DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Title of Programme: Master Degree course in Communication and Journalism

Duration of the Programme: Four semesters with each semester consisting of a minimum of 90 working days distributed over a minimum of 18 weeks, each of 5 working days

Eligibility: Candidates who have passed a Bachelor Degree course of the University of Calicut or any other university recognized by the University of Calicut as equivalent thereto and have secured a minimum of 45% marks in each of Part I, Part II, Part III of the graduate course are eligible to apply. However professional graduates will be considered for MCJ admission, provided they secure minimum of first class (60%) in overall subjects. In the case of backward communities and SC/ST candidates the minimum marks required to be eligible to apply will be 43% and a pass minimum respectively of the qualifying exam.

Note: The above eligibility criteria is likely to change if and when the PG board of studies in Journalism recommends a change, subject to final approval by the Academic Council.

Admission: Admission to the course shall be made in the order of merit of performance of eligible candidates at the entrance examination. The 3 hour entrance examination will assess the language ability, general knowledge and aptitude of the candidate. Candidates securing 50% at the entrance examination alone will be considered for admission. Candidates belonging to Backward communities would be eligible for admission if they secure 47% at the entrance exam.

Weightage:

1) Holders of PG diploma in journalism - 5 marks
2) Working journalist with two years of experience in ABC accredited newspapers - 5 marks
3) Graduates with journalism sub - 5 marks
4) Three year degree holders with journalism main - 7 marks
5) Bachelor’s Degree holders in Multimedia Communication / Visual Communication/ Film Production/ Video Production - 5 marks

Candidates will be given weight age in only one of the categories whichever is higher. Weightage will be given only on production of authentic certificates.

Intake: The intake shall be restricted to 15 for each batch. Reservation of seats for SC/ST and other backward community will be as per the reservation rules of the University.
Master Degree Course in Department of Mass Communication offered under CCSS  
(2010-11)

**Semester I**

<table>
<thead>
<tr>
<th>Code No</th>
<th>Core Course</th>
<th>Credit</th>
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<tbody>
<tr>
<td>JMC 1C 01</td>
<td>Introduction to Mass Communication</td>
<td>4</td>
</tr>
<tr>
<td>JMC 1C 02</td>
<td>Media History &amp; Laws</td>
<td>4</td>
</tr>
<tr>
<td>JMC 1C 03</td>
<td>News Editing</td>
<td>4</td>
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<tr>
<td>JMC 1C 04</td>
<td>News Reporting</td>
<td>4</td>
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<tr>
<td>JMC 1C 05</td>
<td>Lab Journal Production – I</td>
<td>1</td>
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**Semester II**

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<tr>
<th>Code No</th>
<th>Core Course</th>
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<tbody>
<tr>
<td>JMC 2C 06</td>
<td>Themes, theories and issues in communication</td>
<td>4</td>
</tr>
<tr>
<td>JMC 2C 07</td>
<td>Public relations</td>
<td>4</td>
</tr>
<tr>
<td>JMC 2C 08</td>
<td>Advertising</td>
<td>4</td>
</tr>
<tr>
<td>JMC 2C 09</td>
<td>Radio, television, film and video</td>
<td>4</td>
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<tr>
<td>JMC 2C 10</td>
<td>Lab Journal Production – II</td>
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### Semester III

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<th>Code No</th>
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<tbody>
<tr>
<td>JMC 3C 11</td>
<td>Development Communication</td>
<td>4</td>
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<tr>
<td>JMC 3C 12</td>
<td>Communication Research</td>
<td>4</td>
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<tr>
<td>JMC 3C 13</td>
<td>Lab Journal Production – III</td>
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#### Elective Course

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<tr>
<th>Code No</th>
<th>Core Course</th>
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<tbody>
<tr>
<td>JMC 3E 01</td>
<td>Photo Journalism</td>
<td>4</td>
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<tr>
<td>JMC 3E 02</td>
<td>Web Journalism</td>
<td>4</td>
</tr>
<tr>
<td>JMC 3E 03</td>
<td>Introduction to Multimedia</td>
<td>4</td>
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</table>

**Elective Course:** At least two electives have to be chosen by the student

### Semester IV

<table>
<thead>
<tr>
<th>Code No</th>
<th>Core Course</th>
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<tbody>
<tr>
<td>JMC 4C 14</td>
<td>Feature Writing and Magazine Editing</td>
<td>4</td>
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<tr>
<td>JMC 4C 15</td>
<td>Technical Writing</td>
<td>4</td>
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<tr>
<td>JMC 4C 16</td>
<td>Dissertation and Viva voce</td>
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#### Elective Course

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<th>Code No</th>
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<tr>
<td>JMC 4E 05</td>
<td>Visual Media Production</td>
<td>4</td>
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<tr>
<td>JMC 4E 06</td>
<td>Corporate Communication</td>
<td>4</td>
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</table>

**Elective Course:** At least two electives have to be chosen by the student

**Total Credits = 75**

The first two semesters will consist of core courses only, out of which 80 marks will be allotted to the written examination (External evaluation) and 20 marks in each of the four papers set apart for internal evaluation. The III and IV semester will include both core and elective courses with the allotment of marks as above.

