

**SACRED HEART COLLEGE (AUTONOMOUS), THEVARA  
KOCHI, KERALA, 682013**



**CURRICULUM AND SYLLABI**

**MA COMMUNICATION AND JOURNALISM PROGRAMME**

**MCJ (AUTONOMOUS 1)**

**2014**

## **OBJECTIVE**

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.

## **INTRODUCTION**

The scope of Journalism and Communication Studies has expanded in recent years and it has found new dimensions with the advent of new media. The MCJ program 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 course 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.

## **COURSE DURATION**

The course will be completed over a period of 2 years, as 4 semesters. Every semester will consist of 125 hours of instruction and apart from this there will be workshops, debates and exhibitions in every semester regarding relevant topics.

## **ELIGIBILITY**

- Basic academic qualification is a 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.

## **EVALUATION**

There shall be an End Semester examination (ESE) either written or practical for each paper. A paper carries a total of 100 marks each. The distribution of marks in each paper shall be 75% for ESE and 25 % for Continuous Internal Assessment (CIA). The Internship carries 50 marks.

Students' seminars to be organized once in a week are compulsory. Students should turn in before deadline the class assignments given by the teachers from time to time. Internal assessment marks will be given to the students on the basis of assignments, class tests, general behaviors and attendance.

**COURSE SUMMARY**

Course Name	Hours per week	Credit	Exam Duration
Introduction to Communication (T)	4	4	2
History and Development of Journalism (T)	4	4	2
Public Relations & Corporate Communication (T)	4	4	2
News Reporting (T)	3	3	2
News Reporting: Practical	10	4	5
		<b>19</b>	
Media Management and Production (T)	4	4	2
Business Journalism (T)	4	4	2
Advertising Practice (T)	4	4	2
Editing Techniques and Translation (T)	3	3	2
Editing and Translation: Practical	10	4	5
		<b>19</b>	
Media Law and Ethics (T)	4	4	2
Health Communication (T) / Malayalam Journalism	4	4	2
Magazine Journalism (T)	4	4	2
Radio, Television and Cinema (T)	3	3	2
Radio and Video Production: Practical	4	4	5
		<b>19</b>	
Communication for Development (T)	5	4	2
Research Methods for Media (T)	5	4	2
New Media, Feature and Technical Writing (T)	5	4	2
Practical: Laboratory Journal/ Internship	10	4	5
Dissertation		4	5
Comprehensive Viva - Voce		<b>3</b>	

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		<b>23</b>	
<b>Total</b>		<b>80</b>	

**SUBJECT CODE**

**First Semester**

P1MCJT01: Introduction to Communication (Theory)

P1MCJT02: History and Development of Journalism (Theory)

P1MCJT03: Public Relations & Corporate Communication (Theory)

P1MCJT04: News Reporting (Theory)

P1MCJP01: Practical: News Reporting

**Second Semester**

P2MCJT05: Media Management and Production (Theory)

P2MCJT06: Business Journalism (Theory)

P2MCJT07: Advertising Practice (Theory)

P2MCJT08: Editing Techniques and Translation (Theory)

P2MCJP02: Practical: Editing and translation

**Third Semester**

P3MCJT09: Media Law and Ethics (Theory)

P3MCJT10 (A): Malayalam Journalism (Theory)

P3MCJT10 (B): Health and Communication (Theory)

P3MCJT11: Magazine Journalism (Theory)

P3MCJT12: Radio, Television and Cinema (Theory)

P3MCJP03: Practical: Radio and Video Production

**Fourth Semester**

P4MCJT13: Communication for Development (Theory)

P4MCJT14: Research Methods for Media (Theory)

P4MCJT15: New Media, Feature and Technical (Theory)

P4MCJP04: Practical: Laboratory Journal/ Internship

P4MCJPI: Project / Dissertation

P4MCJCV: Comprehensive Viva-Voice

### **INTERNSHIP (on the job training)**

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 the MCJ course. Internship is compulsory.

### **PASS REQUIREMENTS**

- The aggregate marks (ESE + CIA) required for a pass in each paper including Internship shall be 40%. The pass minimum for End Semester Evaluation (Written/Practical) shall be 35% and 40% for Continuous Internal Assessment. All the components of the Continuous Internal Assessment will be considered as a single unit.
- The candidates failing in any papers in the semester examinations will have to reappear for the same along with the junior batch. (There will be no separate supplementary examination for the failed candidates). Internal marks secured by the candidate will be carried over to the supplementary appearance. The candidates will have to re-do/re-appear only the part in which he/she has failed to secure the minimum. In case a candidate fails in the Continuous Internal Assessment he/she will have to re-do the same altogether with the subsequent batch, as a supplementary candidate

### **GRADING OF RESULTS**

A candidate must secure 40% in each paper in all six semesters in order to get a pass.

The index for classification will be as follows:

40% and above but below 50%: Third Class

50% and above but below 60%: Second Class

60% and above: First Class

## **Regulations & Subjects of Study**

### **Introduction**

The M.C.J. Course 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. course 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. They 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 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 the MCJ course. 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 the deadline the class assignments given by the teachers from time to time. Internal assessment marks will be given to the students on the basis of assignments, class tests, and general behavior 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.

