CURRICULUM AND SYLLABUS

FOR

M.A. JOURNALISM AND MASS COMMUNICATION

INTRODUCED FROM 2021 ADMISSION ONWARDS

BOARD OF STUDIES IN COMMUNICATION

Sacred Heart College, Thevara, Kochi, Kerala

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ACKNOWLEDGEMENT

This revised syllabus of M. A. Communication and Journalism tries to transmit the most essential and updated information to the students. Field trips, interactions with leading professionals, internships and engagement with practitioners in the industry and social issues are employed in administering the curriculum and syllabus. Industry relationships are promoted for professional competence on a long-term basis. The candidates become eligible for a Degree after four semesters of study spanning over a period of two years and successful completion of the examination.

The Academic Council of the College decided to implement the revised syllabus with effect from the academic year 2021-22.

The School of Communication is grateful to all of those with whom we have had the pleasure to work during the restructuring of the syllabus and curriculum of M.A. Communication and Journalism Programme 2021 of Sacred Heart College (Autonomous), Thevara, Kochi.

There are many personalities whose support and guidance made this restructured syllabus a reality. We express our profound gratitude to the Honorable Principal, Governing council and the Academic Council for their leadership and guidance for making this endeavor a great success.

We thank the members of BOS Core-Committee and all the staff members of SH School of Communication for offering their service for the flawless completion of the syllabus.

The successful completion of this syllabus is the product of hard work by academicians from the College and eminent personalities from the media industry. We would like to thank them all for their valuable service during the restructuring process.

CONTENTS

1. INTRODUCTION

Sacred Heart School of Communication (SHSC) was established as the Communication and Media wing of Sacred Heart College, Kochi in 2012 with a vision to make use of the reach of communication media in society and utilize their powers for common good. SHSC gives emphasis to develop a balanced sensibility and creative initiative among the Undergraduate and Postgraduate level students.

The postgraduate programme in Communication and Journalism is intended to prepare students for professional practice through a curriculum that focuses on a balanced development of technical skills and theoretical understanding. The Programme is designed to accommodate the rapid changes in technology while maintaining a firm grounding in basic media principles and ethics.

The scope of Journalism and Communication Studies has expanded in recent years and it has found new dimensions with the advent of new media. This postgraduate programme aims to impart quality education in Print/TV/Online/Magazine journalism, video production, advertising, PR and other areas of communication, thus molding professionals needed for the ever-expanding media industry. The Programme structure that blends theory and practical learning, and industry interface provides ample space for specialisations. Designed to meet global standards, this course fosters creative and responsible communication professionals, who will be the next generation journalists, copy writers, corporate communicators, PR professionals, visualizers and much more.

The meeting of the Board of Studies in Communication held on 2nd August 2019 recommended the revision of the existing PG Syllabus in comparison with the parent university (MG University) syllabus with appropriate modifications. The Academic Council of the college decided to implement the revised syllabus with effect from the academic year 2021-22.

The revision of syllabus is processed based on Outcome Based Education (OBE) principles with specific goals or outcomes set for the Programme and for each Course. Students are expected to achieve the specified outcomes at the completion of the educational experience.

1.1 PROGRAMME OUTCOMES

At the end of the programme, the students will be:

PO1: Capable of exercising their critical thinking in creating new knowledge leading to innovation, entrepreneurship and employability.

PO2: Able to effectively communicate the knowledge of their study and research in their respective disciplines to their employers and to the society at large.

PO3: Able to make choices based on the values upheld by the college, and have the readiness and know-how to preserve environment and work towards sustainable growth and development.

PO4: Possessing an ethical view of life, and have a broader (global) perspective transcending the provincial outlook.

PO5: Possessing a passion for exploring new knowledge independently for the development of the nation and the world and are able to engage in a lifelong learning process.

1.2 PROGRAM SPECIFIC OUTCOMES

At the end of the programme, the students will:

PSO 1: Demonstrate knowledge and understanding of media industry along with practical and theoretical concept of Journalism and Mass communication

PSO 2: Explore information and digital literacy in capturing data from various sources and develop innovative communication aptitude.

PSO 3: Think critically, creatively, and demonstrate curiosity to discover new horizons in Journalism and Mass communication

PSO 4: Evaluate the opportunities available from creative environment of Journalism and Mass communication to identify career or develop their own ventures.

PSO5: Create a continuous learning environment for engaging themselves to update with new knowledge in Journalism and Mass Communication.

1.3 COURSE DURATION AND FINAL OUTPUT

The programme will be completed over a period of 2 years, as 4 semesters. There will be workshops, debates, and/or exhibitions in every semester regarding relevant topics of each theory and practical course of instruction. The completion of course facilitates the production of a lab journal and thesis work at the final semester with the understanding of concepts,

application-level knowledge and creativity of each candidate.

1.4 ELIGIBILITY FOR ADMISSION

1) Any student with a bachelor's degree in any subject with a minimum mark of 45 percent or as per the university regulations is eligible to apply for admission to the MA Communication and Journalism programme.   A relaxation of 5 percent of marks is given to SC and ST students to secure admission to the programme.

2) Candidates must clear a written test based on aptitude and general topics related to media and English, and an interview.

3) The written test and interview will have equal weightage (i.e., 50:50), based on which a Merit List will be drawn.

1.5 MEDIUM OF INSTRUCTION AND ASSESSMENT

The medium of instruction and assessment shall be English.

2. REGULATIONS FOR POST GRADUATE PROGRAMMES UNDER CREDIT SEMESTER SYSTEM (CSS) – 2021

2.1 TITLE

These regulations shall be called 'SACRED HEART COLLEGE REGULATIONS FOR POST GRADUATE PROGRAMMES UNDER CREDIT SEMESTER SYSTEM (CSS) – 2021

2.2 SCOPE

Applicable to all Post Graduate (PG) programmes of the college with effect from 2021-22 admissions. The provisions herein supersede all the existing regulations for the post graduate programmes of the college.

2.3 DEFINITIONS

2.3.1 '**Programme**' means the entire course of study and examinations.

2.3.2 **'Duration of Programme'** means the period of time required for the conduct of the programme. The duration of post graduate programme shall be of four semesters spread over two academic years.

2.3.3 **'Semester'** means a term consisting of a minimum of ninety working days, inclusive of examination, distributed over a minimum of eighteen weeks each having fiveworking days, each with five contact hours of one hour duration.

2.3.4 **'Course'** means a segment of subject matter to be covered in a semester. Each course is to be designed variously under lectures/ tutorials / laboratory or fieldwork/ study tour /seminar / project / practical training / assignments / evaluation etc., to meet effective teaching and learning requirements.

2.3.5 **'Credit' (Cr)** of a course is the numerical value assigned to a course according to the relative importance of the content of the syllabus of the programme.

2.3.6 '**Extra credits**' are additional credits awarded to a student over and above the minimum credits required for a programme.

2.3.7 '**Programme Credit'** means the total credits of the PG Programmes. For PG programmes the total credits shall be eighty.

2.3.8 '**Programme Elective Course'** means a course, which can be chosen from a list of electives and a minimum number of courses is required to complete the programme.

2.3.9 '**Elective Group'** means a group consisting of elective courses for the programme.

2.3.10 '**Programme Project'** means a regular project work with stated credits on which the student undergoes a project under the supervision of a teacher in the parent department / any appropriate institute in order to submit a dissertation on the project work as specified.

2.3.11 '**Internship**' is on-the-job training for professional careers.

2.3.12 '**Plagiarism**' is the unreferenced use of other authors' material in dissertations and is a serious academic offence.

2.3.13 '**Seminar'** means a lecture by a student, expected to train the student in self-study, collection of relevant matter from the books and internet resources, editing, document writing, typing and presentation.

2.3.14 '**Evaluation'** is the process by which the knowledge acquired by the students is quantified as per the criteria detailed in the regulations.

2.3.15 '**Repeat Course'** is a course that is repeated by a student for having failed in that course in an earlier registration.

2.3.16 '**Audit Course'** is a course for which no credits are awarded.

2.3.17 '**Department'** means any teaching department offering a programme of study

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approved by the college / institute as per the Act or Statute of the University.

2.3.18 'Department Council' means the body of all teachers of a department in a college.

2.3.19 'Faculty Advisor' is a teacher nominated by a Department Council to coordinate the continuous evaluation and other academic activities undertaken in the department.

2.3.20 'College Coordinator' means a teacher from the college nominated by the College Council to look into the matters relating to CSS-PG system.

2.3.21 'Letter Grade' or simply **'Grade'** in a course is a letter symbol (A^+, A, B^+, B etc.) which indicates the broad level of performance of a student in a course.

2.3.22 'Grade Point' (GP), is an integer indicating the numerical equivalent of the broad level of performance of a student in a course.

2.3.23 'Grade Point Average' (GPA) is an index of the performance of a student in a course. It is obtained by dividing the sum of the weighted grade points obtained in the course by the sum of the weights of the course (GPA = $\sum$WGP/$\sum$W).

2.3.24 'Weighted Grade Point' (WGP) is obtained by multiplying the grade point by its weight (WGP = GP x weight).

2.3.25 'Credit Point' (CP) of a course is the value obtained by multiplying the grade point (GPA) by the credit (Cr) of the course (CP = GPA x Cr).

2.3.26 'Semester Grade Point Average' (SGPA) is the value obtained by dividing the sum of credit points (CP) obtained by a student in the various courses taken in a semester by the total number of credits of the courses taken by him/her in that semester. The SGPA shall be rounded off to two decimal places and it determines the overallperformance of a student at the end of a semester.

2.3.27 'Cumulative Grade Point Average' (CGPA) is the value obtained by dividing the sum of credit points in all the courses taken by the student for the entire programme

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by the total number of credits and shall be rounded off to two decimal places.

2.3.28 '**Grace Grade Points'** means grade points awarded to a student for course(s), in recognition of meritorious achievements in NSS/Sports/Arts and cultural activities, as per the orders issued by the college from time to time.

2.4   **ATTENDANCE**

Being a regular college, physical presence in the regular activities, especially, classes and exams, is mandatory for the students. However, if a student secures 75% of attendance he/she is eligible to appear for the exams, provided there are no other impediments like disciplinary proceedings, malpractice record etc.

2.4.1   **Absence:** A student found absent for one hour in the forenoon or afternoon session is deprived of the attendance for the entire session as far as eligibility for final exam is concerned.

2.4.2   **Leave**: A student has to formally report his/her absence with reasons either in advance, or immediately after the absence for obtaining an approved leave. Thisapplies to all sorts of leave – medical, on duty or similar cases.

2.4.3   The student has to retain a copy/section of the approved leave form and produce the same as proof, in case there is any confusion regarding the leave sanctioning. In the absence of such proof, the claims will not be entertained.

2.4.4   **Duty Leave**: A student representing the college in sports, arts, social service or academic matters, has to get sanction from the class teacher concerned and submit the leave application form duly endorsed by the class teacher and the Head of the Department, and submit it to the Vice Principal. The same will be forwarded by the Vice Principal for attendance entry. The approval of the Department of Physical Education and the class teacher is required for granting attendance related to sports. The time limit for submission mentioned above is applicable in the case of duty leave as well.

2.4.5   **Condonation**: A student may have the privilege of condonation of attendance shortage (up to a maximum of ten days) on the basis of genuineness of the grounds of absence (medical reasons or college duty), duly recommended by the department. This is not a matter of right. It is a matter of privilege based on Principal's discretion

and the good conduct of the student on the campus. A student of PG programme may have only one such opportunity.

2.4.6 **Re-admission**: A student whose attendance is inadequate will have to discontinue the studies. Such students, whose conduct is good, may be re-admitted with the approval of Governing Body, on the basis of recommendation from the department, and assurance from the student and the guardian regarding good conduct and compliance in academic and discipline matters. For this the prescribed re-admission fee has to be paid.

2.4.7 **Unauthorised absence & removal from rolls**: A student, absent from the classes continuously for ten consecutive working days without due intimation or permission, shall be removed from the rolls, and the matter shall be intimated to the student concerned. On the basis of recommendation of the department concerned, re- admission process may be permitted by the Principal.

2.5   PROGRAMME REGISTRATION

2.5.1   A student shall be permitted to register for the programme at the time of admission.

2.5.2   A PG student who registered for the programme shall complete the same within a period of eight continuous semesters from the date of commencement of the programme.

2.6   PROMOTION

A student who registers for the end semester examination shall be promoted to the next semester. However, in extreme circumstances, a student having sufficient attendance who could not register for the end semester examination may be allowed to register notionally by the Principal with the recommendation of the Head of the Department concerned and by paying the prescribed fee.