**Practicals:** However, the core course on Lab Journal Production will be of a practical nature with internal evaluation marks totalling 100 (1 credit) each semester. Based on the production of the laboratory newspapers, Calicut University Chronicle and News Today (daily wall newspaper) respectively.

The elective courses in the III and IV semesters will also include a practical mode with students involving and participating in video programme production, workshops and seminars.

**Dissertation and Viva voce: (8 credits)**

The IV semester will include dissertation and viva voce to be valued/ conducted by an Examination Board appointed by the University with allotment of 80 marks for dissertation and 20 marks for viva voce.

**Internship** (2 credits)

Students have to do internship in a recognized advertisement agency, newspapers, news agency, PR department, or any other media organisation for a six-week period after the MCJ final semester exam. The Department Council should prepare a list of media organizations (Newspapers and Magazines, TV Channels, Radio Stations, Advertising
Agencies, Technical Writing Firms, Public Relations Departments, Web Portals etc.) and students should choose one of the organizations in the list to do internship in the IV semester. The list should be revised from time to time. If any student fails to fulfil this requirement, his/her result will be withheld until the internship requirement is met. A total of 100 marks (3 credits) will be allotted after internal evaluation based on the internship report submitted by the student.

All other provisions with respect to registration, evaluation and grading will be as per the existing regulations of the CCSS.

**Norms of CCSS**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
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<tr>
<td>Minimum credits for 4-semester course</td>
<td>72</td>
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<tr>
<td>Minimum credits per semester including core electives</td>
<td>16</td>
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<tr>
<td>Maximum credits per semester including core electives</td>
<td>24</td>
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<tr>
<td>Minimum credits for 4-semester core course</td>
<td>48</td>
</tr>
<tr>
<td>Minimum credits for 4-semester elective course</td>
<td>16</td>
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<tr>
<td>Minimum credits for dissertation</td>
<td>8</td>
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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
University of Calicut

CHOICE BASED CREDIT
SEMESTER SYSTEM (CCSS)

2009 Admission

Syllabus
FIRST SEMESTER
JMC 1 C 01: INTRODUCTION TO MASS COMMUNICATION

Module I
Basics of Communication
Communication-definitions and elements; types of communication- interpersonal, group and mass communication; models of communication - Aristotle, Lasswell, Shannon and Weaver, Dance, Barnlund, Gerbner.

Module II
Mass Communication
Concept of ‘Mass’. Evolution of mass communication; mass communication process and models- Wesley McLean, Schramm, Riley and Riley, Maletzke; nature and characteristics of mass media - print, electronic and new media; mass communication functions and dysfunctions, normative theories of the Press.

Module III
Media and Audience Interaction
Concept of selectivity- Individual differences perspective, social categories perspective, social relations perspective.

Module IV
Media Effects
Types of media effects, brief history of media effects study; theories of effects- Ball-Rokeach and DeFluer's media system dependency model, McCombs and Shaw's agenda-setting, Noelle-Nuemann's spiral of silence theory, uses and gratifications approach.

Module V
News Control and Flow
Concept of gatekeeping; models of gatekeeping - White, Galtung and Ruge, News flow and its models-McNelly Bass and Mowlana.

Module VI
A Critique of Mass Communication
Contemporary communication issues at national and international level, problems and prospects of computer-mediated communication (CMC).

Books for reference
1. Mc Quail, Dennis : Theories of Mass Communication
2. Devito, Joseph A : Communicology: An introduction of the study of Communication
4. Vivian, John : Survey of Mass Communication
5. De Fluer, Melvin and Rokeach, Ball : Theories of communication
6. Berlo, David : The process of communication
7. Andersch et al : Communication in everyday life
8. Scott : Interpersonal communication
9. Mc Luhan, Marshal : Understanding Media
10. Perse, M. Elizabeth: Media Effects and Society
11. Bryant and Thompson: Fundamentals of Media Effects
13. Agee, Ault and Emery: Main currents in Mass Communication
15. Hamid, Moulana: International Information flow
Part I - MEDIA HISTORY

Module I


Module II


Module III

Brief history of broadcasting in India - AIR, Doordarshan, SITE, AKChanda Committee, BG Varghese Committee. Development and growth of Cable TV in India and its impact on society. An overview of Indian cinema. A brief historical perspective of mass media laws in pre-independent India.