### **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 / Head of the Department shall certify as to the completion of all the academic requirements of the students before they are permitted to appear for the examination.

### **Subject of study**

There shall be a total of 11 theory papers of hundred marks each besides practical papers, dissertation and viva voce. The theory paper examination shall be held at the end of the respective semester. 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 test, assignments, seminars and performance during

the course as per the University Guidelines.



# **SEMESTER-I**

## **P1MCJT01**

### **INTRODUCTION TO COMMUNICATION**

#### **Objective**

To give a basic understanding about communication studies, its relevance and applicability.

**Module 1:** Communication - Definitions, Meaning, Elements, Process, Functions, Nature, Features & Scope 7 Cs of Communication. Barriers to communication. Early Forms of Communication, Human Communication- Verbal & Non Verbal. Types of Communication. Sociological & Psychological needs & importance. Media as a social institution. Media Influence on socialization.

**Module 2:** Models of Communication - Aristotle, Claude E. Shannon & Weaver, Harold D. Lasswell, Wilbur Schramm, Charles E. Osgood E. Osgood, Gerbner, New Comb, David Berlo, SMCR, Becker, Riley & Riley, De Meur, Westely & Maclean-structure, functions, applications, merits & demerits.

**Module 3:** Emergence of Mass Media. Mass Communication- Nature, Functions, Scope. Opinion leaders, Gatekeepers, Persuaders. Present Scenario of Mass Media. Internet- Nature, Scope merits & demerits, Multi-Mediality, Blogging. Social media as a new method of communication. Demassification, Convergence, Accessibility, Reach. Global issues in Mass Communication: the Geopolitics of Information and Cultural Imperialism – Media Imperialism – Neo colonialism and Media Globalism: Indian Experience.

**Module 4:** Mass Media effects- impacts on different groups, attitude and behavioural changes, Media Audience Analysis, typology of audience & critical consumer – Audience Construction – Social Patterns of Media Reception

**Module 5:** Folk Media, Culture and communication. - Roland Barthes, Herbert Schiller, Noam Chomsky, Jacobson, Thompson. Culture as a social Institution – Value Systems: Eastern and Western Perspectives. Intercultural Communication: Traditional Communication Media and Modern Mass Media as vehicles of Intercultural Communication, Culture and Media, Popular Culture and Indian Media.

#### **ReadingList**

- 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 Fluier (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*.

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Urbana: University of Illinois Press,

- Hugh Mackay & Tim O'Sullivan (1999). *The Media Reader*. London, New York : Sage Publications
- Denis McQuail (2009). *McQuail's Mass Communication Theory*. London, Los Angeles, New Delhi: Sage publications
- Daniel Chandler, Rod Munday (2011). *A Dictionary of Media and Communication*. New York: Oxford University Press.

## P1MCJT02

### HISTORY AND DEVELOPMENT OF JOURNALISM

#### Objective

To enhance student's knowledge of media history and help them appreciate the evolution of the processes, and pioneers who shaped modern day journalism.

**Module-1:** Press: Its importance and significance. Origin and Growth of Journalism at global level. Beginning of Journalism in India. The early print media in India. India's first Newspaper. James Augustus Hicky. Indian Press in Nineteenth Century. Contributions of Christian Missionaries to Indian Journalism. Serampore missionaries. James Silk Buckingham. Early Journalism in Madras, Bombay & Calcutta.

**Module-2:** Indian media. Media in pre-independence Era. First war of Indian Independence Era. First war of Indian Independence. The Birth of Indian language journals. Raja Ram Mohon Roy. The birth of Indian National Congress. National leaders and their contributions to media.

**Module-3:** Indian Press and freedom struggle. Indian press after Independence. The History of English Daily Newspapers. Prominent Journalists in India. Indian Media & Emergency In India.

**Module-4:** History of language press, Characteristics and growth of Malayalam Journalism- Prominent Newspapers and journalists in Malayalam. History of Indian Broadcasting-AIR- Doordarshan. Private Satellite Channels, Educational and Instructional TV. INSAT, Prasar Bharati-Commercial Broadcasting, EM Radio, Satellite & Internet Radio.

**Module-5:** Press Commissions and Committees-Recommendations. AK Chanda, BG Verghese, P.C. Joshi, Kuldip Nayar, Justice Manisana. News agencies and syndicates, PTI, UNI, Professional Organizations, INS, RNI, Press Council of India, IIMC-Press Institute of India, PIB, publication Division, AMIC, IFWJ. Kerala Press Academy.

#### Reading List

- Ashish Rajadhyaksha (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 .*A History of Mass Communication: Six Information Revolutions*. FWaltham, Massachusetts: Focal Press, 1997
- Lyn Gorman, David McLean (2003). *Media and Society Into the 21st Century: A Historical Introduction*. Oxford, West Sussex: Wiley-Blackwell
- Asa 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

## P1MCJT03

### PUBLIC RELATIONS & CORPORATE COMMUNICATION

#### Objective

Aims to give exposure to communication practices in the areas of PR and corporate communication and the functioning of PR agencies.

