

**SACRED HEART COLLEGE (AUTONOMOUS), THEVARA**

**KOCHI, KERALA, 682013**



**CURRICULUM AND SYLLABI**

**CHOICE BASED CREDIT AND SEMESTER SYSTEM**

**(CBCSS)**

**MASTER OF COMMUNICATION AND JOURNALISM**

**(M.C.J)**

**INTRODUCED FROM 2020 ADMISSION ONWARDS**

**BOARD OF STUDIES IN COMMUNICATION AND JOURNALISM (PG)**

**2020**

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## INTRODUCTION

Sacred Heart School of Communication (SHSC) was established as the Department of Communication 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. We give emphasis to develop a balanced sensibility and creative initiative among the Under Graduate and Post Graduate level students.

The Master's 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 so as 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 the recent years and it has found new dimensions with the advent of new media. The M.C.J Programme aims to impart quality education in Print/TV/Online journalism, 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 specializations. 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.

A meeting of the Board of Studies in Communication and Journalism held on August 2, 2019 recommended a revision of the existing Post Graduation M.C.J syllabus in comparison with the parent University (MG University) syllabus with appropriate modifications.

We are grateful to all of those with whom we have had the pleasure to work during the restructuring of the syllabus and curriculum of Master of Communication and Journalism (M.C.J) under Choice Based (CBCSS) Programme 2020 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 the Dept. of SH School of Communication for offering their service for the flawless completion of the syllabus.

The successful completion of this syllabus is the end 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.

The M.C.J. Programme shall extend over a period of two academic years (Four Semesters). There shall be an examination at the end of each Semester. English shall be the medium of Instruction, but

for one paper, i.e. Malayalam Journalism, the medium should be Malayalam. Those who are not proficient in Malayalam can opt for Health Communication (self-study) in lieu of this paper.

Candidates for the M.C.J. shall have passed any degree examination of Mahatma Gandhi University with 45% marks or any examination recognized by it as equivalent there to. 5% relaxation in marks is given for SC/ST candidates. All candidates shall be required to pass an Entrance Test - written and oral - for admission or any other methodology adopted by the University. The process of selection will be subject to the rules and regulations regarding reservation.

## **COURSE REQUIREMENTS**

### ***Internship***

Students shall undergo internships twice during the course of studying M.C.J. The first for four weeks after Semester II as a communication intern in a social organisation. The second one in a recognized newspaper or channel or news agency or advertising agency or public relations department or any other mass media organization approved by the Principal for eight weeks during Semester IV of the MCJ Programme. Internship is compulsory.

### ***Seminars and Assignments***

Participation in the students' seminars to be organized once in a week is compulsory. Students should turn in before deadline, the class assignments given by the teachers from time to time. Continuous internal assessment marks will be given to the students on the basis of assignments, seminars, class tests, workshops, quizzes and industry visits, and general behaviours and attendance.

### ***Project Work***

As part of the study, every student has to undergo a project work/dissertation as supervised by the Principal/H.O.D. and the other faculty. The work may be either by a research thesis /content analysis/in- depth study. The project work is compulsory. The viva -voice is mainly based on the project work.

**Comprehensive Viva-Voce**

There shall be a Comprehensive Viva-Voce at the end of Semester IV evaluating the over-all performance and portfolio of the student.

***Attendance***

Students shall attend the classes regularly and those who do not put in the minimum attendance will not be permitted to appear for the examination. The Principal /H.O.D. of the Institution shall certify as to the completion of all the academic requirements of the students before they are permitted to appear for the examination.

**SACRED HEART COLLEGE (AUTONOMOUS) THEVARA, KOCHI**  
**REGULATIONS FOR POST GRADUATE PROGRAMMES UNDER CREDIT**  
**SEMESTER SYSTEM (CSS) – 2020**

**1. TITLE**

These regulations shall be called '**REGULATIONS FOR POSTGRADUATE PROGRAMMES UNDER CREDIT SEMESTER SYSTEM (CSS) – 2020**'

**2. SCOPE**

Applicable to all Post Graduate (PG) Programmes of the College with effect from 2020-21 admissions. The provisions herein supersede all the existing regulations for the Post Graduate Programmes of the College.

**3. DEFINITIONS**

- i. '**Programme**' means the entire course of study and examinations.
- ii. '**Duration of Programme**' means the period of time required for the conduct of the programme. The duration of post-graduate programme shall be of 4 semesters and M Phil programmes shall be 2 semesters.
- iii. '**Semester**' means a term consisting of a minimum of 90 working days, inclusive of examination, distributed over a minimum of 18 weeks of 5 working days, each with 5 contact hours of one-hour duration.
- iv. '**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 needs.
- v. '**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.
- vi. '**Extra credits**' are additional credits awarded to a student over and above the minimum credits required for a programme
- vii. '**Programme Credit**' means the total credits of the PG/M Phil Programmes. For PG programmes the total credits shall be 80 and for M.Phil. it shall be 40.
- viii. '**Programme Elective course**' 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.
- ix. '**Programme Project**' 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.