2.7   EXAMINATIONS

All the end semester examinations of the college will be conducted by the Controller of Examinations. The Principal will be the Chief Controller of Examinations. An Examination Committee consisting of the Chief Controller of Examinations, Controller of Examinations, Additional Chief Superintendent, Deans, IQAC Coordinator and

other faculty members nominated by the Principal will act as an advisory body on the matters relating to the conduct of examinations.

2.8   EVALUATION AND GRADING

2.8.1   Evaluation

The evaluation scheme for each course shall contain two parts:

      a.   Continuous Internal Assessment (CIA)

      b.   End Semester Examination (ESE)

25% weightage shall be given to internal evaluation and the remaining 75% toexternal evaluation and the ratio and weightage between internal and external is **1:3**, for the courses with or without practicals (except the courses offered by the School of Communications). In the case of courses offered by the School of Communications, the internal-external assessment ratio shall be **1:1**. In their case, the components for evaluation and their respective weightage shall be determined by their Board of Studies. Both internal and external evaluation shall be carried out in the grading system and the GPAs are to be rounded to two places of decimals.

2.8.2   Direct Grading:
The direct grading for the components of CIA shall be based on six letter grades (A+, A, B, C, D and E) with numerical values of 5, 4, 3, 2, 1 and 0 respectively as per the following scale of accuracy/level of quality. The questions for internal test papers and the end semester examination shall be prepared in such a way thatthe answers can be awarded A+, A, B, C, D and E grades.

Grade	Grade Points	Scale of accuracy/Level of quality
A+	5	Greater than or equal to 90%
A	4	80% to less than 90%
B	3	60% to less than 80%
C	2	40% to less than 60%
D	1	20% to less than 40%
E	0	Less than 20%

2.8.3   Grade Point Average (GPA):
Internal and external components are separately

graded and the combined GPA shall be calculated for each course with weightage **1** for internal and **3** for external.

2.8.4 **Components of Continuous Internal Assessment (CIA)**: Grades shall be given to the evaluation of theory/practical/project/comprehensive viva-voce and all internal evaluations are based on the Direct Grading System.

The Board of studies of the respective subject is permitted to make changes, if necessary, with regard to the weightages for the components of CIA without changing the total weightage of 5.

a. **Components of Internal Evaluation (for theory)**

Sl.No	Components	Weightage
i.	Assignments	1
ii.	Seminar	1
iii.	Quiz/Field study/Industrial Visit/Viva Voce/Study Tour/Workshop	1
iv.	Test paper-1	1
v.	Test paper-2	1
	Total	5

b. **Components of Internal Evaluation (for practical)**

Components	Weightage
Assignments	1
Written/ Lab Test/Workshop	1
Mini Projects	2
Viva Voce	1
Total	5

c. **Components of Internal Evaluation (for project)**

Components	Weightage
Relevance of the topic and analysis	2
Project content and presentation	2
Project viva voce	1
Total	5

d. **Components of Internal Evaluation(for comprehensive viva voce)**

Components	Weightage
Comprehensive viva voce (all courses from first semester to fourth semester)	5
Total	5

2.8.5 Components of End Semester Examination (ESE):

a. For Theory

Evaluation shall be based on the following pattern of questions:

Sl. No.	Type of Questions	Weight	*Number of questions to be answered
1	Short answer type questions	1	8 out of 10
2	Short essay/problem solving type questions	2	6 out of 8
3	Long essay/problem solving type questions	5	2 out of 4

*Board of studies of respective subjects can decide on the number questions in each type of questions.

b. For Practical

Components of External Evaluation (for practical)

Components	Weightage
Planning/Development	3
Production/Post-production Process	6
Output	3
Viva Voce	3

Total	15

The Board of studies of the respective subject is permitted to make changes, if necessary, with regard to the weightages for the components of Practical Examinations (External) without changing the total weightage i.e. 15. The pattern of questions for external evaluation of practical examinations can also be prescribed by the respective Board of Studies.

c. **Components of External Evaluation (for project)**

Components	Weightage
Relevance of the topic and analysis	3
Project content and presentation	7
Project viva voce	5
Total	15

d. **Components of External Evaluation(for comprehensive viva voce)**

Components	Weightage
Comprehensive viva voce (all courses from first semester to fourth semester)	15
Total	15

2.8.6 Project: Project work is a part of the syllabus of most of the programmes offered by the college. The guidelines for doing projects are as follows:

i. Project work shall be completed by working outside the regular teaching hours.

ii. Project work shall be carried out under the supervision of a teacher in the concerned department or an external supervisor.

iii. A candidate may, however, in certain cases be permitted to work on the project in an industrial / Research Organization/ Institute on the recommendation of the Supervisor.

iv. There should be an internal assessment and external assessment for the project work in the ratio 1:3

v. The external evaluation of the project work consists of valuation of the dissertation

(project report) followed by presentation of the work and viva voce.

2.9   PERFORMANCE GRADING

2.9.1   Students are graded based on their performance (GPA/SGPA/CGPA) at the examination on a 7 point scale as detailed below

Range	Grade	Indicator
4.50 to 5.00	**A+**	**Outstanding**
4.00 to 4.49	**A**	**Excellent**
3.50 to 3.99	**B+**	**Very Good**
3.00 to 3.49	**B**	**Good (Average)**
2.50 to 2.99	**C+**	**Fair**
2.00 to 2.49	**C**	**Marginal (Pass)**
Up to 1.99	**D**	**Deficient (Fail)**

2.9.2 No **separate minimum** is required for internal evaluation for a pass, but a minimum a 'C' grade is required for a pass in an external examination. However, a minimum 'C' grade is required for pass in a course and the programme as well.

2.9.3 A student who fails to secure a minimum grade 'C' for a pass in a course shall be permitted to write the examination along with the next batch.

2.9.4 Improvement of GPA: The candidates who wish to improve the GPA of the external examinations of a course/courses can do the same by appearing in the external examination of the semester concerned along with the immediate junior batch. The facility is restricted to first and second semesters of the programme.

2.9.5 Computation of SGPA and CGPA: For the successful completion of a semester, a student should pass all the courses and score at least the minimum SGPA grade **'C'**. After the successful completion of a semester, Semester Grade Point Average (**SGPA**) of a student in that semester is calculated as the ratio of the sum of the credit points of all courses taken by a student in the semester to the total credits of that semester.

Thus, **SGPA = TCP/TCr**, where **TCP** is **Total Credit Point of that semester (** $\sum_{i=1}^{n} CP_i$ **) and   TCr is Total Credit of that semester (** $\sum_{i=1}^{n} Cr_i$ **) where 'n' is the**

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number of courses in that semester.

Cumulative Grade Point Average (**CGPA**) of a programme is calculated as the ratio of the sum of the credit points of all the courses of the programme to the total credits of the programme.

$$CGPA = \frac{\sum(SGPA \times TCr)}{\sum TCr}$$

The SGPA/CGPA shall be rounded off to two decimal places.

For the successful completion of a programme, a student should pass all the courses and score at least the minimum CGPA grade **'C'**. However, a student is permitted to move to the next semester irrespective of her/his SGPA.

To ensure transparency of the evaluation process, the internal assessment grade awarded to the students in each course in a semester shall be published on the notice board/website at least one week before the commencement of external examination. There shall not be any chance for improvement for internal assessment grade.

The course teacher and the faculty advisor shall maintain the academic record of each student registered for the course which shall be forwarded to the controller of examinations through the Head of the Department and a copy should be kept in the department for at least two years for verification.

2.10 REGISTRATION FOR THE EXAMINATION

a. All students admitted in a programme with remittance of prescribed fee are eligible for the forthcoming semester examinations.

b. Online application for registration to the various End Semester Examinations shall be forwarded to the CE along with prescribed fee for each course in prescribed format.

c. The eligible candidates who secure the prescribed minimum attendance of the total duration of the course and possess other minimum qualification prescribed in the regulations for each course shall be issued the hall tickets. The hall ticket shall be downloaded by the students from the college website.

The mode of fee remittance shall be through the prescribed bank.

2.11 SUPPLEMENTARY EXAMINATIONS

Candidates who failed in an examination can write the supplementary examination

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conducted by the College along with regular examinations.

2.12 PROMOTION TO THE NEXT HIGHER SEMESTER

A candidate shall be eligible for promotion from one semester to the next highersemester if,

a. He / she secures a minimum 75 % attendance and registered for the End Semester Examination of the programme for which he/she is studying.

b. His / her progress of study and conduct are satisfactory during the semester completed, as per the assessments recorded by the course teachers and the Head of the Department concerned.

2.13 CERTIFICATES

1. Diploma and Degree certificates are issued by the Mahatma Gandhi University, Kottayam as per the act and statues of the University on the submission of the consolidated mark / score cards of the students by the College.

2. A consolidated mark / scored card shall be issued to the candidates after the publication of the results of the final semester examination taken by the candidate.

3. A Course Completion Certificate with classification shall be issued to students till the provisional certificate is issued by the university.

2.14 RANK CERTIFICATE

Candidates shall be ranked in the order of merit based on the CGPA secured by them. Grace grade points awarded to the students shall not be counted for fixing the rank/positions. Rank certificates shall be issued to the candidates who secure positions from the first to the third in the order of merit. The position certificates shall be issued to the next seven candidates in the order of merit.

2.15 AWARD OF DEGREE

The successful completion of all the courses with **'C'** grade shall be the minimum requirement for the award of the degree.

2.16 MONITORING

There shall be a Monitoring Committee constituted by the Principal consisting offaculty advisors, HoD, a member from Teaching Learning Evaluation Committee (TLE)and the Deans to monitor the internal evaluations conducted by college. The course teacher, class teacher and the deans should keep all the records of the internal

evaluation, for at least a period of two years, for verification.

Every programme conducted under Credit Semester System shall be monitored by the College Council under the guidance of IQAC Coordinator, Controller of Exams, Academic Deans and HoDs. An academic committee consisting of the vice principal, deans and teachers nominated by the Principal shall look after the day-to-day affairs of these regulations.

2.17   GRIEVANCE REDRESSAL MECHANISM

In order to address the grievance of students regarding Continuous Internal Assessment (CIA) a three-level grievance redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

Level 1: Level of the course teacher concerned

Level 2: Level of a department committee consisting of the Head of the Department, a coordinator of internal assessment for each programme nominated by the HoD and the course teacher concerned.

Level 3: A committee with the Principal as Chairman, Dean of the Faculty concerned, HOD of the department concerned and one member of the Academic Council nominated by the Principal every year as members

2.18   TRANSITORY PROVISION

Notwithstanding anything contained in these regulations, the Principal of the college has the power to make changes in these regulations, by due orders, that shall be applied to any programme with such modifications as may be necessary on the recommendations of the Board of Studies of the respective programme.

4. PROGRAMME STRUCTURE

Course Code	Title of the Course	Course Type	Hours per week	Credits	Total Credits
FIRST SEMESTER					
21P1MCJT01	Introduction to Communication	Theory	5	4	19
21P1MCJT02	History and Development of Journalism	Theory	4	4	
21P1MCJT03	Advertising Practice	Theory	5	4	
21P1MCJT04	News Reporting and Editing	Theory	5	4	
21P1MCJP01	Reporting and Editing (Practical)	Practical	6	3	
SECOND SEMESTER					
21P2MCJT05	Media Ethics, Laws and Education	Theory	5	4	19
21P2MCJT06	Magazine Journalism and Feature Writing	Theory	5	4	
21P2MCJT07	Media Management	Theory	4	4	
21P2MCJT08	New Media Journalism and Technical Writing	Theory	5	4	
21P2MCJP02	New Media Writing (Practical)	Practical	6	3	
21P2MCJXC1	Heritage and Cultural Studies (Optional)	Additional Credit	2	2	
THIRD SEMESTER					
21P3MCJT09	Public Relations and Corporate Communication	Theory	4	4	20
21P3MCJT10	Radio and Television	Theory	5	4	
21P3MCJT11	Research Methods for Media	Theory	5	4	
21P3MCJT12	Mass Communication Theories	Theory	5	4	
21P3MCJP03	Video Production (Practical)	Practical	6	3	
21P3MCJIN1	Internship 1	OJT	1 Month	1	
21P3MCJXC2	Sports Journalism (Optional)	Additional Credit	2	2	
FOURTH SEMESTER					
21P4MCJT13	Film Studies	Theory	4	4	

21P4MCJT14	Communication for Development	Theory	5	4	
21P4MCJT15(A)	Malayalam Journalism	Theory			22
21P4MCJT15(B)	Health Communication		4	3	
21P4MCJT15(C)	Business Journalism				
21P4MCJPJ1	Dissertation	Project	12	6	
21P4MCJIN2	Lab Journal & Internship 2	OJT	2 Months	3	
21P4MCJCV1	Comprehensive Viva-Voce	Viva-Voce		2	
21P4MCJXC3	Paper Presentation in International/National/Regional Seminars/Conferences (Optional)	Additional Credit		1	
21P4MCJXC4	Paper Publication in UGC Approved/ Scopus indexed Journal (Optional)	Additional Credit		1	
				Total Credits	**80**

4. SYLLABUS

21P1MCJT01: INTRODUCTION TO COMMUNICATION

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES

At the end of the course, students will be able to:
  CO 1. Compare and contrast the different forms and types of communication, their importance in human and mediated communication
  CO 2. Illustrate and apply the process of communication portrayed in different models to various communication contexts
  CO 3. Discuss the concepts of mass communication and the global issues related to information and cultural dissemination
  CO 4. Evaluate the impact of mass media on different groups of media audience
  CO 5. Discuss selected theories of culture and communication and suggest solutions for issues related to culture and communication

Module 1

Communication: definitions, meaning - Elements: source, message, channel, receiver, feedback and noise - process, functions, nature, features and scope - 7'Cs of communication –Early forms of communication - human communication: verbal and non-verbal - types of communication: intra-personal, interpersonal, group and mass communication - nature, functions, barriers to communications - Semiotics: signs, symbols and meaning - Factors influencing perception and construction of meaning - opinion leaders, gatekeepers, persuaders – Needs for communication.

