

Sacred Heart College (Autonomous)

Department of Communication

**Master of communication and Journalism
(MCJ)**

Course plan

Academic Year: 2016 - 17

Semester III

COURSE 1: 15P3MCJT09: MEDIA LAWS AND ETHICS

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	3
COURSE CODE AND TITLE	15P3MCJT09: MEDIA LAWS AND ETHICS	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	ASHA ACHY JOSEPH		

COURSE OBJECTIVES
To explain the concept of media ethics.
To illustrate the obligations and rights of media practitioners in the execution of their duties.
To analyze the problems and limitations of applying old media laws and in new media environments.
To analyze the complex issues associated with media regulation.
To explain the changing media landscapes and their possible legal implications.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introductory Session	PPT	video	
2	Indian Constitution-Salient features	PPT/Lecture	video	
3	Salient features	PPT/Lecture		
4	Fundamental Duties	PPT/Lecture	Group Discussion	
5	Fundamental duties	PPT/Lecture	Group Discussion	
6	Fundamental Rights	PPT/Lecture	Group Discussion	
7	Directive Principles.	PPT/Lecture		
8	Freedom of Press & Parliamentary Privileges	PPT/Lecture		
9	Powers of President & Governor.	PPT/Lecture		
10	Case studies with regard to Freedom of Speech & Expressions	PPT/Lecture		
11	Case studies with regard to Freedom of Speech & Expressions	PPT/Lecture		

12	Case studies with regard to Freedom of Speech & Expressions	PPT/Lecture		
13	Case studies with regard to Freedom of Speech & Expressions	PPT/Lecture		
14	Student Seminar	PPT		
15	Student Seminar	PPT		
16	Student Seminar	PPT		
17	Revision	PPT		
MODULE II				
18	Hierarchy of Courts	PPT/Lecture		
19	(Civil and Criminal)	Lecture		
20	Cognizable & Non-Cognizable cases	Lecture		
21	Cognizable & Non-Cognizable cases	Lecture		
22	Anticipatory bail	Lecture		
23	Bailable & Non Bailable offences	Lecture		
24	Bailable & Non Bailable offences	Lecture		
25	Defamation and sedition	Lecture		
26	types of writs	Lecture		
27	types of writs	Lecture		
28	Student Seminar	PPT		
29	Student Seminar	PPT		
30	Student Seminar	PPT		
31	Revision	PPT		
CIA-1				
MODULE III				
32	Press in India	PPT/Lecture		
33	Press Legislations in India	PPT/Lecture		
34	Press Legislations in India	PPT/Lecture		
35	The Press & Registration of Books Act of 1867	Lecture		
36	Drug & Magic Remedies (Objectionable Advertisement) Act of 1954	Lecture		
37	The Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act of 1955	PPT/Lecture		
38	Press Council Act of 1978	PPT/Lecture		
39	Cable Television Networks (Regulation) Act of 1995.	PPT/Lecture		
40	Video and Audio piracy	PPT/Lecture		
41	Information Technology Bill	PPT/Lecture		
42	Cyber Laws	PPT/Lecture		
43	Censorship guidelines -Press Accreditation Rules etc.	PPT/Lecture		

44	Cyber Laws	PPT/Lecture		
45	Student Seminar	PPT		
46	Student Seminar	PPT		
47	Student Seminar	PPT		
48	Revision	PPT		
MODULE – IV				
49	The Cinematograph Act of 1952	Lecture		
50	Young persons (Harmful Publications) Act of 1956,	Lecture		
51	Copyright Act. Of 1957	Lecture		
52	Contempt of Court Act	Lecture		
53	Consumer Protection Act	PPT/Lecture		
54	Right to Information Act 2005	PPT/Lecture		
55	Intellectual Property Right	PPT/Lecture		
56	Intellectual Property Right	PPT/Lecture		
57	ACTS and LAW	PPT/Lecture		
58	ACTS and LAW	PPT/Lecture		
59	Industry Expert Session	PPT/Lecture		
60	Industry Expert Session	PPT/Lecture		
61	Industry Expert Session	PPT/Lecture		
62	Revision	PPT		
CIA – II				
MODULE – V				
63	Media ethics-print and broadcasting	PPT/Lecture		
64	Media Ethics- Print	PPT/Lecture		
65	Media ethics for Broad casting	PPT/Lecture		
66	Code of Ethics for AIR	PPT/Lecture		
67	Code of Ethics for Doordarshan	PPT/Lecture		
68	Official Secret Act, 1923	PPT/Lecture		
69	Official Secret Act, 1923	PPT/Lecture		
70	Press Ombudsman	PPT/Lecture		
71	Press Ombudsman	PPT/Lecture		
72	Revision	PPT		