Part II- MEDIA LAWS

Module IV

Basic legal concepts
Legal system in India. Indian Constitution and Freedom of Speech and Expression – Article 19(1) and Reasonable Restrictions.
Laws of Defamation: Civil and criminal, libel and slander, fair comment, right to privacy.
Media related provisions in Indian Penal Code, and Code of Criminal Procedures, and Customs Act, Children Act, Drugs and Magic Remedies Act, Indecent Representation of Women Act and Young Persons (Harmful Publication) Act.

Module V


Module VI

Broadcast media laws – AIR and DD codes for advertising, Cinematograph Act, Certification Rules. Intellectual property rights- Copyrights Act, Professional code of conduct for media persons.

Books for reference
Agee, Ault & Emery : Introduction to Mass Communication
Allan Bell : The Language of the News
Arvind Kumar : Trends in Modern Journalism.
Basu, Durga Das : Law of the Press
Bob Franklin, Martin Hamer, Mark Hanna, Marie Kinsey & John E : Key Concepts in Journalism Studies
Chris Newbold, Oliver Boyd-Barret & Hilde Van Den Bluck : The Media Book
D.S. Mehta : Mass Communication and Journalism in India
Dhawan, Rajeev : Only the Good News
Dixit, Anil K : Media Laws and Ethics?
Dr. J.V. Vilanilam : Parasyam
Dr. N. Sam : Malayala Patra Pravarthanam
Pathompatham Nootandil
G. Krishnaswamy : Seventy Five Years of Indian Cinema
G.C. Awasthy : Broadcasting in India
Jain, MC : Constitution of India, Vol I and II
Jane Dorner : Writing for the Internet
John H MacManus : Market driven journalism, Let the citizen beware
Joseph A Devito : Communicology-an introduction to the study of communication
K. Ramakrishna Pillai : Vrithantha Patra Pravarthanam
K.P.Vijayan : Pathrangal Vichitrangal
Kerala Bhaasha Institute : Madhyamagalam Malayala Sahityavum
Keval J Kumar : Mass Communication in India
M.K.Menon : Swale
M.V. Kamath : Professional Journalism
Martin Conboy : Journalism: A Critical History
Murkoth Kunjappa : Malayala Manorama Samskaratharangini
N.S. Raghavan : Broadcasting in India
Nadig Krishna Murthy : Indian Journalism
Nicolaus Mills : New Journalism
Philip Meyer : Ethical Journalism
Press Academy : Patra Bhasha
Puthupally Raghavan : Malayala Patra Pravarthan Charithram
RC. S. Saikar : The Press in India
S.Natarajan : A History of the Press in India
T.Venugopalan : Patralokam
V.K.Narayanan : Bhashayum, Madhyamavum
Walt Harrington : Intimate Journalism
JMC 1C 03 NEWS EDITING

Module I
Edit Room
Editing department, structure and functions. Editorial staff. Qualities and qualifications of editing personnel.

Module II
Language in Editing
Newsman's language; sentences and their structure; Tense in news writing; Negative and double negative expressions; Adjectives, modifiers; Split infinitives, Subject and verb agreement; Attributions and identification of sources; punctuations, paraphrasing and transition devises in news writing.

Module III
Non-linear editing

Module IV
Photo editing non-linear

Module V
Introduction to page-making software. Page makeup. Column dividing, white space, fonts. Headlines and subheads.

Module VI
Introduction to photoediting software. Selection, cropping, importing and toning a photograph.

Books for reference
Harold Evans : Newsman's English
Harold Evans : Handling Newspaper Text
Harold Evans : News Headlines
Harold Evans : Picture editing
Harold Evans : Newspaper design
George A Hough : News writing
Bruce Westly : News Editing
Baskette et al : Art of Editing
Lestlie Sellers : The simple Subs Book
Michel Hides : The Sub-editors’ Companion
William E. Francois : Beginning News Writing: A Programmed text
Martin L Gibson : Editing in the Electronic Era
Allen Hull and Bob John : Newspaper Design Today
Robert L. Kerns : Photo Journalism
Ken Metzler : News Writing Exercise
Module I
Basics of Reporting

Module II
News Structure
News story structure – Lead – types of lead, body and conclusion. Organizing and writing an inverted pyramid style and hour glass style stories.

Module III
Reporting Beats

Module IV
Reporting Speeches/Conferences/Events
Reporting speeches, seminars, conferences/briefings. Accident, disaster, and parliamentary affairs, follow-up stories.

Module V
Developmental Reporting

Module VI
Reporting - Developmental issues, events, speeches and conferences.

