



## **CURRICULUM AND SYLLABI**

### **CHOICE BASED CREDIT SYSTEM (CBCS-PG)**

### **M. A. COMMUNICATIN AND JOURNALISM PROGRAMME**

INTRODUCED FROM 2015 ADMISSION ONWARDS

BOARD OF STUDIES IN COMMUNICATION AND JOURNALISM

**Sacred Heart College (Autonomous), Thevara, Kochi, Kerala**

## SACRED HEART COLLEGE (AUTONOMOUS) –THEVARA, KOCHI -13.

### 1. SCOPE

- 1.1. These regulations provided herein shall apply to all post-graduate programmes, conducted by Sacred Heart College (S.H.college), Thevara with effect from the academic year 2016-2017 admission onwards.

### 2. DEFINITIONS

2.1 'Academic **Committee**' means the Committee constituted by the principal under this regulation to monitor the running of the Post-Graduate programmes under the Choice Based Credit System (CBCS-PG).

2.2 'Programme' means the entire course of study and examinations.

2.3 'Duration **of Programme**' means the period of time required for the conduct of the programme. The duration of post-graduate programme shall be of 4 semesters.

2.4 '**Semester**' means a term consisting of a minimum of 90 working days, inclusive of examination, distributed over a minimum of 18 weeks of 5 working days, each with 5 contact hours of one hour duration

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

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

2.7 '**Programme Credit**' means the total credit of the PG Programmes, i.e.; **80 credits**.

2.8 **Programme Core course'** Programme Core course means a course that the student admitted to a particular programme must successfully complete to receive the Degree and which cannot be substituted by any other course.

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

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

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

- 2.12 **'Tutorial'** Tutorial means a class to provide an opportunity to interact with students at their individual level to identify the strength and weakness of individual students.
- 2.13 **'Seminar'** seminar means a lecture expected to train the student in self-study, collection of relevant matter from the books and Internet resources, editing, document writing, typing and presentation.
- 2.14 **'Evaluation'** means every course shall be evaluated by 25% internal assessment and 75% external assessment.
- 2.15 **'Repeat course'** is a course that is repeated by a student for having failed in that course in an earlier registration.
- 2.16 **'Audit Course'** is a course for which no credits are awarded.
- 2.17 **'Department'** means any teaching Department offering a course of study approved by the college / Institute as per the Act or Statute of the University.
- 2.18 **'Parent Department'** means the Department which offers a particular Post graduate programme.
- 2.19 **'Department Council'** means the body of all teachers of a Department in a College.
- 2.20 **'Faculty Advisor'** is a teacher nominated by a Department Council to coordinate the continuous evaluation and other academic activities undertaken in the Department.
- 2.21 **'College Coordinator'** means a teacher from the college nominated by the College Council to look into the matters relating to CBCS-PG System
- 2.22 **'Letter Grade'** or simply **'Grade'** in a course is a letter symbol (S, A, B, C, D, etc.) which indicates the broad level of performance of a student in a course.
- 2.23 Each letter grade is assigned a **'Grade point'** (GP) which is an integer indicating the numerical equivalent of the broad level of performance of a student in a course.
- 2.24 **'Credit point'** (CP) of a course is the value obtained by multiplying the grade point (GP) by the Credit (Cr) of the course  $CP=GP \times Cr$ .
- 2.25 **'Extra credits'** are additional credits awarded to a student over and above the minimum credits required for a programme for achievements in co-curricular activities carried out outside the regular class hours as directed by the College/ department.
- 2.26 **'Semester Grade point average'** (SGPA) is the value obtained by dividing the sum of credit points (CP) obtained by a student in the various courses taken in a semester by the total number of credits taken by him/her in that semester . The grade points shall be rounded off to two decimal places. SGPA determines the overall performance of a student at the end of a semester.

2.27 **Cumulative Grade point average'** (CGPA) is the value obtained by dividing the sum of credit points in all the courses taken by the student for the entire programme by the total number of credits and shall be rounded off to two decimal places.

2.28 **'Grace Marks'** means marks awarded to course/s, as per the orders issued by the college from time to time, in recognition of meritorious achievements in NCC/NSS/Sports/Arts and cultural activities.