- x. **'Internship'** is on-the-job training for professional careers.
- xi. **'Plagiarism'** Plagiarism is the unreferenced use of other authors' material in dissertations and is a serious academic offence.
- xii. **'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.
- xiii. **'Evaluation'** means every course shall be evaluated by 25% continuous (internal) assessment and 75% end course/end semester (external) assessment.
- xiv. **'Repeat course'** is a course that is repeated by a student for having failed in that course in an earlier registration.
- xv. **'Audit Course'** is a course for which no credits are awarded.
- xvi. **'Department'** means any teaching Department offering a course of study approved by the college / Institute as per the Act or Statute of the University.
- xvii. **'Department Council'** means the body of all teachers of a Department in a College.
- xviii. **'Faculty Advisor'** is a teacher nominated by a Department Council to coordinate the continuous evaluation and other academic activities undertaken in the Department.
- xix. **'College Co-ordinator'** means a teacher from the college nominated by the College Council to look into the matters relating to CSS-PG System.
- xx. **'Letter Grade'** or simply **'Grade'** in a course is a letter symbol (O, A, B, C, D, etc.) which indicates the broad level of performance of a student in a course.
- xxi. Each letter grade is assigned a **'Grade point'** (GP) which is an integer indicating the numerical equivalent of the broad level of performance of a student in a course.
- xxii. **'Credit point'** (CP) of a course is the value obtained by multiplying the grade point (GP) by the Credit (Cr) of the course  $CP=GP \times Cr$ .
- xxiii. **'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 taken by him/her in that semester. The grade points shall be rounded off to two decimal places. SGPA determines the overall performance of a student at the end of a semester.
- xxiv. **'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 by the total number of credits and shall be rounded off to two decimal places.
- xxv. **'Grace Marks'** means marks awarded to course/s, as per the orders issued by the college from time to time, in recognition of meritorious achievements in NCC/NSS/Sports/Arts and cultural activities.

#### 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.

- i. **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.
- ii. The hour related calculation in a course is meant for awarding marks for the course concerned, where applicable.
- iii. **Late entry:** A student is supposed to be in time for the class. Late arrival related treatment is left to the discretion of the individual teacher. However, as a norm, a late arriving student may be permitted to the class, if it is not inconvenient or distraction to the class as such; though attendance MAY NOT BE GIVEN. Late arrival beyond 5 minutes is treated as ABSENCE; though the teacher may consider permitting the student to sit in the class.
- iv. **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. This applies to all sorts of leave – medical, on duty or other.
- v. The student is supposed to report in prescribed format on the very next day of the absence; however, up to a week's time is permitted. Afterwards, the leave applications will not be considered.
- vi. 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.
- vii. **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 Head of the department, and submit it to the Vice Principal. The same will be forwarded by the Vice Principal for attendance entry. **SPORTS:** The approval of the Department of Physical Education and the class teacher is required. The time limit for submission mentioned above is applicable in the case of duty leave as well.
- viii. **Condonation:** A student may have the privilege of condonation of attendance shortage (up to a maximum of 10 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.
- ix. **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 council, 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.  
As a condition for re-admission, the student should have cleared all academic arrears, or should have appeared for the exams in which he/she is having an arrear (if the results are not out), and



should have fulfilled all academic assignments prescribed by the department for compensating for his lack of attendance.

- x. **Unauthorised absence & removal from rolls:** A student absent from the classes continuously for 10 consecutive working days without intimation or permission, shall be removed from the rolls, and the matter intimated to the student concerned. On the basis of recommendation of the department concerned, re-admission process may be permitted by the Principal.

## 5. PROGRAMME REGISTRATION

- i. A student shall be permitted to register for the programme at the time of admission.
- ii. A PG student who registered for the programme shall complete the same within a period of 8 continuous semesters from the date of commencement of the programme.

## 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.

## 7. EXAMINATIONS:

All the End Semester Examinations of the college will be conducted by the Controller of Examination. 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 examination.

## 8. EVALUATION AND GRADING

The evaluation scheme for each course shall contain two parts;

- a. **Continuous Internal Assessment (CIA) and**
- b. **End Semester Examination (ESE).**

The internal to external assessment ratio shall be 1:3, for both courses with or without practical. For all courses except the courses offered by the School of Communication, there shall be a maximum of 75 marks for external evaluation and maximum of 25 marks for internal evaluation.

**In the case of courses offered by the School of Communication**, the internal to external assessment ratio shall be 1:1. (There shall be a maximum of 50 marks for external evaluation and maximum of 50 marks for internal evaluation. In their cases, the components for evaluation and their respective marks shall be determined by their Board of Studies). Both internal and

external evaluation shall be carried out in the mark system and the marks are to be rounded to the nearest integer.

a. **Continuous Internal Assessment (CIA)/ Continuous Assessment:**

The internal evaluation shall be based on predetermined transparent system involving periodic written tests, assignments, seminars/viva/field study/industrial visits/study tour etc. with respect to theory courses and based on written tests, lab skill/records/viva voce with respect to practical courses. The marks assigned to various components for internal evaluation as follows.