Books for reference
Andrews, Phil : Sports Journalism
Boyle, Raymond : Sports Journalism
Bull, Andy : Essential Guide to Careers in Journalism
Burns, Lynette Sheridan : Understanding Journalism
Chakravarthy, Jagdish : Changing Society, Emerging Trends
Crichtfield, Richard : The Indian Reporter's Guide
Jones, John Paul : Modern Reporter’s Handbook
Kamath M V : The Journalist's Handbook
Mudgal, Rahul : Emerging trends in Journalism
Pape, Susan : Newspaper Journalism
Parthasarathy, Rangaswamy : Basic Journalism
Pavlik V John : Journalism and New Media
Rajan, Nallini : Practicing Journalism
Sharma K C : Journalism in India
Shrivastava K M : News Reporting and Editing
JMC 1C 05 : LAB JOURNAL PRODUCTION

This core course will be of practical nature carrying one credit and one hundred marks. Evaluation will be on the basis of the students' involvement in the production of the laboratory newspapers – 'CALICUT UNIVERSITY CHRONICLE' and 'NEWSTODAY'.
SECOND SEMESTER
Module I
Communication and Psychology
Balance theory, Congruity theory and Dissonance theory, Educational communication
Basic theories of learning, Bandura's Social learning theory, Persuasion, Diffusion of innovation.

Module II
Communication and Language
Linguistic approach to communication, media genres and texts, news narratives, semiotics, problems and prospects of visual language.

Module III
Communication and culture
Cultural effects of mass media, entertainment and media, media and violence, gender and media, children and media.

Module IV
Communication and politics
Political communication and its effects in democracies; public opinion, propaganda and war, priming, framing, stereotyping.

Module V
International communication

Module VI
Globalization and mass communication
Issues in global media governance, international media dependency, Trans-national media ownership, new media, future of mass communication.

Books for reference
Lindzey and Aronson : Handbook of Social Psychology
Mc Quail, Dexmis : Theories of Mass Communication
Devito, Joseph A : Communicology: Introduction of the study of communication
Devito, Joseph A : The Communication Handbook
Vivian, John : Survey of Mass Communication
De Fluer, Melvin and Rokeach, Ball Scott : Theories of f communication
Perse, M. Elizabeth : Interpersonal communication
Bryant and Thompson : Media Effects and Society
Agee, Ault and Emery : Fundamentals of Media Effects
Bettingheus, Edwin P : Main currents in Mass Communication
McNair : Persuasive Communication
Bandura, Albert : Political Communication
Bryant and Zillmann : Social foundations of though and actions
Bryant and Zillmann : Media effect
JMC 2C 07: PUBLIC RELATIONS

Module I
Origin and development of PR; Definitions of PR, propaganda, publicity, lobbying, PR functions, Public opinion in PR; Characteristics and qualifications of PR personnel.

Module II
Organisation setup of PR departments/ agencies; PR in public / private sectors, Central and State PR Govt depts. Govt information services and their functions.

Module III
Stages of PR campaigns, Planning for PR campaigns. Media relations, Community relations and consumer relations

Module IV
PR as a management function, PR and crisis management, Functions of PR agency, PR counselling and Consultancy, PR in support of sales promotion

Module V
PR tools – house journals, newsletters, handouts, conduct of press conferences, Open house seminars, and event management, Preparation of press releases, news letters and news bulletins

Module VI
Leadership and communication in PR; PR and corporate social responsibility; Professional organisations of PR; Code of ethics for PR practitioners; PR and social auditing.

Books for reference
Allen H, Frank E Walsh : Public relations practices
Alphonse Earayil & James Vadanchery : PR at the cutting edge level
Anil Basu : Public relations: Problems and prospects with case studies
Artur R Roal mann : Profitable PR
Baskin, Aronoff, Lattimore : Public relations profession & the practise
Bell Cantor : Experts in action: Inside public relation
Cohen : Public relation primer: thinking and writing in context
Colin Conlson Thomas : Public relations is your business
Davis : Everything you should know about PR
Dennish Wilcox : PR : strategies & tactics
Donald Treadwell, Jill B Treadwell : PR writing
Dong Newsom, Bob Carrel : PR writing
DS Mehta : Hand book of PR in India
Frank Jefkin : Planned press & PR
Frank Walsh : PR writer in a computer age
H Frazier Moore & Bertrand Canfield : PR: Primiles, cases and problems
John V Pavlik : PR: What research tells us
Judith Ridgway : Hand book of media & PR
Philip Lesley : Hand book of PR & Communication
Robert T Reilly : PR in action
Sam Black : Practical public relations
Scott M Cutlip : Effective public relations
Shirley Harrison : Public relations an introduction
Module I
History & Evolution of Advertising
The effects of literacy and town. The Industrial Revolution, the consumption oriented economy. Evolution of Advertising in India.

Module II
Advertising Agency
Advertising agency – structure and functions, advertising and marketing activities, advertising research, evaluating advertising, ethics and socioeconomic aspects of advertising.

Module III
Media & Budget strategy
Reaching prospects, choosing media – media strategy, key factors in budget setting. Advertising campaigns – planning, programming & evaluation.

Module IV
Elements of Advertising

Module V
Designing Advertisement
Designing process – making a model of the advertisement, testing the model, making the finished advertisement

Module VI
Advertising Media
Press, Radio, Television, Film, Multimedia in-shop and Outdoor advertising. Media selection and media mix.

