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UNIVERSITY OF CALICUT

Abstract

General and Academic- Faculty of Journalism- Syllabus of MA Journalism and Mass Communication Programme in the Teaching Department of the University under CCSS PG Regulations 2019 with effect from 2019 Admission onwards - Implemented- Orders Issued

G & A - IV - B

U.O.No. 8950/2019/Admn Dated, Calicut University.P.O, 06.07.2019

Read:-1. U.O.No. 4500/2019/Admn Dated 26.03.2019

2. Minutes of the meeting of the Board of Studies in Journalism PG held on 14.05.2019(item no.1)

3. Minutes of the meeting of the Faculty of Journalism PG held on 18.06.2019 (item no.2)

ORDER

The Regulations for Choice Based Credit and Semester System for Post Graduate (PG)Curriculum-2019 (CCSS PG Regulations 2019), for all Teaching Departments/ Schools of the University of Calicut with effect from 2019 Admission has been implemented vide paper read first above.

The meeting of the Board of Studies in Journalism PG held on 14.05.2019 has resolved to approve the syllabus of MA Journalism and Mass Communication Programme revised in tune with CCSS PG Regulation with effect from 2019 Admission onwards, vide paper read second above.

The meeting of the Faculty of Journalism PG held on 18.06.2019 has approved the minutes of the meeting of the Board of Studies in Journalism PG held on 14.05.2019, vide paper read third above.

Under these circumstances, considering the urgency, the Vice Chancellor has accorded sanction to implement the Scheme and Syllabus of MA Journalism and Mass Communication Programme in accordance with the new CCSS PG Regulations 2019, in the University with effect from 2019 Admission onwards, subject to ratification by the Academic Council.

The Scheme and Syllabus of MA Journalism and Mass Communication Programme in the Teaching Department of the University in accordance with CCSS PG Regulations 2019, is therefore implemented with effect from 2019 Admission onwards.

Orders are issued accordingly. (Syllabus appended)

Biju George K

Assistant Registrar

To

The HoD, Dept. of Journalism and Mass Communication.

Copy to:PS to VC/PA to PVC/ PA to Registrar/PA to CE/JCE I/JCE V/DoA/EX and EG Sections/GA I F/CHMK Library/Information Centres/SF/DF/FC

Forwarded / By Order

Section Officer

UNIVERSITY OF CALICUT
BOARD OF STUDIES IN JOURNALISM (PG)
FACULTY OF JOURNALISM

REGULATIONS & SYLLABUS

MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION (MA JMC-CCSS)

FOR DEPT. OF JOURNALISM & MASS COMMUNICATION UNIVERSITY OF CALICUT

(FROM 2019 ADMISSION)

PROGRAMME REGULATIONS

MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION (MA-JMC) CCSS 2019 ADMISSION

FOR DEPT. OF JOURNALISM & MASS COMMUNICATION UNIVERSITY OF CALICUT

TITLE OF THE PROGRAMME

Master of Arts in Journalism and Mass Communication (MA JMC)

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 FOR ADMISSION

Candidates who have passed a Bachelor Degree course of the University of Calicut or any other university recognised by the University of Calicut as equivalent thereto and have secured a minimum of 50% marks in aggregate are eligible to apply. However, professional graduates will be considered for admission, provided they secure minimum of first class (60%) in overall subjects. Backward communities and SC/ST candidates will get relaxation in marks as per the university rules.

ADMISSION PROCEDURE

Admission to the program shall be made in the order of merit of performance of eligible candidates at the entrance examination. The entrance examination will assess the language ability, general knowledge and journalistic aptitude of the candidate.

WEIGHTAGE MARKS

Holders of PG diploma in journalism	5 marks
Graduates with journalism sub	5 marks
Three year degree holders with Journalism as Main	7 marks
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.

TEACHING, LEARNING STRATEGY

Apart from the classroom interactions/lectures, seminars, workshops, media analysis, film appreciation etc. shall be conducted. Industry visits and study tours shall be arranged during the programme to get the students exposure to the nature and function of various media organisations. The Departmental body shall prepare a panel of external experts/ faculty and facilitate interaction between students and the panellists. Teachers shall organise interactive sessions between the students and the panellists in their respective fields and monitor students' attendance and performance during these interactive sessions.

MEDIUM OF INSTRUCTION AND EXAMINATION

Medium of instruction and examination shall be English considering the global media industry to which the professionals are nurtured and trained through the programme.

DISSERTATION AND VIVA

Students shall submit a dissertation at the final semester after conducting research in the field of mass communication under the supervision of a teacher. They have to follow research methodology suitable to the area of interest with the approval of the supervisor. The dissertation shall be free from plagiarism. Research ethics shall be followed in every step of the work. The approved style for referencing is APA.

INTERNSHIP

Students have to do internship in recognised advertisement agency/newspapers/ news agency/ PR department/ any other media organisation for not less than one month. The Department Council/ equivalent body should prepare a list of media organisations (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 organisations in the list to do internship. 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.

INFRASTRUCTURE

Media education involves hands on training, particularly in this era of media convergence. Hence, adequate infrastructure in the form of computer systems, internet connections, software, cameras and accessories, edit suits and studios are to be ensured for the use of learners.

STUDENT ORIENTATION

Students shall be oriented to the entire programme regulations, evaluation strategy and all the provisions in the CCSS Regulations 2019 of the University of Calicut for their meaningful completion of the programme.

CCSS REGULATIONS 2019

All matters not mentioned in this document shall be dealt with according to the provisions of the CCSS Regulations 2019 and the amendments thereof issued by the University of Calicut from time to time.

Evaluation Strategy

THEORY COURSE

There shall be internal and external evaluation for theory courses. The distribution of marks between internal and external examinations will be as follows:

Internal evaluation

20% marks shall be given to the internal evaluation, which is conducted as a continuous assessment. The distribution of marks for internal examination components shall be as follows:

Components	**Percentage**	**Marks**
Examination/test	40 %	8
Seminars/ Presentation	20%	4
Assignments	20%	4
Attendance	20%	4
Total	100%	20

External evaluation

The remaining 80% marks shall be for the end semester external evaluation.The external examination in theory courses is to be conducted with question papers set by external examiners. The evaluation of the answer scripts shall be done based on a well-defined scheme of valuation framed by the examiners.

Instructions to Question Paper Setters

Questions shall be set to assess the knowledge acquired, standard, and application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesise knowledge. Due weightage shall be given to each module based on content/teaching hours allotted to each module.

It has to be ensured that questions covering all skills are set. The setter shall also submit a detailed scheme of evaluation along with the question paper.

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

Question Paper template – Theory course

M A Journalism and Mass Communication (CCSS)
(2019 Admission onwards)
Semester : ....
Course Title : ....

Time : 3 Hours Total Marks: 80

I Write short notes on any **four** of the following. Each answer carries **four** marks. (4 x 4=16 marks)

a) .....
b) .....
c) .....
d) .....
e) .....
f) .....
g) .....

. II Write short essays on any **five** of the following. Each answer carries **eight** marks . (5 x8 = 40 marks)

a) .....
b) .....
c) .....
d) .....
e) .....
f) .....
g) .....

. III Write long essays on any **two** of the following. Each answer carries **twelve** marks (2 x 12=24 marks)

a) .....
b) .....
c) .....
d) .....

