: History and theory*. London ; New York: Routledge.
3. Wright, T. (2016). *The photography handbook*. London: Routledge, Taylor & Francis Group.
4. Marien, M. W. (2015). *Photography a cultural history*. Boston: Pearson.
5. Sammon, R. (2004). *Rick Sammons complete guide to digital photography. (with accompanying cd)*.
New York: W.W. Norton & Company.

SUGGESTED LINKS
1. https://photojournalismlinks.com/
2. https://www.lightstalking.com/12-links-for-photojournalism-lovers/
3. https://photography.tutsplus.com/articles/understanding-and-appreciating-the-basics-ofphotojournalism--
photo-1218
4. https://www.lynda.com/Photography-Foundations-tutorials/Photojournalism-Photo-Essay-Fundamentals/461913-2.html

5. http://visualjournalism.info/3610/tutorials/
6. https://www.meetup.com/londonphotojournalismwalks/
7. https://snapshot.canon-asia.com/article/en/an-introduction-to-photojournalism

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: Fourth Semester MA Journalism & Mass Communication
Course Title: SJ MJC 4E 02 PHOTOJOURNALISM

Time: 3 Hours Total Weighs: 30

I write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Photo Story
b) Camera Eye
c) Flash Light
d) Cropping
e) Kevin Carter
f) Photo Manipulation
g) Appeal

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Write a note on Photo Manipulation Software.

b) Describe Ethics of News Photography.
c) Explain Sports Photographs.

d) Describe Camera Operations.

e) Discuss Lighting Techniques.
f) Explain Photojournalism.

g) Elucidate Wild Life Photographs.

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Briefly explain the techniques in digital photography.

b) Write a short note Camera and tools of photography.
c) Discuss the Origin and development of photo journalism.

d) Elucidate the basic techniques of photography.

SJ MJC 4E 03
POLITICAL ECONOMY OF INDIAN MEDIA
(Elective Course: 4 Credits)

Learning Objectives
• To introduce key concepts and theories in political economy as an analytical framework to understand mass media as an industry
• To equip students to identify the larger political and economic structures within which

media operate in India
• To enable students to historically place the question who controls media and to identify its implication for media products and social structures
• To enable students to develop critical perspectives and evaluate the nature of relationship between media, state and market

Learning Outcomes
After the completion of the course, the learners shall be able to
• Understand the political and economic contexts in which mass media in India function
• Apply concepts, categories, theories and methods in political economy framework to identify and evaluate micro/macro economic and political structures within which media as an industry function.
• Understand the nature of relationship between state, politics, economics and media and how they shape, sustain and reproduce each other

Module I
Introduction to Political Economy
Political economy; background and context, Mercantilism, The economic approach to human behavior, Components of political economy, key concepts, approaches; Classical, modern, neo-classical approaches, Adam Smith, Karl Marx. Political economy: from moral philosophy to social science. Political Economy as an academic discipline; International political economy, Political economy and the rise of neo liberalism

Module II
Political Economy and Approaches to Media
Communication as an economic entity, Two distinct traditions in political economy of communication PE/C, Marxian political economy and the cultural front (the antifascist intellectual synthesis), Murdock and Golding's conceptual map, Political economy of communication and critical and Marxian theory, PE/C and Frankfurt school, Audience commodity concept, Armand Mattelart's class analysis of communication, The blindspot debate, Rethinking and renewal in political economy framework, political economy and cultural studies, political economy policy studies. PE/C approaches: British European approach, North American approach, Third world approach (dependency-world system theory)- Schiller- McChesney tradition (US) and a cultural industries approach (European).

Module III
Media Industry in India: Historical Structures
PE/C in longue durée: History and ideology of production, consumption and distribution of cultural artifacts among Indian societies/Visual culture and performative traditions in Indian society, Forms of knowledge and ways of knowings in early modern India, Colonialism and its communication order, Media and nationalist politics, Early media enterprises.

Module IV
Political Economy of Media in India: Contemporary Articulations
Commodification/Commercialization of media in India, Market Concentration, Ownership

patterns, media/state relation, State, market and civil society in transnational media environment, Policy debates on media, Horizontal integration, Vertical integration, Digital media.

CORE TEXTS

1. Mosco, V. (2010). *The political economy of communication*. Los Angeles: Sage.
2. Caporaso, J. A., & Levine, D. P. (2012). *Theories of political economy*. Brantford, Ont.: W. Ross
MacDonald School Resource Services Library.
3. Drazen, A. (2002). *Political economy in macroeconomics*. Princeton (N.J.): Princeton University
Press.

SUGGESTED READINGS

1. Murdoch, G. (1987). *The political economy of mass communications*. Cambridge: Polity Press.
2. Wasko. Janet (2014).*The study of the political economy of the media in the twenty-first century*.
doi:10.1386/macp.10.3.259_1
3. Thomas, P. N. (2010). *Political Economy of Communications in India: The Good, the Bad and the*
Ugly.Sage Publications.
4. Holt, J., &Perren, A. (2009). *Media industries: History, theory, and method*. Chichester, West Sussex: Wiley-Blackwell.

SUGGESTED LINKS

1. https://www2.hu-berlin.de/transcience/Vol7_No2_27_35.pdf
2. White, A. (2017). Political and economic power and media ethics.*International Journal of Media & Cultural Politics,13*(1), 191-196. doi:10.1386/macp.13.1-2.191_7
3. Dash, A. K. (2015). Glocalisation, Cultural Identity, and the Political Economy of Indian Television.*Media Watch,6*(2), 219. doi:10.15655/mw/2015/v6i2/65668
4. https://www.epw.in/author/robin-jeffrey
5. https://caravanmagazine.in/
6. http://asu.thehoot.org/
7. https://www.epw.in/author/paranjoy-guha-thakurta
8. https://www.epw.in/engage/article/selling-fourth-estate-how-free-indian

M A Journalism and Mass Communication (CBCSS)
(2020 Admission onwards)
Semester: Fourth Semester MA Journalism & Mass Communication
Course Title: SJ MJC 4E 03 POLITICAL ECONOMY OF INDIAN MEDIA

Time: 3 Hours Total Weighs: 30

I write short notes on any **four** of the following. Each answer carries **two** weights. (4 x 2=8 weights)

a) Adam Smith,
b) Karl Marx.
c) Cultural industries approach
d) Commodification
e) Early media enterprises.
f) The blindspot debate
g) Digital media

II Write short essays on any **four** of the following. Each answer carries **three** weights. (4 x3=12 weights)

a) Write a note on Murdock and Golding's conceptual map,

b) Describe Armand Mattelart's class analysis of communication
c) Explain the Third world approach

d) Describe North American approach

e) Discuss Visual culture and performative traditions in Indian society
f) Explain Third world approach

g) Elucidate British European approach

III Write long essays on any **two** of the following. Each answer carries **five** weights. (2 x 5=10 weights)

a) Briefly explain Commodification/Commercialization of media in India

b) Write a short note political economy and rise of neo liberalism
c) Discuss the background and context of the political economy

d) Elucidate the components of political economy