Books for reference
Davis P Martyn : The effective use of Advertising
Hackley, Chris : Advertising and Promotion
Jones, John Philip : How Advertising Works
Klepner, Otto : Advertising Procedures
Longman A Kenneth : Advertising
Lovell, Mark : Assessing the effectiveness of Advertising
Mahmud, Jafar : Advertising Management
Quera, Leon : Advertising Campaigns
Ray L Michael : Advertising & Communication Management
Roman, Kenneth : How to Advertise
Rust T Roland : Advertising media models
Schudson, Michael : Advertising, the uneasy persuasion
Sutherland, Max : Advertising and the mind of the Consumer
Valladares A June : The Craft of Copywriting
Vilanilam V J : Advertising Basics
Module I
Radio broadcasting

Module II
Television telecasting

Module III
Celluloid

Module IV
Digital era

Module V
Audio in practice
Writing and punching for radio program. Sound dubbing, recording. Software’s for recording. Types of mikes, Amplifier, Mixer. Input, Output, Sound track.

Module VI
Video in practice

Books for reference
Alder and Cater : TV as a cultural force
Alder and Cater : TV as a social force
Browssard and Holgate : Broadcast News
Cremer, Krierstrad & Yoaknam : Television news
Dominick, Sherman & Messere : Broadcast, cable, the internet and beyond
Fletcher : Professional broadcasting
Gerald Millerson : Effective TV production
Harltley : Television truths
Hung Baddeley : The techniques of Documentary Film production
Ibrahim : Newness guide to television and video Technology
Jill : An introduction to film studies
K TIM WULFEMEYER : Beginning to radio and television news writing
Laurie Ouellette& James Hay : Better living through reality Television
Mallik : Tangled Tapes
Mamer : Film production technique
<table>
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<tr>
<th>Author</th>
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<tbody>
<tr>
<td>Mike Wolverten</td>
<td>How to make Documentaries for Video/ Radio/ Film</td>
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<td>Miller</td>
<td>Television and New media</td>
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<td>Mohanty</td>
<td>Educational broadcasting radio and TV in India</td>
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<td>P C Chatterji</td>
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<td>Pafna Lemish</td>
<td>Children and Television a global perspective</td>
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<td>Paul; Grainge, Mark &amp; Sharon</td>
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<td>Peter orlik, Steven Anderson,</td>
<td>Exploring electronic media</td>
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<td>Louis day &amp; Lawrence</td>
<td>Modern Indian films on rural background</td>
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<td>Ram Awatar Agnihotri</td>
<td>Literature through film</td>
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JMC 2C 10 : LAB JOURNAL PRODUCTION

This core course will be of practical nature carrying one credit and one hundred marks. Evaluation will be on the basis of the students’ involvement in the production of the laboratory newspapers – ‘CALICUT UNIVERSITY CHRONICLE’ and ‘NEWSTODAY’.
THIRD SEMESTER
JMC 3C 11 : DEVELOPMENT COMMUNICATION

Module I
Development: concept and definitions, Reason for underdevelopment, Approaches to development, Problems and issues in development, Characteristics of developing countries, Indicators of development

Module II
Models of development – Adam Smith, Ricardo, Maltheus, Rostow, Marx, Mahatma Gandhi, Dominant paradigm of development and its criticism

Module III
Development communication: Concept, definition – process – role of media in development communication – social, cultural and economic barriers. Development communication models of Lerner, Schramm, Rogers. Rural development in India

Module IV
Development communication policy in India – action plan – democratic decentralisation, Panchayat Raj, Planning at national, state, regional, district, block and village levels
Development support communication: case studies in agriculture, health, education, population

Module V
Alternative paradigms of development, integrated rural development, Participatory form of development, Information and communication technologies in development, An overview of folk and traditional media and their use in development.

Module VI
An ethical perspective of development, Empowerment – concept – definitions – dimensions. Sustainable development, Women in development (WID), Gender and development (GAD)

Books for reference
Agrawal and Malik : Television in Kheda
Banerjee : Family Planning Communication
Cheng : Media Policies and national Development:
Desai : Communication Policies in India: SITE Reports
Dube, S.C. : India’s Changing Villages, Human Factors in Community Development
Edgar and Rahim : Communication Policies in Development Countries
Lerner : The Passing of Traditional Society; Modenaizing the Middle East
Majid Tehranian : Communication Policy for National Development
Schramm : Mass Media and National Development
Shyam parmar : Traditional Folk Media
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<tr>
<td>Srinivas M N.</td>
<td>: Remembered Village</td>
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<td>Kuppuswamy</td>
<td>: Social Change in India</td>
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<td>Srinivas R Melkote, H Leslie Steeves</td>
<td>: Communication for development in the third world</td>
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<td>Srinivas R Melkote, Sandhya Rao</td>
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<td>Uma Naruda</td>
<td>: Development communication Theory and practice</td>
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<td>Y. V. L. Rao</td>
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JMC 3C 12: COMMUNICATION RESEARCH

Module I
Research Process
Nature and scope of communication research; development of mass media research, aspects of research, characteristics of research; evaluation of communication research in India.