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	08/07/2016	Discuss the shifting role of women and media in today's world.
2	10/09/2016	"Trust in media is on decline". Discuss the statement.

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	16/08/2016	Indian Constitution – Pros and Cons (Group Discussion)
2	26/10/2016	Paid News and Fake News (Group Discussion)

References

- 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

COURSE 2: 15P3MCJT10 (B): HEALTH COMMUNICATION

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	3
COURSE CODE AND TITLE	15P3MCJT10(B): HEALTH COMMUNICATION	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	VINOD L		

COURSE OBJECTIVES

To explain the concept of Health and Disease.

To illustrate the important aspects of communicating health news and information to public.

To determine how communication processes, policies, and methodologies are deployed to improve quality of public health.

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

To explain the role of health journalist in delivering the health related news and information to the public.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introduction, Concept of Health & Disease	PPT/Lecture	Video	
2	Introduction, Concept of Health & Disease	PPT/Lecture		
3	Introduction, Concept of Health & Disease	PPT/Lecture		
4	Evolution of the concept of Modern Medicine	PPT/Lecture		
5	Evolution of the concept of Modern Medicine	PPT/Lecture		
6	Evolution of the concept of Modern Medicine	PPT/Lecture		
7	Primary Health Care, National Health Programs	Lecture		
8	Status of Health Problems in India	Lecture		
9	Status of Health Problems in India	Lecture		
10	Status of Health Problems in India	Lecture		
11	National Health Policy	Lecture		
12	National Health Policy	Lecture		
13	India's Population Problem & Policy, Concept of small family	Lecture		
14	India's Population Problem & Policy, Concept of small family	Lecture		

15	Role of Communication in Health & Population programs	Lecture		
16	Role of Communication in Health & Population programs	Lecture		
17	Role of Communication in Health & Population programs	Lecture		
18	Student Seminar	PPT/Lecture		
19	Student Seminar	PPT/Lecture		
20	Student Seminar	PPT/Lecture		
21	Revision	PPT		
MODULE II				
22	Communication Process & Principles applied to Health & Population	PPT/Lecture		
23	Communication Process & Principles applied to Health & Population	Lecture		
24	Interpersonal & Mass Media Sources-Source Credibility Factors	Lecture		
25	Interpersonal & Mass Media Sources-Source Credibility Factors	Lecture		
26	Interpersonal & Mass Media Sources-Source Credibility Factors	PPT/Lecture		
27	Opinion Leaders & Change Agents	PPT/Lecture		
28	Opinion Leaders & Change Agents	PPT/Lecture		
29	Content & Treatment of Message-Health & Family Welfare Communication Campaigns	PPT/Lecture		
30	Content & Treatment of Message-Health & Family Welfare Communication Campaigns	Lecture		
31	Content & Treatment of Message-Health & Family Welfare Communication Campaigns	Lecture		
32	World Health Organization, UNICEF	Lecture		
33	World Health Organization, UNICEF	Lecture		
34	Campaigns against Polio-AIDS/HIV, Malaria, Small Pox, Female infanticide	Lecture		
35	Campaigns against Polio-AIDS/HIV, Malaria, Small Pox, Female infanticide	Lecture		
36	Campaigns against Polio-AIDS/HIV, Malaria, Small Pox, Female infanticide	Lecture		
37	Student Seminar	PPT/ Lecture		
38	Student Seminar	PPT/ Lecture		
39	Student Seminar	PPT/ Lecture		
40	Revision	PPT		
	CIA-1			