**Module-1:** Public Relations, concept characteristics, scope, relevance, Origin & Development. PR- Propaganda, Publicity, Public Opinion, Advertising, Persuasion. PR functions, process, roles, aims, strategic public relations, PR Codes, of Ethics & Regulations, PR Manager/Practitioner, functions, responsibilities, qualificational Organizations, IPRA, PRSI, PRCI, PIB, DPR, DAVP Films Division, Directorate of Field Publicity, Song & Drama Division.

**Module-2:** Public Relations Tools-Preparing & planning-House Journals, Newsletters, Hand outs, Brochures, media releases, Lobbying, media conferences, Annual Meetings, Open houses, Exhibitions, Speeches, Seminars and Symposia, Demonstrations, Conducted Tours, Gossips, Rumours, Interviews, Publicity materials & Corporate Films.

**Module-3:** Public Relations Departments/Agencies, Publics-Internal and External-Organizational set up, functions. PR & Communication Flow-Formal, Informal (grapevine)-vertical, horizontal, PR Campaigns-steps-Fact Finding, Research, Planning, Implementing, Evaluation & Feedback, Major P.R. Campaigns. PR Counseling & PR Consultancy Firms.

**Module-4:** Public Relations in Public and Private Sectors, PR for Military, PR for Tourism Promotion, PR for Sports/Entertainment, PR for Charitable Institutions, Event Management.

**Module-5:** Public Relations & use of Mass Media print, Radio, Film, Television, Video, Traditional Media, Internet. Customer relations, Employee /Labourrelations-Community relations-Industrial/ Business relations-Investor/Shareholder relations. PR & Corporate Communication-Corporate Houses, Contemporary Trends in Public Relations.

#### ReadingList

- D F du Plessis. *Introduction to Public Relations and Advertising*. Lansdowne Juta Education Pvt. Ltd
- Sam Black (1995). *Practice of Public Relations*. New York, Oxon: Routledge
- John Foster (2012) .*Writing Skills for Public Relations: Style and Technique for Mainstream and Social media*. London, Philadelphia, New Delhi: Kogan Page

- Sandra Oliver (2010). *Public Relations Strategy*. London, Philadelphia: Kogan Page
- Philip J. Kitchen (2006). *Public Relations: Principles and Practice*. London: Thomson Learning
- J. V. Vilanilam (2011). *Public Relations in India: New Tasks and Responsibilities*. Los Angeles, London, New Delhi : Sage Publications
- V Narasimha Reddy(2014).*EffectivePublicRelationsandMediaStrategy*.NewDelhi:PHI Learning PvtLtd

## P1MCJT04

### NEWS REPORTING

#### Objective

To introduce the basic principles of news gathering and dissemination, thus enhancing journalistic capabilities.

**Module-1:** News-Concepts, definitions, purpose, elements, values, News classification, Sources of News. Techniques of News gathering & dissemination. Wire service. News flow.

**Module-2:** News Story-Structure of news story-inverted pyramid and other styles. Principles of News writing. Different kinds of Lead; changing styles of news writing. Reporting speeches, seminars, conferences, press conferences, demonstrations, rallies, agitations, court proceedings, legislative assembly, Parliament, govt. & non-govt.

**Module-3:** Reporter-Qualities, qualifications, functions, news gathering qualities of reporter-Cultivation of news sources, social responsibility of a news reporter; Correspondents-stringer, mofussil, district, foreign, political, sports, legal, legislative, business & special correspondents.

**Module-4:** Specialized Reporting –Development news; science & technical news; business news, election news, accidents, crime, war disasters, conflicts, obituaries, weather & human interest stories. Medical reporting, tourism reporting, agriculture reporting, Cultural Reporting. Art of Interviewing, types of interviews.

**Module-5:** Investigative, Interpretative, embedded, in-depth, cheque-book, Page Three & Local Page, aggressive, yellow, paparazzi, tabloid, precision, citizen journalism and planting stories-sting journalism.

#### ReadingList

- MV Kamath (2009). *Professional Journalism*. New Delhi: Vikas Publishing House Pvt Ltd
- R Parthasarathy (1994). *Reporting for the Media*. New Delhi: Sterling
- 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
- Melvin Mench (1989). *Basic news writing*. New York: William C Brown Publishing
- 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: Routle

**P1MCJP01**  
**PRACTICALS: News Reporting**

**Objective**

Impart practical training to develop the news reporting and writing skills of the students. The students are sent to the field to develop news sources, learn the techniques of news gathering and conducting interviews. They are trained to package the information in various formats of news presentation.

**Parameters**

The students have to undertake four types of reporting activities, and submit the same as written (or typed) documents.

This include :-

1. **Press conference** - Have to attend the press conferences of a day, and make a report based on it.
2. **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.
3. **Cultural reporting** - Students have to cover a cultural event
4. **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.