Module II
Research Procedures
Topic selection - Relevance of the topic, literature review, setting hypothesis and research questions, analysis and interpretation, summary; Questions and problems for further investigation.

Module III
Research Approaches
Qualitative research method – field observations, focus groups, interviews, case studies; Content analysis – Definitions, steps in content analysis, reliability and validity. Survey research – Descriptive and analytical surveys. Quantitative method – Definitions and components.. Combined qualitative and quantitative designs. Sampling methods; procedures.

Module IV
Data analysis
Introduction to Statistics – Basic statistical procedure; techniques for communication research – Measures of central tendencies, frequency distribution, tests of significance, reliability, validity and correlations.

Module V
Research Applications
Research in print media, electronic media, advertising and public relations and internet.

Module VI
Writing Thesis
Writing with style, avoiding common writing errors, readability of the manuscript, writing a research report, concluding the research report, writing exercises.

Books for reference
Berger : Media Analysis Techniques
Berger, Arthur Asa : Media Research Techniques
Creswell W. John : Research Design
Festinger Katz : Research Methods in Behavioural Research
Kerlinger : Foundations of Behavioural research
Lowery & De fluer : Main currents in Mass Communication Research
Pool : Questionnaire Design and Attitude measurement
Stempel and Westley : Research Methods in Mass Communication
Wimmer D Roger : Mass Media Research
JMC 3C 13 : LAB JOURNAL PRODUCTION

This core course will be of practical nature carrying one credit and one hundred marks. Evaluation will be on the basis of the students’ involvement in the production of the laboratory newspapers – ‘CALICUT UNIVERSITY CHRONICLE’ and ‘NEWSTODAY’.
FOURTH SEMESTER
Module I
What is technical writing
Differences between technical writing and other forms of writing. Qualities and qualifications of technical writers; End products of technical writing – technical reports, Project proposals, project abstracts, project documents and manuals - technical, installation and end-user.

Module II
Create a technical document
Create a technical document; professionals involved - project manager/editor, writers, graphic artists; liaison with project engineers/scientists and clients

Module III
Roles and responsibilities of writer
Roles and responsibilities of writers, editors / project managers. Document formats - hard and soft copy versions designs

Module IV
Principles of Technical Writing
Styles in technical writing; Clarity, precision, coherence and logical sequence in writing: The writing process - aim of writing, knowing the writing assignment, its clients and end users; Gathering of facts/data; Planning the document content and organization; Writing the draft; draft revision; use of graphics/illustrations.

Module V
Technical Editing Process
The technical editing process - Review of the document aim, content and its organisation; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/illustrations; copy fitting, design an layout of documents. Online editing process.

Module VI
Online Editing Process

Books for reference
Donald C. Samson Jr. : Editing Technical Writing
Gordon H. Mills & John A Walter : Technical Writing
McGehee Brad : The complete Guide to Writing Software User Manuals
Patricia A. Robinson : Fundamentals of Technical Writing
Peter J MGuire and Sara M. Putzell : A Guide to Technical Writing
Robert W Bly and Gary Blake : Technical Writing : Structure, Standard and Style
Susan Grimm : How to Write Computer Documentation for Users
Module I

Module II
Types of magazines – general interest magazines – special audience magazines, trade magazines, An overview of Magazine scene in India.

Module III
Writing articles/ feature and columns for general interest, special audience and trade magazines.

Module IV
Magazine design – cover, content and inside pages design.

Module V
Magazine editing – editing of articles/ features, copy fitting, picture editing and selection, picture cropping. House style.

Module VI
Magazine formats and production techniques.

Books for reference
André Fontaine: The Art of Writing Non-fiction
Brain Nicholas: Features with Flair
Chilton R Bush: Editorial thinking and writing
J. W. Click and Russel N. Baird: Magazine Editing and Production
Jenny McKay: The Magazine Handbook
John Morrish: Magazine Editing
Leonard Mogel: The Magazine
Myrick E Land: Writing for Magazines
N.S. Raghavan: Broadcasting in India
S. Natarajan: A History of the Press in India
Susan Pape and Sue Featherstom: Feature Writing
JMC 4C 16: DISSERTATION/ PROJECT
Electives
III - SEMESTER
Module I
A snap
Introduction to Photojournalism. Types of photographs news photographs, advertisements photographs, wild life photographs, sports photographs. Review of Photo journals and magazines in India. Leading photographers and photojournalists in India. International news photographers.

Module II
Photography and Journalism

Module III
Digital photography

Module IV
Tools of photography

Module V
Writing with light

Module VI
Editing photographs
Transferring photographs to a personal computer. Photo manipulation through software. Selection, cropping, scaling and toning pictures. Printing with actual resolution.