2.29 **'Words and expressions'** used and not defined in this regulation but defined in the Mahatma Gandhi University Act and Statutes shall have the meaning assigned to them in the Act and Statute.

### **3. ACADEMIC COMMITTEE**

3.1 There shall be an Academic Committee constituted by the principal to manage and monitor the working of (CBCS-PG) 2016.

3.2 The Committee consists of

- (a) The principal
- (b) The vice principal
- (c) Deans of the faculties of science, arts and commerce
- (d) The Controller of Examinations
- (e) IQAC –Coordinator
- (f) The superintendent of the college

### **4. PROGRAMME STRUCTURE**

4.1 Students shall be admitted into post graduate programmes under the various faculties.

4.2 The programme shall include two types of courses, Program Core (C) courses and Program Elective (E) Courses. There shall be a Program Project (D) with dissertation to be undertaken by all students. The Programme will also include assignments, seminars, practical (P), viva (V), study tour etc., if they are specified in the Curriculum

4.3 There shall be various groups of four Programme Elective courses for a programme such as Group A, Group B etc. for the choice of students subject to the availability of faculty and infrastructure in the institution and the selected group shall be the subject of specialization of the programme.

#### **4.4 Project work**

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

4.4.2 Project work shall be carried out under the supervision of a teacher in the concerned department.

- 4.4.3. A candidate may, however, in certain cases be permitted to work on the project in an industrial / Research Organization/ Institute on the recommendation of the Supervisor.
- 4.4.4 There should be an internal assessment and external assessment for the project work in the ratio 1:3
- 4.4.5 The external evaluation of the Project work is followed by presentation of work including dissertation and Viva-Voce.
- 4.4.6 The mark and credit with grade awarded for the program project should be entered in the grade card issued by the college.
- 4.5. **Assignments:** Every student shall submit one assignment as an internal component for every course.
- 4.6 **Seminar Lecture:** Every PG student may deliver one seminar lecture as an internal component for every course. The seminar lecture is expected to train the student in self-study, collection of relevant matter from the books and Internet resources, editing, document writing, typing and presentation.
- 4.7 Every student shall undergo **two class tests** as an internal component for every course.
- 4.8 The attendance of students for each course shall be another component of internal assessment.
- 4.9 Comprehensive Viva-voce shall be conducted at the end of the programme which covers questions from all courses in the programme as per the syllabus.

## **5. ATTENDANCE**

- 5.1 The minimum requirement of aggregate attendance during a semester for appearing the end semester examination shall be 75%. Condonation of shortage of attendance to a maximum of 10 days in a semester subject to a maximum of two times during the whole period of Post Graduate programme may be granted by the College as forwarded on the recommendation by the class teacher/HOD.
- 5.2 If a student represents the college in University, State or Nation in Sports, NCC, NSS or Cultural or any other officially sponsored activities such as College union / University union activities, he/she shall be eligible to claim the attendance for the actual number of days participated subject to a maximum of 10 days in a Semester based on the specific recommendations of the Head of the concerned Department and Principal of the College.
- 5.3 A student who does not satisfy the requirements of attendance shall not be permitted to take the end Semester examinations.
- 5.4 Those students who are not eligible even with condonation of shortage of attendance shall repeat the course along with the next batch

## **6. BOARD OF STUDIES AND COURSES.**

- 6.1 The Board of Studies concerned shall design all the courses offered in the PG programme. The Board of Studies in MA Communication and Journalism (PG) Sacred Heart College (Autonomous) Thevara

Boards shall design and introduce new courses, modify or re-design existing courses and replace any existing courses with new/modified courses to facilitate better exposures and training for the students.

6.2 The syllabus of a course shall include the title of the course, contact hours, the number of credits and reference materials.

6.3 Each course shall have an alpha numeric code number which includes abbreviation of the subject in two letters, the semester number, the code of the course and the serial number of the course ('C' for Program Core course, 'E' for Program Elective course, 'O' for Open Elective course, 'P' for Practical and 'D' for Project/ Dissertation and 'V' for Comprehensive Viva voce).

6.4 Every Programme conducted under Choice Based Credit System shall be monitored by Academic committee and the College Council.