**Components of Internal Evaluation for M.C.J**

All the components of the internal evaluation are mandatory.

a) **For Theory**

	<b>Components</b>	<b>Marks</b>
i.	Quiz/ Viva Voce/Study Tour	5
li	Seminar/ exhibition/ screening	10
lii	Assignments	10
lv	CIA written tests (2x5)	10
v	Workshops	15
	<b>Total</b>	<b>50</b>

b) **For Practical**

	<b>Components</b>	<b>Marks</b>
i.	Quiz/Field study/Industrial Visit/ Viva Voce/Study Tour	5
li	Seminar/ exhibition/ screening	10
lii	Assignments	10
lv	Jury/ CIA written tests (2x5)	10
v	Workshops	15
	<b>Total</b>	<b>50</b>

c) Guidelines for projects shall be provided with conduct of each course Evaluation

i. A quiz or viva or field survey or any suitable method shall be used by the course teacher to assess the students and a maximum of 5 marks shall be awarded for this component.

ii. **Seminar**

Components	Marks
Content	5
Presentation	2
Research	3
<b>Total</b>	<b>10</b>

iii. **Assignment**

Components	Marks
Punctuality	1
Content	5
Research	2
Presentation	2
<b>Total</b>	<b>10</b>

iv. **Class Tests:** Every student shall undergo two class tests as an internal component for every course.

b. **End Semester Examination (ESE):** The End Semester Examination in theory courses shall be conducted by the college with question papers set by external expert/ question bank. The evaluation of the answer scripts shall be done by the examiners based on a well-defined scheme of evaluation given by the question paper setters/Prepared as per the direction of the Chairman, Board of Examiners. The evaluation of the End Semester Examinations shall be done immediately after the examination preferably through the centralised valuation.

c. **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 1:1
- 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.
- vi. The mark and credit with grade awarded for the program project should be entered in the grade card issued by the college.

**Components of Internal Evaluation for Projects of M.C.J**

<b>Components</b>	<b>Marks</b>
Topic/Area selected	5
Research	10
Punctuality-Regularity	5
Design-Treatment	10
Content	10
Revision	5
Presentation	5
<b>Total</b>	<b>50</b>

**Components of External Evaluation for Projects of M.C.J**

<b>Components</b>	<b>Marks</b>
Topic/Area selected	5
Objectives	5
Research	10
Content/Analysis	10
Presentation	10
Conclusions/Findings/Summary	5
Reference	5
<b>Total</b>	<b>50</b>

#### **d. Comprehensive Viva-voce**

Comprehensive Viva-voce shall be conducted at the end of the programme, which covers questions from all courses in the programme as per the syllabus.

Note: The Board of studies of the concerned subject is permitted to make changes, if necessary, in the credits and internal–external ratio for the projects and comprehensive viva-voce without changing the total credit 80.

#### **Grade and Grade Points**

For all courses (theory & practical), Letter grades and grade point are given on a 10-point scale based on the total percentage of marks, (CIA+ESE) as given below: -

<b>Percentage of Marks</b>	<b>Grade Point (GP)</b>	<b>Grade</b>	<b>Indicator</b>
<b>95 and above</b>	<b>10</b>	<b>A<sup>+</sup></b>	<b><i>Outstanding</i></b>
<b>85 to below 95</b>	<b>9</b>	<b>A</b>	<b><i>Excellent</i></b>
<b>75 to below 85</b>	<b>8</b>	<b>B<sup>+</sup></b>	<b><i>Very Good</i></b>
<b>65 to below 75</b>	<b>7</b>	<b>B</b>	<b><i>Good</i></b>
<b>55 to below 65</b>	<b>6</b>	<b>C<sup>+</sup></b>	<b><i>Above Average</i></b>
<b>45 to below 55</b>	<b>5</b>	<b>C</b>	<b><i>Average</i></b>
<b>40 to below 45</b>	<b>4</b>	<b>D</b>	<b><i>Pass</i></b>
<b>Below 40</b>	<b>0</b>	<b>F</b>	<b><i>Deficient( Fail)</i></b>

Grades for the different semesters and overall Programme are given based on the corresponding SGPA/CGPA as shown below:

<b>SGPA/CGPA</b>	<b>Grade</b>	<b>Indicator</b>
Equal to 9.0 and above	<b><i>A<sup>+</sup></i></b>	<b><i>Outstanding</i></b>
Equal to 8.0 and below 9.0	<b><i>A</i></b>	<b><i>Excellent</i></b>
Equal to 7.0 and below 8.0	<b><i>B</i></b>	<b><i>Very Good</i></b>

Equal to 6.0 and below 7.0	<b>B</b>	<b>Good</b>
Equal to 5.0 and below 6.0	<b>C+</b>	<b>Fair</b>
Equal to 4.0 and below 5.0	<b>C</b>	<b>Pass</b>
Below 4.0	<b>F</b>	<b>Deficient( Fail)</b>

A **separate minimum of 40% marks** required for a pass for both internal evaluation and external evaluation for every PG Programme.

A candidate who has not secured minimum marks/credits in internal examinations can re-do the same registering along with the end semester examination for the same semester, subsequently. A student who fails to secure a minimum mark/grade for a pass in a course can be permitted to write the examination along with the next batch.

After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of semester, a student should pass all 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.