PRACTICAL Course

Examiners shall follow the internal and external evaluation matrices given below. and, learners shall be informed of these matrices well in advance.

Internal Evaluation

Throughout the course, the teacher concerned shall monitor the progress of the learner and shall evaluate internally as per the components under internal evaluation given below.
Total marks: 40

Components	Percent	Marks
Lab Skill	40%	16
Records	30%	12
Practical Test	30%	12
Total	100%	40

External Evaluation

End semester evaluation in Practical Courses shall be conducted and evaluated by both internal and external examiners.
As part of this, there shall be a practical examination of two hours to ascertain whether the learner acquired the expected learning outcomes in the syllabus of the course concerned. The examiners shall evaluate the skills in all modules through a single work or multiple tasks. Each student shall be given different task/ work. Students may be drawn at random for practical assignment.
The practical test shall follow a viva voce on the practical assignment given for the test to evaluate the conceptual knowledge base of the learner. Total marks: 60

Components	Percent	Marks
Practical Test	70%	42
Viva	30%	18
Total	100%	60

ABILITY ENHANCEMENT COURSE & PROFESSIONAL COMPETENCY COURSE

The colleges shall conduct examination for these courses and have to intimate /upload the results of the same to the University on the stipulated date during the III Semester. Students have to obtain only minimum pass requirements in these courses. The credits will not be counted for evaluating the overall SGPA & CGPA. The examiners can design appropriate AEC & PCC and evaluation criteria by considering the relevant aspects in the core areas of the study.

DISSERTATION & VIVA

The valuation shall be jointly done by the supervisor of the project in the department and an External Expert from the approved panel, based on a well-defined scheme of valuation.
Total Marks: 100. The following break-up is suggested for valuation.

Components	Percentage
Review of Literature and Formulation of the Research Problem/Objective	20
Methods and Description of the techniques used	15
Analysis and Discussion of results	30
Presentation of the report, organization, styling, references etc.	15
Viva Voce examination based on the Project work/Dissertation	20

PROGRAMME STRUCTURE

MA JOURNALISM AND MASS COMMUNICATION (CCSS)

Total Credits Required : 80

SEMESTER I

Minimum Credits Required: 20

Course Code	Title	Credits
Core Courses		
MCJ 1C 01	Introduction to Mass Communication	4
MCJ 1C 02	Reporting News	4
MCJ 1C 03	Editing News	4
MCJ 1C 04	Media History	3
MCJ 1C 05	Communication Laws and Ethics	3
Core Course- Practical		
MCJ 1C 06	Graphic Design and Print Media Production (Practical Course)	2
Total Credits		**20**
Ability Enhancement Course (AEC)		
MCJ 1A 01	Indian Politics *(Credits are not counted)*	2

SEMESTER II

Minimum Credits Required: 20

Core Courses		
MCJ 2C 01	Media, Culture and Society	4
MCJ 2C 02	Advertising and Marketing Communication	4
MCJ 2C 03	Radio and Television Production	4
MCJ 2C 04	Development Communication	3
MCJ 2C 05	Global Communication	3
Core Course- Practical		
MCJ 2C 06	Photography and Videography (Practical Course)	2
Total Credits		**20**
Professional Competency Course (PCC)		
MCJ 2A 01	Audio Visual Editing *(Credits are not counted)*	2

SEMESTER III

Minimum Credits Required: 20

Core Courses

MCJ 3C 01	Communication Research	4
MCJ 3C 02	Public Relations and Corporate Communication	4
MCJ 3C 03	Online Journalism	4

Elective Courses *(Two elective courses are to be chosen- Total 8 credits)*

MCJ 3E 01	Documentary Film Production	4
MCJ 3E 02	Technical Writing & Documentation	4
MCJ 3E 03	Media Management and Entrepreneurship	4

Total Credits **20**

SEMESTER IV

Minimum Credits Required: 20

Core Course Project/Viva

MCJ 4C 01	Dissertation and Viva	8

Core Course

MCJ 4C 02	Film Studies	4

Elective Courses *(Two elective courses are to be chosen- Total 8 credits)*

MCJ 4E 01	Data Journalism	4
MCJ 4E 02	Photojournalism	4
MCJ 4E 03	Political Economy of Indian Media	4

Total Credits **20**

DETAILED SYLLABUS

MA JOURNALISM AND MASS COMMUNICATION (CCSS)
SEMESTER I
Minimum Credits Required: 20

MCJ 1C 01
INTRODUCTION TO MASS COMMUNICATION
(Core Course : 4 Credits)

Learning Objectives

- To familiarise students with the basic concepts of communication, specifically mass communication as a human/social/cultural process.
- To introduce communication models as a method for studying communication in a disciplinary framework.
- To present mass media system as a cultural institution and an industry, with special reference to the Indian context.
- To acquaint students with key theories, theoreticians and schools of thought in communication, their historical evolution and influence on various social domains.

Learning Outcomes

At the completion of the course, the students shall be able to:

- Recognise the social relevance of mass communication.
- Analyse the dynamics of mass communication in a systematic way using appropriate models and theoretical frameworks.
- Critically evaluate the functioning of communication systems both as a cultural process and an industrial practice.

Module I

Key Concepts and Models of Communication

Defining communication and its elements and process, Types and levels of communication-interpersonal, group and mass communication, Origin and development of Communication as a discipline, Communication models: Aristotle, Lasswell, Shannon and Weaver, Dance, Berlo, Barnlund, Gerbner.

Module II

Mass Communication: Systems and Functions

Defining Mass Communication

Mass Communication Models-Westly McLean, Shramm, Riley and Riley and Matetzke.

Nature and characteristics of mass media – newspaper, magazine, radio, television, film and digital media.Functions of mass media, Media as a cultural institution, Media as an industry. Normative Theories of the Press.

Module III

Mass Media and Mass Society

Theories of Mass Society – IbnKhaldun, Comte, Spencer, Tonnies, Durkheim, Habermas.

Mass as Audience and related theories: Stimulus Response Theory, Magic Bullet Theory, Individual Differences Theory, Social Differentiation Theory, Social Relationship Theory,

Flow theories of Communication: One step, Two Step and Multi Step Flow, Gatekeeping, Rogers' Theory of Diffusion of Innovation.

Module IV

Mass Media and Meaning Making

Construction of meaning: Linguistic, Sociological and Social Psychological approach. Mediated Reality: Persuasion, Propaganda, Balance Theory, Congruity Theory, Dissonance Theory, Social Learning Theory and Modeling Process, Agenda Setting Theory, Framing, Priming, Stereotyping, Formation of public opinion.

Module V

Effects Mass Media

Types of media effects, History of media effect studies, Theories of Effects: Uses and Gratification Theory, Dependency Theory, Spiral of Silence Theory, Cultivation Analysis.

CORE TEXTS

1. McQuail, D.& Windahl, S.(2013). *Communication Models for the Study of Mass Communications*.New York: Routledge.
2. DeFleur, M. & Ball-Rokeach, S. (1977).*Theories of Mass Communication.* New York: Longman.
3. McQuail, D. (2010).*McQuail's Mass Communication Theory*.New Delhi: Sage Publications.

SUGGESTED READINGS

1. Fiske, John. (2010).*Introduction to Communication Studies*.New York: Routledge.
2. DeVito, J.A.(1982). *Communicology: An Introduction to Human Communication*. US: HarperCollins Publishers.
3. Baran, S.J.& Davis, D.K. (2000).*Mass Communication Theory: Foundations, Ferment and Future*. US: Wadsworth.
4. Harris, R.J. & Sanborn, F.W. (2004).*A Cognitive Psychology of Mass Communication*. NJ:Routledge.