**ReadingList**

- MV Kamath (2009). *Professional Journalism*. New Delhi: Vikas Publishing House Pvt Ltd R
- Parthasarathy (1994). *Reporting for the Media*. New Delhi: Sterling
- Mench Melvin (1989). *Basic news writing*. New York: William C Brown Publishing



## **SEMESTER-II**

### **P2MCJT05**

## **MEDIA MANAGEMENT & PRODUCTION**

### **Objective**

The subject will help the students to understand the decision making process, the market compulsions, the opportunities and challenges involved in the media history.

**Module-1:** Principles & concept of Newspaper Management. Factors of effective management Trends in modern management discipline-total quality management.

**Module-2:** Types of media ownership-advantages & disadvantages –sole proprietorship, partnership, private, public limited companies, trusts, co-operatives, religious institutions, franchisees (chains), corporations.

**Module-3:** Economics of Media-Budgeting & Finance, capital costs & investment, operation costs, source of revenue, expenditure, human resource, Advertising-marketing, circulation-readership, space selling-time selling, brand promotion-product promotion-ABC, NRS, DAVP, INS, RNI, RIND, ILNA, Editors' Guild-management problems of small, medium and large newspapers, Price war-trade unionism.Com- petition & Sales promotional methods campaigns & strategies, Production problems.

**Module-4:** Economic & administrative concerns of government to electronic media-AIR, Doordarshan, Competition of private satellite TV channels. Public service broadcasting & Commercial broadcasting.

**Module-5:** Brief History of Printing-India and Kerala- Typography, typesetting methods, DeskTop publishing. Printing process-Letterpress, Offset, Gravure, Silkscreen, Line blocks, Halftones, Multicolour process, types of paper stocks, Size of publication-colour positives-negatives-colour separation- digital printing, flexography.

### **Readinglist**

- Gulab Kothari. *Newspaper Management in India*. Intercultural open university
- Dennis F. Herrick (2012). *Media Management in the Age of Giants: Business Dynamics of Journalism*. Albuquerque: University of New Mexico
- B. S Kesavan (1997). *History Of Printing And Publishing In India*. Delhi: National Book Trust
- Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth (Eds.) (2006). *Handbook of Media Management and Economics*. Mahwah, New Jersey, London: LEA Publishers

- Alison Alexander et. Al (2008). *Media Economics: Theory and Practice*. Mahwah, New Jersey, London: LEA Publishers
- Joan Van Tassel (2010). *Managing Electronic Media: Making, Moving and Marketing Digital Content*. Amsterdam, Boston, London: Focal Press
- Simon Loxley (2004). *Type: The Secret History of Letters*. London, New York: I. B Tauris
- Helmut Kipphan (2001). *Handbook of Print Media: Technologies and Production Methods*. New York, London, Singapore, Paris: Springer

**P2MCJT06**  
**BUSINESS JOURNALISM**

**Objective**

To give basic understanding of the factors significant to market and economy to be proficient in the field of financial journalism.

**Module-1:** Fundamentals of business journalism growth role, styles, trends, prospects & drawbacks. National and International Business journals.

**Module-2:** History of Indian Business Journalism & Financial Reporting-roles, styles, trends-Factors contributed for the growth of Indian Business Journalism. Green Revolution, white revolution, blue revolution, population policy, bank nationalization, information Technology, Bio-Technology and Telecommunication policies - New Economic Policy(NCP)-LPG-Liberalization, Privatization, Globalization, FDI-Commercial Banks &Non Banking Financial Institutions.

**Module-3:** Money & Markets- Financial Instruments-Equity, Stock, Share, Bond, Debenture, Loans, Subsidies. Stock Exchanges-Wall Street, Bullion Market, Dalal Street, NASDAQ, NSE, BSE, Online Trading-Bear, Bull, brokers & sub brokers-SEBI, Reserve Bank of India, NABARD, IDBI, International Financial Institutions-IMF, WTO, World Bank, ADB, European Union, G6 and G11.

**Module-4:** Indian Economy-salient features, strengths, weakness & approaches. Concept of Planning -Five Year Plans-Role of public & Private Sectors-Review of Indian Economic policies .India's position in the World Economy & Market.

**Module-5:**KeralaScenario-BusinessJournalism & Financial Reporting in Kerala-Business Publications in Kerala Budget-Budget Reporting -State Planning-Content analysis of major financial newspapers in English and Malayalam in India.

**Readinglist**

- Peter 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*. Oxon, New York: Routledge
- Terry Thompson (2001). *Writing about Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism*. New York: Columbia University Press
- Mary Ellen Guffey, Dana Loewy (2014). *Essentials of Business Communication*. New York: Cengage
- John Black, NigarHashimzade, Gareth Myles (Eds.)(2012). *A Dictionary of Economics*. Oxford: Oxford University Press
- Keith Hayes. *Business Journalism: How to Report on Business and Economics*. New York: Apress

**P2MCJT7**  
**ADVERTISING PRACTICE**

**Objective:**

To impart training in the fundamentals of advertising on various platforms, to acquaint with major advertising theories and Ad agencies.

**Module-1:** Introduction to advertising-Evolution of Advertising in USA, India, Advertising- Definition, Functions and Relevance. Classification of advertising. Role of advertising in Marketing, Marketing mix.