**Credit Point (CP)** of a course is calculated using the formula

**CP = Cr x GP**, where Cr = Credit; GP = Grade point

**Semester Grade Point Average (SGPA)** of a Semester is calculated using the formula

**SGPA = TCP/TCr**, where

**TCP = Total Credit Point of that semester =  $\sum_1^n CPI_i$** ;

**TCr = Total Credit of that semester =  $\sum_1^n Cri$**

Where n is the number of courses in that semester

**Cumulative Grade Point Average (CGPA)** of a Programme is calculated using the formula

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

SGPA/CGPA shall be round off to two decimal places

To ensure transparency of the evaluation process, the internal assessment marks 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 mark.

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.

## **9 Admission**

- Basic academic qualification is graduation in any field.
- Candidates must clear a written test based on aptitude and general topics related to media and English, and an interview.
- The written test and interview will have equal weightage (i.e. 50:50), based on which, a Merit List will be drawn.

## **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.
- d. The mode of fee remittance shall be through the prescribed bank.

## **11 Supplementary Examinations**

Candidates who failed in an examination can write the supplementary examination conducted by the College along with regular examinations.

## **12 Improvement of Examination**

There will be no improvement examinations for PG programmes.

## **13 Promotion to the Next Higher Semester**

A candidate shall be eligible for promotion from one semester to the next higher semester 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.

## **14. 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.

#### **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.

#### **16. Monitoring**

There shall be a Monitoring Committee constituted by the Principal consisting of faculty 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.

#### **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:** At the level of the concerned course teacher

**Level 2:** At the 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.

#### **INTERNSHIP (On-the-job training)**

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. The students' comprehensive report along with their works done during this period will be submitted to the Head of Department for evaluation. A faculty member will monitor the students during the Internship.



**Courses of study**

There shall be a total of 15 theory papers of hundred marks each besides practical papers, dissertation, internship and Comprehensive Viva-Voce. The theory paper examinations shall be held at the end of the respective semesters. The internal marks to every paper shall be awarded by the teachers concerned in consultation with the Principal/H.O. D. on the basis of the performance of students in the class tests, assignments, seminars and workshops performance during the course as per the University guidelines.

## **POSTGRADUATE PROGRAMME OUTCOMES (POs)**

At the end of the programme the students are able to,

### **PO1**

Exercise their critical thinking in creating new knowledge leading to innovation, entrepreneurship and employability.

### **PO2**

Effectively communicate the knowledge of their study and research in their respective disciplines to their stakeholders and to the society at large.

### **PO3**

Make choices based on the values upheld by the institution, and have the readiness and know-how to preserve the environment and work towards sustainable growth and development.

### **PO4**

Develop an ethical view of life and have a broader (global) perspective transcending the provincial outlook.

### **PO5**

Explore new knowledge independently for the development of the nation and the world and are able to engage in a lifelong learning process.

## **PROGRAMME SPECIFIC OUTCOMES (PSOs)**

**At the end of the programme a student should be able to:**

### **PSO1**

Demonstrate knowledge and understanding of the media industry along with practical and theoretical concepts of Journalism & Mass Communication.

### **PSO2**

Gather information and use digital literacy in capturing data from various sources and develop an aptitude for innovative communication.

### **PSO3**

Think critically and creatively, developing an interest in discovering new horizons in Journalism & Mass Communication.

### **PSO4**

Evaluate the opportunities available within the creative environment of Journalism and Mass Communication to identify careers or develop their own ventures.

### **PSO5**

Create a continuous learning environment for engaging themselves and to remain up to date with new knowledge in Journalism and Mass Communication.

## CONSOLIDATED SCHEME

<b>Master of Communication and Journalism (M.C.J)</b>				
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Hours per week</b>	<b>Credits</b>
<b>FIRST SEMESTER</b>				
20P1MCJT01	Introduction to Communication	Theory	4	4
20P1MCJT02	History and Development of Journalism	Theory	4	4
20P1MCJT03	News Reporting	Theory	4	4
20P1MCJT04	Advertising Practice	Theory	4	4
20P1MCJP01	Practical: News Reporting	Practical	9	3
20P1MCJXC1	Heritage and Cultural Studies	Theory (Additional credit)	2	2
Total Compulsory Credits				19
<b>SECOND SEMESTER</b>				
20P2MCJT05	Media Ethics, Laws and Education	Theory	4	4
20P2MCJT06	Magazine Journalism and feature writing	Theory	4	4
20P2MCJT07	Media Management	Theory	3	3
20P2MCJT08	New Media Journalism and Technical Writing	Theory	4	4
20P2MCJP02	Editing and Translation	Practical	10	4
Total credits				19

<b>THIRD SEMESTER</b>				
20P3MCJT09	Public Relations and Corporate Communication	Theory	3	3
20P3MCJT10	Radio and Television	Theory	4	4
20P3MCJT11	Research Methods for Media	Theory	4	4
20P3MCJT12	Film Studies	Theory	4	4
20P3MCJP03	Video Production	Practical	10	4
20P4MCJIN1	Internship 1	Internship		1
20P3MCJXC2	Sports Journalism	(Additional Credit)Theory	2	2
Total compulsory credits				20
<b>FOURTH SEMESTER</b>				
20P4MCJT13	Business Journalism	Theory	4	4
20P4MCJT14	Communication for Development	Theory	4	4
20P4MCJT15(A) OR	Malayalam Journalism	Theory	3	3
20P4MCJT15(B)	Health Communication	Theory		
20P4MCJPJ1	Dissertation	Project		6
20P4MCJIN2	Lab Journal & Internship	Internship		3
20P4MCJCV1	Comprehensive Viva-Voce	Viva-Voce		2
20P4MCJXC3	Paper Presentation in International/National/Regional Seminar/Conference	Additional Credit		1
20P4MCJXC4	Paper Publication in UGC Approved/ Scopus indexed Journal	Additional Credit		1
Total compulsory credits				22
<b>Total compulsory Credits in Four Semesters</b>				<b>80</b>