SUGGESTED LINKS

1. https://www.communicationtheory.org/
2. https://www.poynter.org/

MCJ 1C 02
REPORTING NEWS
(Core Course: 4 Credits)

Learning Objectives

- To explain basic concepts of news, news ethics and media writing trends with special focus on convergence journalism.
- To introduce news language and writing styles for the print, broadcast and new media.
- To present news management methods and new trends in the field.
- To acquaint students with various fields of specialized reporting.

Learning Outcomes

At the completion of the course the learners shall be able to

- Recognise news and report it professionally following the latest trends in the field and ethical considerations in place.
- Analyse the language of news and practice news writing
- Critically evaluate news management systems and related journalistic practices.

Module I

Basics of News Writing

Definition of News, News values, Soft news and Hard News, News and Media Convergence, Positive reporting.

Ethical Considerations: Balance, Bias, Quotes, Attribution, Objectivity v/s subjectivity, Plagiarism, Defamation- Libel & Slander, Copyright dimensions, Fake news, Fact verification.

Module II

Writing News

Principles of standard usage, principles of simple language, principles of meaningful language, principles of inclusive language.

Structuring story for the print, broadcast and digital media – inverted pyramid, hourglass, narrative story-telling and impersonal writing, elements (5Ws and 1 H) of news, writing leads and headlines and strategies for connecting paragraphs.

Module III

Sourcing News

Story Ideas, cultivating sources, off-the record, beats, press releases, government and non-government sources, wire copies, news agencies, crowd sourcing, citizen reporting, Interviewing and its techniques.

On-the-scene coverage, speeches, conferences, follow-up stories, roundups. Social media as news sources.

Module IV

News Management

Desk and field interaction, news bureau management, types of reporters- local, national, foreign and specialist reporters.Freelancing. Engaging special reporters. News syndication. Intimate and precision journalism, advocacy reporting, multicultural reporting, data journalism.

Module V

Feature and Specialised Reporting

Feature stories: definition, characteristics, treatment and feature leads. Types of features. Specialized reporting: obituaries, profiles, crime, disasters and tragedy, reporting courts, parliamentary reporting, reporting sports, business and creative industry.

Developmental reporting: environment, science, technology, health and education.

CORE TEXTS

1. Whitaker, W. R. et al. (2013).*Media Writing: Print, Broadcast, and Public Relations*.London: Routledge.
2. Busa, G. (2013). *Introducing the Language of the News: A Student's Guide*. London: Routledge.
3. Rich, Carole.(2015).*Writing and Reporting News: A Coaching Method.* USA: Cengage Learning.

RECOMMENDED READINGS

1. Reporter without Borders: Safety guide for journalists, A handbook for reporters in high-risk environments, UNESCO.
2. Posetti, Julie: Protecting Journalism Sources in the Digital Age, UNESCO
3. Posetti, J. and Matthews, A.*A short guide to the history of 'fake news' and disinformation*. ICFJ.

SUGGESTED LINKS

1. https://rsf.org/en/actions/reports-and-statistics
2. https://unesdoc.unesco.org/ark:/48223/pf0000248054
3. https://unesdoc.unesco.org/ark:/48223/pf0000243986_eng

MCJ 1C 03
EDITING NEWS
(Core Course: 4 Credits)

Learning Objectives

- To introduce students to the basics of news editing and design as well as the professional use of media language.
- To give practical training in editing news stories for print, broadcast and digital media on paper and computers.
- To familiarise students with the roles and rules of editorial staff.
- To explain the principles and techniques of editorial writing and preparing edit pages.
- To acquaint the students with managing textual and non-textual elements on different media formats.

Learning Outcomes

At the completion of the course, the learners shall be able to:

- Understand the role of editors and the functioning of the editorial section and the basic ethical issues confronting editors.
- Critically analyze copies to ensure accuracy and objectivity.
- Use correct grammar and eliminate items in poor taste in the copy.
- Write clear and accurate headlines, decks and captions.
- Design basic news pages.

Module I

Basics of Editing

Definitions, Need, Purpose and Principles of Editing, Organizational Pattern of Editorial section in newspaper, radio and television, Duties and Responsibilities of editor and editorial staff. Editing in the age of convergence.

Module II

English for Journalists

Parts of Speech, sentence structures, Tense in news writing; Negative and double negative expressions; Adjectives, modifiers; Split infinitives, Subject and verb agreement; commonly used words for reporting news, Attributions and identification of sources; punctuations, paraphrasing and transition devises in news writing, Current trends in journalistic writing.

*(*English for Journalists *by Winford Hicks, published by Routledge is suggested as core reference source for this Module. Grammar exercises shall be given as assignments)*

Module III

Editing Process

Proofreading, Style books, Checking facts and figures, Localising and contextualising news. Subbing, Copy fitting, Rewriting, Summarising, and Abstracting.

Preparing Edit Page

Editorial: meaning, significance, types, structure and writing techniques. Editorial policy formation.

Edit Page: contents, significance.

Headlines: types, functions and techniques.

Editing for Magazine.

(Text editing assignments shall be given in each segment after theory classes)

Module IV

News Design

Design principles in general, Newspaper design: types, principles, elements, colour management, front-page design and layout trends, Magazine design, Magazine cover.

Typography, Trends in printing technology.

(Page design assignments shall be given after theory classes)

Module V

Managing Non-Textual Content

Managing visual elements in print media-, cartoons, comics, puzzles, and illustrations. Info-graphics and an overview of data visualization techniques.

Photojournalism, Photo editing- principles and techniques, Captioning.

Techniques for integrating newspaper with digital media through QR code, links etc.

CORE TEXTS

1. Bowles, D. A. & Borden, D.L. (2007). *Creative Editing for Print Media*.New York:Wadsworth Publishing.
2. Brooks, B.S, Sissors, J.Z. & Baskette, F.K. (2001). *The Art of Editing*.USA: MacMillan.
3. Hicks, W. (1998). *English for Journalists* London: Routledge.

RECOMMENDED READINGS

1. Gestalten & Javier Errea: Newspaper Design: Editorial Design from the World's Best Newsrooms (ISBN: 978-3-89955-536-3), Gestalten Webshop
2. Einsohn, Amy: The Copy Editor's Handbook, University of California Press
3. Harold Evans, Newsman's English,
4. Collins, Ross F.: Editing Across Media Content and Process in a Converged World, MacFarland,
5. Good, Jennifer and Lowe, Paul: Understanding Photojournalism, Bloomsbury Academic

SUGGESTED LINKS

1. https://issuu.com/mariogarcia/docs/mario_garcia_pure_design
2. https://www.snd.org
3. https://www.newseum.org/todaysfrontpages/
4. www.copyeditor.com

MCJ 1C 04
MEDIA HISTORY
(Core Course : 3 Credits)

Learning Objectives

- To understand the origin and development of various media in India and in the West.
- To familiarise students with the different media organisations and its ownership.
- To understand the recent trends in media.

Learning Outcome

At the completion of the course, the learners shall be able to

- Understand the transition of press in the world.
- Trace the growth of media in India and its engagement with politics and social change at the different points in history
- Recognise the outcomes of different commissions, Acts and amendments regarding media.
- Critically evaluate the functioning of Indian film industry and film certifications.