## **7. REGISTRATION.**

7.1 A student shall be permitted to register for the programme at the time of admission. The duration of the PG Programme shall be 4 semesters.

7.2 A student who registered for the course shall complete the course within a period of 8 continuous semesters from the date of commencement of the programme.

## **8. ADMISSION**

8.1 The admission to all PG programmes shall be as per the rules and regulations of the college.

8.2 The eligibility criteria for admission shall be as announced by the college from time to time.

8.3 There shall be provision for inter collegiate and inter University transfer within a period of two weeks from the date of commencement of the semester.

8.4 There shall be provision for credit transfer subject to the conditions specified by the Board of Studies concerned.

## **9. ADMISSION REQUIREMENTS**

9.1 Candidates for admission to the first semester of the PG programme through CBCS shall be required to have passed an appropriate Degree Examination of Mahatma Gandhi University as specified or any other examination of any recognized University or authority accepted by the Academic council of the college as equivalent thereto.

9.2 The candidate must forward the enrolment form to the Controller of Examinations of the college through the Head of the Department.

9.3 The candidate has to register all the courses prescribed for the particular semester. Cancellation of registration is applicable only when the request is made within two weeks from the time of admission.

9.4 Students admitted under this programme are governed by the Regulations in force.

**10. PROMOTION:** A student who registers for the end semester examination shall be promoted to the next semester

## **11. EXAMINATIONS**

11.1 There shall be an external examination at the end of each semester.

11.2 The answers must be written in **English** except for those coming under Faculty of languages.

11.3 Practical examinations shall be conducted by the college at the end of the semesters as per the syllabus.

11.4 Project evaluation and Comprehensive Viva -Voce shall be conducted as per the syllabus. Practical examination, Project evaluation and Comprehensive Viva-Voce shall be conducted by two external examiners.( For professional courses, one examiner can be opted from the same college itself)

11.5 There shall be one end-semester examination of 3 hours duration in each lecture based course (Theory).

11.6 A question paper may contain multiple choice /objective type, short answer type/annotation, short essay type questions/problems and long essay type questions. Different types of questions shall have different marks, but a general pattern may be followed by the Board of Studies.

## **12 EVALUATION AND GRADING**

12.1 Evaluation: The evaluation scheme for each course shall contain two parts; (a) internal evaluation (ISA) and (b) end semester evaluation (ESA). 25 marks shall be given to internal evaluation and 75 marks to external evaluation so that the ratio between internal and external mark is 1:3. Both internal and external evaluation shall be carried out in mark system. Both internal and external marks are to be mathematically rounded to the nearest integer.

12.2 **Internal evaluation:** The internal evaluation shall be based on predetermined transparent system involving periodic written tests, assignments, seminars/viva/field survey and attendance in respect of theory courses and based on written tests, lab skill/records/viva and attendance in respect of practical courses. The marks assigned to various components for internal evaluation is as follows.

### **12.3 Components of Internal Evaluation**

All the components of the internal evaluation are mandatory

#### **a) For Theory**

|     | <b>Components</b>                       | <b>Marks</b> |
|-----|---|--------------|
| i.  | Assignment                              | 5            |
| ii  | Seminar/Quiz/Field survey<br>/Viva etc. | 5            |
| iii | Attendance                              | 5            |
| iv  | Two Test papers(2x5)                    | 10           |
|     | Total                                   | 25           |

**b) For Practical**

| Components                         | Marks     |
|------------------------------------|-----------|
| Attendance                         | 5         |
| Written/Lab test                   | 5         |
| Laboratory Involvement/<br>Record* | 10        |
| Viva                               | 5         |
| <b>Total</b>                       | <b>25</b> |

\*Marks awarded for Record should be related to number of experiments recorded

**c) For Project**

| Components                      | Marks     |
|---------------------------------|-----------|
| Topic/Area selected             | 2         |
| Experimentation/Data collection | 5         |
| Punctuality                     | 3         |
| Compilation                     | 5         |
| Content                         | 5         |
| Presentation                    | 5         |
| <b>Total</b>                    | <b>25</b> |