MODULE III				
41	Hurdles in health Communication, Resistance to Change	Lecture		
42	Hurdles in health Communication, Resistance to Change	Lecture		
43	Campaign Overcoming the Hurdles, Role of Opinion Leaders	Lecture		
44	Campaign Overcoming the Hurdles, Role of Opinion Leaders	Lecture		
45	Role of Primary Health Centers, Anganwadi, & ASHA	Lecture		
46	Role of Primary Health Centers, Anganwadi, & ASHA	PPT/Lecture		
47	Student Seminar	PPT/Lecture		
48	Student Seminar	PPT/Lecture		
49	Student Seminar	PPT/Lecture		
50	Revision	PPT/Lecture		
MODULE – IV				
51	Message preparation for health campaign	Lecture	Video	
52	Message structure, Cultural adaptation	Lecture	Video	
53	Preparation of stickers, posters, billboards	PPT/Lecture	Video	
54	Preparation of stickers, posters, billboards	PPT/Lecture	Video	
55	Industry Expert Session	PPT/Lecture		
56	Industry Expert Session	PPT/Lecture		
57	Industry Expert Session	PPT/Lecture		
58	Revision	PPT		
CIA – II				
MODULE – V				
59	Channel for Health Campaign	Lecture		
60	Channel for Health Campaign	Lecture		
61	Media selection - Advantages of traditional media, mass media and New media	Lecture		
62	Media selection - Advantages of traditional media, mass media and New media	Lecture		
63	National Rural Health Mission (NRHM)-a critical assessment	Lecture		
64	National Rural Health Mission (NRHM)-a critical assessment	Lecture		
65	Industry Expert Session	PPT/Lecture		

66	Industry Expert Session	PPT/Lecture		
67	Industry Expert Session	PPT/Lecture		
68	Student Seminar	PPT		
69	Student Seminar	PPT		
70	Student Seminar	PPT		
71	Revision	PPT		
72	Revision	PPT		

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	01/07/2016	Ethics in Health Magazine
2	05/08/2016	Impact of Health Campaigns in improving Public health in India
3	20/10/2016	Major Health Schemes in Kerala and India

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	12/08/2016	The role of social media in promoting health awareness in urban area. (Group Discussion)
2	30/10/2016	Advantages of traditional media in rural communication.

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. Washington: US Department of Health & Human Services P, Print.

- Ontario Agency for Health Protection and Promotion (Public Health Ontario). (2015).
- Planning Health Promotion Programmes: Introductory Workbook. 4th ed. Toronto, ON: Queen's Printer for Ontario, Print.
- Ronald E. Rice, James E. Katz (2001). The Internet and Health Communication: Experiences and Expectations. London, Thousand Oaks, New Delhi: Sage

COURSE 3: 15P3MCJT11 MAGAZINE JOURNALISM

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	3
COURSE CODE AND TITLE	15P3MCJT11 MAGAZINE JOURNALISM	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	ANU CHERIAN		

COURSE OBJECTIVES
To understand the classification of magazines and various writing styles and analyse the latest trends in magazine publishing
To prepare the design and layout for different magazines
To prepare different types of contents for magazines such as feature reports of different types, columns, cartoons, photographs, infographic.
To evaluate the economics and business of magazines including market research
To discuss about the major publishing houses and publications in India

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introductory Session	PPT	Video	
2	Classification of magazines by content	PPT/Lecture		
3	Professional & Technical magazines	PPT/Lecture		
4	Little magazines, Political	PPT/Lecture		
5	Current Affairs	Student presentation & Discussion		
6	Women's	Student presentation & Discussion		
7	Satiety, Literary	Student presentation & Discussion		
8	Automobile, Business	Student presentation & Discussion		
9	Health	Student presentation & Discussion	Discussion	