Module I

Origin and Development of the Press

The rise of mass media, a brief history of the Press in the UK and the USA, Beginning of journalism in India, The Press in the colonial period- Major newspapers and editors in India with special focus on the Malayalam Press, The Press and the Freedom Struggle- The Press in Free India: Major newspapers and editors with special focus on the Malayalam Press. The Press in the Emergency and after, Indian media in the globalized and corporatized times, Current trends in Indian Press, Online news portals in India.

Module II

Broadcasting in India

Brief history of broadcasting in India - AIR, Doordarshan, SITE, Chanda Committee, Varghese Committee. SITE, Open Sky Policy, FM Radio, Community Radio, Ham radio, Satellite radio Internet radio services, Private TV Channels, Cable Television, DTH and rating systems and agencies. Current trends in radio and television sectors.

Module III

Film and New Media in India

Origin and development of Indian cinema, History of Malayalam cinema, New trends in Malayalam film, digital media in India: Early years, Social media penetration in India. Impact of digital technology on Indian mass media: A historical analysis. Film Certification in India.

Module IV

Communication Institutions and Organisations

Growth of mass communication in India: Institutions (IIMC, PCI, DAVP, MIB, Prasarbharati, RNI etc.). Wage boards and welfare measures for mass media, Media ownership patterns, management, organisations and economics and Press Commission Reports, News Agencies India– PTI, UNI, Reuters, AFP, AP etc. Professional media organizations: IFWJ, INS, Editors' Guild of India, ABC etc. Women collectives in the media sector.

CORE TEXTS

1. McQauil, D.(2010). *Mass Communication Theory*. New Delhi: Sage.
   (Chapter 2: The Rise of Mass Media)
2. Rau, M.C. (1968). *The Press in India*. New Delhi: Allied Publishers Pvt Ltd.

3. Moolgaokar, S.M. (1984)*The Press in India*. Popular Prakashan.
4. Parthasarathy, R. (1989)*Journalism in India- From the Earliest Time to the Present Day*. New Delhi:Sterling Publishers Pvt. Ltd.

SUGGESTED READINGS

1. Bhargava, M. Role of Press in the Freedom Movement. New Delhi: Reliance Publishers.
2. Moitra, M. A History of Indian Journalism. National Book Agency Pvt. Ltd
3. Martin C. Journalism: A Critical History.
4. Briggs, A. A Social History of the Media: From Gutenberg to the Internet. UK: Polity Press.
5. Puthupally, R. Malayala PatraPravarthanCharithram. Kottayam: NBS.
6. Jayaraj, M. MalayalaAchadiMadhyamam: BhootavumVarthamanavum. Calicut: Mathrubhumi.
7. Natarajan, S.A History of the Press in India.
8. Awasthy, G.C. Broadcasting in India.
9. Kumar, K. J. Mass Communication in India. New Delhi: Jaico.
10. Sarkar , R.C. S.*The Press in India*. New Delhi: S Chand Company.

SUGGESTED LINKS

1. https://www.epw.in/system/files/pdf/1955_7/11/the_story_of_the_indian_press.pdf?0=ip_login_no_cache%3D9f39688fa60e6262f5d4b25828581eb3
2. https://shodhganga.inflibnet.ac.in/bitstream/10603/94339/11/11_chapter%204.pdf
3. http://presscouncil.nic.in/OldWebsite/speechpdf/November%2016%202009%20Hyderabad.pdf
4. https://shodhganga.inflibnet.ac.in/bitstream/10603/40642/8/12_chapter3.pdf

MCJ 1C 05
COMMUNICATION LAWS & ETHICS
(Core Course: 3 Credits)

Learning Objectives

- To provide an overview of the Indian legal system, Indian Constitution and to discuss in detail the freedom of speech and its limitations enshrined in it.
- To introduce the laws related to print, broadcasting and digital media, and intellectual property rights
- To discuss the ethical concerns in media operation with support of case studies.

Learning Outcomes

At the completion of the course, the learners should be able to:

- Have a thorough understanding of the constitutional provisions of media and communication.
- Understand the rules and regulations in relation to media and communication profession.
- Have discourses on media and communication ethics.

Module I

Indian Legal System

Defining Media Laws, Defining Media Ethics. Legal system in India- Hierarchical Patterns, An overview of Indian Constitution, Indian Constitution and Freedom of Expression - Ideals, Cases and Criticisms. Indian Penal Code and communication related provisions, Laws and cases of Defamation: Civil and criminal defamation, libel and slander, fair comment, right to privacy, indecency, obscenity and pornography, Laws related to the rights of women and children, Privileges of Judiciary and Legislative: Contempt of Court 1952 and its amendments. Privileges of Parliament and legal aspects of parliamentary reporting.

Module II

Information, Communication and Rights

Right to Information: Official Secrets Act 1923, Freedom of Information Bill, Right To Information Act, 2005. Case studies related to Right to Information, Intellectual Property: Copyright Act, Creative Commons and Free-Software Movement

Module III

Media Laws

PRB Act, 1867, Delivery of Books and Newspapers (Public Libraries) Act, 1954, Press Council Act and its amendments, Newspaper Price and Page Act, Working Journalists Act, 1955, Working Journalists (Fixation of rates and wages) Act, 1958. Related case studies. Cable network TV Act 1995. Broadcast media laws – AIR and DD codes for advertising, Cinematograph Act, Certification Rules.New Media Laws: IT Act and its amendments. Data policies.

Module IV

Ethical Issues in Mass Communication

Discourses on media ethics in contemporary society- sting operation, undercover reporting, fake news, data compromise etc along with related case studies.

Professional codes of conduct–Press, Electronic Media, Digital Media, Advertising and Public Relations, Media and code of conduct of general elections.

CORE TEXTS

1. Jain, M. P., Naidu, D. S., &Chelameswar J. (2018). Indian Constitutional Law. LexiNexisVol I and II

2. Philip, M. (1987). Ethical Journalism: A Guide for Students, Practitioners, and Consumers. New York: Longman.
3. Das, B. D. (2010). Law of The Press (5th ed.). Lexis Nexis.

SUGGESTED READINGS

1. Moore, R. L. Mass Communication Law and Ethics. London: LEA.
2. Dixit, A. K. Press Laws and Media Ethics. New Delhi: Reference Press.
3. Overbeck, W. Major Principles of Media Law. UK: Thomson Wadsworth.

SUGGESTED LINKS

1. https://shodhganga.inflibnet.ac.in/bitstream/10603/40642/8/12_chapter3.pdf
2. https://www.g-wlearning.com/journalism/9914/ch01/pdf/history.pdf

MCJ 1C 06
GRAPHIC DESIGN AND PRINT MEDIA PRODUCTION
(Core Course- Practical: 2 Credits)

Learning Objectives

- To equip learners to do word processing in English and Malayalam essential for media production.
- To train them to design media content and manage media design projects.
- To impart skills in graphic design and image editing required for media production.

Learning Outcomes

At the completion of the course the learners shall be able to

- To type in English and Malayalam and to paginate the content of print media like newspapers and magazines.
- To do essential graphic design for all types of media
- To critically evaluate the aesthetics of content visualisation and colour management of various media.