**12.4 Evaluation of****Attendance**

| % of attendance         | Mark |
|-------------------------|------|
| Above 90%               | 5    |
| Between 85 and < 90     | 4    |
| Between 80 and below 85 | 3    |
| Between 76 and below 80 | 2    |
| 75                      | 1    |

**Assignment**

| Components       | Marks    |
|------------------|----------|
| Punctuality      | 1        |
| Content          | 2        |
| Conclusion       | 1        |
| Reference/Review | 1        |
| <b>Total</b>     | <b>5</b> |



**Seminar**

| Components       | Marks    |
|------------------|----------|
| Content          | 2        |
| Presentation     | 2        |
| Reference/Review | 1        |
| <b>Total</b>     | <b>5</b> |

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

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

**12.7 External Evaluation:** The external examination in theory courses shall be conducted by the college with question papers set by external experts/ question bank. The evaluation of the answer scripts shall be done by the examiners based on a well-defined scheme of evaluation given by the question paper setters. The external evaluation shall be done immediately after the examination preferably through the centralised valuation.

12.8 The question paper should be strictly on the basis of model question paper set by BoS with due weightage for each module of the course and there shall be a combined meeting of the question paper setters and experts for scrutiny for finalisation of question paper. Each set of question should be accompanied by its scheme of valuation.

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

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

**Grades for the different semesters and overall programme are given based on the corresponding GPA as shown below:**

| GPA                        | Grade                  |
|----------------------------|------------------------|
| Equal to 9.5 and above     | <b>O Outstanding</b>   |
| Equal to 8.5 and below 9.5 | <b>A+ Excellent</b>    |
| Equal to 7.5 and below 8.5 | <b>A Very Good</b>     |
| Equal to 6.5 and below 7.5 | <b>B+ Good</b>         |
| Equal to 5.5 and below 6.5 | <b>B Above Average</b> |
| Equal to 4.5 and below 5.5 | <b>C Average</b>       |
| Equal to 4.0 and below 4.5 | <b>D Pass</b>          |
| Below 4.0                  | <b>F Failure</b>       |

**12.9** A separate minimum of 40% marks (D grade) required for a pass for both internal evaluation and external evaluation for every course.

**12.11** A candidate who has not secured minimum marks/credits in internal examinations can re-do the same registering along with the end semester examination for the same semester, subsequently.

**12.12** A student who fails to secure a minimum marks/grade for a pass in a course will be permitted to write the examination along with the next batch.

**There will be no improvement examinations**

**12.13** After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of semester, a student should pass all courses and score a minimum SGPA of 4.0 However, a student is permitted to move to the next semester irrespective of her/his SGPA.

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

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

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

**SGPA = TCP/TCr**, where

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

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

Where n is the number of courses in that semester

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

**CGPA =  $\frac{\sum(TCP \times TCr)}{\sum TCr}$  GPA shall be round off to two decimal places**

#### **12.14 PATTERN OF QUESTIONS**

Questions shall be set to assess knowledge acquired, standard, and application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. The question setter shall ensure that questions covering all skills are set. He/She shall also submit a detailed scheme of evaluation along with the question paper.

A question paper shall be a judicious mix of, multiple /objective, short answer type, short essay type /problem solving type and long essay type questions.

**Pattern of questions for external examination for theory paper**

| Type of Questions                | Total no. of questions | Number of questions to be answered | Marks of each question | Total marks |
|----------------------------------|------------------------|------------------------------------|------------------------|-------------|
| Section A – Short Answer         | 12                     | 8                                  | 2                      | 16          |
| Section B- Short essay/ Problems | 10                     | 7                                  | 5                      | 35          |
| Section C- Long essay            | 4                      | 2                                  | 12                     | 24          |
|                                  | <b>26</b>              | <b>17</b>                          |                        | <b>75</b>   |

Pattern of questions for external examination of practical papers will be decided by Practical exam board chairman as per the guidelines of Board of Studies.

**13. GRADE CARD**

The colleges under its seal shall issue to the students, a grade card on completion of each semester, which shall contain the following information.