**Module-2:** Structure of an Advertisement/T.V. Commercial. Fundamentals of Layout, Design, Production processes in different media. Spots & Jingles. Copywriting techniques & exercise in copy writing. scripting and storyboard preparation for commercials. Advertising campaigns.Landmarked campaigns. Corporate Film making.

**Module-3:**Advertising Agency-system, structure and functions. Prominent advertising agencies & personalities.Accreditation system. MajorPublications. Media planning.

**Module-4:** Advertising Media selection, scheduling & Media Mix-Print, Radio, Television, Film & Internet, outdoor, Direct Mail & Web Advertising mobile phones. Infomercials, Webmercials, Advertorials.

**Module-5 :**Advertising Research-Scope, objectives & methods. Professional Organizations. ASCI and its code of conduct; Advertising as a communication. AIDA, DAGMAR principles.Advertising and Public Relations, Publicity.Economic and social aspects of advertising.Trends in contemporary advertising.

**Readinglist**

- David Ogilvy (1985). *Ogilvy on Advertising*. New York: Vintage Books
- Frank Jefkins, Daniel L. Yadin (2000). *Advertising*. Financial Times Prentice Hall Sean Brierley (2005). *The Advertising Handbook*. London, New York: RoutledgePoonia, Virender S (2010). *Advertising Management*. Darya Ganj: Gennext Publication
- Robert W. Bly (1985). *The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells*. New York: Owl Books
- Joel J. Davis (2011). *Advertising Research: Theory and Practice*. New York: Prentice Hall Shelly Rodgers, Esther Thorson (2012). *Advertising Theory*. London, New York: Routledge Rajeev Batra et al (2006). *Advertising Management*. Delhi: Pearson Education
- Robert Sawyer (2005). *Kiss & Sell: Writing for Advertising*. Worthing: AVA

## P2MCJT8

### EDITING TECHNIQUES AND TRANSLATION

#### **Objective:**

To develop the copy editing, rewriting and translation skills. Enhance the news analysis and selection capabilities

**Module-1:** Editing-Introduction, principles, need, functions, symbols, tools, terminology. Line editing, creative editing and design editing. Style sheet.Editing Process-Selecting, Examining, Checking, Correcting, condensing, slanting stories, integrating copy from different sources. Rewriting-leads and stories. Editing and translating newscopy, managing developing stories. The mode of transmitting news stories to the editorial desk

**Module-2:** (HL)Headlines-Types, Functions & Trends-WritingHeads&SubHeads-Unit Counts.Writing editorials and middle pieces.

**Module-3:** Fundamentals of Print Media Design-principles of Page Makeup & Design. Traditional, Contemporary Design, Computer Aided Design.(CAD).Dummy preparation, pagination. Use of White Space, Copy Fitting, Teasers. Colour schemes, New trends in pagination. Layout & Design of local pages, Editorial Page, pullouts, special pages, supplements & Weekend magazines.Photo Editing-Photo selection, cutting, cropping, trimming, slashing, cutline, caption writing-Photo layout principles & types.

**Module-4:** News Processing-Organizational hierarchy-News Room setup. News Desk-Editorial duties and functions.

**Module-5:** New trends in editing-Emergence of Special Editors, Page Editors, Spot Editors, Readers Editors, News Ombudsman, news councils.

#### **ReadingList**

- Mark D. Ludwig, Gene Gilmore (2005). *Modern News Editing*. New Jersey, New York: Wiley
- K.M. Shrivastava (rev. Edn.) (2008). *News Reporting And Editing*. New Delhi: Sterling Publishers
- Brian S. Brooks, James, L. Pinson (2014). *The Art of Editing in the Age of Convergence*. Oxon, New York: Routledge
- Ron F. Smith, Loraine M. O'Connell (2003). *Editing Today*. New Jersey, New York: Wiley Sunil Saxena (2006). *Headline Writing*. New Delhi, Thousand Oaks, London: Sage
- Tim Harrower (2007). *The Newspaper Designer's Handbook*. McGraw-Hill Education M V Kamath (2009). *Professional Journalism*. Noida: Vikas Publishing House

**P2MCJP02**  
**PRACTICALS: EDITING AND TRANSLATION**

**Objective:**

To familiarize the students with the jobs at news desk- news selection, processing, prioritizing and finally, designing the end product. The students can develop coordination skills and the ability to work to deadlines.

**Parameters**

1. **Lab Journal** - This is a group project. Students have to produce 2 lab journals consisting of a minimum of nine news stories. Their role involves finding stories, editing and processing it before designing the final news journals.
2. **Translation** - The students are given news stories in Malayalam to translate it into English

## SEMESTER III

### P3MCJT09 MEDIA LAWS AND ETHICS

#### Objective:

To make the students aware of the responsibilities and rights of media professionals, and the ethical issues related to the day-to-day functioning of the industry.

**Module-1:** 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.

**Module-2:** Hierarchy of Courts, (Civil and Criminal), Cognizable & Non Cognizable cases, Anticipatory bail, Bailable Non Bailable offences, defamation, sedition, types of writs.