Module I

Typewriting and Word Processing

At the end of this module, the learner should be able to type in Malayalam and English at a moderate speed and be familiar with basic operations in word processing and formatting.

Module II

Ideation to Design Prototype and Project

This module will give the learner training in applying design principles, choosing typography, identifying the relationship between colour, typography, layout, and tone, developing multiple design ideas, identifying image sources, difference in colour modes, managing colours and critiquing designs.

Module III

Image Editing

At the end of the module, the learner should be able to do the following using raster/bitmap graphics:

- Importing and working with various file formats
- Working with layers
- Creating design comps
- Vector and bitmap graphics
- Retouching photos by using selection tools
- Sharpening photos
- Adjusting brightness and contrast
- Adjusting levels and colours
- Cropping, resizing, and straightening images
- Combining multiple images
- Transforming images
- Editing photographs
- Creating watermarks
- Using filters
- Painting
- Drawing and modifying lines

- Drawing and modifying shapes
- Using swatches
- Adding text to images
- Preparing images and graphics for web, print, and video

Module IV

Graphic Design

At the end of the module, the learner should be able to do the following using vector graphics in proprietary/open software:

- Vector artwork
- Raster to vector artwork
- Painting
- Drawing and modifying shapes
- Creating and modifying text
- Creating patterns
- Outputting for web, video, and print

Module V

Layout and Pagination

At the end of the module, the learner should be able to do the following works related to newspaper/magazine layout and pagination using proprietary/open layout and pagination software:

- Page make-up
- Putting text on a path
- Creating multi-page spreads
- Transforming objects
- Importing text
- Designing in columns
- Using character and paragraph styles
- Designing of typographical matter
- Designing of pictorial matter
- Cover page design
- Adding captions
- Creating templates

Module VI

Media Production

Outcome of this module is to produce the following using the skill set acquired during the delivery of the last four modules. The learner shall design the following and submit them as part of lab record for internal evaluation in soft/hard copies

- Newspaper (One front page)
- Magazine (Minimum 16 pages including front and back covers)
- Brochure/Poster/Advertisement (One each)

SUGGESTED READINGS

1. Sarkar, N. *Art and Print Production 2nd Edition*. Oxford University Press.
2. Bartholomew, J. & Rutherford,S. *The Design Student's Handbook, Your Essential Guide to Course, Context and Career, 1st Edition*. Routledge.

MCJ 1A 01
INDIAN POLITICS
(Ability Enhancement Course -AEC)
(2 Credits-*Credits are not added*)

The main objective of this course is to equip students with micro level understanding of the political transitions/transformations in India in general and the state of Kerala in particular especially in the post independent period. Students are expected to discuss/analyses various perspectives on various developments in postcolonial India.

The readings given below will be helpful for their study. The books are selected in such a manner that the students will have a comprehensive understanding and familiarity with diverse views. Reading of these books is a window to understand the politics in postcolonial India, but they are not must read as part of this AEC. Department Council or equivalent bodies are free to prepare an alternative list of readings that serve the purpose.

Evaluation shall be done as per the provisions in the CCSS-PG Regulations 2019 in connection with AEC.

SUGGESTED READINGS

1. Verghese, B.G. (2010). First Draft: Witness to the Making of Modern India, New Delhi: Tranquebar Press
2. Chawla, Navin B., (2019). Every Vote Counts: The Story of India's Elections, New Delhi: Harper Collins
3. Sen, Amartya (2005), *The Argumentative Indian*: Writings on *Indian* History, Culture and Identity, Allen Lane
4. Tharoor, Shashi (1997) India: From Midnight to the Millennium and Beyond
5. Guha, Ramachandra (2008) *India after Gandhi*: The History of the World's Largest Democracy
6. *Jeffrey Robin (2001) Politics*, *Women and Well-Being*: How Kerala became 'a Model, Oxford University Press
7. Satheese Chandra Bose and Shiju Sam Varughese (2015) Kerala Modernity: Ideas, Spaces and Practices in Transition, Orient Blackswan.

SEMESTER II
Minimum Credits Required: 20

MCJ 2C 01
MEDIA, CULTURE AND SOCIETY
(Core Course: 4 Credits)

Learning Objectives

- To problamatize the concept of culture with particular reference to communication.
- To understand how media systems are integrated into and shaped by larger systems of power, ideology and cultural understanding; how cultural processes and cultural commodities are produced, circulated and consumed.
- To introduce the vocabulary, methods and interpretative strategies generally used in cultural studies and related areas.
- To present the critical tools that explore how minorities are represented in the media and make them aware of the role of those representations in the reproduction of inequality and social injustice.

Learning Outcomes

At the completion of the course, students shall be able to

- Understand and apply key vocabulary, methods and interpretative strategies used in cultural studies and related areas.
- Have an informed and critical awareness of how media operates in a social system.
- Apply critical understandings of media cultures and institutions to reflect on their own use of media in professional, creative and personal practices.
- Develop a non-essentialist understanding of both their and other cultures, societies, regions and beyond.
- Critically analyse media representation of various segments of the society

Module I

Media/Culture

What's culture? Culture, Popular culture, Mass culture, High culture/low culture, Counterculture, Culture and civilisation, Leavisism, Culturalism, Culture as body of knowledge, Culture as mass deception, Culture industry, Culture as capital, Culture as an Anthropological category, Multiculturalism, Clash of civilization, Inter-cultural communication.

Module II

Media/Language/Ideology

Introduction to linguistics, Socio-linguistics, Structural linguistics, Ferdinand de Saussure, Structuralism, Culture and myth, Roland Barthes, Semiology, Post Structuralism, Jacques Derrida and Deconstruction, Jacques Lacan, Discourse and power (Michael Foucault and Edward W Said), Classical Marxism, The Frankfurt School, Althusserianism, Hegemony, Subaltern studies, Gender and mass culture, Feminist critique, Post-modernism and decline of metanarratives.

Module III

Media/Technology

Politics and Philosophy of technology, Media as technology, Technology as tool and method, Technology as worldview, Medium theory, Mechanical reproduction, technological determinism, Medium as message, Media ecology, Science and Technology Studies, new 'wave' of technological revolution, information society paradigm, electronic governance and digital democracy, web activism, Machine learning, Data journalism, Implications of technology for everyday life and politics.

Module IV

Media/Representation

Representational paradigm, Systems of representation, Language and representation, Codes and conventions in representation, Representation theories; reflective approach, intentional approach, constructionist approach. Stereotyping, Culture/nature distinction, Binary oppositions, Other/Othering, Discourse/discursive formation, Inter-textuality, Subject position, Subjectivisation, Representation and symbolic power.