- a) Name of the College
- b) Title of the Postgraduate Programme
- c) Name of the Semester
- d) Name and Register Number of the student
- e) Code, Title, Credits and Max. Marks (Internal, External & Total) of each course (theory & Practical) in the semester.
- f) Internal, External and Total Marks awarded, Grade, Grade point and Credit point in each course in the semester
- g) The total credits, total marks (Max. & Awarded) and total credit points in the semester
- h) Semester Grade Point Average (SGPA) and corresponding Grade.
- i) Cumulative Grade Point Average (CGPA)
- j) The final Mark cum Grade Card issued at the end of the final semester shall contain the details of all courses (theory & practical) taken during the final semester examination and shall include the final grade/marks scored by the candidate from 1st to 3rd semester, and the overall grade/marks for the total programme.

**14. AWARD OF DEGREE**

The successful completion of all the courses with 'D' grade (40%) shall be the minimum requirement for the award of the degree

**15. MONITORING COMMITTEE**

There shall be a Monitoring Committee constituted by the principal consisting of faculty advisors, HOD, a member from teacher learning evaluation committee (TLE) and college coordinator to monitor the internal evaluations conducted by college. The Course teacher, Faculty Advisor, and the College

Coordinator should keep all the records of the internal evaluation, for at least a period of two years, for verification.

#### **16. GRIEVANCE REDRESSAL MECHANISM**

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

**Level 1:** At the level of the concerned course teacher

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

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

#### **17. TRANSITORY PROVISION**

Notwithstanding anything contained in these regulations, the Principal shall, for a period of three year from the date of coming into force of these regulations, have the power to provide by order that these regulations shall be applied to any programme with such modifications as may be necessary.

#### **18. REPEAL**

The Regulations now in force in so far as they are applicable to programmes offered by the college and to the extent they are inconsistent with these regulations are hereby repealed. In the case of any inconsistency between the existing regulations and these regulations relating to the Choice Based Credit System in their application to any course offered in the College, the latter shall prevail.

## **SEMESTER-I**

### **15P1MCJT01 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 and socialization.

**Module 2:** Models of Communication - Aristotle, Claude E. Shannon & Warren Weaver, Harold D. Lasswell, Wilbur Schramm, Charles E. Osgood E. Osgood, Gerbner, Newcomb, 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. Inter-cultural Communication: Traditional Communication Media and Modern Mass Media as vehicles of Inter-Cultural Communication, Culture and Media, Popular Culture and Indian Media.

#### **Reading List**

- 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 Fleur (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

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- Wilbur Schramm and Donald F. Roberts (eds.)(1971). *The Process and Effects of Mass Communication*. Urbana: University of Illinois Press,
- Hugh Mackay & Tim O'Sullivan (1999). *The Media Reader*. London, New York : Sage Publications
- Denis 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.

## 15P1MCJT02 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 Mohun 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 Bharathi- Commercial Broadcasting, EM Radio, Satellite & Internet Radio.

**Module-5:** Press Commissions and Committees- Recommendations. AK Chanda, BGVarghese, 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*. F.Waltham, 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



## 15P1MCJT03 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, Handouts, 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 /Labour relations-Community relations-Industrial/ Business relations-Investor/Share holder relations.PR & Corporate Communication-Corporate Houses, Contemporary Trends in Public Relations.

### Reading List

- 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
- VNarasimhaReddi(2014).*EffectivePublicRelationsandMediaStrategy*.NewDelhi:PHI Learning Pvt Ltd

## 15P1MCJT04 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.

### Reading List

- MV Kammath (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

## 15P1MCJP01 PRACTICALS: NEWS REPORTING

### Objective

Impart practical training to develop the news reporting and writing skills of the students. The students are sent to 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) document.

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.

### Reading List

- MV Kammath (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**

### **15P2MCJT05 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, Doordarsan, 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, Multicolor process, types of paper stocks, Size of publication-colour positives-negatives-colourseperation- digital printing, flexography.

#### **Reading list**

- 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

## 15P2MCJT06 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 Tele communication 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.

### **Reading list**

- 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

## 15P2MCJT07 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. Copy writing techniques & exercise in copy writing. scripting and storyboard preparation for commercial. Advertising campaigns. Landmarked campaigns. Corporate Film making

**Module-3:**Advertising Agency-system, structure and functions. Prominent advertising agencies & personalities. Accreditation system. Major Publications. 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.