Module 2

Models of communication: Process model and semiotic models - Aristotle, Shannon and Weaver, Harold Laswell, Schramm and Osgood, Gerbner, New Comb, David Berlo's SMCR, Riley and Riley, De Fleur, Westley and McLean, Spiral of Silence Theory: structure, functions, applications, merits and demerits.

Module 3

Mass media: nature, scope, merits and demerits - Marshall McLuhan**:** concepts of mechanical and electrical age, global village, medium is the message, hot media and cool media - New media and social media - Persuasive communication- inducing cognitive and behavioural level change- overcoming communication barriers.

Module 4

Culture and communication: Roland Barthes, Herbert Schiller, Noam Chomsky, Jacobson, Thompson- Media and Ideology: Gramsci and Althusser, world view, belief system, values - Eastern and Western perspectives - Culture as a social institution, Media criticism by Daniel Boorstin - Culture and media: media as culture industry, media as vehicles of inter-cultural communication - Media audience: classifications, popular culture and Indian media - Legal aspects to freedom of expression.

Module 5

Folk and alternate media: types and functions - Folk media in India: peculiarities: Kerala, South Indian, North, West, East and North Eastern - Community: definitions, concept and characteristics - Community norms, customs and institutions in contemporary India, community social capital- Communities as stakeholders in development: role of groups, community institutions and people's participation in programmes and initiatives of social change: Community media.

References:

- Adler & Rodman (2013), *Understanding Human Communication,* Oxford University Press.

- Daniel Chandler & Rod Munday (2011), *A Dictionary of Media and Communication*. New York: Oxford University Press.

- Keval J Kumar (1994), *Mass communication and Journalism in India*. Mumbai: Jaico Publishing House.

- Peyton Paxson. *Mass Communications and Media Studies: An Introduction*. New York. London: Continuum.

- Raymond W. Preiss (2013), *Mass Media Effects Research: Advances Through Meta-Analysis*. New York, London: Routledge.

- Melvin De Fluer (1988), *Understanding Mass Communication*. Boston, Massachusetts: Houghton Mifflin.

- Emery, E, Ault, P.H Agee and W.K (1997), *Introduction to Mass Communication* (12th ed.) New York: Allyn & Bacon Publishers.

- Wilbur Schramm and Donald F. Roberts (eds.) (I97I). *The Process and Effects of Mass Communication*. Urbana: University of Illinois Press.

- Hugh Mackay & Tim O' Sullivan (1999), *The Media Reader*. London, New York: Sage Publications.

- Denis Mc Quail (2009), *Mc Quail's Mass Communication Theory*. London, Los Angeles, New Delhi: Sage publications.

- Ettorre& Hughes (2008), *Socio-biology of Communication*. Oxford University Press.

- Approvoo, J. Theophilus, (1986), *Folklore for Change.* Theological Seminary, Madurai.

- Atton, Chris (2002), Alternative Media; Sage, London

- Chantler, Paul & Stewart, Peter (2007), *Community Radio- Basic Radio Journalism*, Focal Press, Oxford

- Gargi, Balwant (1991), *Folk Theatre in India*, Rupa and Co., Bombay.

- Lee, Eric (2005), How Internet Radio Can Change the World?

21P1MCJT02

HISTORY AND DEVELOPMENT OF JOURNALISM

72 Hours (4 hrs/week)   **Credit – 4**

COURSE OUTCOMES:

At the end of the course, students will be able to:
   CO 1. Outline the history of media
   CO 2. Develop knowledge about the origin and growth of journalism at global level.
   CO 3.   Summarize the evolution of the Press in India
   CO 4. Outline the contributions of pioneers who shaped modern journalism
   CO 5.   Explain the characteristics and growth of Malayalam Journalism

Module 1

The Press: Its importance and significance - origin and growth of journalism at global level - beginning of journalism in India - the early print media in India - first newspaper of India: James Augustus Hickey - Indian press in nineteenth century - contributions of Christian missionaries to Indian journalism. - Serampore missionaries - James Silk Buckingham - early journalism in Madras, Bombay and Calcutta.

Module 2

Indian media: Media in pre-independence era - first war of Indian Independence - the birth of Indian language journals - Raja Ram Mohan Roy - the birth of Indian National Congress - national leaders and their contributions to media: Mahatma Gandhi as a journalist - Indian Press and freedom struggle - Indian press after Independence -the history of English daily newspapers - prominent journalists in India - media during emergency in India.

Module 3

History of language Press: characteristics and growth of Malayalam journalism - prominent newspapers and journalists in Malayalam - history of Indian broadcasting- AIR-Doordarshan - private satellite TV channels - educational and instructional TV – communication satellites, PrasarBharathi - commercial broadcasting -FM Radio - satellite and Internet radio.

Module 4

Press commissions and Committees: recommendations - A K Chanda -B G Varghese - P.C. Joshi- Kuldip Nayar - wage boards - news agencies and syndicates PTI, UNI professional organizations – INS, AINEC, Editors Guild, Press Institute of India, AMIC, Kerala Media Academy. Press Council of India: structure and functions- Information and Broadcasting Ministryoutlets – PIB - Publication Division concepts of ombudsman - Readers' Editor.

Module 5

History of Modern Indian media: The emergence of private television channels, the development of 24 hour news channels in India- Era of breaking news, role of private FMchannels in India, beginning and development of Indian new media journalism.

References:

- Keval J Kumar, *Mass communication and Journalism in India*. Mumbai: Jaico Publishing House
- Nilanjana Gupta (1991), *Switching Channels: Ideologies of Television in India*. Oxford University Press
- Nalin Mehta. *Television in India: Satellites, Politics and Cultural Change. London, Oxon, New York: Routledge*
- Irving E. Fang (1997), A *History of Mass Communication: Six Information Revolutions*. F Waltham, Massachusetts: Focal Press.
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- Parthasarathy, R (1997), *History of Indian Journalism*. New Delhi: Sterling
- S. Natarajan (1962), *History of the Press in India*. Asia Publishing House

- *India's Newspaper Revolution: Capitalism, Politics and the Indian-language press*. By Robin Jeffrey

- T.J. S Geroge (1967), *The Provincial Press in India*. New Delhi: Press Institute of India

- D.S. Mehta. *Mass Communication and Journalism in India*. New Delhi: Allied Publishers Eric Barnouw and S.Krishnaswamy (2001), *Indian Film*. London: Replica books

- AshishRajadhayksha (1999), *Encyclopedia of Indian Cinema*. New York, Oxon: Routledge

- Keval J Kumar (1994), *Mass communication and Journalism in India*. Mumbai: Jaico Publishing House

- Nilanjana Gupta (1991), *Switching Channels: Ideologies of Television in India*. Oxford University Press

- Nalin Mehta. *Television in India: Satellites, Politics and Cultural Change. London, Oxon, New York: Routledge*

21P1MCJT03

ADVERTISING PRACTICE

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES:

At the end of the course, students will be able to:
   CO 1. Analyze the role and importance of advertising.
   CO 2. Identify and differentiate the various tools of advertising.
   CO 3. Evaluate previous and current advertising environments and the changing trends.
   CO 4. Distinguish the process of media selection, media planning, and media buying.
   CO 5. Analyse the significance of Integrated Marketing Communication.

Module 1

Introduction to Advertising: Meaning and History of Advertising - Importance and Functions of Advertising - Types of Advertising- Advertising Theories and Models: AIDA model, DAGMAR Model, Maslow's Hierarchy - Economic, Cultural, Psychological andSocial aspects of advertising - Ethical & Regulatory aspects of advertising - Apex Bodies in advertising: AAAI, ASCI and their codes.

Module 2

Structure of Print Advertisement and TV Commercial: Fundamentals of layout – Design - Production processes in different media - Spots and Jingles - Copywriting techniques and Exercises in copy writing - Scripting and Storyboard preparation for commercials - Advertising campaigns - Landmark ad campaigns - Corporate film making Social marketing - PSA.

Module 3

The concept of Brands and Branding: Product vs. Brand - Brand positioning -Brand Image- Brand personality - Brand perceptual mapping – Repositioning - Brand extensions - Types of extensions - Brand identity and consistency - Brand identity prism.

Module 4

Integrated marketing communication: Integrated Marketing Communication perspectives - Significance of IMC in today's context - IMC campaign planning - Media strategy: Market,

environment, target audience, ad spends, message - Media planning and execution - Media options and media vehicles - Integrating media - Media complexity and audience fragmentation - Evaluation: Advertising effectiveness and copy testing.

Module 5

Advertising agency system: Structure and Functions - Prominent advertising agencies and Personalities – Accreditation system - Digital advertising formats and types - Online tools for advertising

References:

- Arens, W.F. (2006), *Contemporary Advertising.* New Delhi: Tata McGraw Hill.
- Belch, G.E. & Belch, M.E. (2004), *Advertising & Promotion-An IMC Perspective.* New Delhi: Tata McGraw Hill.
- Hackley, C. (2010), *Advertising & Promotion - An Integrated marketing communications approach.* New Delhi: Sage.
- Kapferer, J.N. (2008), *The New Strategic Brand Management*. London: Kogan Page.
- Miller, M (2010), *Ultimate Web Marketing Guide.* Que Publishing.
- Ogilvy, D. (1985), *Ogilvy on Advertising.* New York: Vintage Books.
- Sengupta, S (2005), *Brand Positioning.* New Delhi: Tata McGraw Hill.
- Shah & D'Souza. (2009), *Advertising & Promotions-An IMC perspective.* New Delhi: Tata McGraw Hill.
- Strauss, J. and Frost, R. (2012), *E-Marketing.* New Jersey: Prentice Hall.
- Valladares, June A (2000), *The Craft of Copywriting.* New Delhi, Response Books.
- Frank Jefkins (1985), *Advertising Made Simple.* Rupa & Co.
- Chunawalla, S. A. (2015), *Advertising Theory and Practice.* Himalaya Publishing House
- Jethwaney, Jaishri (2012), *Advertising.* Phoenix Publishing House

21P1MCJT04

NEWS REPORTING & EDITING

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES:

At the end of the course, students will be able to:

CO 1. Organize and articulate competent news stories understanding the news concepts, structure and types of news

CO 2. Evaluate the importance of sources and types of information that provide the basis for news stories

CO 3. Evaluate an edited copy precisely and consistently, using correct grammar and elimination libelous passages and items in poor taste

CO 4. Identify the basic ethical issues confronting editors and can practice fair play

CO 5. Formulate skills for news selection, processing, prioritizing and finally, designing the end product

Module 1

News: concepts, definitions, elements, values - News classification - Sources of news – Types of sources, Techniques of news gathering; Wire service and news flow - News story: structure of news story - Inverted pyramid and other styles- Principles of news writing- Different types of lead- Changing styles of news writing- Beats and special coverages: Crime reporting: murders, homicides, fires, accidents, robberies, burglaries, fraud, blackmail, kidnapping, rape, abuses; reporting speeches, seminars & conferences, press conferences, demonstrations, rallies, agitations, government departments, non-governmental agencies.