Module V

Media/identity/Marginality

Identity and belonging, Identity and social construction: Gender, Sexuality, Race, Class, Ethnicity, Religion, Caste, Nation and Region. Identity crisis, Displays of identity, Identity politics, fixity of identity and difference, Multiple identities, Intersectionality, Discrimination, Prejudice and bias, Marginalisation and exclusion, Media visibility and access

Module VI

New Media and Cyber Culture

ICT, Web 2.0, Cyberspace, Virtuality, Virtual community, Virtual reality, Information society/network society, Informationalized capitalism, Global Village and digital natives, digital divide, Convergence, Hypertextuality, Multimediality, Interactivity and audience involvement, Self presentation online and cyber identity, The marginalised and digital media, Cyber feminism, Social networks and media, Digital democracy, Resistance and digital activism, New social movements and e-mobilisaation, Digital media and moral panic, Privacy and publicness in cyber space, Digital surveillance, Cybercrime, Games and gaming cultures and Simulation- Simulacra and Hyperreality

CORE TEXTS

1. Hodkinson, P. (2010). Media, Culture and Society, Sage
2. James W Carey, "A Cultural Approach to Communication", (1989), in Communication As Culture: Essays on Media and Society, Routledge, London, pp 13 – 36
3. Laura Mulvey "Visual Pleasure and Narrative Cinema" (1975) ,*Screen* 16.3 Autumn, 1975, pp. 6- 18
4. McQuail, D.& Windahl, S.(2013). Communication Models for the Study of Mass Communications.New York: Routledge.Martine, C. (2014). Media and Culture: Mass Communication in Digital Age. Sag

SUGGESTED READING

5. Fabos, Bettina et al. (2013) . Media and Cutlure: An Introduction to Mass Communication, Sag
6. Gripsrud, (2014) Understanding Media Culture. Bloosberry Academic
7. Martine, C. (2014). Media and Culture: Mass Communication in Digital Age. Sage

SUGGESTED LINKS

1 Https://Journals.Sagepub.Com/Home/Mcs

2 www.poynter.org

MCJ 2C 02
ADVERTISING AND MARKETING COMMUNICATION
(Core Course: 4 Credits)

Learning Objectives

- To understand the fundamental theoretical framework of advertising, and links the role of advertising to the broader marketing communications context.
- Enable students to participate in the development of creative solutions to address advertising and marketing communications challenges.
- Evaluate the effectiveness of integrated advertising and marketing communications initiatives.

Learning Outcomes

After the completion of the course, the learners shall be able to:

- Understand the scope of advertising from traditional print, electronic, and outdoor campaigns; to online and social media marketing promotions.
- Recognize the societal impact of advertising and the need for ethical practitioners.
- Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behaviour of each segment.

Module I

History & Evolution of Advertising

Definition – Origin and Evolution of Advertising. Functions, Role and Scope of Advertising in the Indian and Global Marketing Scenario – Economic liberalization and its impact on Indian Advertising- Advertising agency – structure and functions- ethics and socioeconomic aspects of advertising-

Module II

Advertising Theories & Campaign Planning

DAGMAR theory- David Ogilvy and Rosser Reaves theories; AIDA formula- Consumer learning Theory- Hierarchy of Effective Models – ELM Model of Attitude Change- Cognitive Process in Media Effects- Appeals in advertising- Advertising campaign – planning, programming & evaluation-Media Mix and media selection– media strategy

Module III

Creative Strategy & Types

Headline, slogan, body copy, illustrations, logo, trademark, themes and appeals. Fundamentals of layout- designing advertisement- designing process- Kinds of advertisements – product, service, institutional, industrial, public service and public awareness advertisements-Outdoor Advertising

Module IV

Marketing Communication Basics

Marketing Communication- Concept, Nature, Functions & Importance- Market Segmentation: Concept, Importance and basis, Target Market Selection; Market Positioning: Concept & Importance, Market Repositioning; Product Differentiation vs. Market Segmentation; Contemporary issues in Marketing- Marketing Communications in various stages of Product Life Cycle

Module V

Marketing Communication: Planning and Action

Marketing Mix- Digital Marketing -Strategy, Planning, Stages of planning- Opportunity, Strategy, Action-Direct marketing-Rural Marketing- Importance and challenges of rural marketing- Effectiveness of Marketing Communications- Integrated Marketing Communication

CORE TEXTS

1. Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow, England: Pearson Education Limited.
2. Jethwaney, J. N., & Jain, S. (2012). *Advertising management*. Oxford: Oxford University Press.

SUGGESTED READINGS:

1. Gronroos, C., Duncan, T. R., Kitchen, P. J., Moriarty, S. E., Kerr, G., Lindberg-Repo, K., & Schultz, D. E. (2013). *Marketing communication*. New Delhi: SAGE.
2. Brown, B. (2011). *Marketing communication*. Northcliff: Troupant.
3. Rodgers, S., & Thorson, E. (2019). *Advertising theory*. Abingdon, Oxon: Routledge.
4. Tellis, G. J., & Ambler, T. (2007). *The Sage handbook of advertising*. Los Angeles: Sage Publications.
5. Jefkins, F. (1988). *Advertising*. London: Pitman.
6. Dyer, G. (2015). *Advertising as communication*. London: Routledge.

SUGGESTED LINKS:

1. https://www.tutorialspoint.com/advertisement_and_marketing_communications/
2. https://www.managementstudyguide.com/advertising-management.htm
3. https://www.academia.edu/35374754/INTEGRATED_MARKETING_COMMUNICATION_Advertising_and_promotion_An_Integrated_Marketing_Communications_perspective.pdf
4. https://www.theseus.fi/bitstream/handle/10024/3792/Jumppanen%20Veikko.pdf?sequence=1&isAllowed=y
5. https://www.marketingteacher.com/digital-marketing-communications/

MCJ 2C 03
RADIO AND TELEVISION PRODUCTION
(Core Course: 4 Credits)

Learning Objectives

- To familiarise students with the basic concepts in broadcast media and related technology.
- To recognise and engage with various genres of radio and television programmes.
- To familiarise students with the process, work flow and methods of radio and television production.
- To impart training in producing various radio and television programmes.

Learning Outcomes

At the completion of the course learners shall be able to

- Have through understanding of the key concepts, technology and methods of broadcast media
- Script radio and television news programmes
- Independently produce radio and television news programmes

Module I

Introduction to Broadcast media

Broadcasting, Telecasting, Narrowcasting, Podcasting, webcasting, Terrestrial Transmission, broadcasting technology, programmes and policies, Code of Ethics and Broadcasting Standards, Newsroom Conference, sources of News, News agencies, Hoaxes, The Reporters, Personal Network, Other News Media, Planned Events, Staged Events, News and entertainment Channels, Morgue/Repository

Module ll

Television Broadcasting

Types of Programmes, entertainment- Education Programme Formats, format of TV News packaging, News programmes and Streams, 24-Hour News, the Bulletin, non-news programmes, Documentary, Live programmes, Gossip Sitcoms, Soap Operas, Indore and Outdoor Reporting, Programme Structure and format in new era, ease to Camera

Module lll

The Process

Voice of the station, Broadcast language, Broadcast News Style Book, piece to camera, Gatekeeping, Research, Reporting news, Reporting war, News Reading, Ad-libs, The gate, Beat reporting, Work to Sequence, rundown order, Television Scripting, shooting script, data and info graphics, TV news studio and Gallery, basic television production requirements, PCR, MCR, OBV.

Module IV

Radio Broadcasting

Types of Radio Programmes, bulletin, teaser, promo, Debates, Radio drama, Radio Interview, Discussions, Music and Phone-ins entertainment- Education Programme Formats, format of Radio News packaging, Programme Structure and format in new era, Live programmes, Gossip Sitcoms, Soap Operas, Indore and Outdoor Reporting, ease to Camera, non-news programmes in Radio. Genres and Language, Preparation of Commentary, Speed, Emphasis, Research, Narratives Devices, Earth station, Uplinks and downlinks, Transmission, On air, Corpsing, Prompting, Using the prompter.