## **SYLLABUS**

## 20P1MCJT01

### INTRODUCTION TO COMMUNICATION

#### COURSE OUTCOMES:

- Demonstrate knowledge and understanding of media industry along with practical and theoretical concepts of journalism & mass communication
- Explore information and use digital literacy in capturing data from various sources and develop innovative communication aptitude
- Think critically, creatively, and demonstrate curiosity to discover new horizons in journalism & mass communication
- Evaluate the opportunities available from the creative environment of communication to identify career or develop their own ventures
- Create continuous learning environment for engaging themselves to update with new knowledge in Journalism and Mass Communication
- Demonstrate a general sense of how communication theory relates to the practice of 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, Laswell, Schramm and Osgood, Gerbner, New Comb, David Berlo's SMCR, Becker, Riley and Riley, De Fleur, Westley and McLean, Spiral of Silence Theory: structure, functions, applications, merits and demerits - Theories of Communication: Magic Bullet Theory, Two Step Flow Theory, Cultivation Theory, Agenda Setting Theory, Uses and Gratification Theory, Diffusion of Innovation, Sadharanikaran Theory.

#### Module 3

Mass media: nature, scope, merits and demerits - Normative theories of the Press: Authoritarian, Libertarian, Communist, Social Responsibility, Development Media and Democratic Participant - 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.) (1971). *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.
- Ettore & 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?*



## 20P1MCJT02

### HISTORY AND DEVELOPMENT OF JOURNALISM

#### COURSE OUTCOMES:

- Enhance student's knowledge of media history
- Develop knowledge about the origin and growth of journalism at global level.
- Understand the evolution of the Press in India
- Know about the pioneers who shaped modern journalism
- Understand the characteristics and growth of Malayalam Journalism
- Develop ability to **critically analyse the history of Indian press and broadcasting media**

#### 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 Press Academy.

#### Module 5

**Press Council of India:** structure and functions- Information and Broadcasting Ministry's outlets – PIB - Publication Division- Field Publicity - Song and Drama Division –RNI - concepts of ombudsman - Readers' Editor – issues of regulations in broadcasting.

**References:**

- 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
- Irving E. Fang (1997), *A History of Mass Communication: Six Information Revolutions*. F Waltham, Massachusetts: Focal Press.
- Lyn Gorman, David McLean (2003), *Media and Society into the 21st Century: A Historical Introduction*. Oxford, West Sussex: Wiley-Blackwell
- Briggs and Peter Burke (2010), *Social History of the Media: From Gutenberg to the Internet*. Cambridge: Polity Press
- 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

## **20P1MCJT03**

### **NEWS REPORTING**

#### **COURSE OUTCOMES:**

- Recognize and articulate good new story
- Understand and analyze the sources and types of information that provide the basis for news stories
- Understand the importance of diversity in reporting stories and selecting sources
- Research and write publishable work for news organizations with multiple distribution platforms
- Critically analyse and respect the value of multiculturalism and diversity in media writing, and research and write for increasingly multi-cultural audiences
- Understand the ethical and legal constraints affecting newsgathering and publication

#### **Module 1**

News: concepts, definitions, elements, values - News classification - Sources of news - Techniques of news gathering; Wire service and news flow.

#### **Module 2**

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 3**

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.

#### **Module 4**

**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- editorial writing- opinion page- human interest stories.

## Module 5

**Art of interviewing: types of interviews-** Types of reporting: investigative reporting, interpretative, narrative, 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- Writing Reviews: Book, Film.

### 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.). Macmillan, 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.
- M. V Kamath (1981), *The Journalist Handbook*. Vikas Publishing House, New Delhi.
- M.V Kamath (1980), *Professional Journalism*, Vikas Publishing House, New Delhi.
- Neil Henry (2013), *American Carnival: Journalism Under Siege in an Age of New Media*. University of California Press.
- Usha M. Rodrigues, Maya Ranganathan, (2014), *Indian News Media: From Observer to Participant*. Sage, New Delhi.
- Natalie Fenton (2014), *New Media, Old News: Journalism and Democracy in the Digital Age*. Sage, London.
- Curtis Macdougall (7<sup>th</sup> Ed.) (1977), *Interpretative Reporting*, Macmillan, NY.
- Ronald De Walk & J. J. Astor, *Introduction to Online Journalism: Publishing News and Information*.
- Tom Koth, *Art of Modern Journalism in the 21st Century: Online Information, Electronic Databases and the News*, Adamantine Press Ltd.
- Batty Craig and Cain Sandra (2010), *Media Writing: A Practical Introduction*. Palgrave Macmillan.
- Stovel, G (2006). *Writing for Mass Media*, 6th edition. Allyn and Bacon.
- Strunk, William & White, E.B. (1999), *The Elements of Style*. Longman.
- Clark, Roy Peter. (2006), *Writing Tools: 50 Essential Strategies for Every Writer*.
- Little, Brown & Raman, Usha (2009). *Writing for the Media*.