**Module-3:** 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-4:** 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.

**Module-5:** Media ethics-print and broadcasting-code of Ethics for AIR and Doordarshan. Official Secret Act, 1923, Press Ombudsman.

#### **Reading List**

- 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
- Venkat Iyer (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 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

**P3MCJT010 (A)**  
**MALAYALAM JOURNALISM**

**Objective:**

To give an insight into Malayalam journalism, and the history and growth of the vernacular 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 Varghese Mappillai, C.V. Kunhiraman, K.P. Kesava 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, Automotives, 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.

**Reading List**

- M. K Menon (2009). *Swa-le*
- Kerala Press Academy. *PathraBhasha Perunna* K.N.Nair.
- MalayalaPathrathinte Katha - Puthuppally Raghavan.
- Kerala Pathra pravarthana Charithram - V.R Menon
- Mathrubhumiyude Charithram
- Murkothu Kunhappa - MalayalaManorama; SamskaraTharangini -
- K. P Vijayan - Pathrangal Vichithrangal

**OR**



**P3MCJT010 (B)**  
**HEALTH COMMUNICATION**

**Objective:**

To study how communication processes, policies, methodologies and messages are deployed to improve the quality and address the underlying causes related to public health.

**Module-1:** Concept of Health & Disease-Evolution of the concept of Modern Medicine-Status of Health Problems. In India-National Health Policy.Primary Health Care- National Health Programs. Concept of small family-India's Population Problem & Policy. Role of Communication in Health & Population programs.

**Module-2:** Communication Process & Principles applied to Health & Population-Interpersonal & Mass Media Sources-Source Credibility Factors-Opinion Leaders & Change Agents-Content & Treatment of Message-Health & 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 Opinion Leaders. Role of Primary Health Centres & Anganwadi-ASHA.

**Module-4:** 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.

**ReadingList**

- Ronald E. Rice, James E. Katz (2001). *The Internet and Health Communication: Experiences and Expectations*. London, Thousand Oaks, New Delhi: Sage
- Kevin B. Wright, Lisa Sparks, H. Dan O'Hair (2012). *Health Communication in the 21st Century*. New York: Wiley-Blackwell
- Renata Schiavo (2013). *Health Communication From Theory to Practice*. Jossey-Bass
- Jerry C. Parker, Esther Thorson. *Health Communication in the New Media Landscape*. New York: Springer
- Muhiuddin Haider (2005). *Global Public Health Communication: Challenges, Perspectives, and Strategies*. Boston, Toronto, London, Singapore: Jones and Bartlett Publishers
- Berry, Dianne (2007). *Health Communication: Theory And Practice: Theory and Practice*. Berkshire: Open University Press
- Dawn Hillier (2006). *Communicating Health Risks to the Public: A Global Perspective*. Hampshire: Gower Publishing
- Neill McKee, Jane Bertrand, Antje Becker-Benton (2004). *Strategic Communication in the*

*HIV/AIDS Epidemic*. New Delhi, Thousand Oaks, London: Sage

- Teresa L. Thompson, Roxanne Parrott, Jon F. Nussbaum (Eds.) (2011). *The Routledge Handbook of Health Communication*. New York, Oxon: Routledge

### **P3MCJT11 MAGAZINE JOURNALISM**

#### **Objective:**

An analysis of contemporary magazine journalism-niche magazines, modern production techniques, marketing strategies and new trends in the area.

**Module-1:** Classification of Magazines by content-Professional & Technical magazines-Little magazines-Political, Current Affairs, Women's, Society, Literary, Automobile, Business, Health, IT, Science, Sports, Film, Children, Agriculture, Medicine, Real Estate, Travel & Tourism, Management, Career, Photography, Interiors & Design, Architecture, Leisure & Entertainment, Crime.General magazines, Specialized magazines, Tabloids, e-Publishing. Trends in Magazine Journalism. **Online Magazines & their Future.**

**Module-2:** **Production of Magazines-** Design/Layout, Cover, Format, Illustration Principles, Graphics, Typography, Infographics, Contents, Cartoons, Columns, Photographs. Principles of Magazine Editing, Photo Editing Rules, Use of Colour, Major e-magazines

**Module-3:** Special issues & Supplements. **Economics & Business of Magazine, Publishing. Factor of competition-Planning & Launching a Magazine. Readership surveys, content studies-Market Research, subscription drives, Circulation & Readership Drive, Newsstand sales, promotional strategies & techniques, market trends.**