10	IT, Science, Sports	Student presentation & Discussion		
11	Film, Children	Student presentation & Discussion		
12	Agriculture, Medicine	Student presentation & Discussion		
13	Real Estate, Travel & Tourism	Student presentation & Discussion		
14	Management, Career	Student presentation & Discussion		
15	Photography	Student presentation & Discussion		
16	Interiors & Design, Architecture	Student presentation & Discussion		
17	Leisure & Entertainment, Crime.	Student presentation & Discussion		
18	General magazines, Specialized magazines, Tabloids	Collaborative lecture		
19	e-Publishing	Collaborative lecture		
20	Trends in Magazine Journalism	Collaborative lecture		
21	Online Magazines & their Future	Collaborative lecture		
MODULE II				
22	Production of Magazines-Design/Layout	PPT/Lecture		
23	Cover	Lecture	Videos and exercises	
24	Cover	Collaborative lecture		
25	Format	Collaborative lecture		
26	Illustration Principles	Collaborative lecture		
27	Illustration Principles	Collaborative lecture		
28	Graphics	Collaborative lecture	Software training	
28	Graphics	Collaborative lecture		
29	Typography	Collaborative lecture		
30	Typography	Collaborative lecture		
31	Infographic	Collaborative lecture		
32	Infographic	Collaborative lecture		
33	Contents	Collaborative lecture		
34	Feature writing	Collaborative lecture		
35	Feature writing	Collaborative lecture		
36	Feature writing	Collaborative lecture		
37	Cartoons	Collaborative lecture		
38	Columns	Collaborative lecture		
39	Photographs	Collaborative lecture	Videos	
40	Principles of Magazine Editing	Collaborative lecture		
41	Photo Editing Rules	Collaborative lecture		
42	Use of Colour	Collaborative lecture	Videos	
43	Major e-magazines	Collaborative lecture		
44	Revision	PPT/Discussion		
45-46	CIA-1			

MODULE III				
47	Special issues & Supplements	PPT/Lecture	Group Discussion	
48	Economics & Business of Magazine	PPT/Lecture	Guest Lecture	
49	Publishing, Factor of competition	Discussion		
50	Planning & Launching a Magazine	Lecture		
51	Readership surveys, content studies - Market Research	Lecture/Discussion	Group Project	
52	Readership surveys, content studies - Market Research			
53	Readership surveys, content studies - Market Research	Lecture/Discussion		
54	subscription drives, Circulation & Readership Drive	Lecture/Discussion		
55	subscription drives, Circulation & Readership Drive			
56	News stand sales, promotional strategies & techniques, market trends.	Lecture/Discussion		
57	News stand sales, promotional strategies & techniques, market trends.	Lecture/Discussion		
58	Revision	PPT		
MODULE – IV				
59	Major publishing houses and Magazines in India.	Lecture	Group discussion	
60	Student Seminar	PPT		
61	Student Seminar	PPT		
62	Student Seminar	PPT		
63	Student Seminar	PPT		
64	Revision	PPT		
CIA – 2				
MODULE – V				
65	Publishing Houses & Major Magazines in Kerala	Lecture	Video	
66	Student Seminar	PPT		
67	Student Seminar	PPT		
68	Prominent Editors	PPT		
69	Student Seminar	PPT		
70	Student Seminar	PPT		
71	Discussion of student works	Discussion		
72	Discussion of student works	Discussion		

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	21/07/2016	Typefaces and typographic space, Expressive poster using software tools
2	11/08/2016	Feature Story writing with photograph/s on a socially relevant issue like gender violence /transgender /poverty/environment

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	19/09/2016	Market Research- Readership Survey
2	20/10/2016	Magazine making – prepare a specialized magazine

References

- 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.