Module 2

Reporter: functions, qualities and responsibilities of reporter - Cultivation of news sources, nose for news- Social responsibility of a news reporter- Classification of reporters: correspondents, stringer, mofussil, district, foreign, political, sports, legal, special correspondents - Specialized reporting: Legislative reporting, court reporting, science and technology reporting, sports reporting, development reporting, war reporting, human rights reporting: women, LGBTQIA, refugees - medical reporting, tourism reporting, financial reporting, agriculture reporting, reporting cultural events-pandemic reporting- editorial

writing- opinion page- human interest stories. Features- structure, steps for writing features, types.

Module 3

Art of interviewing: types of interviews- Types of reporting: investigative reporting, interpretative, narrative, Editorial- structure, types- Letters to the Editor, Pocket Cartoons. embedded- Use of pictures in news reports- Page Three and local page, cheque-book, aggressive, yellow, paparazzi, tabloid, planting stories- sting journalism- citizen journalism-mobile journalism, Data driven Journalism, Constructive Journalism- Writing Reviews: Book, Film.

Module 4

Editing: introduction, principles, need, functions – News room setup: news desk - Editorial duties and functions - Symbols and tools – Terminologies - Line editing; Creative editing and design editing - Editing process: selecting, examining, checking, correcting, condensing, slanting stories, integrating copy from different sources - News language: sentences and their structure, tense in news writing; Negative and double negative expressions, adjectives, modifiers, split infinitives, subject and verb agreement, punctuations - Attributions and identification of sources, identifying and filtering fake news, paraphrasing.

Module 5

Translation: meaning, need, basic principles of translation – Theories of translation – News translation: editing and translating a news copy -News photographs - Photo layout principles - Fundamentals of print media design- Principles of page makeup and design: traditional and contemporary design, computer aided design (CAD), dummy preparation, pagination, use of white space, copy fitting, teasers - Colour schemes - Layout and design of pages: local pages, editorial page, pull-outs, special pages, supplements and weekend magazines – Graphics: Page-making software.

References:

- K. M. Srivastava (1989), *Reporting and Editing*. New Delhi: PII.
- Anna McKane (2013), *News Writing*. London: City University.
- Melvin Mencher (2005), *News Reporting and Writing*, 10th edition, McGraw-Hill.

- Kessler, Lauren & McDonald, Duncan (1996), *When Words Collide: A Media Writer's Guide to Grammar and Style.* Belmont, California: Wadsworth.

- Harris, Julian et. Al. (1981), *The Complete Reporter: Fundamentals of News Gathering, Writing and Editing* (4th ed.). Macmillian, NY.

- Kelly Leiter, Julian Harris, Stanley Johnson (1999), *The Complete Reporter: Fundamentals of News Gathering, Writing, and Editing*,

- David Spark, Geoffrey Harris (2010*), Practical Newspaper Reporting*. SAGE, London.

- John Bender, Lucinda Davenport, Michael Drager, and Fred Fedler (2011). *Reporting for the Media*. Oxford University Press, London.

- Floyd K. Baskette, Jack Z. Scissors, Brian S. Brooks (1971), *The Art of Editing*, Macmillan Publishers.

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- Bruce H. Westley (1980), *News Editing*, Oxford& IBH Publishing Co.

- Judith Butcher (1992), *Copy Editing*, Cambridge University Press.

- Harold Evans (1973), Editing and Design, HEINEMANN.

- Robert C. McGiffert (1972), *The Art of Editing*, Chilton Book Company.

- Martin L. Gibsons (1979), *Editing in The Electronic Era*, The IOWA State University Press.

- *The New York Public Library Writer's Guide to Style and Usage* (1994), Macmillan.

- Herschell Gordon Lewis (2000), *On the Art of Writing Copy*,AMACOM- American Management Asso.

- Arthur Wimer and Dale Brix (1978), *Work Book for Head-writing And News Editing*, WCB-W M.C.Brown Co.,

- Jonathan Green (2000), *Newspeak: A Dictionary of Jargon*, Routledge& Kegan Paul.

- *The Chicago Manual of Style* (2003), The University of Chicago Press.

- Richard Keeble (1994), *The Newspaper's Handbook*, Routledge.

- Elizabeth Wissner, Gross (2015), *Unbiased Editing in a Diverse Society*, Surjeet Publications.

- N.K.Singh (2012), *Print Media Reporting and Editing*, Arise Publishers& Distributors.

- Ron F. Smith, Loraine M. O'Connell (2004), *Editing Today*, Surjeet Publications.

21P1MCJP01

NEWS REPORTING & EDITING (Practical)

108 Hours (6 hrs/week)   **Credit – 3**

COURSE OUTCOMES:

At the end of the course, students will be able to:
    CO 1. Compile news stories presenting facts with clarity, precision, and objectivity
    CO 2. Develop news from different types of situations, Press Conferences,
          cultural events, interviews etc.
    CO 3. Summarize the basic elements of editing and translation
    CO 4. Apply creativity and independence, along with truth, accuracy and fairness in editing
    CO 5. Develop coordination skills and the ability to follow the deadlines

PARAMETERS

The students have to undertake five types of reporting activities, and submit the same as written (or typed) documents. This includes: -

Press conference - Have to attend the press conferences of a day, and prepare a report based on it.

Event reporting - Students have to identify a major event, and provide a detailed news report on it. The students can use his/her journalistic skills to find a diverse angle to the story.

Cultural reporting - Students have to cover a cultural event

Mini Project - This is a group project. Each group is assigned a topic or news thread based on which the students have to do an in-depth research, interview and data tabulation to create an in-depth news report.

Interview a person of importance from the locality or region and write an interview report.

Lab Journal - This is a group project. Students must produce 2 lab journals consisting of a minimum of nine news stories. Their role involves finding stories, editing and processing it before designing the final news journals.

Translation - The students are given news stories in Source language to translate it into Targeted language

References:

- Kammath, M. V. (2009), *Professional Journalism*. New Delhi: Vikas Publishing House Pvt Ltd.
- Parthasarathy, R. (1994), *Reporting for the Media*. New Delhi: Sterling.
- Mencher, Melvin (2005), *Basic news writing*. New York: William C Brown Publishing.
- Crump, Spencer (1974), *Fundamentals of Journalism.* Glencoe/McGraw-Hill School Pub Co.
- Keeble, Richard (2001), *The Newspaper Handbook (Media Practice).* Routledge.
- Ted White (2010), *Broadcast News: Writing, Reporting, and Producing*. Oxford: Focal Press.
- Robert Hilliard (2014), *Writing for Television, Radio, and New Media*. Stamford: Cengage Learning.
- Ted White (2010), *Broadcast News: Writing, Reporting, and Producing*. Oxford: Focal Press.
- Frank Barnas, Ted White (2010), *Broadcast News Writing, Reporting, and Producing*. Boston, London: Focal Press.
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- Karin Wahl-Jorgensen, Thomas Hanitzsch(eds.) (2009), *The Handbook of Journalism Studies.* Oxon, New York: Routledge.

21P2MCJT05

MEDIA ETHICS, LAWS AND EDUCATION

90 Hours (5 hrs/week) **Credit – 4**

COURSE OUTCOMES
At the end of the course, students will be able to:
CO 1. Explain the concept Indian media laws and regulation
CO 2. Build the obligations and rights of media practitioners in the execution of their duties.
CO 3. Analyze the problems and limitations of applying old media laws in new media environments
CO 4. Analyze the complex issues associated with media regulation
CO 5. Measure the changing media landscapes and their possible legal implications

Module 1

Ethics – Branches of Ethics, Media Ethics – Mass Media and the shape of the Human Moral Environment. Applied Ethics – Ethical issues in different media professions – Journalism, Cinema, Advertising, Photography, Graphic Design, Animation etc.- Overview of Codes and Regulations in India. Digital Media Ethics. Media ethics-print and broadcasting-code of Ethics for AIR and Doordarshan. Official Secret Act, 1923, Press Ombudsman.

Module 2

Media Education – Objectives and Skills – Key Concepts, Media Scenario: Present Trends – Different Starting points for Media Education – Media Impact in Society – Social and Psychological impacts

Module 3

Indian Constitution-Salient features, Fundamental Rights and Directive Principles. Freedom of Press & Parliamentary Privileges. Powers of President & Governor. Case studies with regard to Freedom of Speech & Expressions. Hierarchy of Courts, (Civil and Criminal), Cognizable & Non Cognizable cases, Anticipatory bail, Bailable & Non Bailable offences, defamation, sedition, types of writs.

Module 4

Press Legislations in India, The Press & Registration of Books Act of 1867. Drug & Magic Remedies (Objectionable Advertisement) Act of 1954 The Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act of 1955.Press Council Act of 1978-Cable Television Networks (Regulation) Act of 1995. Video and Audio piracy. Information Technology Bill. Cyber Laws-Censorship Guidelines-Press Accreditation Rules etc.

Module 5

The Cinematograph Act of 1952, Young persons (Harmful Publications) Act of 1956, Copyright Act. Of 1957, Contempt of Court Act, Consumer Protection Act. Right to Information Act 2005-Intellectual Property Right.

References:

- Rossi, Philip J. (1994), *Mass Media and the Moral Imagination.* Sheed & Ward, U.S., 1 March.

- Srambickal, Jacob. *Media Education in India.*

- Christmas, Clifford (1997), *Communication Ethics and Universal Values.* SAGE Publications, Inc.

- Ess, Charles (2009), *Digital Media Ethics.* Polity. 1 edition.

- Andrew Belsey and Ruth Chadwick (1992). *Ethical issues in journalism and mass media.* London, New York: Routledge.

- J. S Mudholkar (1975), *Press Laws.* Kolkata: Eastern Law House.

- Ursula Smartt (2006), *Media Law for Journalists.* London, Thousand Oaks, New Delhi: Sage Duncan Bloy (2006), Media Law. London, Thousand Oaks, New Delhi: Sage.

- VenkatIyer (2000), Mass Media Laws and Regulations in India. New Delhi: Bahri Sons (India Research Press).

- Monroe Edwin Price, Stefaan G. Verhulst (2001), *Broadcasting Reform in India: Media Law from a Global Perspective.* Oxford: Oxford University Press.

- Peter Lunt, Sonia Livingstone (2011), *Media Regulation: Governance and the Interests of Citizens and Consumers.* London, Thousand Oaks, New Delhi: Sage.

- B. Manna (2006), *Mass Media and Related Laws in India*. Kolkata: Academic Publishers.

- Monroe E. Price, Stefaan G. Verhulst, Libby Morgan (2013). *Routledge Handbook of Media Law*. London, New York: Routledge.
- Kaye Stearman (2012), Freedom of Information. New York: The Rosen Publishing.
- Chris Reed (2004), Internet Law: Text and Materials. New York, Melbourne, Cape Town: Cambridge.

21P2MCJT06

MAGAZINE JOURNALISM AND FEATURE WRITING

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES:

At the end of the course, students will be able to:

CO 1. Summaries the classification of magazines and various writing styles

CO 2. Evaluate the latest trends in magazine publishing

CO 3. Develop different types of contents for magazines such as feature stories, columns, cartoons, photographs, infographics.

CO 4. Create the design and layout for different types of magazines

CO 5. Develop different types of feature articles.

Module 1

Classification of magazines by content: General and Specialized Magazines - Professional and Technical Magazines - News Magazines, Little Magazines, Political, Current affairs, Women's, Society, Literary, Automobile, Business, Health, IT, Science, Sports, Film, Children, Agriculture, Medicine, Real estate, Travel and Tourism, Management, Career,Photography, Interiors and Design, Architecture, Leisure and Entertainment, Crime, Tabloids
- E-publishing - Trends in Magazine Journalism.

Module 2

Production of Magazines: Design, Layout, Cover, Format, Graphics, Typography, Infographs, Contents, Cartoons, Columns, Photographs – Illustration principles - Principles of Magazine Editing - Photo editing rules - Use of colour - Major E-Magazines.

Module 3

Magazines: Major publishing houses and magazines in India - Magazines in Kerala - Prominent Editors - Publishing houses - Future of magazines in Kerala.

Modul 4

Introduction to feature writing: Basics of Creative Writing: Language, Elements, Techniques, Style, Finding ideas, Creating catchy Headlines - Different types of Leads, Building the body, Arranging the details, Creating curiosity & Making conclusions;

Interviewing for feature - Reviews and Criticisms - Columns and Columnists – Photo features - Caricatures and Cartoons.

