

**Sacred Heart College (Autonomous)**

**Department of Communication**

**Masters in Communication and Journalism**

**Course plan**

**Academic Year: 2014 – 15**

**Semester IV**

### COURSE PLAN

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	4
COURSE CODE AND TITLE	P4MCJT13: COMMUNICATION FOR DEVELOPMENT	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	SUJITH NARAYANAN		

#### COURSE OBJECTIVES

To illustrate the concept of Development Communication.
To analyze the different approaches and theories.
To interpret the ideas and models of communication in the modern society.
To analyze the core areas of Development Campaigns.
To create messages to inculcate the idea of social responsibility and generate awareness of state and central government welfare measures.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
<b>MODULE I</b>				
1	Introductory Session	PPT	Video	
2	Concept of Development	PPT/Lecture		
3	Origin	PPT/Lecture		
4	Definitions	PPT/Lecture		
5	Meaning	Lecture		
6	Characteristics	Lecture		
7	Indices & Obstacles	Lecture		
8	Models	Lecture		
9	Reason & Remedies of Under Development	Lecture	Group Discussion	
10	Science, Technology, & Development	Lecture		
11	Development Communication	Lecture		
12	Origin	Lecture		
13	Meaning	Lecture		
14	Concept	Lecture		
15	Definition	Lecture		
16	Philosophy	Lecture		
17	Role of Communication & Information in development	Lecture		
18	Development Support Communication	Lecture		
19	Media Selection and message design for development	Lecture		
20	Traditional & New media for Development	Lecture		

21	Multimedia Development	Lecture		
22	Student Seminar	PPT		
23	Student Seminar	PPT		
24	Student Seminar	PPT		
25	Revision	PPT		
<b>MODULE II</b>				
26	Major theories & Models of Development	PPT/Lecture		
27	Communication-Dominant-Paradigm	Lecture		
28	Communication approaches	Lecture		
29	New Paradigm for Development	Lecture		
30	Dependency Theory	Lecture		
31	Bi-polar theories of Development	Lecture		
32	Communication Theory of Development	Lecture		
33	Alternative Concept of Development	Lecture		
34	Socialistic Model	Lecture		
35	Integrated rural development of mass communication	Lecture		
36	Participatory Concepts, Gandhian model of Communication	Lecture		
37	Student Seminar	PPT		
38	Student Seminar	PPT		
39	Student Seminar	PPT		
40	Revision	PPT		
CIA-1				
<b>MODULE III</b>				
41	India & Development	PPT/Lecture	Group Discussion	
42	Industrialization & Globalization	PPT/Lecture		
43	Five Year Plan	PPT/Lecture		
44	Discussion On CIA – 1	Lecture		
45	Nehruvian model	Lecture		
46	Social development model	PPT/Lecture		
47	Family Planning	PPT/Lecture		
48	Rural Development	PPT/Lecture		
49	NREGA			
50	Rural Education & Public Health	PPT/Lecture		
51	TV & Indian development –SITE	PPT/Lecture	Video	
52	Educational Programmes, ETV, INSAT, EDUSAT, KHEDA MOVEMENT			
53	Radio and Indian Development - Radio rural forums, Community radio			
54	Student Seminar	PPT		
55	Student Seminar	PPT		
56	Student Seminar	PPT		

57	Revision	PPT		
<b>MODULE – IV</b>				
58	Kerala & Development – Kerala model	Lecture	Group discussion	
59	Governance and decentralized development model	Lecture		
60	Peoples Plan, State Planning Commission	Lecture		
61	KSSP, Kudumbasree, Janasree, SHGs, NHGs	Lecture		
62	Micro financing, Victors Channel	Lecture		
63	Student Seminar	PPT		
64	Student Seminar	PPT		
65	Student Seminar	PPT		
66	Revision	PPT		
<b>CIA – 2</b>				
<b>MODULE – V</b>				
67	Development Journalism	Lecture	Video	
68	Development News-Concept	Lecture		
69	Contemporary issues in development	Lecture		
70	Development and Women, Human rights	Lecture		
71	Marginalized community and NGOs	Lecture		
72	Revision	Lecture		

### References

- Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000
- Srinivas R. Melkote & H. Leslie Steeves: Communication for Development In The Third World, Sage Publications.
- Belmont C A: Technology Communication Behavior, Wordsworth Publication, New Delhi, 2001.
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- World Bank: World Development Report (published every year) Oxford University Press, New Delhi.
- Wilbur Schramm: Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.
- Amartya Sen: Development as freedom, Alfred A Knopf, New York, 1999.
- DayaThussu: Media on the move: Global flow and contra flow: Routledge, London, 2006.
- D V R Murthy: Development Journalism, What Next?, Kanishka Publication, New Delhi, 2007.