Module V

The Process

Principles of recording, Basics of Radio Scripting, schedule, treatment, Voice modulation, Speed, Clarity, Body Language and appearance, News Anchors and Presenters, rapport, Qualities of a Newscaster, Professionalism, types of Microphones, Basic recording requirements,

Module VI

Production & Editing for Radio and TV

Basics of video and audio editing, ease of Multimedia production software, Production of new Bulletin for Radio and TV, Production of Interview, Documentary for Radio and TV, Non News Programme production.

CORE TEXTS

1. Stewart, P., & Alexander, R. (2016). 1. Broadcast Journalism, Techniques of Radio and Television News (7th ed.). Routledge.
2. Broussard, E. J., & Holgate, J. J. (1982). Broadcast News. MacMillan Publishing Company.

SUGGESTED READINGS

1. Dominick, J. R., Sherman, B. L., &Messere, F. J. (2011). Broadcast, Cable, The Internet And Beyond(7th ed.). McGraw-Hill Education.
2. Millerson, G. (n.d.). Effective TV Production (Media Manuals). Focal Press.
3. Lundstrom, L. I. (2016). Understanding Digital Television: An Introduction to DVB Systems with Satellite, Cable, Broadband and Terrestrial TV Distribution (1st ed.). Routledge.
4. Huber, D. M. (n.d.). Modern Recording Techniques (8th ed.). Focal Press.
5. Smith, M. T. (2013). Broadcast Sound Technology (1st ed.). Butterworth-Heinemann.

SUGGESTED LINKS

1 https://www.mediacollege.com/

MCJ 2C 04
DEVELOPMENT COMMUNICATION
(Core Course: 3 Credits)

Learning Objectives

- To familiarise students with the basic concepts in development, development communication, social change and empowerment and related areas.
- To introduce various approaches in communication for development and social change.
- To present development communication policies and action plans in various sectors in India.

Learning Outcomes

At the completion of the course, learners shall be able to

- Recognise key concepts, approaches and action plans in the field of development communication in the global and national scenario.
- Identify the potential of various communication methods for social change.
- Critically evaluate the communication practices implanted by various agencies for development and social change.

Module I

Key concepts in Development

Development: concept and definitions, reasons for underdevelopment, problems, Issues and approaches in development, Characteristics of developing countries, Indicators of development

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

Module II

Development Communication

Development communication: Concept, definition – process – role of media in development communication – social, cultural and economic barriers. Development communication models of Lerner, Schramm, Rogers. Social Marketing Approach, Entertainment-education strategies.

Module III

Diverse Approaches

Alternative Paradigm: Participatory communication approach, participatory action research. An overview of folk and traditional media and their use in development. Empowerment Framework of Development – concept – definitions – dimensions. Sustainable development, Gender and Development.

Module IV

Indian Context

A brief history of development communication in India – KHEDA, SITE etc.Development communication policy in India – action plan – democratic decentralisation, Panchayati Raj, Rural development initiatives.

Development support communication: case studies in agriculture, health, education, family planning, science popularization.

CORE TEXTS

1. Melkote, S. R and Steeves, H.L. (2015). *Communication for Development – Theory and Practice for Empowerment and Social Justice.* New Delhi: Sage.
2. Slater, D. (2014). *New Media, Development and Globalization.*Cambridge: Polity Press.

3. Schramm, W. (1964).*Mass Media and National Development*. Stanford: Stanford University Press.
4. Mody, B. (Ed.). (2003).*International and Development Communication: A 21st Century Perspective*.London: Sage.
5. Mefalopulos, P.(2008). *Development Communication Sourcebook: Broadening the Boundaries of Communication*. The World Bank, Washington DC. (http://siteresources.worldbank.org/EXTDEVCOMMENG/Resources/DevelopmentCommSourcebook.pdf)

SUGGESTED READINGS

1. Development Communication: What the 'Masters' Say (Special Issue), The Journal Of Development Communication, 8(2), 179 Pp
2. Servaes, J.*Communication and Development. Some Theoretical Remarks*, Leuven: Acco
3. Servaes, J . *One World, Multiple Cultures. A New Paradigm on Communication for Development.* Leuven: Acco.
4. *Communications And Social Change: Forging Strategies For The 21st Century*. New York: Rockefeller Foundation.
5. Nair, K.S. & White, S.A. (1993). The Development Communication Process. In: NAIR, K.S. & White, S.A. (eds.), *Perspectives on Development Communication*, New Deli: Sage, pp. 47-70.
6. Wilkins, K.G. (1999). Development Discourse on Gender and Communication in Strategies for Social Change, *Journal of Communication*, 49:46-68.

SUGGESTED LINKS

1. http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/approaches_to_development_communication.pdf
2. http://siteresources.worldbank.org/EXTDEVCOMMENG/Resources/DevelopmentCommSourcebook.pdf

MCJ 2C 05
GLOBAL COMMUNICATION
(Core Course: 3 Credits)

Learning Objectives

- To introduce key concepts, models and historical background of international/global communication.
- To present the impact of globalisation on the communication practices across national borders.
- To give an overview of global giants in mass media industry at global level and their impact on local media cultures and social life.
- To present the key global aspects Indian media and entertainment industry

Learning Outcomes

After the completion of the course the learners shall be able to

- Understand key concepts and areas of the discipline global communication to engage in the discourses related to global communication.
- Recognise the critical themes and issues in globalised communication practices and their impact on the society at large.
- Critically evaluate the functioning of media conglomerates in the world and its impact on regional media practices and consumption
- Analyse the functioning of Indian media in a globalized environment

Module I

Global Communication

Definition and key concepts of global communication, Historical account of global communication, communication and empire, the era of international news agencies.

Models of International Communication: Mowlana's model of International Flow of Information, Mowlana's central-periphery model of news flow, Mowlana's North South Round Flow model of news, Sepstrups' model of transnational television flows. Call for new communication order, NWICO, McBride Report.

Module II

Globalisation and Media

Origins of globalization, Global media structure, Multinational media ownership and control- International media dependency, Cultural imperialism, Media trans-nationalization process.

Telecommunication policies.

Module III

Global Giants in Communication

Global media corporations: Walt Disney, National Amusements, Time Warner, Comcast, News Corporation, Sony etc.

Internet corporations: Apple, Microsoft, Google, Amazon, Facebook etc.

Global rating and advertising corporations: Nielsen Holdings, Interpublic Group etc.

Module IV

Regional Focus: Indian Media in Global Perspective

Contemporary trends in Indian media– Globalization and Market dominance, consolidation, monopoly and corporatization, vertical and horizontal integration and key concerns, Indian media giants: Reliance, TOI, India Today etc., and their global presence.

FDI in Indian media, Global interest in Indian entertainment industry.Global presence of Indian film.Hollywood in India, Media and Indian Diaspora media with special reference to Malayalam media in Gulf.

CORE TEXTS

1. McQuail, D.*Mass Communication Theory*. New Delhi: Sage. (Part 3, Chapter 10)
2. McQuil, D & Windhal, S. *Communication Models for the Study of Mass Communication* 2nd edition. Pearson (Chapter 9: International Communication)
3. Mody, B (Ed.). (2003).*International and Development Communication: A 21st Century Perspective*.London: Sage.
4. Thakurta, P. G. (2011). *Media Ethics*. Oxford University Press.
5. Birkinbin, B. J. et al (Ed.). (2016).*Global Media Giants*. NY: Routledge.