Module 5

Classification of features: News feature, Human Interest, Interpretative, Investigative, Analytical, Photo feature, Personality feature, Experience feature, Historical, Entertainment, Science, Geographical, Literary, Cultural, Political, Business, Sports, Automobile, Festival, Market, Agricultural feature, Industry, Travel & Tourism, Educational, Fashion & Music, Crime, Humor and Satirical - Writing for women and Children - Freelancing in India.

References:

- Bruce Garrison (1999), *Professional Feature Writing. Mahwah: Lawrence Erlbaum Associates.*

- Matthew Ricketson (2004), *Writing Feature Stories: How to research and write newspaper and magazine stories. NSW: Allen & Unwin.*

- Brendan Hennessy (2013), *Writing Feature Articles. Burlington: Focal Press.*

- Earl R. Hutchison (2007), *The art of feature writing: from newspaper features and magazine articles to commentary. Oxford: Oxford University Press.*

- Theodore Bernard Peterson (1964), *Magazines in the Twentieth Century, University of Illinois Press.*

- R.E. Wolsley (*1951), The Magazine World.* Prentice-Hall.

- Rowena Fergusson (1976), *Editing the small Magazine,* Columbia University Press.

- Ruari Maclean (1969), *Magazine Design,* Oxford University Press.

- R.E.Wolsley*, The Changing Magazine.*

- Narendra Kumar, *Magazine Publishing & Production in India.*

- Art Spikol (1979), *Magazine Writing the Inside Angle,* Writers Digest Books.

- Toni L. Rocha (2000), *Careers in Magazine Publishing,* Rosen Pub Group Rosen.

- Peter P. Jacobs, *The Magazine Article.*

- John Morrish (2011), *Magazine Editing: In print and Online,* Routledge.

- Anna Gough Yates (2002), *Understanding Women's Magazines,* Routledge.

- Jenny McKay (2000), *The Magazines Handbook*, Routledge.

21P2MCJT07

MEDIA MANAGEMENT

72 Hours (4 hrs/week)   **Credit – 4**

COURSE OUTCOMES:

At the end of the course, the students will be able to:
CO 1. Illustrate the specificities of management & media management
CO 2. Apply the theoretical foundations in solving issues related to media economics, finance, and business strategy
CO 3. Apply the appropriate management skills and analytical perspective to evaluate the media industries
CO 4. Discuss and critique the economics of media industry
CO 5. Evaluate the opportunities and challenges in media industry

Module 1

Media Management: Concept and Perspective - Concept, origin and growth of media management - Fundamentals of management - Organizational structure- types; Print organization - Broadcast organization - Film production organization - New media organization - Media convergence - Types of media ownership: Chain, Conglomerate, Cross media, Vertical integration, Sole proprietorship, Partnership, Private, Public limited companies, Trusts, Co-operatives, Religious institutions, Franchisees (chains) - Advantages and Disadvantages – Greiner's development model.

Module 2

Economics of print and electronic media: Understanding Media Economics - Economic thought - Theoretical foundations - Issue and Concerns of media economics - Capital inflow – Budgeting and finance: capital costs, production costs, commercial policy, advertising and sales strategy, competition and survival -production schedule and process, evaluation, budget control, costing, tax - ABC – NRS - DAVP – RIND –ILNA.

Module 3

Economic and administrative concerns of government supported electronic media: All India Radio, Doordarshan, Government Media Interface, Policies and regulations - FDI

(policies & practices) - Public relations in media management - Indian and International Media Giants, Case Studies.

Module 4

Issues & Challenges in Media Industry: Pricing, cost of production, Supply of materials, Printing, Distribution – Elasticity in pricing - Cost-benefit ratio - Plans for increase in employee morale - Legal perspectives in Media management - Issues related to Paid news – Lobbying - Pressure group influence - Corporatization and Politicization of Media.

Module 5

Cultural context of media management: Physical environment – Employee participation in management-inter-departmental, co-operation and co-ordination - Impact of new technology on media operations -Issues in performance evaluation of management and employees.

References:

- Vinita Kohli Khandeka (2017), *Indian Media Business,* Sage.
- Pradip Ninan Thomas (2010), *Political Economy of Communications in India,* Sage
- Lucy Kung (2008)*, Strategic management in media,* Sage
- Dennis F. Herrick (2012), *Media Management in the age of Giants,* Surjeet Publications
- Jennifer Holt and Alisa Perren, (Edited) (2009), *Media Industries-History, Theory and Method,* Wiley- Blackwel
- John M. lavine and Daniel B. Wackman (1988)*, Managing Media Organisations*
- Jan leBlanc Wicks (2015)*, Media Management- A casebook approach,* Routledge
- James Curran (2000)*, Media Organisations in Society*. Hodder Education Publishers.
- Lucy Kung-Shankleman(2012), *Inside the BBC and CNN: Managing Media Organisations,* Routledge
- C.S. Rayudu (2011), *Media and Communication Management*, Himalaya Publishing House.
- Gulab Kothari*, Newspaper Management in India*, Rajasthan Patrika Pvt Ltd
- Frank Thayer (1954)*, Newspaper Business Management,* Prentice-Hall

- B. S. Keshavan (1984), *History of printing and publishing in India: a story of cultural re-awakening Volume II: Origins of Printing and Publishing in Karnataka Andhra and Kerala*, National Book Trust.
- T.N. Sindhwani, *Newspaper Economics & Management.*
- Pater Block,William, Housely& Ron Southwell (2001), *Managing in the Media,* Focal Press.

21P2MCJT08

NEW MEDIA JOURNALISM AND TECHNICAL WRITING

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES:

At the end of the course, the students will be able to
CO 1. Outline different new media technologies with special emphasis on the web world with
recent trends
CO 2. Explain the implication of new concepts, products and services within the area of Internet
and new media
CO 3. Evaluate the stages of the writing process (prewriting/writing/rewriting) and apply them to
technical and workplace writing tasks
CO 4. Make use of the technical skills of mobile newsgathering through the use of mobile devices
and apps to gather, produce, and distribute news content
CO 5. Outline the basic components of definitions, descriptions, process explanations, and other
common forms of technical writing

Module 1

Definition and characteristics of new media - conventional media vs. new media - history of new media - the internet and the world wide web - uses - accessibility and net neutrality - commercial context of new media. Characteristics of new media. New media theories - technological determinism – interactivity - networking and simulation - digital divide - post-national web and open source debate – Googol ology -cultural context of new media - new media as a tool of hegemony

Introduction to growth of social networking sites - Facebook and Twitter: An introduction - functions and usage - blogging – tool for mediating self and society - YouTube and its culture of video sharing - social media and political communication.

Module 2

New Media Journalism - Introduction to Online Journalism-Major News Portals-Online Newspapers, journals/periodicals, writing for New Media, Ethics of cyber journalism, Design of Online Sites, Three types of sites-Desi consideration-Mistake in Web design-Linear, non-

linear presentations- Integration of design, page design tools, front-page design, infographics, typography, colour, screen Size, images, sounds, video, writing & editing for online publications. New media route to development – e- governance - e- commerce - impact of new media on communication - new media and popular culture, Political uses of new media - identities and relationships in computer mediated communication – Editorial policy in New media.

Module 3

Data journalism- What is data journalism? Finding stories in data, Finding the data – sources, techniques – Cleaning data – how to make data make sense? Scraping data – using the web as a data source, Visualising the data – what works and what doesn't? introduction to free dataviz tools, Freedom of information requests, Mapping, Using search data

Module 4

Mobile Journalism - Seven basic steps of mobile reporting - How to create and share branded mobile journalism content - How to use two simple mobile apps to make an audio or video documentary, or a narrated photo essay - How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets - How good design is intuitive, making something immediately usable - About best practices for process: How design, development and content best work together - Mobile Analytics - different mobile development approaches and their benefits as well as weaknesses.

Module 5

Technical Writing, Craft, Techniques, elements, Style, Significance and opportunities of technical writing-diction, vocabulary-rhetoric-formal and in formal writing technical definitions- outlines- arrangement of material-approaches-from general to specific and from specific to general.

References:

- *Aithison, Jean (2003), New Media Language,* Routledge.
- *Christopher, Callahan (2003), A Journalist's Guide to the Internet: The Net as a Reporting Tool. Second edition, Allyn Bacon*

- *Dovey Jon, New Media (2009), A Critical Introduction (2nd edition), Routledge.*
- *Dewdney, Andrew & Ride, Peter, The New Media Handbook*
- Fenton, Natalie (2009)*, New Media, Old News: Journalism and Democracy in the Digital Age, Sage Publications.*
- Hansen, Mark B.N, *The New Philosophy for New Media, MIT Press.*
- Harries, Dan*, The New Media Book (Ed.)*
- Huckerby, Martin (2005), *The Net for Journalists, UNESCO and The Thomson Foundation*
- Lievrouw, Leah A & Livingstone (2006)*, Sonia, Handbook of New Media, Sage Publications.*
- Straubhaar, Joseph and La Rose, Robert (2000), *Media Now- Communications Media in the Information Age, Wadsworth.*
- Krista Van Laan (2012), *The Insider's Guide to Technical Writing. CA: XML Press*
- Pelin Aksoy, Laura DeNardis (2008), *Information Technology in Theory.* Belmont
- Thomson Wadsworth & Stephen Doyle (2000), *Understanding Information Technology. Glos:* Stanley Thornes
- Marc Millon (1999), *Creative Content for the Web. Exeter, Portland: Intellect*
- Adornato, Anthony (2017), Mobile and Social Media Journalism: A Practical Guide

21P2MCJP02

NEW MEDIA WRITING (Practical)

108 Hours (6 hrs/week)   **Credit – 3**

COURSE OUTCOMES:

At the end of the course, the students will be able to:

    CO 1. Apply the basic concepts and theories of new (digital) media to journalistic writing

    CO 2. Apply the tenets off Mobile Journalism and use them in digital place

    CO 3. Critically analyse how digital media technologies – current and future – may affect society: politically, culturally and economically and make constructive contributions through new media writing

Parameters:

1. Each student is expected to create a blog individually to upload stories with the characteristics of new media, every week. (TEXT, PHOTOGRAPH, GRAPHICS, AUDIO, VIDEO) The number of stories that has to be submitted at the end of the semester will be 10.

2. Shoot and upload a minimum of THREE high quality videos of socially relevant issues or events with a maximum of 10 shots in each.

References:

- Understanding Digital Culture: Vincent Miller
- What is New Media? In the Language of New Media: Lev Manovich
- Understanding New Media: Siapera Eugenia
- Personal Connections in the digital Age: Baym Nancy K.
- Who Controls the Internet? Illusions of Borderless World: Goldsmith Jack & Tim Wu

21P2MCJXC1

HERITAGE AND CULTURAL STUDIES

(Additional Credit Course)

36 Hours (2 hrs/week)   **Credit – 2**

COURSE OUTCOMES:

At the end of the course, the students will be able to:
CO 1. Explain Indian Culture, Language and Literature
CO 2. Discuss and present key texts in the field of Indian Culture
CO 3. Explain Indian arts and architecture
CO 4. Compare and evaluate the emerging approaches, issues and trends in the theories and practices heritage policy
CO 5. Discuss the Causes, Significance and Modes of Cultural Exchange

Module 1

Indian Culture: An Introduction; Characteristics of Indian culture, Significance of Geography on Indian Culture. Society in India through ages- Ancient period- varna and jati, family and marriage in India, position of women in ancient India, Contemporary period; caste system and communalism. Religion and Philosophy in India: Ancient Period: Pre-Vedic and Vedic Religion, Buddhism and Jainism, Indian philosophy – Vedanta and Mimansa school of Philosophy.

Module 2

Indian Languages and Literature: Evolution of script and languages in India, Harappan Script and Brahmi Script. Short History of Tamil/Dravidian/Sanskrit literature: The Vedas, The Brahmanas and Upanishads & Sutras, Epics: Ramayana and Mahabharata & Puranas. Oral traditions and legends of South Indian region, History of Buddhist and Jain Literature in Tamil, Pali, Prakrit and Sanskrit, Sangama literature & Odia literature.

Module 3

A Brief History of Indian Arts and Architecture: Indian Art & Architecture: Gandhara School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture,

Medieval Architecture and Colonial Architecture. Indian Painting Tradition: ancient, medieval, modern Indian painting and Odisha painting tradition, Performing Arts: Indian theatre, dance, music and Indian cinema, Adaptations of modern culture in Indian Art

Module 4

Spread of Indian Culture Abroad: Causes, Significance and Modes of Cultural Exchange - Through Traders, Teachers, Emissaries, Missionaries and Gypsies, Indian Culture in South East Asia. India, Central Asia and Western World through ages

References:

- Chakravarti, Ranabir: Merchants, Merchandise & Merchantmen, in: Prakash, Om (ed.): The Trading World of the Indian Ocean, 1500-1800 (History of Science, Philosophy and Culture 361 in Indian Civilization, ed. by D.P. Chattopadhyaya, vol. III, 7), Pearson, Delhi, 2012.