Books for reference
Arthur Rostein : Photo journalism
B K Desh Pandey : Photo journalism
Huy : Photo Journalism (the visual approach)
Jonathan Hilton : Action photography
Lewis : Photo journalism: Content and technique
Lizwells : The photography reader
Loup langton : Photo journalism and today’s news
Rick Samon’s : Complete guide to Digital photography
Salomon : Advertising photography
Scharf : Pioneers of photography
Steve Bavister : Digital photography
Walden : Photography and Philosophy
Module I: Information and Communication Technology
Basic concepts, scope and limitations of communication technology, new patterns of information traffic, computer mediated community formation, implications on society - digital divide and democratization of information. Emergence of new media and their differences from old media.

Module II: Web Journalism
Web Journalism– definition, origin, development and contemporary relevance; differences from traditional journalistic practices-Interactivity, sociability, multimedia content, autonomy, playfulness, privacy, personalization, digitization and convergence. Audiences of Web Journalism.

Module III : New Media Technology
LAN, MAN, WAN, E-mail, Web, ownership and administration of Internet, types of Internet connection, internet protocols, Introduction to HTTP, HTML, XML, java script, browsing and browsers, bookmarks, searching through directory, search engines, Website development and maintenance- Inserting, authoring, linking, editing, promoting and maintaining website. Web page design principles.

Module V: Writing and Editing for the Web
Online editions of newspapers, Online reporting- tools for newsgathering. Writing for the Web – principles, limitations and new trends. Editing of web content. Management and economics of online editions, online advertisements and their types.

Module VI: Themes and issues in Web Journalism

Books for Reference

Steven G Jones  
Bryn Honmes and John Gardner  
Paliwal  
Dedjea  
Ved Prakash Gandhi  
Godffray Harris  
Rahul Singhai  
Anne Granny  
Shakil Ahmed Syed  
Pavlik, John  
Zorkoczy, Peter  
McQuil

Cyber society  
E- Learning : Concepts and practice  
Contemporary IT scenario  
IT in new millennium  
Electronic media communication and management  
Advertising in Internet  
Computer Applications for Journalism  
Multimedia: Text and Context  
A Guide to IT: Cyber Laws and E Commerce  
Journalism and New Media  
Information Technology, An Introduction  
Mass Communication Theory
<table>
<thead>
<tr>
<th>Module 1</th>
<th>Definition of Multimedia, Multimedia systems, Multimedia elements, Multimedia applications, Multimedia system architecture, Digital media and Hypermedia.</th>
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<tbody>
<tr>
<td>Module 2</td>
<td>Multimedia file formats, standards, communication protocols, conversions, Data compression and decompression. Image authoring and editing tools, image file formats–JPEG, TIFF, GIF, PNG. Layers, RGB, CMYK, Contrast, Brightness, Slicing, Contrast Ration, Aspect Ratio, Gray Scale, filters, blending tools, Image enhancing designing technique.</td>
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<td>Module 3</td>
<td>Introduction to 2 D animation, definition of 2D, characteristics of 2D, Authoring tools for 2D animation, Introduction to 3 D animation. SWF, FLA, FLV. Streaming Media, key frame animation, shape animation, path animation, action script, use of action script in animation, integrating audio with animation.</td>
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<td>Module 4</td>
<td>Multimedia production : idea/concept, outline, script, storyboarding, templates, user interface, production and delivery strategies, design and navigation structures – linear, hierarchical, non-linear, and composites; hotspots and buttons; multimedia building blocks preparation and assembling, pre and post production problems and solutions.</td>
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<td>Module 5</td>
<td>Multimedia applications in business, education and entertainment, multimedia team – project manager, designers, writers, video/audio specialists, multimedia programmers.</td>
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<td>Module 6</td>
<td>Multimedia Project (Practical): Students should conceive, execute and submit a multimedia project of 10 minute duration on any topic/theme. The project must encompass all building blocks (text, picture, graphics, video, sound) and these should be assembled using appropriate authoring software.</td>
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Electives
IV - SEMESTER
Module I
Indian Economy
Features of Indian Economy, Economic reforms – rationale and justification, new industrial policy – features and evaluation.

Module II
Planning
Planning; Economic and social aspects, the determinants of the economic planning, planning and the role of the state.

Module III
Budgeting Process
Understanding stock, stock market operations – floating of shares, debentures; share market analysis.

Module IV
Prices and Inflation
Price rise; consequences of rise in prices, Governments’ policy, money supply and inflation, control of inflation, analysis.

Module V
Business Journalism
Overview of Business Journalism in India, major business publications, mass media business – an analysis.

Module VI
Guidelines for Business Communication
Preparing business letters, annual reports, business journals, editing business communication. Reporting budget, stock market, meetings of business organizations, ethics in business reporting.