## 20P1MCJT04 ADVERTISEMENT PRACTICE

### COURSE OUTCOMES:

- Demonstrate an understanding of the overall role advertising plays in the business world
- Introduce the ethical perspective of advertising
- Identify and understand the various advertising media
- Demonstrate an understanding of advertising strategies and budgets
- Understand the significance of Integrated Marketing Communication in today's Context
- Demonstrate an understanding of how an advertising agency operates

### 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 and Social aspects of Advertising - Ethical & Regulatory Aspects of Advertising - Apex Bodies in Advertising: AAI, ASCI and their codes.

### Module 2

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

### 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

## 15P1MCJP01

### PRACTICAL: NEWS REPORTING

#### COURSE OUTCOMES:

- Be able to **develop the reporting skills and news stories**
- Be able to undertake different types of reporting activities; Press Conference, Cultural, Events, Interviews etc.
- The students will also become aware of the latest trends followed in reporting
- They are trained to package the information in various formats of news presentation

#### Parameters

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

**Press conference** - Have to attend the press conferences of a day, and make 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.

#### 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.
- C Warren (1959), *Modern News Reporting*. New York: Harper and Row.
- John Owen, Heather Purdey (eds.) (2009), *International News Reporting: Frontlines and Deadlines*. West Sussex: Wiley Blackwell.
- Karin Wahl-Jorgensen, Thomas Hanitzsch(eds.) (2009), *The Handbook of Journalism Studies*. Oxon, New York: Routledge.

**20P1MCJXC1**  
**HERITAGE AND CULTURAL STUDIES**  
**(Additional Credit Course)**

**COURSE OUTCOMES:**

- Understand Indian Culture, Language and Literature
- Be able to discuss and present key texts in the field of Indian Culture
- Be able to understand Indian arts and architecture
- introduce, explore and critically evaluate emerging approaches, issues and trends in the theories and practices heritage policy
- **Understand 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/Draavidian/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.

**20P2MCJT05**  
**MEDIA ETHICS, LAWS AND EDUCATION**

**COURSE OUTCOMES**

- Understand how Indian media laws and regulations compare with those of other nations
- Understand how media policies and regulations enable or constrain effective media environments
- Understand the obligations and rights of media practitioners in the execution of their duties
- Understand some of the problems and limitations of applying old media laws in new media environments
- Be able to appreciate the complex issues associated with media regulation
- Understand 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.
- Venkatlyer (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.

## 20P2MCJT06

### MAGAZINE JOURNALISM AND FEATURE WRITING

#### COURSE COUTCOMES:

- Understand the different classification of magazines and various writing styles
- Identify the contents of a magazine and the latest trends in magazines
- Able to learn the essential skills of design and layout of a magazine
- Able to discover the characteristics of magazines
- Understand the difference between a newspaper and a magazine
- Ability to determine how to write magazine 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, Info graphs, 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.

#### Modul4

**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.

## 20P2MCJT07

### MEDIA MANAGEMENT

#### COURSE OUTCOMES:

- Understanding the specificities of management & media management
- Develop a theoretical foundation in media economics, finance and business strategy
- Familiarize the appropriate management skills and an analytical perspective on the media industries
- Illustrate the evolution of the regulatory and policy environment in which media operate
- Provide ideas about the opportunities and challenges in media institutions
- Implementing specific tools, practices and media management strategies

#### 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: 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 KohliKhandeka (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.

## 20P2MCJT08

### NEW MEDIA JOURNALISM AND TECHNICAL WRITING

#### COURSE OUTCOMES:

- Understand the concept of new media technologies with special emphasis on the web world with recent trends
- Be able to describe and explain the implication of new concepts, products and services within the area of Internet and new media
- Be able to describe, analyse and discuss the current development of Internet and new media and its consequences for the new media industry today
- Understand and know how to follow the stages of the writing process (prewriting/writing/rewriting) and apply them to technical and workplace writing tasks
- Publishing a meaningful story based on acquiring and analyzing data.
- Gain the technical skills of mobile newsgathering through the use of mobile devices and apps to gather, produce, and distribute news content
- Understand 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. 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 3

**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-Design 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 –

#### Module 4

**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*

## 20P2MCJP02

### EDITING AND TRANSLATION

#### COURSE OUTCOMES:

- Understand the basic elements of editing
- Understand the ethical foundations of the profession and its values
- Be able to handle news selection, processing, prioritizing and finally, designing the end product
- Develop coordinating skills and the ability to work to deadlines
- Evaluate the importance of letters to the editor, proof reading, symbols of proof reading and duties and responsibilities of proof readers

#### Module 1

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 2

**News processing:** mode of transmitting news stories to the editorial desk, copy flow, copy desk personnel - News editing process: analysing the elements of a news story, checking facts and figures, correcting language and grammar, rewriting leads and stories, condensing stories, slanting of news, localizing news - Handling wire - Proof reading and Stylebook - Rewriting headings: headlines: types, functions and trends, writing heads and sub heads, Unit counts –Writing editorials and middle pieces - correspondent's copy, revising hand-outs: spot objectivity Vs advocacy in new stories - Fundamentals of Electronic editing, glossary of editing, running stories.