- Chaudhuri, Kirti N. (1985) Trade and Civilisation in the Indian Ocean, CUP, Cambridge.

- Malekandathil, Pius: Maritime India: Trade, Religion and Polity in the Indian Ocean, Primus Books, Delhi, 2010.

- McPherson, Kenneth: The early Maritime Trade of the Indian Ocean, in: ib.: The Indian Ocean: A History of People and The Sea, OUP, 1993.

- Christie, J.W., 1995, State formation In early Maritime Southeast Asia, BTLV

- Christie, J.W., 1999, The Banigrama in the Indian Ocean and the Java sea during the early Asian trade boom, Communarute'smaritimes de l'oceanindien, Brepols

- De Casparis, J.G., 1983, India and Maritime Southeast Asia: A lasting Relationship, Third Sri Lanka Endowment Fund Lecture.

- Hall, K.R., 1985, Maritime Trade and State development in early Southeast Asia,Honolulu.Walters, O.W., 1967, Early Indonesian Commerce, Ithaca.

21P3MCJT09

PUBLIC RELATIONS & CORPORATE COMMUNICATION

72 Hours (4 hrs/week)   **Credit – 4**

COURSE OUTCOMES:

At the end of the course, the students will be able to:
CO 1. Explain the various concepts, characteristics, characters involved and organizations related to Public Relations.
CO 2. Illustrate the various tools of Public Relations.
CO3. Examine the process of implementing PR activities, the communication with stakeholders.
CO 4. Demonstrate and implement the strategic communication plans for PR Campaigns.
CO 5. Examine media especially the trade media and its relevance to the practice of Corporate Communication.

Module 1

Public Relations-Concepts and practices: Introduction to Public Relations **-** Growth and Development of PR **-** Importance, Role, Functions and Principles of PR – Role of PR in Crisis Management, Code of ethics of PR - Regulations - PR manager/Practitioner; Functions Responsibilities, Qualifications - Training

Module 2

Public relations Tools: Preparing and planning house journals, Newsletters, Handouts, Brochures, Media releases, Lobbying, Media conferences, Annual meetings, Open houses, Exhibitions, Speeches, Seminars and Symposia, Demonstrations, Conducted tours, Grapevine, Interviews, Publicity materials and Corporate films – Major Professional Organizations; IPRA, PRSI, PRCI, PIB, DPR, DAVP, Films Division

Module 3

Public relations departments/ PR Agencies – Publics- Internal and External- Organizational set up – Functions - Communication flow-formal, informal - Vertical – Horizontal - PR Campaigns- Steps - Fact finding – Research – Planning - Implementing - Evaluation and Feedback - PR Campaigns - PR Counselling and Consultancy

Module 4

Public Relations in Govt. and Private Sectors: Government's Print, Electronic, Publicity, Film and Related Media Organizations - PR for Military - PR for Tourism Promotion - PR for Sports/Entertainment - PR for Charitable Institutions.

Module 5

Corporate Communication: Definition, scope and functions of Corporate Communication - Evolution of Corporate Communication in India -Corporate Communication Vis-à-vis Public Relations - Corporate identity, philosophy, image, Branding and Brand management– Publicity – Social Media Strategies - Social Media Technologies and Management - Tactics and Ethics of Social Media Tools - Measurement Strategies - Event management

References:

- Jefkins Frank Butterworth (1990), *Public Relation Techniques*, Heinmann Ltd.
- Heath Robert L (2000), *Handbook of Public Relations,* Sage Publications.
- Dennis L. Wilcose& Glen T (2014), *Public Relations,* Pearson.
- Philip Leslie (2007), *Public Relations Handbook,*
- Raymond Simon (1984), *Public Relations Concepts & Practices,* Mcmillan.
- C.V. Narasimha Reddy, *Public Relations in India*
- Cutlip S.M and Center A.H (1994), *Effective Public Relations,* Prentice Hall.
- Kaul J.M., NoyaPrakash (1976), *Public Relation in India*
- B. Canfield and Moore Homewood III (1968), *Public Relations: Cases and Poblems,* Irwin Publications
- Kogan Page (1998), *Corporate Communication: Principles, Techniques and Strategies*
- Anne Gregory (2010), *Planning and Managing a Public Relations Campaign - a step by step guide*
- BaldevSahai (1980), *Public Relations – a Scientific Approach.*
- D.S. Mehta (1968), *Handbook of Public Relations in India*, Allied Publishers.
- Frank Jefkins (1980), *Public Relations,* Routledge.
- Scott M Culti and Allen H Center (1985), *Effective Public Relations,* Prentice-Hall international.

21P3MCJT10

RADIO AND TELEVISION

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES:

At the end of the course, the students will be able to:
 CO 1. Illustrate the visual aspects of Journalism
 CO 2. Demonstrate Electronic News Gathering, News Bulletins
 CO 3. Examine the workings of the Radio through practical exercises on Radio Production
 CO 4. Inspect the aspects of fictional and non- fictional film making.
 CO 5.   Summarize the history and development of world Cinema

Module1

Characteristics of radio broadcasting; basic production techniques in radio broadcasting - characteristics of TV - basic production equipment, production control room - comparative study of radio and TV - qualities of a broadcast journalist

Module 2

Covering news; ENG, SNG, reporter on camera - writing news for radio and TV - news bulletin production - role of newscaster/anchor/comperes/presenters - the art of interviewing - scripting for radio and TV talks, discussion, magazine programmes and special audience programmes - outdoor broadcast - audience research and TAM - TRP.

Module 3

Various types of shots and camera movements; lights and lighting, triangle rule of lighting, basic creative editing, Offline and online editing, linear and non-linear editing

Module 4

Programme production; research writing a proposal different stages   -conceptualization of an idea/plot - one-line treatment detailed treatment screenplay shooting script storyboard genre of scripts and programme - scripting documentary, studio programmes and telefilms - post production audio video mixing editing special effects animation titling graphics preview.

Module 5

Production Management; revenue models of radio and TV production - floor management - talent search - soaps and reality shows - system of distribution - recent trends in national and global sponsorship.

References:

- John Fiske and John Hartley (2003), *Reading Television*, London, New York

- Routledge John Fiske (2011), *Television Culture*. London, New York: Routledge

- Jim Owens (2015), *Television Production*. London, New York, Oxon: Focal Press

- Gerald Millerson, Jim Owens (2009), *Television Production*.London, Amsterdam, Boston, New York, Oxon: Focal Press

- Robert McLeish, Jeff Link (2016), *Radio Production*. New York, London: Foocal Press

- Bob Gilmurray (2013), *The Media Student's Guide to Radio Production*. Mightierpen Publishers

- Charles Raiteri (2006), *Writing for Broadcast News: A Storytelling Approach to Crafting TV and Radio News Reports*. Lanham, Boulder, New York, Toronto: Rowman and Littlefield Publishers

- Jeff Rowe (2005), Broadcast *News Writing for Professionals*, Oak Park: Marion Street Press Frank Barnas and Ted White (2013), Broadcast *News Writing, Reporting, and Producing*, Burlington, Oxon: Focal Press

21P3MCJT11

RESEARCH METHODS FOR MEDIA

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES:

At the end of the course, students will be able to:

CO 1. Demonstrate knowledge of research literacy in preparing the right research designs

CO 2. Apply the knowledge of research methods and working knowledge of the theories and frameworks in doing research projects

CO 3. Demonstrate the significant risk and ethical issues involved in conducting media research

CO 4. Design research with methodological clarity and use various methods of data collections and data analysis efficiently

CO 5. Develop a thesis report following the research report format

Module 1: Nature and scope of mass communication research - research objectives and research problem - research – definitions - functions of research - types of mass communication research- qualitative, quantitative – historical – descriptive – exploratory – explanatory – fundamental – applied – scientific - analytical and experimental research - elements of research - research process.

Module 2

Hypothesis formulation - research design – measurements - reliability and validity -analysis and interpretation of data - sampling - types of sampling - sampling error.

Module 3

Nature and sources of data - techniques of data collection - questionnaire- interview schedule – interview - types of interview – observation - case study - content analysis - types of content analysis - process of content analysis - data processing – tabulation- relationship between mean, median and mode - variation or dispersion - mean deviation and standard deviation.

Module 4

Correlation test - use of chi-square test - F-test - t-test – ANOVA - parametric and non-parametric tests of significance - Karl Pearson's coefficient of correlation - research in print and electronic media - mass media effects studies.

Module 5

Market research - public opinion research - readership and audience survey research in communication and media - source analysis - thesis writing - project planning and budgeting - dissertation formats and submission - ethical perspective of mass mediaresearch - recent trends in communication and media research.

References:

- Anders Hansen, Simon Cottle, Ralph Negrine, Chris Newbold (first edition) (1998), *Mass Communication & Research Methods*, Mac Millan Press Ltd.

- Klaus Krippendorff (2004), *Content Analysis-An Introduction to its Methodology*, Sage Publications.

- Roger D. Wimmer& Joseph R. Dominick (2013), *Mass Media Research- An Introduction*, Wadsworth Publishing Company.

- Arthur AsaBerjer (2013), *Media and Communication Research Methods-An introduction to Qualitative and Quantitative approaches*, Sage Publications.

- S.K. Sikka (first Edition) 2009, *Media Research Methodology*, Cyber Tech Publications, New Delhi,

- Leon Festinger, Daniel Katz (1954), *Research Methods in the Behavioural Sciences*, Holt,Rinehart & Winston of Canada Ltd.

- Barrie Gunter (2000), *Media Research Methods*, Sage Publications.

- Julian L. Simon (1969), *Basic Research Methods in Social Science*, Random House, New York.

- William J.Goode & Paul K. Halt(1952), *Methods in Social Research*, McGraw-Hill.

- Karl Erik Rosengren, Lawrence A.Wenner, Philip Palmgreen (first edition) (1985), *Media Gratification Research*, Sage Publications.

21P3MCJT12

MASS COMMUNICATION THEORIES

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES:

At the end of the course, students will be able to:

CO1. Apply the communication theories in order to analyses their own communication
universe, their media sphere, their social, political and economic environment,
public opinion and mass culture phenomena

CO 2. Compare the functions of theories in various context of communication

CO 3. Demonstrate an understanding of the relationship between theory and research

CO 4. Compare and interpret normative theories, limited effect theories, theories about the role of
media and audience theories

CO 5. Analyse the epistemological, ontological and axiological placement of the various
mass communication theories.

Module 1

Introduction to Mass Communication Theory - Concept of theory, theory building-Four

approaches to theory- Media culturalist, media materialist, social culturalist and social materialist.

Defining and redefining mass communication; Different era of mass communication theory;

Categories of communication theories

Module2

Normative Theories - Theory of objectivity; Mass Society theory; Cultivation theory, Pluralist

Theory, The origin of six normative theories of Media, Developmental theories and Participatory

theory

Module 3

Limited Effects Theories - Paradigm shift in mass communication theory; Two step flow theory,

Limited effects theories; Selective process; Information flow theory; Functional analysis approach and

Diffusion theory

Module 4

Theories about the role of media in everyday life- Rise of Cultural theory in Europe Theory of cultural imperialism and cultural autonomy, Marxist theories; Neo-Marxism; Political economy theory; Social construction of reality, Media literacy

Module 5

Media and Audiences - Uses and gratification theory, Spiral of Silence, Marshall Mcluhan, Harold Innis; Knowledge gap; Information rich and poor theory, Agenda setting Theory

References:

- McQuail, D. (1987). *Mass communication theory: An introduction.* Sage Publications, Inc.
- Schramm, W., & Roberts, D. F. (1971). The process and effects of mass communication.
- Schramm, W. (1973). Channels and audiences. *Handbook of communication.*
- Klapper, J. T. (1960). The effects of mass communication.
- Stanley, J. B., & Davis, D. K. (2006). Mass Communication Theory: Foundations, Ferment and Future.
- DeFluer, M. L., Ball-Rokeach, S. J., & DeFleur, M. L. (1989). Theories of mass communication.
- McQuail, D. (2004). *McQuail's mass communication theory.* Sage publications.
- Armand Mattelart, & Michèle Mattelart. (1998). *Theories of communication: A short introduction.* London, Sage publication.
- Stanley S. Baran and Dennis K. Davis. (1999*). Mass Communication Theory: Foundations Ferment and future*, Singapore- Thomson Wadsworth
- Caporaso J. and Lenine D. (1992). *Theories of political economy*, Cambridge University, Press Cambridge.
- Severin W and Tankard J. (2000). *Communication Theories*, New York, Longman

21P3MCJP03

VIDEO PRODUCTION

54 Hours (3 hrs/week)   **Credit – 3**

COURSE OUTCOMES:

At the end of the course, the students will be able to:

  CO 1. Compile news stories

  CO 2. Develop news stories using a video camera, external mic, video editing software

  CO 3. Compose an audio profile story using a digital recording device

  CO 4. Evaluate video news stories, identify items for improvement, and implement changes

Production

The college would offer the required facility for shooting, editing and sound work of the above. The shooting of the news story will be carried out by a team of 2 students to support each other in playing the roles of cameraperson and reporter. Separate news stories shall be prepared and post production including editing and voice over/dubbing shall be done by the student himself/herself. Facility and technical support for the editing and sound work in the studio would be provided for the student.