### **Reading list**

- 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



## 15P2MCJT8 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 news copy, managing developing stories. The mode of transmitting news stories to the editorial desk

**Module-2:** (HL)Headlines-Types, Functions & Trend, Writing Heads &Sub Heads. 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.

### **Reading List**

- 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

## **15P2MCJP02 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 develop coordinating 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**

### **15P3MCJT09 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
- Venkatlyer (2000). *Mass Media Laws And Regulations In India*. New Delhi: Bahri Sons (India Research Press)
- Monroe Edwin Price, Stefaan G. Verhulst (2001). *Broadcasting Reform in India: Media Law from a Global Perspective*. Oxford: Oxford University Press
- Peter Lunt, Sonia Livingstone (2011). *Media Regulation: Governance and the Interests of Citizens and Consumers*. London, Thousand Oaks, New Delhi: Sage
- B. Manna (2006). *Mass Media And Related Laws In India*. Kolkata: Academic Publishers
- Monroe E. Price, Stefaan G. Verhulst, Libby Morgan (2013). *Routledge Handbook of Media Law*. London, New York: Routledge
- Kaye Stearman (2012). *Freedom of Information*. New York: The Rosen Publishing
- Chris Reed (2004). *Internet Law: Text and Materials*. New York, Melbourne, Cape Town: Cambridge

### 15P3MCJT010 (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 Verghese Mappillai, C. V. Kunniraman, K. P. Keshava Menon, Malayalam Journalism and Literature. Socio-Political Movements in Kerala.

**Module-2:** Edit page-Letters to Editor, Editorial, Middle, survey and campaign-Translation of News copy from English, to Malayalam. headlines and caption writing, news writing, rewriting the, given copy. Feature writing. Writing for Malayalam Web Portals.

**Module-3:** Emergency & Malayalam Media. Emergence of Political Press & New Generation Newspapers in Kerala. Magazines and Tabloids-specialized publications for Women, Sports, Film, Health, Automotive, Cartooning, column writing, Internet and foreign editions.

**Module-4:** Emergence of Broadcasting & Electronic Media in Kerala-AIR/Doordarshan, Satellite Channels- FM Radio & Commercials.

**Module-5:** Contemporary Trends in Malayalam Journalism. Regional & Local Newspapers Problems & prospects- Media and Malayalam Language.

#### Reading List

- M. K Menon (2009). Swa-le
- Kerala Press Academy. PathraBhashaPerunnaK.N.Nair.
- MalayalaPathrathinte Katha PuthupallyRagavan.
- Kerala PathrapravarthanaCharitra V.R Menon –
- MathrubhoomiyudeCharitram
- Murkothu Kunhappa – Malayala Manorama; Samskara Tharangini -
- K. P Vijayan – Pathrangal Vichithrangal

### OR 15P3MCJT010 (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. Board of Studies in MA Communication and Journalism (PG) Sacred Heart College (Autonomous) Thevara

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
- RenataSchiavo (2013). *Health Communication From Theory to Practice*.Jossey-Bass
- Jerry C. Parker, Esther Thorson. *Health Communication in the New Media Landscape*. New York: Springer
- MuhiuddinHaider (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

### 15P3MCJT11 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.On-line Magazines & their Future.

**Module-2:** Production of Magazines-Design/Layout, Cover, Format, Illustration Principles, Graphics, Typography, Infographs, 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, News stand 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

## 15P3MCJT12 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, and 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, Videotexts.- 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

### **15P3MCJP03 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.

#### **ParametersforProduction**

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

### 15P4MCJT013 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 the 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, and 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 Tufte, 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
- Neville Jayaweera, Sarat 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

## 15P4MCJT15 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.

### **Reading List**

- 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

### **15P4MCJP04 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.

**15P4MCJCV**  
**COMPREHENSIVE VIVA VOICE**

There will be a comprehensive viva at the end of the programme. The viva board consists of two external examiners preferably same as the practical examiners for the respective subject and one internal examiner (Class teacher).

### **15P4MCJPJ 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 fall 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 thesis