**Module-4:** **Magazines-Major publishing houses and Magazines in India.**

**Module-5:** Magazines in Kerala. Prominent Editors, Publishing Houses &Major Magazines in Kerala.

#### **ReadingList**

- Tim Holmes, Liz Nice (2012). *Magazine Journalism*. London, Thousand Oaks, New Delhi: Sage
- Jenny McKay (2006). *The Magazines Handbook*. London, New York: Routledge
- Jeremy Leslie (2013). *The Modern Magazine: Visual Journalism in the Digital Era*. London: Laurence King Publishing
- Victor Navasky, Evan Cornog (2012). *The Art of Making Magazines: On Being an Editor and Other Views from the industry*. New York: Columbia University Press
- Peter Jacobi (1991). *The Magazine Article: How to Think It, Plan It, Write it*. Bloomington, Indianapolis: Indiana University Press
- Michael Robert Evans (2004). *The Layers of Magazine Editing*. New York: Columbia University Press
- John Morrish (1996). *Magazine Editing: In Print and Online*. London, New York: Sage
- Anna Gough-Yates (2003). *Understanding Women's Magazines: Publishing, Markets and Readerships*. London, New York: Routledge

**P3MCJT12**  
**RADIO, TV, & CINEMA**

**Objective:**

Emphasizes the visual aspects of Journalism through practical exercises on Radio Production, Electronic News Gathering, News Bulletins, etc. Imparts theoretical and practical knowledge on fiction and non-fiction Film making.

**Module 1:** 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 & program.Scripting documentary, studio programmes and telefilms.

**Module 2:** Characteristics of broadcasting. Basic production techniques in broadcasting. Characteristics of TV, Radio and Cinema .Various types of Shots & Camera movements, Basic creative editing.Lights & Lighting – Triangle rule of lighting.

**Module 3:** Post production, audio-video mixing, editing, special effects, animation, titling, graphics, preview. Offline & online editing, linear & non-linear editing.Fundamentals of Electronic Editing, Logging principles. Assemble / Insert-Cut to Cut-AB Roll-Offline- Time Code.

**Module 4:** Basic production equipment-production control room- ENG- Tele typesetting, VDT, CRT, OCR service, Facsimile, Satellite editions, Video Texts.- Covering spot news-ENG, SNG-Reporter on camera. News Bulletin, Outdoor Broadcast. Audience Research & TAM, TRP.

**Module 5:** Introduction to Cinema-World Cinema, Indian Cinema and Malayalam Cinema, Films– Silent Era, Parallel-film movements, Contemporary Malayalam Cinema.

**ReadingList**

- 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*. Mightierpen Publishers
- Charles Raiteri (2006). *Writing for Broadcast News: A Storytelling Approach to Crafting TV and Radio News Reports*. Lanham, Boulder, New York, Toronto: Rowman and Littlefield Publishers
- Jeff Rowe (2005). *Broadcast News Writing for Professionals*. Oak Park: Marion Street Press
- Frank Barnas and Ted White (2013). *Broadcast News Writing, Reporting, and Producing*. Burlington, Oxon: Focal Press

**P3MCJP03**  
**RADIO AND VIDEO PRODUCTION- PRACTICAL**

**1) Radio- A 10-minute radio program and its production.**

The examination is a practical work of creating a radio program or a feature of at least ten minutes duration with all creative elements. Each student has to conceive, write, do all pre-production work and complete the production on their own as per the schedule issued by the faculty. The topics can be chosen under faculty supervision and writing work has to be undertaken as per the schedules issued before commencement of actual production. The completed work would be assessed and evaluated as per the given weightage.

**2) Video- To cover and report a news story/ event with single camera and edit the same into a news bulletin package not exceeding 2 minutes.**

To cover and report a news story/ event with single camera and edit the same into a news bulletin package not exceeding 2 minutes.

**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 himself 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.

## SEMESTER-IV

### P4MCJT013 COMMUNICATION FOR DEVELOPMENT

#### **Objective:**

The paper throws light on the history of development communication, analyses different approaches, and provides ideas and models for development communication in modern society.

**Module-1:** Concept of Development-Origin, definitions, meaning, characteristics, models, Indices & obstacles. Reasons & remedies of Under development. Science, Technology & Development. Development Communication-Origin, meaning, concept, definition, philosophy. **Role of communication and Information in development. Development Support Communication. Media selection and message design for development.** Traditional and New media for development. Multimedia and development.

**Module-2:** **Major Theories & Models of Development, Communication-Dominant Paradigm, Communication approaches, Dependency Theory, New Paradigm of Development. Bipolar theories of development- communitarian theory of development Alternative concepts of Development- Socialistic model, Integrated Rural Development of MC. Namara, Self Help Groups, Participatory concepts and Gandhian Model of Development.**

**Module-3:** **India and Development. Industrialization and Globalisation. Five year plan. Family Planning, Rural development. NREGA. Rural education and Public Health. T.V. and Indian development- SITE, Educational Programmes, KHEDA, E.T.V., INSAT, EDUSAT. Radio and Indian development- radio rural forums, Community radio.**

**Module-4:** Kerala and Development -Kerala model of development. People's plan, state planning commission, KSSP, Kudumbasree, Janasree, SHGs, NHGs, micro financing. Victors Channel.

**Module-5:** Development Journalism, development News-Concept. Contemporary issues in development- development and women, human rights, marginalised community and NGOs.