Books for reference
Agarwal A N : Indian Economy
Kapila, Raj : A Decade of Economic Reforms in India
Kapila, Uma : Indian Economy since independence
Kirsch Donald : Financial and Economic Journalism – Analysis, Interpretation and reporting
Pratten, Cliff : The Stock Market
Thomas E C : Economic and Business Journalism
Witzel, Morgan : Dictionary of Business and Management
Module I
Basics of Videography
Introduction to visual media. Origin and history of visual productions and recent innovations. Cast and crew, Producer, Director, Associate. Stage or floor manager, Cameramen, Tele prompter, Lighting Director, Audio operator, Technical Director, Graphics artist.

Module II
Audio and Lighting

Module III
Production Stages
Stages of production- Pre-production, Production and Post-production. Idea generation, Budgeting and planning, paperwork, discussion, casting, story board and screenplay.

Module IV
Video Editing
Types of editing, Preparation for editing, Non-linear editing, editing aesthetics, graphics, virtual and traditional, transition and effects, titling, subtitling, overlay and merging.

Module V
Practice to Video Production
Concept mapping, discussion with experts and outline writing techniques. Budgeting and allocating the production cost. Identifying the resources. Shot division. Two and three camera production. Students should script and produce a video documentary of 15 to 30 minutes duration.

Module VI
Online Editing
Editing- non linear. Finalizing the disc, mini DV, DV, viewing and handling pictures through software. Arranging, preparing and logging. Transitions and effects in non-linear editing. Rendering into DVD, VCD, NTSC and PAL format.

Books for reference
Burrows, Gross, Foust & wood : Video productions- Disciplines and techniques
Cooper, Pancyger : Writing the short film
Dissanayake : Asian Cinema
Friedman : Writing for Visual Media
GROSS : Telecommunication An introduction to electronic media
GROSS : The international world of electronic media
<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
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<tbody>
<tr>
<td>Gross/ Ward</td>
<td>Electronic movie making</td>
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<td>Hayes</td>
<td>Visual gender, visual histories</td>
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<td>Huber</td>
<td>Modern recording techniques</td>
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<td>Irving &amp; Rea</td>
<td>Producing and directing the short film and video</td>
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<td>James Donald &amp; Michael Renov</td>
<td>The sage handbook of film studies</td>
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<tr>
<td>James Elkins</td>
<td>Visual studies</td>
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<td>Mcquintosh</td>
<td>FCP in film editing</td>
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<td>Messaris</td>
<td>Visual persuasion</td>
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<td>Miller</td>
<td>Companion to film theory</td>
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<td>Ohanian</td>
<td>Digital Non linear Editing</td>
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<td>PURCELL</td>
<td>Dialogue editing for motion pictures</td>
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<td>Rabiger</td>
<td>Directing film techniques and aesthetics</td>
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<td>Sadler</td>
<td>Electronic media law</td>
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<td>Shyles</td>
<td>The art of video production</td>
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<td>Thompson</td>
<td>Scene design and stage lighting</td>
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<td>TUGGLE, CARS &amp; HUFFMAN</td>
<td>Broadcast News Handbook: writing, reporting and</td>
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<td>producing</td>
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Module I
Basics of Communication
Basics of Communication- definitions, elements, types of communication – interpersonal, group and mass communication, verbal, written and visual communication. Communication in organizations, types - internal and external, downward, upward, horizontal and diagonal communication. Principles of effective communication.

Module II
Basics of Corporate Communication
Corporate communication- definition, historical perspective, contemporary relevance. Facets of corporate communication-organizational communication, marketing communication, management communication.

Module III
Corporate Communication Tools
Internal and external communication tools-business correspondence, recruitment correspondence, electronic correspondence, memoranda and reports and their types, meetings documentation, circulars, sales letters, publicity materials, newsletters, notices, advertisements, leaflets, invitations, press releases, brochures and visual presentation methods.

Module IV
Functions of Corporate Communication
Functions of corporate communication - Employee Relations (ER) Investor Relations (IR), Media Relations (MR), Government Relations (GR), Costumer Relations (CR) and Public Relations (PR). Audiences, objectives, functions, principles and tools of communication in. ER, IR, MR, GR, CR and PR.

Module V
Corporate Reputation
Concept of corporate personality, components of corporate personality, stakeholder perception. Role of communication in building corporate reputation, corporate identity and corporate brands.

Module VI
Corporate Communication Management
Organization of corporate communication system; teamwork in corporate communication, strategic corporate communication and issue management, measuring the effectiveness of corporate communication.

Books for reference
Belassan, Alan T. : The Theory and Practice of Corporate Communication
Cees van Riel and Fombrun : Essentials of Corporate Communication
Tylor, Shirley : Communication for business
Allen, R.K : Organizational Management through Communication
Agenti, P.A : Corporate Communication
McQuil and Windahl : Communication Models