#### Module 3

Translation: meaning, need, basic principles of translation – Theories of translation – News translation: editing and translating a news copy

#### Module 4

**News photographs:** basic elements of a news photograph, selection and editing of pictures, writing captions and cut lines for photographs – Photo selection and photo editing, photo editing software – Cutline & caption writing - Photo layout principles - Types illustrations: Fundamentals of typography, types and type setting process, space saving techniques.

#### Module 5

**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:

- Floyd K. Baskette, Jack Z. Scissors, Brian S. Brooks (1971), *The Art of Editing*, Macmillan Publishers.
- M.K. Joseph (1997), *Outline of Editing*, Anmol Publications Pvt. Ltd.
- 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.

**20P3MCJT09**  
**PUBLIC RELATIONS & CORPORATE COMMUNICATION**

**COURSE OUTCOMES:**

- Understand the various concepts of public relation
- Determine how PR works as a discipline of management
- Determine how to plan public relations campaigns
- Determine how to formulate public relations strategies
- Understand the functions of PR agency
- Able to produce press releases and other PR tools

**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. Wilcoxe& 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.

## 20P3MCJT10

### RADIO AND TELEVISION

#### COURSE OUTCOMES:

- Emphasizes the visual aspects of Journalism
- To understand Electronic News Gathering, News Bulletins
- Practical knowledge on fiction and non-fiction Film making.
- Understanding the Radio through practical exercises on Radio Production,
- Imparts theoretical Aspects of films
- To understand the history 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: Focal Press
- Bob Gilmurray (2013), *The Media Student's Guide to Radio Production*. Maitland 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

## 20P3MCJT11

### RESEARCH METHODS FOR MEDIA

#### COURSE COUTCOMES:

- Demonstrate knowledge of research literacy
- Demonstrate a sound knowledge of basic research methods
- Demonstrate an understanding of the significant risk and ethical issues raised by the conduct of media research
- Demonstrate a working knowledge of the theories and frameworks through which media are analysed and understood
- Demonstrate familiarity with research into media audiences and users
- Develop an understanding of media industries and institutions, particularly the role that research plays within the knowledge economy and future career development

**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, medium 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 co-efficient 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 media research - recent trends in communication and media research.



## References

1. Anders Hansen, Simon Cottle, Ralph Negrine, Chris Newbold (first edition) (1998), *Mass Communication & Research Methods*, Mac Millan Press Ltd.
2. Klaus Krippendorff (2004), *Content Analysis-An Introduction to its Methodology*, Sage Publications.
3. Roger D. Wimmer& Joseph R. Dominick (2013), *Mass Media Research- An Introduction*, Wadsworth Publishing Company.
4. Arthur AsaBerjer (2013), *Media and Communication Research Methods-An introduction to Qualitative and Quantitative approaches*, Sage Publications.
5. S.K. Sikka (first Edition) 2009, *Media Research Methodology*, Cyber Tech Publications, New Delhi,
6. Leon Festinger, Daniel Katz (1954), *Research Methods in the Behavioural Sciences*, Holt,Rinehart & Winston of Canada Ltd.
7. Barrie Gunter (2000), *Media Research Methods*, Sage Publications.
8. Julian L. Simon (1969), *Basic Research Methods in Social Science*, Random House, New York.
9. William J.Goode & Paul K. Halt(1952), *Methods in Social Research*, McGraw-Hill.
10. Karl Erik Rosengren, Lawrence A.Wenner, Philip Palmgreen (first edition) (1985), *Media Gratification Research*, Sage Publications.

## 20P3MCJT12

### FILM STUDIES

#### COURSE COUTCOMES:

- Undertake comprehensive analysis of various films;
- Evaluate film as a social and cultural document;
- Critically discuss a film and its context in an oral presentation;
- Present ideas on film history and theory in a clear written format;
- Understand the role of film within digital humanities
- To develop general conclusions by synthesizing specific cases and by utilizing film-studies methods

#### Module1

Basic aspects of film language; mise-en-scene editing and meaning film narratives - economics of film production - - concept of visual aesthetics,

#### 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 –and Shyam 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.

## 20P3MCJP03 VIDEO PRODUCTION

### COURSE OUTCOMES:

- Be able to produce a new story
- Be able to shoot and edit news stories using a video camera, external mic, video editing software
- Be able to record, edit and audio profile story using a digital recording device
- 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 of which one will take the role of a news cameraman. The rest part of the news bulletin 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 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. Candidate would provide with ENG camera and one DV cassette for the production.
5. Maximum rushes should not exceed 20 minutes.
6. A group of 2 students as per the prepared unit will cover the story
7. The work has to be done as ENG production with the candidate him/herself doing direction, editing and sound.
8. Shooting will be permitted only within 10 kilometers from the campus and should be undertaken within three hours.
9. 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.