Parameters for Production

1. Each student should produce a news story for television not exceeding 2 minutes.

2. The student should get prior approval from the supervisor before the production.

3. He/she should submit a write up regarding his/her shooting story and he/she should an outline script of the story to be reported.

4. Maximum rushes should not exceed 20 minutes.

5. A group of 2 students as per the prepared unit will cover the story

6. The work has to be done as ENG production with the candidate him/herself doing direction, editing and sound.

7. Shooting will be permitted only within 10 kilometers from the campus and should be undertaken within three hours.

8. No artificial light will be provided.

10. He/ she will be provided with the facility to do editing and sound work.

11. Two hours for editing and 1 hour for sound will be provided for the student.

12. Each student would have to strictly follow the production schedules and deadlines issued by the supervising faculty.

21P3MCJIN1

INTERNSHIP 1

Duration: 1 Month   **Credit – 1**

COURSE OUTCOMES

At the end of the course, the students will be able to:

CO 1. Design and develop live projects in the industry and create portfolios
CO 2. Function with other industry professionals, construct with other individuals as
       members of a team and develop communication skills
CO 3. Evaluate the communication challenges in the media industry

Internship is on the job training to assimilate professional practices. The students will have to undergo an Internship for one month in an organisation, preferably focusing on social service communication after the second semester. The students would prepare individual reports after the Internship and the same should be attested by the organization under which the student did the internship. A faculty member will monitor the students during the internship. The assessment will be based on the comprehensive report submitted by each student withina month of completion of the internship.

21P3MCJXC2

SPORTS JOURNALISM

36 Hours (2 hrs/week)   **Credit – 2**

COURSE OUTCOMES:

At the end of the course, the students will be able to:
 CO 1. Develop sports stories, in short form and long form
 CO 2. Classify sports information, at games, practice, through social media, and interviews
 CO 3.   Build sports stories, in all media forms: print, audio, visual, online, social media
 CO 4. Formulate personal branding and entrepreneurial sports journalism
 CO 5. Evaluate the impact of societal issues on sports reporting

Module 1

History of sports, sports awards, sporting events across the globe, analysis of the Indian sports scenario, Sports culture, characteristics of sports journalists, Sports journalism – trends and theories

Module 2

Sports reporting- Types of sports reporting: Language of sports reporting, new avenues in sports writing, sports reporting in the age of disruptive technology, sports reporting in visual media, spot reporting and sports features, Ethics in sports reporting.

Module 3

Editing and translation of sports stories, Heading of sports reports, Audio-visual mediums for sports, audio editing, technology audio recording

Module 4

Importance of visuals in sports reporting, Basic of sports photography, Methods of sports photography – selection of visuals,

References:

● Abraham Amador (2003), *Real Sports Reporting*, Indiana University Press.
● Paul Potrac, Wade; Gilbert, Jim Denison (2012), *Routledge Handbook of Sports Coaching*, Routledge.
● K. C. Thakur (2010), *Sports Journalism*; Bookwin, Delhi.

- Kathryn T Stofe (2009), *Sports Journalism: An Introduction to Reporting and Writing*, Rowman & Littlefield Publishers.

- L Jones Robyn, Robyn L Jones, Mike Hughes (2007), *An Introduction to Sports Coaching: From Science and Theory to Practice: Volume 1*, Routledge.

- Phil Andrews (2005), *Sports Journalism: A Practical Introduction*; Sage Publications.

- Prasidh Kumar Mishra 2012), *Sports Journalism*, Sports Publication

21P4MCJT13

FILM STUDIES

72 Hours (4 hrs/week)   **Credit – 4**

COURSE OUTCOMES:

At the end of the course, students will be able to:
CO 1. Evaluate and analyze comprehensively various films based on various aspects of film language
CO 2. Evaluate film as a social and cultural document
CO 3. Discuss a film and its context and prepare film reviews
CO 4. Illustrate ideas on film history and theory in a clear written format
CO 5. Explain the role of film within digital humanities
CO 6. Develop general conclusions by synthesizing specific cases and by utilizing film-studies methods

Module 1

Basic aspects of film language; mise-en–scene editing and meaning film narratives - economics of film production - - concept of visual aesthetics- Film Movements- Avant Garde,Surrealism, Cubism, Impressionism- Relationship between film and other art forms- Literature, music, dance.

Module 2

Early history of cinema; silent era - talkies era - studio system - star system - development of Indian cinema - regional cinema – documentaries - Soviet montage – German expressionism - Italian neo- realism - Film theories- French new wave - parallel cinema in India.

Module 3

Film reviews criticism; awards - film festivals - film magazines - film and society - film and literature - film and gender - film industry in Kerala: trends and issues.

Module 4

Symbolism in films; concept of national cinema - Hollywood and Bollywood cinema - film and television institutes in India (public and private) - problems of Indian cinema, film censorship as an issue.

Module 5

Committees on films in India; Khosla committee –Shivaram Karanth committee –andShyam Benegal committee - research on films - popular film directors of Malayalam cinema –Arvindan – Adoor Gopalakrishnan - T V Chandran – Ramu Kariath - state government initiatives for the development of Malayalam film industry - status and issues of Malayalam cinema.

References:

- Bordwell D, Staiger J. & Thompson K (1988), *Classical Hollywood Cinema: Film Style and Mode of Production to 1960,* Routledge.

- David Bordwell (1985*), Narration in Fiction Film,* University of Wisconsin Press.

- Eisenstein, Sergei (1975*), Film Sense*, Harwest Book.

- Eisenstein, Sergei (1949), *Film Form,* Harwest Book.

- Hill, John and Gibson, Pamela Church (2000), *Film Studies,* Oxford University Press.
- Hood, John W. The Essential Mystery (2000), *The Major Film Makers of Indian Art Cinema,* Orient Longman.

- Monaco, James (1981), *How to Read a Film (3rd Ed.),* Oxford University Press.

- Satyajit Ray (2001*), Our Films, Their Films,* Orient BlackSwan.

- Roberts, Graham & Wallis, Heather (2003), *Introducing Film,* Arnold Publishers.
- Smith, Geoffrey Nowell (1999), *The Oxford History of World Cinema,* Oxford University Press; 17th edition.

21P4MCJT14

COMMUNICATION FOR DEVELOPMENT

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES:

At the end of the course, the students will be able to:
  CO 1. Illustrate the concept of Development Communication.
  CO 2. Analyze the different approaches and theories.
  CO 3. Interpret the ideas and models of communication in modern society.
  CO 4. Analyze the core areas of Development Campaigns.

 CO 5. Create messages to inculcate the idea of social responsibility and generate awareness of state and central government welfare measures.Module 1

Development: Concept, concerns, paradigms: Concept of development - Measurement of development - Development versus Growth - Human development - Development as freedom -Models of development - Basic needs model -Nehruvian model -Gandhian model - Problems and issues in development. Characteristics of developing societies - Gap between developed and developing societies.

Module 2

Role of communication and information in development - Development support communication - Media selection and message design for development - Conventional and New media for development - Multimedia and development - Role of development agencies and NGOs in development communication - Human rights - Development and Women - Marginalized communities.

Module 3

Paradigms of development: Dominant paradigm, Dependency, Alternative paradigm **-** Development communication approaches – Diffusion of innovation, Empathy, Magic multiplier **-** Alternative Dev comm. approaches: Sustainable Development **-** Participatory Development **-** Inclusive Development **-** Gender and development **-** Development support communication – Definition, Genesis - Integrated rural development of McNamara - Self- Help groups.

Module 4

India and development: Five Year Plans- Rural development –MNREGA - Rural education and Public health - Family planning - TV and Indian development – SITE - Educational Programmes – KHEDA, INSAT, EDUSAT - Radio and development - Radio rural forums - Community radio - Impact of globalization on Indian development - Case studies in development communication

Module 5

Kerala and development - Kerala model development - People's plan - State planning commission – KSSP, Kudumbasree, Janasree, NHGs, Microfinancing, Victors Channel - Development journalism - development news – Contemporary issues in Kerala development

References:

- Rogers Everett M (2000), *Communication and Development- Critical Perspective,* Sage, New Delhi.

- Srinivas R. Melkote & H. Leslie Steeves (2001), *Communication For Development In The Third World,* Sage Publications.

- Belmont CA (2001), *Technology Communication Behaviour,* Wordsworth Publication, New Delhi.

- Dr. Anil Kumar (2007), *Mass Media and Development Issues,* Bharti Prakashan, Upadhyay Varanasi.

- Wilbur Schramm (1964), *Mass Media and National Development- the role of information in developing countries,* UNESCO/ Stanford University Press.

- Amartya Sen (1999), *Development as freedom,* Alfred A Knopf, New York.

- *DayaThussu (2006), Media on the move: Global flow and contra flow*: Routledge, London.

- *D V R Murthy (2007), Development Journalism, What Next, Kanishka* Publication, New Delhi.

- Ghosh & Pragmatic (2007), *Panchayat System in India,* Kanishka Publication, New Delhi.

- Shivani Dharmarajan (2007), *NGOs as Prime Movers,* Kanishka Publication, NewDelhi.

- Mathur, Kanwar B. (1994), *Communication for Development and Social Change,* New Delhi, Allied Publications.

● Narula, Uma (1994): *Development Communication: Theory and Practice,* Har-Anand, New Delhi.

● Gauba O.P (2014). *An Introduction to Political Theory (7th Edition),* India, Macmillan Publishers.

● Paolo Mefalopulos (2008). *Development Communication Sourcebook - Broadening the Boundaries of Communication,* Washington DC, The World Bank.

● J.V.Vilanilam (1992), *Science Communication & Development,* SAGE Publications Pvt. Ltd.

● Y.V.L. Rao, Communication and Development (1966), *Study of Two Indian Villages,* University of Minnesota Press.

● B.Vijaya Kumar, *Rural Development in Kerala*

● Majid Tehranian (2017), *Communication Policy for National Development,* Routledge.

15P4MCJT015 (A)

MALAYALAM JOURNALISM

72 Hours (4 hrs/week)   **Credit – 3**

COURSE OUTCOMES:

At the end of the course, the students will be able to:
CO 1. Develop student's knowledge on importance of regional language journalism
CO 2. Infer and analyse the characteristics and growth of journalism in Malayalam speaking regions
CO 3.   Discuss about the pioneers who shaped modern Malayalam journalism
CO 4. Prepare news and feature reports in Malayalam for print, radio, television and new media

Module 1

Origin, growth, development, characteristics of Malayalam Print Media in Kerala. Beginning of Printing & Publishing in Kerala- contributions of Missionaries. Malayalam Journalism during pre- Independence period & Renaissance period. Malayalam Media & Indian Independence struggle-role, contributions. Herman Gundert, Swadieshabhimani Ramakrishna Pilllai, Nidherikkal Mani Kathanar, Kesari Balakrishna Pillai, Kandathil Verghese Mappillai, C.V. Kunniraman, K.P. Keshava Menon, Malayalam Journalism and Literature. Socio-Political Movements in Kerala.

Module 2

Edit page- Letters to Editor, Editorial, Middle, survey and campaign-Translation of News copy from English, to Malayalam, Headlines and caption writing, news writing, rewriting the,given copy, Feature writing. Writing for Malayalam Web Portals.

Module 3

Emergency & Malayalam Media. Emergence of Political Press & New Generation Newspapers in Kerala, Magazines and Tabloids-specialized publications for Women, Sports, Film, Health, Automotive, Cartooning, column writing, Internet and foreign editions.