COURSE 4: 15P3MCJT12 RADIO TELEVISION AND CINEMA

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	3
COURSE CODE AND TITLE	15P3MCJT12: RADIO TELEVISION AND CINEMA	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	MALU MOHAN		

COURSE OBJECTIVES
To emphasize the visual aspects of Journalism
To understand Electronic News Gathering, News Bulletins
To understand the Radio through practical exercises on Radio Production
To have practical knowledge on fiction and non- fiction Film making.
To understand the history and development of world Cinema

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introduction& brainstorming	Lecture		
2	Introduction& brainstorming	Lecture		
3	3 Stages Program production	PPT/Lecture		
4	3 Stages Program production	PPT/Lecture		
5	3 Stages Program production	PPT/Lecture		
6	Understanding the studio program Production	PPT/Lecture		
7	Understanding the studio program Production	Lecture		
8	Storyboard preparation	Lecture	e-resource	
9	Storyboard preparation	Lecture		
10	Revision	Lecture		
MODULE II				
11	Characteristics of broadcast Media	PPT/Lecture		
12	Characteristics of broadcast Media	Lecture		
13	Characteristics of broadcast Media	Lecture		
14	Basic production techniques in broadcasting	Lecture		
15	Basic production techniques in broadcasting	Lecture		

16	Basic production techniques in broadcasting	PPT/Lecture	e-resource	
17	Basic production techniques in broadcasting	PPT/Lecture		
18	Various types of Shots & Camera movements	PPT/Lecture		
19	Various types of Shots & Camera movements	PPT/Lecture		
20	Various types of Shots & Camera movements	PPT/Lecture		
21	Basic creative editing	PPT/Lecture		
22	Revision	PPT/Lecture		
MODULE III				
23	CIA 1	PPT/Lecture		
24	Major Technical jargons using in Post Production Stage	PPT/Lecture		
25	Major Technical jargons using in Post Production Stage	PPT/Lecture		
26	What is Special effects	Lecture		
27	Define Visual effects	Lecture		
28	What is animation	PPT/Lecture		
29	Practical side of animation	PPT/Lecture	Video	
30	Practical side of animation	PPT/Lecture	Video	
31	Practical side of animation	PPT/Lecture		
32	Introduction to visual editing	Lecture		
33	Type of editing	PPT/Lecture	e-resource	
34	Non-linear editing	PPT/Lecture		
35	linear editing	PPT/Lecture		
36	Practical training in editing	PPT/Lecture	Video	
37	Practical training in editing	PPT/Lecture	Video	
38	Practical training in editing			
Module IV				
40	Production control room	Lecture	Demo	
41	What is ENG	Lecture		
42	Tele typesetting, VDT, CRT,	Lecture		
43	Covering spot news	Lecture		
44	Covering spot news	PPT/Lecture		
45	ENG, SNG-Reporter on camera	PPT/Lecture	e-resource	
46	Outdoor Broadcast	PPT/Lecture		
47	Outdoor Broadcast	Lecture		
48	Audience Research & TAM, TRP.	Lecture		
49	Audience Research & TAM, TRP.	PPT/Lecture		
50	Audience Research & TAM, TRP.	PPT/Lecture		

Module V				
51	Introduction to World Cinema	Lecture		
52	Introduction to World Cinema	Lecture		
53	Introduction to World Cinema	Lecture		
54	History of World Cinema	Lecture		
55	History of World Cinema	PPT/Lecture		
56	History of World Cinema	PPT/Lecture		
57	History of Indian Cinema	Lecture		
58	History of Indian Cinema	Lecture		
59	History of Indian Cinema	Lecture	e-resource	
60	Story of Malayalam Cinema	Lecture		
61	Story of Malayalam Cinema	PPT/Lecture		
62	Story of Malayalam Cinema	PPT/Lecture		
63	Parallel film movements	Lecture		
64	Parallel film movements	Lecture		
65	Contemporary Malayalam Cinema.	Lecture	e-resource	
66	Contemporary Malayalam Cinema.	Lecture		
67	Contemporary Malayalam Cinema.	Lecture		
68	Contemporary Malayalam Cinema.	Lecture		
69	Revision			
70	Total Revision			
71	Total Revision			
72	Total Revision			

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	12/07/2016	Public service advertisement production

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	14/10/2016	Music album production

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*. 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

COURSE 5: 15P3MCJP03 RADIO AND VIDEO PRODUCTION- (PRACTICAL)