## COURSE PLAN

PROGRAMME	MA COMMUNICATION AND JOURNALISM	SEMESTER	4
COURSE CODE AND TITLE	P4MCJT14 RESEARCH METHODS FOR MEDIA	CREDIT	4
HOURS/WEEK	10	HOURS/SEM	72
FACULTY NAME	ASHA ACHY JOSEPH		

COURSE OBJECTIVES
To demonstrate knowledge of research literacy in preparing the right research designs.
To apply the knowledge of research methods and working knowledge of the theories and frameworks in doing research projects.
To understand the ethical issues involved in conducting media research.
To conduct research with methodological clarity and use various methods of data collections and data analysis efficiently.
To write a thesis report following the research report format.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
<b>MODULE I</b>				
1	General introduction to the course	PPT	Video	
2	Research-Definitions	PPT/Lecture		
3	Functions of Research	PPT/Lecture		
4	Research Objectives	PPT/Lecture		
5	Functions of Research	Lecture		
6	Research problem	Lecture		
7	Research problem	Lecture		
8	5 W's of Research	Lecture		
9	Types of communication research	Lecture	Group Discussion	
10	Qualitative research	Lecture		
11	Qualitative research	Lecture		
12	Quantitative research	Lecture		
13	Quantitative research	Lecture		
14	Historical research	Lecture		
15	Descriptive research	Lecture		
16	Exploratory studies	Lecture		
17	Fundamental, Applied studies	Lecture		

18	Fundamental, Applied studies	Lecture		
19	Scientific study	Lecture		
20	Analytical and Experimental Research	Lecture		
21	Elements of Research	Lecture		
22	Research process	PPT		
23	Research process	PPT		
24	Hypothesis formulation	PPT/discussion		
25	Hypothesis formulation	PPT/discussion		
26	Research design	PPT/discussion		
27	Research design	PPT/discussion		
28	Variables and Measurements	PPT/discussion		
29	Variables and Measurements	PPT/discussion		
30	Reliability and Validity	PPT/discussion		
31	Analysis and Interpretation of data	PPT/discussion		
32	Sampling - Selecting a Sample	PPT/discussion		
33	Types of Sampling – Probability & Non-probability	PPT/discussion		
34	Ethical issues of informed and voluntary consent	PPT/discussion		
35	Evaluation	Discussion		
<b>MODULE 2</b>				
36	Nature and sources of data	Collaborative lecture		
37	Techniques of data collection	PPT/discussion		
38	levels of measurement	PPT/discussion	Class exercise	
39	Data Collection Methods – Qualitative and Quantitative	PPT/discussion		
40	Data Collection Methods – Qualitative and Quantitative	PPT/discussion		
41	Questionnaire-Interview schedule	PPT/discussion	Group Discussion	
42	Interview Types	PPT/discussion		
43	Observation	PPT/discussion		
44	Case study	PPT/discussion		
45	Content Analysis, Types of Content Analysis,	PPT/discussion		
46	Process of content analysis	PPT/discussion		
47	Data processing -Data analysis and organization, Tabulation	PPT/discussion	Class exercise	
48	Technological tools- relationship between mean, medium and mode	PPT/discussion	Class exercise	
49	Variation or dispersion. Mean deviation and standard deviation,	PPT/discussion	Class exercise	
50	Correlation test	PPT/discussion	Class exercise	