Module 4

Emergence of Broadcasting & Electronic Media in Kerala-AIR/Doordarshan, Satellite Channels- FM Radio & Commercials.

Module 5

Contemporary Trends in   Malayalam Journalism. Regional &   Local Newspapers Problems & prospects-   Media and   Malayalam Language.

References:

- M. K Menon (2009), *Swa-le*
- PerunnaK.N.Nair, *PathraBhasha*, Kerala Press Academy.
- Perunna K N Nair (1976), *MalayalaPathrathinte Katha,* Sahithya Academy Thrissur.
- Puthuppalli Raghavan (2001), *Kerala Pathrapravarthana Charitram,* DC Books, Kottayam.
- V R Menon (1998*), Mathrubhoomiyude Charitram*, Mathrubhumi Books.
- Murkothu Kunhappa, *SamskaraTharangini*, MalayalaManorama.

21P4MCJT15 (B)

HEALTH COMMUNICATION

72 Hours (4 hrs/week)   **Credit – 3**

COURSE OUTCOMES:

At the end of the course, the students will be able to:

CO 1. Explain the concept of Health and Disease.

CO 2. Illustrate the important aspects of communicating health news and information to the public.

CO 3. Determine how communication processes, policies, and methodologies are deployed to improve quality of public health.

CO 4.Design to convey health news and information in clear, meaningful, and understandable ways to readers, viewers, and listeners across various media platforms.

CO 5. Explain the role of health journalists in delivering health related news and information to the public.Module 1

Concept of Health & Disease: History and Evolution of Health Communication - Evolution of the concept of Modern Medicine - Significance of Health Communication in present day context - National and International Health Policies -Status of Health Problems in India - National Health Policy - Primary Health Care - National Health Programs - Concept of small family - India's Population Problem & Policy - NRHM/NHM, WHO, UNICEF - Millennium Development Goals (MDGs) - Sustainable Development Goals (SDGs) - Agencies working in global health communication.

Module 2

Communication in Health & Population Campaigns: Process & Principles applied to Health and Population Campaigns – Interpersonal and Mass Media Sources - Source Credibility Factors - Opinion Leaders & Change Agents - Content & Treatment of Message - Health and Family Welfare Communication Campaigns - World Health Organization - UNICEF- Campaigns against Polio, AIDS/HIV, Malaria, Small Pox, Female infanticide

Module 3

Hurdles in health Communication Campaign: Resistance to change - Overcoming the Hurdles - Role of Primary Health Centres and Anganwadi - ASHA.

Module 4
Process of Health Campaigns: Message preparation for health campaign - Message structure -Cultural adaptation - preparation of stickers – posters - billboards.

Module 5
Channel for Health Campaign: Media selection - Advantages of traditional media - Mass media and New media - National Rural Health Mission (NRHM); a critical assessment. Emerging perspectives in Health Communication Studies

References:

- Berry, Dianne (2007), *Health Communication- Theory and Practice*, England: Open University Press P, Print.

- Schiavo, R. (2007), *Health Communication: From Theory to Practice,* USA: Jossey-Bass P, Print.

- Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs (2003), *A Field Guide to Designing a Health Communication Strategy,*USA: Cecilia Snyder for American Institutes for Research/Prospect Center P, Print.

- National Cancer Institute (2004), *Making Health Communications Programmes Work,* US Department of Health & Human Services P, Washington.

- Ontario Agency for Health Protection and Promotion (2015), *Planning Health Promotion Programmes: Introductory Workbook. 4th ed,* ON: Queen's Printer for Ontario, Toronto.

- Ronald E. Rice, James E. Katz (2001), *The Internet and Health Communication: Experiences and Expectations, Sage* New Delhi

- Kevin B. Wright, Lisa Sparks, H. Dan O'Hair (2012), *Health Communication in the 21st Century, Wiley*-Blackwell, New York.

- Renata Schiavo (2013), *Health Communication from Theory to Practice,* Jossey-Bass

Publication.

● Muhiuddin Haider (2005). *Global Public Health Communication: Challenges, Perspectives, and Strategies,* Boston, Toronto, London, Singapore: Jones and Bartlett Publishers

21P4MCJT15 (C)

BUSINESS JOURNALISM

72 Hours (4 hrs/week)   **Credit – 3**

COURSE OUTCOMES:

At the end of the course, the students will be able to:

CO 1. Outline the basic areas in business journalism and how to write about them with Intelligence and understanding.

CO 2. Compose a range of business stories, including company news, market reports and economic indicators.

CO 3.   Discuss key financial terms that can be used for reporting and writing business stories

CO 4. Analyze the functioning of stock markets and evaluate the various financial institutions nationally and internationally

CO 5.   Analyze the Kerala, Indian and world economic scenarios

Module 1

Fundamentals of business journalism; growth, role, styles, trends - prospects and drawbacks - national and international business journals - history of Indian business journalism and financial reporting, roles, styles, trends, factors of growth of Indian business journalism.

Module 2

Economic Reforms; Green revolution - white revolution - blue revolution, population policy bank nationalization - information technology, bio-technology and telecommunication policies - new economic policy (NEP) – LPG–liberalization, privatization, globalization, FDI- commercial banks, non-banking financial institutions.

Module 3

Money and markets; financial instruments – equity, stock, share, bond, debentures, loans subsidies - stock exchanges, Wall Streets, bullion market, Dalal Street, NASDAQ, NSE, BSE , online trading , bear, bull, brokers and sub brokers – SEBI - Reserve Bank of India – NABARD , IDBI - international financial institutions, IMF ,WTO ,World Bank ,ADB ,European Union ,G9 and G11.

Module 4

Indian economy; salient features – strengths, weakness and approaches - concept of planning- Five Year Plans-role of public and private sectors- review of Indian economic policies - India's position in the world economy and market.

Module 5

Kerala economic scenario; business journalism and financial reporting in Kerala- business publications in Kerala-Kerala budget- budget reporting- state planning - content analysis of major financial newspapers in English and Malayalam in India - business channels of television: an assessment.

References:

- Kjaer (2007), *Mediating Business: The Expansion of Business Journalism*, Denmark, Copenhagen Business School Press

- Chris Roush (2010), *Show Me the Money: Writing Business and Economics Stories for Mass Communication,* Routledge, Oxon, New York.

- Terry Thompson (2001). *Writing about Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism*, Columbia University Press

- Mary Ellen Guffey, Dana Loewy (2014), *Essentials of Business Communication*, Cengage, New York.

- John Black, Nigar Hashimzade, Gareth Myles (2012), *A Dictionary of Economics*, Oxford University Press.

- Keith Hayes (2013), *Business Journalism: How to Report on Business and Economics 1st ed. Edition* Apress.

21P4MCJPJ1

DISSERTATION

Credit – 6

OBJECTIVE - To provide an opportunity for the students to show that they have gained the necessary skills and knowledge to organize and conduct a research project.

COURSE OUTCOMES:

At the end of the course, students will be able to:

CO 1. Demonstrate their capacity to carry out a substantial piece of academic work on a selected topic in the field of Media Studies.

CO 2. Apply knowledge to define a research problem for examination and articulate a coherent scheme for examining the topic

CO 3. Make use of relevant information and analyse the information i to assesses the topic

CO 4. Create a dissertation report

CO 5. Build a research

Parameters

Students have to write a 20,000 words research thesis on the topic approved by the faculty. Viva-Voce will be based on this thesis submitted by the student. They are free to choose any topics that falls under the Communication or Media studies paradigm.

Internal evaluation (50% weightage) will be based on students' performance such as a minimum of 4 consultations with the Guide in a satisfactory manner, meeting the deadlines, academic language of the report, research skills employed. External evaluation (50% weightage) will be based on the Viva- voce and the overall quality of the thesis.

21P4MCJIN2

LABORATORY JOURNAL AND INTERNSHIP 2

Duration: Two Months   **Credit – 3**

(A) LAB JOURNAL (50% weightage)

Students must make individual lab (news) journals having a minimum of 8 news stories.

COURSE OUTCOMES:

At the end of the course, students will be able to:

CO 1. Apply skills in the process of selection of news stories (news value), writing style
   and page layout.
CO 2. Make up different layouts for news stories using software.
CO 3. Develop lab (news) Journal individually
CO 4. Explain how the in-class work and learning can be applied to real jobs in the working world
CO 5. Show an ability to synthesize their internship experience, showing what they learned, gained, and
   developed in assignments.

Students are assigned specific themes based on which they have to find (and write) stories of
their own and prepare a journal individually.

This is assigned at the beginning of Semester IV. They are given two months to find stories and
submit the reports. The tutor can make them redo a story or can advise to change the stories.
Each student has to layout the stories using the software Adobe InDesign.

External evaluation is conducted based on the selection of news stories (news value), writing
style and page layout.

(B) INTERNSHIP (On-the-Job training) (50% weightage)

Students shall undergo internship in a recognized newspaper or TV channel, news agency or
advertising agency or public relations department or any other mass media organization
approved by the Principal for two months during Semester IV of the Programme. Internship is
compulsory.

COURSE OUTCOMES:

Students will:

- Gain an understanding of how their in-class work and learning can be applied to real

jobs in the working world

- Develop strong communication skills and learn how to succeed in a working environment
- Add to their already established skillset and develop further skills in their area of work
- Show an ability to synthesize their internship experience, showing what they learned, gained, and developed in assignments.

Students have to produce a Certificate from the respective organisation and submit a detailed report of internship. The report should include a brief on the organisation, details of the works completed/published/broadcast/ and other involvements as part of internship, learnings and experience, a copy of the internship certificate.

15P4MCJCV1

COMPREHENSIVE VIVA-VOCE

Credit – 2

OBJECTIVES

Comprehensive Viva will be a part of the programme and the external assessment will be held at the end of fourth semester. Students will be able to review and evaluate the overall work done by the student in four Semesters of Programme.

COURSE OUTCOMES
CO 1. Evaluate the overall work done by the student in four Semesters of Programme.

Guidelines for Comprehensive Viva

- The viva shall cover all courses including electives chosen.
- The External Evaluation will be conducted by an expert /a panel of experts appointed by the College and as per the schedule issued by College.
- The examiner(s) will evaluate the knowledge level and skills acquired by the students during all semesters of MA COMMUNICATION AND JOURNALISM programme.
- The grades shall be awarded based on the answers, communication skills and presentation skills.

ADDITIONAL CREDITS (OPTIONAL)

21P4MCJXC3

Paper Presentation in International/National/Regional Seminar/Conference

CO 1. Design and develop a research work systematically

CO 2. Measure the work against the situation of a national or international conference/Seminar

Additional credit will be awarded to students who present research papers in in

International/National/Regional Seminar/Conference

21P4MCJXC4

Paper Publication in UGC Approved/ Scopus indexed Journal

CO 1. Design and develop a research work systematically

CO 2. Create a valid research project

CO 3. Measure the work against the situation of a UGC Care List or in a Scopus indexed journal

Additional credit will be awarded to students who publish research a paper in

UGC Approved/ Scopus indexed Journal

MODEL QUESTION PAPER

Reg. No ....

M. A. DEGREE END SEMESTER EXAMINATION - MARCH 20….
SEMESTER 2
COURSE: 21P2MCJT07: MEDIA MANAGEMENT

Time: Three Hours   **Total weight: 30**

Section A

Answer any 8. Each question carries a weight of 1

1. What do you mean by a deficit budget?
2. What do you understand about the editorial department?
3. What is TRP?
4. Write a note on Asianet News.
5. What are Satellite Television Channels?
6. What is Fifth Estate?
7. What is Multicolour Printing?
8. Give the full forms of ABC and DAVP.
9. What is cost-benefit ratio?
10. What do you mean by capital inflow?

Section B

Answer any 6. Each question carries a weight of 2

11. Explain the POMC Managerial Model.
12. Write a note on the scope of FM radio stations in Kerala.
13. Why is management so important in small, medium and large newspapers alike?
14. Write briefly on Cable TV Regulation Act.
15. Compare and contrast the visual impact of Feature films on Big Screen (Cinema) and Small Screen (TV)
16. Discuss on the homogeneity of media content of news channels in Kerala
17. Discuss the importance of colour separation in printing process.
18. Analyse the issues in performance evaluation of employees.

Section C

Answer any 2. Each question carries a weight of 5

19. Media managers have to address several demands and constant changes in the market. Discuss.

20. Do you consider the recent trend of cross media ownership and convergence in the Indian media as a positive sign of development? Elaborate why?

21. Write a brief history of printing in India.

22. Discuss the important issues and challenges in media industry in the present scenario.

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