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	3
COURSE CODE AND TITLE	15P3MCJP03 RADIO AND VIDEO PRODUCTION- (PRACTICAL)	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	SIJO JOSEPH		

COURSE OBJECTIVES
To shoot and edit news stories using a video camera, external mic, video editing software
To produce news stories
To record and audio profile story using a digital recording device
To have practical knowledge on fiction and non- fiction Film making.
To evaluate video news stories, identify items for improvement and implement changes

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introduction Broadcast production	Lecture		
2	Introduction Broadcast production	Lecture		
3	Radio Production Workshop	Workshop		
4	Radio Production Workshop	Workshop		
5	Radio Production Workshop	Workshop		
6	Radio Production Workshop	Workshop		
7	Radio Production Workshop	Workshop		
8	Radio Production Workshop	Workshop	e-resource	
9	Radio Production Workshop	Workshop		
10	Radio Production Workshop	Workshop		
MODULE II				
11	Introduction to Camera & Lighting	Workshop		
12	Introduction to Camera & Lighting	Workshop		
13	Introduction to Camera & Lighting	Workshop		
14	Introduction to Camera & Lighting	Workshop		
15	Introduction to Camera & Lighting	Workshop		
16	Introduction to Camera & Lighting	Workshop	e-resource	
17	Introduction to Camera & Lighting	Workshop		
18	Introduction to Camera & Lighting	Workshop e		

19	Introduction to Camera & Lighting	Workshop		
20	Introduction to Camera & Lighting	Workshop		
21	Introduction to Camera & Lighting	Workshop		
22	Introduction to Camera & Lighting	Workshop		
MODULE III				
23	Writing for Television news	Workshop		
24	Writing For Television news	Workshop		
25	Writing For Television news	Workshop		
26	Writing For Television news	Workshop		
27	Writing For Television news	Workshop		
28	Writing For Television news	Workshop		
29	Writing For Television news	Workshop	Video	
30	Writing For Television news	Workshop	Video	
31	Writing For Television news	Workshop		
32	Writing For Television news	Workshop		
33	Writing For Television news	Workshop	e-resource	
34	Introduction to video Editing	Workshop		
35	Introduction to video Editing	Workshop		
36	Introduction to video Editing	Workshop	Video	
37	Introduction to video Editing	Workshop	Video	
38	Introduction to video Editing	Workshop		
Module IV				
40	The Art of Film Making	Workshop	Demo	
41	The Art of Film Making	Workshop		
42	The Art of Film Making	Workshop		
43	The Art of Film Making	Workshop		
44	The Art of Film Making	Workshop		
45	The Art of Film Making	Workshop	e-resource	
46	The Art of Film Making	Workshop		
47	The Art of Film Making	Workshop		
48	The Art of Film Making	Workshop		
49	The Art of Film Making	Workshop		
50	The Art of Film Making	Workshop		
Module V				
51	Visual Media Production	Workshop		
52	Visual Media Production	Workshop		
53	Visual Media Production	Workshop		
54	Visual Media Production	Workshop		
55	Visual Media Production	Workshop		
56	Visual Media Production	Workshop		
57	Visual Media Production	Workshop		
58	Visual Media Production	Workshop		

59	Two day Visit to television news studio	industry visit	e-resource	
60	Two day Visit to television news studio	industry visit		
61	Two day Visit to television news studio	industry visit		
62	Two day Visit to television news studio	industry visit		
63	Two day Visit to television news studio	industry visit		
64	Two day Visit to television news studio	industry visit		
65	Two day Visit to television news studio	industry visit	e-resource	
66	Two day Visit to television news studio	industry visit		
67	Two day Visit to television news studio	industry visit		
68	Two day Visit to television news studio	industry visit		
69	one day Visit to fm Radio studio	industry visit		
70	one day Visit to fm Radio studio	industry visit		
71	one day Visit to fm Radio studio	industry visit		
72	one day Visit to fm Radio studio	industry visit		

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	12/8/2016	Television news story production

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	14/09/2016	Radio Programme Production