51	Use of Chi-square	PPT/discussion	Class exercise	
52	F-test	PPT/discussion	Class exercise	
53	T-test ANOVA	PPT/discussion	Class exercise	
<b>CIA 1</b>				
54	Parametric and nonparametric tests of significance	PPT/discussion	Class exercise	
55	Karl Pearson's co-efficient of correlation	PPT/discussion	Class exercise	
56	Evaluation	Discussion		
<b>MODULE 3</b>				
57	Research in print and Electronic Media	Collaborative lecture		
58	Mass media effect studies	Collaborative lecture	Group discussion	
59	Mass media effect studies	Collaborative lecture		
60	Market Research	Collaborative lecture	Group project	
61	Public Opinion Research	Collaborative lecture		
62	Readership and Audience Survey	Collaborative lecture		
63	Research in Communication and Media	Collaborative lecture		
64	Source Analysis	Collaborative lecture		
<b>MODULE 4</b>				
65	Thesis Writing	PPT/Lecture		
66	Thesis Writing	PPT/Lecture		
67	Thesis Writing	Discussion	Video	
68	Project planning and Budgeting	Discussion		
69	Dissertation Formats and Submission	Discussion		
<b>CIA 2</b>				
<b>MODULE 5</b>				
70	Ethical perspective of Mass media Research	Discussion		
71	Recent trends in Communication and Media Research.	Discussion		
72	Revision and conclusion	Discussion		

## References

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- Arthur Asa Berger (1998). *Media Research Techniques*. London, New Delhi, Thousand Oaks: Sage
- Barrie Gunter (2000). *Media Research Methods: Measuring Audiences, Reactions and Impact*. Thousand Oaks, London, New Delhi: Sage
- Susanna Hornig Priest (2010). *Doing Media Research: An Introduction*. Thousand Oaks, London, New Delhi: Sage.
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- 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



## COURSE PLAN

PROGRAMME	<b>MASTER OF COMMUNICATION AND JOURNALISM</b>	SEMESTER	4
COURSE CODE AND TITLE	P4MCJT15 NEWMEDIA, FEATURE AND TECHNICAL WRITING	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	ROHITH SIVAN		

### COURSE OBJECTIVES

To understand the concept of new media technologies with special emphasis on the web world with recent trends
To describe and explain the implication of new concepts, products and services within the area of Internet and new media
To understand and know how to follow the stages of the writing process (prewriting/writing/rewriting) and apply them to technical and workplace writing tasks
To gain the technical skills of mobile newsgathering through the use of mobile devices and apps to gather, produce, and distribute news content
To understand the basic components of definitions, descriptions, process explanations, and other common forms of technical writing

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
<b>MODULE I</b>				
1	Introduction to the concept of Cyber Journalism	PPT	Video	
2	Concepts of ICE, ICT	PPT/Lecture		
3	Virtual Reality	PPT/Lecture		
4	Information Super Highway	PPT/Lecture		
5	Grid/Glut	PPT/Lecture		
6	Concept of Information Society	PPT/Lecture		
7	Concept of Information Society	Lecture		
8	Digital Convergence	Lecture	e-resource	
9	Digital Divide	Lecture		
10	Revision	Lecture		
<b>MODULE II</b>				
11	Introduction to Online Journalism	PPT/Lecture		
12	qualities & skills needed for New Media Journalists	Lecture		

13	Major News portals in World	Lecture		
14	Major News portals in India	Lecture		
15	Major News portals in Kerala	Lecture		
16	Writing for New Media	PPT/Lecture	e-resource	
17	Writing for New Media	PPT/Lecture		
18	Ethics of cyber journalism	PPT/Lecture		
19	Design of Online Sites	PPT/Lecture		
20	Design of Online Sites	PPT/Lecture		
21	Design of Online Sites	PPT/Lecture		
22	Revision	PPT/Lecture		
<b>MODULE III</b>				
23	<b>CIA 1</b>	PPT/Lecture		
24	Introduction to feature writing	PPT/Lecture		
25	Basics of creative writing-language	PPT/Lecture		
26	Elements, techniques of feature writing	Lecture		
27	Setting style and Finding ideas for feature	Lecture		
28	Finding ideas for feature	PPT/Lecture		
29	The art of headline writing	PPT/Lecture	Video	
30	Different types of leads	PPT/Lecture	Video	
31	Different types of leads	PPT/Lecture		
32	Interviewing for feature	Lecture		
33	Reviews Writing	PPT/Lecture	e-resource	
34	Columns and columnists	PPT/Lecture		
35	Columns and columnists	PPT/Lecture		
36	Photo features	PPT/Lecture	Video	
37	Cartoons	PPT/Lecture	Video	
38	Revision			
<b>Module IV</b>				
40	News feature, Human Interest	Lecture	Demo	
41	Investigative feature , Analytical feature	Lecture		
42	Photo feature, Personality feature	Lecture		
43	Experience feature, Historical feature	Lecture		
44	Entertainment feature, Science feature	PPT/Lecture		
45	Geographical feature, literary feature	PPT/Lecture	e-resource	
46	Cultural feature, Political feature	PPT/Lecture		
47	Business features. Sports feature	Lecture		
48	Automobile feature, Festival feature	Lecture		
49	Market feature, Agricultural feature	PPT/Lecture		
50	Revision			
<b>Module V</b>				
51	What is Technical Writing	Lecture		
52	What is Technical Writing	Lecture		
53	Type of Technical Writing	Lecture		