#### **ReadingList**

- Srinivas R Melkote, H Leslie Steeves (2001). *Communication for Development in the Third World: Theory and Practice for Empowerment*. New Delhi, London, Thousand Oaks: Sage
  - Nora Cruz Quebral (1988). *Development Communication*. University of the Philippines
  - Uma Narula, W. Barnett Pearce (1986). *Development as communication: a perspective on India*. Illinois: Southern Illinois University Press
  - Karin Gwinn Wilkins, Thomas Tuftte, Rafael Obregon (2014). *The Handbook of Development Communication and Social Change*. London, New York: Wiley publishers
  - J V Vilanilam (2009). *Development Communication in Practice: India and the Millennium Development Goals*. Los Angeles, London, New Delhi: Sage
  - Jacob and Arul (2007). *Understanding Development Communication*. New Delhi: Media House
  - Gareth Locksley (2009). *The Media and Development: What's the Story?*. Washington DC: WorldBank
  - Joni C. Joseph (1997). *Mass media and rural development*. Jaipur, New Delhi: Rawat Publishers
- Board of Studies in MA Communication and Journalism (PG) Sacred Heart College (Autonomous) Thevara

- Neville Jayaweera, Sarath Amunugama (1987). *Rethinking Development Communication*. Asian Mass Communication Research and Information Centre
- Jagannath Pati (2004). *Media and Tribal Development*. New Delhi: Concept Publishing Company
  - Denis McQuail, Peter Golding, Els De Bens (2005). *Communication Theory and Research*. Thousand Oaks, London, New Delhi: Sage
  - Jennings Bryant, Mary Beth Oliver. *Media Effects: Advances in Theory and Research*. London, New York: Routledge
  - David K. Perry (2002). *Theory and Research in Mass Communication: Contexts and Consequences*. Mahwah: Lawrence Erlbaum Associates
  - Shahira Fahmy, Mary Angela Bock, Wayne Wanta (2014). *Visual Communication Theory and Research: A Mass Communication Perspective*. New York: Palgrave Macmillan
  - Denis McQuail (2005). *McQuail's Mass Communication Theory*. Thousand Oaks, London, New Delhi: Sage

**P4MCJT15**  
**NEWMEDIA, FEATURE AND TECHNICAL WRITING**

**Objective:**

To introduce the students to new media technology, cyberjournalism and content creation and management for the web.

**Module-1:** Introduction to the concept of Cyber Journalism-Concepts of ICE, ICT, Virtual Reality, Information Super Highway/Grid/Glut, Information Society, Digital Convergence, Digital Divide, & Netizens.

**Module-2:** New Media Journalists-qualities & -skills, Introduction to Online Journalism-Major News portals-Online Newspapers, journals/periodicals. Writing for New Media, Ethics of cyber journalism, Design of Online Sites Edb Page Design using HTML/ XML: Basic hypertext-links- frames-scroll. 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.

**Module-3:** 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-4:** Classification of features, News feature, Human Interest, Interpretative feature, Investigative feature Analytical feature, Photo feature, Personality feature, Experience feature, Historical feature, Entertainment feature, Science feature, Geographical feature, Literary feature, Cultural feature, Political feature, Business features. Sports feature, Automobile feature, Festival feature, Market feature, Agricultural feature, Industry feature, Travel & Tourism feature, Educational feature, Fashion & Music feature, Crime feature, Humour and Satirical features. Writing Backgrounder. Feature syndicates Importance and functions. Writing for women and Children, Freelancing in India.

**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.

**ReadingList**

- Henry Jenkins. *Convergence Culture: Where Old and New Media Collide*. New York, London: New York University Press
- Leah A Lievrouw, Sonia M. Livingstone (Eds.) (2006). *Handbook of New Media: Student Edition*. London, Thousand Oaks, New Delhi: Sage
- John V. Pavlik (2001). *Journalism and New Media*. New York: Columbia University Press
- Janet Kolodzy (2006). *Convergence Journalism: Writing and Reporting Across the News Media*. Lanham, Boulder, New York: Rowman & Littlefield Publishers
- Richard Craig (2005). *Online Journalism: Reporting, Writing, and Editing for New Media*. Thomson Learning
- Joshua Aidoo (2009). *Effective Technical Writing and Publication Techniques*. Leicester: Matador Publishing
- 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
- 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
- Everett M. Rogers (1986). *Communication Technology*. New York, Toronto, London: The Free Press
- Lev Manovich (2002). *The Language of New Media*. Massachusetts: MIT Press



**P4MCJP04  
LABORATORY JOURNAL**

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

**Parameters**

Students are assigned specific themes based on which they have to find (and write) stories.

This is assigned at the beginning of the semester. 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 any pagination softwares preferably Adobe InDesign or QuarkXpress.

Evaluation (Internal and External) is done based on the selection of news stories (news value), writing style and page layout.

**INTERNSHIP** (on the job training)

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 the MCJ course. Internship is compulsory.

**P4MCJPJ  
PROJECT/ DISSERTATION**

**Objective**

To provides 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 word 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 will be based on students' performance (for instance- whether they met the deadline, their language, research skills employed). External evaluation will be based on the Viva voce and the overall quality of the thesi

**P4MCJCV  
COMPREHENSIVE VIVA VOICE**