## 20P3MCJIN1 INTERNSHIP 1

### COURSE OUTCOMES

- Exposure and work on live projects in the industry and create portfolios.
- Work with other industry professionals, collaborate with other individuals as members of a team and enhance communication skills.
- Analyze 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. The students' comprehensive report will be submitted to the HOD for evaluation along with a certificate of internship from the organisation. A faculty member will monitor the students during the internship.

## 20P3MCJXC2

### SPORTS JOURNALISM

#### COURSE OUTCOMES:

- Be able to write sports stories, in short form and long form
- Be able to gather sports information, at games, practice, through social media, and interviews
- Be able to report sports stories, in all media forms: print, audio, visual, online, social media
- Be able to do personal branding and entrepreneurial sports journalism
- 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:

1. Abraham Amador (2003), *Real Sports Reporting*, Indiana University Press.
2. Paul Potrac, Wade; Gilbert, Jim Denison (2012), *Routledge Handbook of Sports Coaching*, Routledge.
3. K. C. Thakur (2010), *Sports Journalism*; Bookwin, Delhi.
4. Kathryn T Stofe (2009), *Sports Journalism: An Introduction to Reporting and Writing*, Rowman & Littlefield Publishers.
5. L Jones Robyn, Robyn L Jones, Mike Hughes (2007), *An Introduction to Sports Coaching: From Science and Theory to Practice: Volume 1*, Routledge.
6. Phil Andrews (2005), *Sports Journalism: A Practical Introduction*; Sage Publications.
7. Prasad Kumar Mishra (2012), *Sports Journalism*, Sports Publication

## 20P4MCJT13 BUSINESS JOURNALISM

### COURSE COUTCOMES:

- To Work in a variety of newsrooms and adequately cover business news stories.
- Understanding basic areas in business journalism and how to write about them with Intelligence and understanding.
- Be able to explain key financial terms.
- Undertake basic analysis on a variety of companies from the listed to semi-states.
- Be able to read a company result report and know where to look.
- Understand and write about wider economic issues, government budgets, industrial relations, how firms communicate.

### 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.



## 20P4MCJT14

### COMMUNICATION FOR DEVELOPMENT

#### COURSE OUTCOMES:

- Get the concept of Development Communication
- Analyze different approaches and theories
- Provide ideas and models for communication in the modern society
- Understand the core areas of Development and Development Campaign
- Inculcate the idea of social responsibility and create awareness of state and central government welfare measures
- Train the students on various media programme formats of development communication

#### 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, MacmillanPublishers.
- 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**

#### **COURSE OUTCOMES:**

- To enhance student's knowledge on importance of regional language journalism
- To understand and critically analyse the characteristics and growth of journalism in Malayalam speaking regions
- To know about the pioneers who shaped modern Malayalam journalism
- To develop skills in preparing 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 Pillai, 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*
- Perunna K.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.

## 20P4MCJT15 (B)

### HEALTH COMMUNICATION

#### COURSE OUTCOMES:

- Understand the concept of Health and Disease
- Understand the important aspects of communicating health news and information to public
- Determine how communication processes, policies, and methodologies are deployed to improve quality of public health
- Able to convey health news and information in clear, meaningful, and understandable ways to readers, viewers, and listeners across various media platforms
- Understand the role of health journalist to deliver to the public health related news and information
- Understand the **ethical concerns in and practices of communicating health news and information**

#### 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

## 20P4MCJPJ1 DISSERTATION

### COURSE COUTCOMES:

On successful completion of the Dissertation the student will have:

- Demonstrated their capacity to carry out a substantial piece of academic work on a selected topic in the field of Media Studies.
- Defined a topic for examination and articulated a coherent scheme for examining the topic.
- Gathered the relevant information and analysed and presented this information in a way which satisfactorily assesses the topic

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

### 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 marks) 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 marks) will be based on the Viva- voce and the overall quality of the thesis.

**20P4MCJIN02**  
**LABORATORY JOURNAL AND INTERNSHIP 2**

**COURSE OUTCOMES:**

- Understand the selection of news stories (news value), writing style and page layout.
- Be able to make different layout for news stories using different software.
- Students will be able to produce newspapers individually

Students have to make individual lab (news) journals having minimum of 8-9 news stories.

**LAB JOURNAL (50 marks)**

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.

**INTERNSHIP (On-the-Job training) (50 marks)**

**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
- Students will develop strong communication skills and learn how to succeed working environment
- Students will add to their already established skillset and develop further skills in their area of work
- Students will show an ability to synthesize their overseas internship experience, showing what they learned, gained, and developed while abroad in the essay assignments.

Students shall undergo internship in a recognized newspaper or 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 MCJ Programme. Internship is compulsory.

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**

**COURSE OUTCOMES:**

- To enable the students to review and evaluate the overall work done by the student in four Semesters of Programme

Presentation and **evaluation of the overall work done by the student** in four Semesters of MCJ through Viva-Voce.

Marks: 100

Method: Viva-Voce

## **ADDITIONAL CREDITS**

### **20P4MCJXC3**

#### **Paper Presentation in International/National/Regional Seminar/Conference**

Additional credit will be awarded to students who present **research papers in in International/National/Regional Seminar/Conference**

### **20P4MCJXC4**

#### **Paper Publication in UGC Approved/ Scopus indexed Journal**

Additional credit will be awarded to students who **publish research a paper in UGC Approved/ Scopus indexed Journal**