54	Type of Technical Writing	Lecture		
55	Qualities needed for a technical writer	PPT/Lecture		
56	Qualities needed for a technical writer	PPT/Lecture		
57	Challenges in front of technical writer	Lecture		
58	Challenges in front of technical writer	Lecture		
59	Career possibilities of Technical Writing	Lecture	e-resource	
60	Career possibilities of Technical Writing	Lecture		
61	Elements in Technical Writing	PPT/Lecture		
62	Elements in Technical Writing	PPT/Lecture		
63	Formal and in formal writing	Lecture		
64	Formal and in formal writing	Lecture		
65	Media opportunities in corporate world	Lecture	e-resource	
66	Media opportunities in corporate world	Lecture		
67	How to explore the opportunities in corporate world	Lecture		
68	How to explore the opportunities in corporate world	Lecture		
69	Revision			
70	Total Revision			
71	Total Revision			
72	Total Revision			

## 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*
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- *Dewdney, Andrew & Ride, Peter, The New Media Handbook*
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- *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*

## COURSE PLAN

PROGRAMME	<b>MASTER OF COMMUNICATION AND JOURNALISM</b>	SEMESTER	4
COURSE CODE AND TITLE	P4MCJP04: PRACTICAL: LABORATORY JOURNAL/ INTERNSHIP	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	ANU CHERIAN		

### COURSE OBJECTIVES

To understand the process of selection of news stories (news value), writing style and page layout.
To make different layouts for news stories using different software
To produce newspapers individually
To work with other industry professionals, collaborate with other individuals as members of a team
To get exposure and work on live projects in the industry and create portfolios.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
<b>MODULE I</b>				
1	Introduction to lab journal production	Lecture		
2	Introduction to lab journal production	Lecture		
3	Introduction to lab journal production	Lecture		
4	Introduction to lab journal production	Lecture		
5	Research works to prepare lab journal	Practical		
6	Research works to prepare lab journal	Practical		
7	Research works to prepare lab journal	Practical		
8	Research works to prepare lab journal	Practical		
9	Research works to prepare lab journal	Practical		
10	Research works to prepare lab journal	Practical		
<b>MODULE II</b>				
11	Searching for news stories	Practical		
12	Searching for news stories	Practical		
13	Searching for news stories	Practical		
14	Searching for news stories	Practical		
15	Searching for news stories	Practical		
16	Searching for news stories	Practical		
17	Searching for news stories	Practical		
18	Searching for news stories	Practical		

19	Searching for news stories	Practical		
20	Searching for news stories	Practical		
21	Searching for news stories	Practical		
22	Searching for news stories	Practical		
<b>MODULE III</b>				
23	Writing news articles for lab journal	Practical		
24	Writing news articles for lab journal	Practical		
25	Writing news articles for lab journal	Practical		
26	Writing news articles for lab journal	Practical		
27	Writing news articles for lab journal	Practical		
28	Writing news articles for lab journal	Practical		
29	Writing news articles for lab journal	Practical		
30	Layout works for lab journal	Practical		
31	Layout works for lab journal	Practical		
32	Layout works for lab journal	Practical		
33	Layout works for lab journal	Practical		
34	Layout works for lab journal	Practical		
35	Layout works for lab journal	Practical		
36	Layout works for lab journal	Practical		
37	Layout works for lab journal	Practical		
38	Layout works for lab journal	Practical		
<b>Module IV</b>				
40	How to prepare internship report	Lecture	Demo	
41	How to prepare internship report	Lecture	Demo	
42	How to prepare internship report	Lecture	Demo	
43	How to prepare internship report	Lecture	Demo	
44	How to prepare internship report	Lecture	Demo	
45	Internship	Practical		
46	Internship	Practical		
47	Internship	Practical		
48	Internship	Practical		
49	Internship	Practical		
50	Internship	Practical		
<b>Module V</b>				
51	Internship	Practical		
52	Internship	Practical		
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59	Internship	Practical		
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66	Internship	Practical		
67	Internship	Practical		
68	Internship	Practical		
69	Internship	Practical		
70	Internship	Practical		
71	Internship report writing	Practical		
72	Internship report writing	Practical		

## COURSE PLAN

PROGRAMME	<b>MASTER OF COMMUNICATION AND JOURNALISM</b>	SEMESTER	4
COURSE CODE AND TITLE	P4MCJPJ: DISSERTATION	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	MALU MOHAN		

### COURSE OBJECTIVES

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

To define a research problem for examination and articulate a coherent scheme for examining the topic.

To gather the relevant information and analyse and present this information in a way which satisfactorily assesses the topic.

To write a dissertation report.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
<b>MODULE I</b>				
1	Writing the introduction of the thesis	Lecture		
2	Area of Research	Lecture and discussion		
3	Research problem	Lecture and discussion		
4	Research problem	Lecture and discussion		
5	Importance of the problem	Lecture and discussion		
6	Research objectives	Lecture and discussion		
7	Research questions	Lecture and discussion		
8	Hypothesis	Lecture and discussion	Class exercise	
9	Hypothesis	Lecture and discussion		
10	Literature Review	Lecture and discussion		

11	Literature Review	Lecture and discussion		
11	Methodology	Lecture and discussion		
12	Methodology	Lecture and discussion		
13	Methods of data collection	Lecture and discussion	Video lectures	
14	Methods of data collection	Lecture and discussion		
15	Methodology	Lecture and discussion		
16	Methodology	Lecture and discussion		
17	Methodology	Lecture and discussion		
18	Sampling	Lecture and discussion	Video lectures	
19	Sampling	Lecture and discussion	Class exercises	
20	Sampling	Lecture and discussion		
21	Data analysis - Qualitative	Lecture and discussion		
22	Data analysis - Quantitative	Lecture and discussion		
23	Avoiding Plagiarism	Lecture and discussion		
24	Referencing	Lecture and discussion	Class exercises	
25	Referencing	Lecture and discussion		
26	Research Project planning and Budgeting	Lecture and discussion		
27	Dissertation Formats and Submission	Lecture and discussion		
<b>MODULE II</b>				
28	Writing Literature Review	Research Work	Tutorial by guide	
29	Writing Literature Review	Research Work		
30	Writing Literature Review	Research Work		
31	Writing Literature Review	Research Work		
32	Writing Literature Review	Research Work		
33	Writing Literature Review	Research Work		
35	Writing Literature Review	Research Work		
36	Writing Literature Review	Research Work		



37	Writing Literature Review	Research Work			
<b>MODULE III</b>					
38	Data Collection	Research Work	Tutorial by guide		
40	Data Collection	Research Work			
41	Data Collection	Research Work			
42	Data Collection	Research Work			
43	Data Collection	Research Work			
44	Data Collection	Research Work			
45	Data Collection	Research Work		Tutorial by guide	
46	Data Collection	Research Work			
47	Data Collection	Research Work			
48	Data Collection	Tutorial by guide			
49	Data Collection	Tutorial by guide			
<b>Module IV</b>					
50	Data analysis and interpretation	Research Work	Tutorial by guide		
51	Data analysis and interpretation	Research Work			
52	Data analysis and interpretation	Research Work			
53	Data analysis and interpretation	Research Work			
54	Data analysis and interpretation	Research Work			
55	Data analysis and interpretation	Research Work			
56	Data analysis and interpretation	Research Work			
57	Data analysis and interpretation	Research Work			
58	Data analysis and interpretation	Research Work			
59	Data analysis and interpretation	Research Work			
60	Data analysis and interpretation	Research Work			

61	Data analysis and interpretation	Research Work		
62	Data analysis and interpretation	Research Work		
63	Data analysis and interpretation	Research Work		
64	Data analysis and interpretation	Tutorial by guide		
65	Data analysis and interpretation	Tutorial by guide		
<b>MODULE V</b>				
66	Writing the conclusion	Research Work	Tutorial by guide	
67	Writing the conclusion	Research Work		
68	Writing the conclusion	Research Work		
69	Writing the conclusion	Research Work		
70	Writing the conclusion	Research Work		
71	Writing the conclusion	Tutorial by guide		
72	Concluding session	Interactive session		