SUGGESTED READINGS

1. Alleyne, Mark D. (1995). International Power and International Communication. London: Macmillan
2. Appadurai, Arjun (1996). Modernity At Large: Cultural Dimensions of Globalization. Minneapolis
3. Robertson, Roland (1992). Globalization: Social Theory and Global Culture. Thousand Oaks, California
4. UNESCO (1999). World Communication and Information Report 1999-2000. Paris: UNESCO.
5. Mowlana, H. (1996). Global Communication in Transition; The End of Diversity? London:Sage.
6. Mowlana, H. (1997). Global Information and World Communication. New Frontiers in International Relations, Second Edition. London: Sage.

MCJ 2C 06
PHOTOGRAPHY & VIDEOGRAPHY
(Core Course- Practical: 2 Credits)

Learning Objectives

- To introduce the basics of photography and videography and the fundamental functions of related equipments.
- To train students in lighting, composition and aesthetics of photography and videography
- To impart training on photography and videography for news reporting.

Learning Outcomes

Through readings, instruction, practice, and projects, students shall:

- Develop or improve skills in contemporary videography and photography technology and operation of cameras and production equipment.
- Achieve critical appreciation skills for the aesthetics of sound and image production.
- Improve literacy in the visual language and achieve skills in digital media production.
- Gain a greater understanding of storytelling in narrative and non-narrative visual productions.

Pedagogical Method

The training methods should be appropriate to the development of competencies. The focus of the programme is on "performing" and not on "knowing". Lecturing will be minimum and emphasis shall be on "hands on training". Continuous individual monitoring and evaluation are essential.

Module I

Introduction to Camera

Acquaintance with Camera Controls, camera parts and types, menu items and shooting modes (Auto vs. Scene vs. Priority), Focusing techniques, Stability during captures, Storage and media management.

Assignment

Photograph a subject of interest using different shooting modes.

Module II

Lighting and Composition

Discussions and demonstration on composition techniques.

Photographing Portraits and Still life.

Practicing portrait genres and lighting techniques (Naturalism and Pictorialism), Review aperture, shutter speed, ISO.

At the end of the 1 and 2 modules, the learner should be able to shoot in manual controls to manipulate the exposure creatively.

Assignment

Student should plan, shoot and submit high- and low-key light images of still life and portraits.

Module III

Studio session- Basic editing and cropping

At the end of the module, the learner should be able to do the basic editing of images using industry standard proprietary/open software.

Module IV

Low light photography

Demonstration of low light shooting .

Landscape and nature photography practices.

At the end of the module, the learner should be able to plan and shoot landscape and natural images that require the least amount of post-production work.

Assignment

Student should plan, shoot and submit images of landscape and nature photography.

Module V

Photographing News/Documentary

At the end of the module, the learner should be able to capture photographs of reportage and documentary using a DSLR.

Assignments

Student should plan, shoot and submit images of news photos, photo-series, and everyday life documentary.

Module VI

Digital Video Camera Basics and Shooting Techniques

Demonstration of Camera Controls, Camera parts and types, Menu items and shooting modes, Storage and media management, Focusing Techniques, shot composition and movements, Stability during capture, Shot decisions, Anticipating Editing, Shooting People and Objects, Lighting setups.

Module VII

Audio for Video, Lighting for Video, Lighting Instruments

Demonstration- Audio Capture Settings

At the end of the 6 & 7 modules, the learner should be able in, composing shots following the rules, proper use of a level and steady tri-pod, setting proper color balance, focus, exposure and good audio using an ENG/EFP camcorder in manual mode.

Assignments

Shooting people in various environments.

Shooting an interview

SUGGESTED READINGS

1. The Digital Photography Book by Scott Kelby, Peachpit Press
2. Video production handbook / Gerald Millerson, Jim Owens. — 5th ed.
3. Grammar of the Shot by Christopher J. Bowen, 4th Edition, Routledge
4. Picture Composition for Film and Television, Second edition by Peter Ward, Focal Press
5. The Technique of Film and Video Editing: History, Theory, and Practice, Ken Dancyger, Focal Press

SUGGESTED LINKS

1. https://www.cambridgeincolour.com
2. https://imaging.nikon.com/support/digitutor/

MCJ 2A 01
AUDIO-VISUAL EDITING
Professional Competency Course-PCC: 2 Credits
(*Credits are not counted*)

Learning Objectives

To equip learners with professional competency in audio-visual editing using relevant software/s

Learning Outcomes

At the end of the course, the learner should be able to do digital video and audio editing using professional proprietary/open software(s) following the rules of audio visual editing.

Module I

Understanding Audio Post-Production

Audio Editing-Audio recording and editing in DAW, Audio file formats, editing phases- Dialogue, Foley, Effects, Music, Pre-Mix-Dialogue Premix, Effects Premix, Ambience Pre mix, Foley Premix, Music Premix, Final Mix-DAW-Project file setup, Various Mixing Formats.

Module II

Audio Editing

Importing and editing sound, multi-layered audio tracks and mixing, labelling and managing recorded material adding effects, balancing stereo sound, exporting between file formats.

At the end of the two modules, the learner should be able to do digital audio editing using professional proprietary/open software.

Module III

Understanding Video Post-Production

Digital video editing workflow, Introduction to terminologies used to describe stages of video sequence development- Dailies, Assembly, Rough cut, Picture lock, Director's cut, Final cut, Understanding the footage, File formats.

Module IV

Video Editing

Getting started with video editing, Video capture, Viewing the raw footage, Trimming the clips for the best parts, Sequence on timeline, Applying transitions, Adding titles and credits, Music, Sound effects, Creating supers, Special effects, Exporting video to different mediums and formats, file types.

SUGGESTED READINGS

1. Grammar of the Edit, 4th Edition by Roy Thompson, Christopher J. Bowen, Focal Press
2. Film and Video Editing Theory-How Editing Creates Meaning, 1st Edition by Michael Frierson, Routledge
3. Sound recording practice:Borwick John
4. Sound Studio: Ford Tyree S.
5. Sound FX : Alexander U. Case

SEMESTER III
Minimum Credits Required: 20

MCJ 3C 01
COMMUNICATION RESEARCH
(Core Course: 4 Credits)

Learning Objectives

- To make the learners acquainted with the process and procedures of research in mass communication
- To offer theoretical and practical knowledge in literature review and scholarly communication
- To impart practical training in conducting survey, data collection, data analysis and research writing

Learning Outcomes

At the completion of the course, the learners shall be able to:

- Recognise the key concepts and methods in communication research
- Design research work scientifically using various methodological frameworks
- Apply theories and theoretical framework in their research work
- Analyse data and arrive at conclusions independently and scientifically report research findings in the form of research articles and theses

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

Module II

Research Procedures

Topic selection - Relevance of the topic, literature review, setting hypothesis and research questions/objectives, analysis and interpretation, summary

Module III

Research Approaches

Qualitative research method – field observations, focus groups, interviews, case studies; Content analysis – Definitions, steps in content analysis, reliability and validity. Quantitative method – Definitions and components. Survey research – Descriptive and analytical surveys. Sampling methods; procedures. Mixed method.

Module IV

Data analysis and Interpretation

Introduction to Statistics – Basic statistical procedure; techniques for communication research – Measures of central tendencies, frequency distribution, tests of significance – *t*-test, Chi-square, ANOVA, MANOVA, reliability, validity and correlations and regression. Introduction to quantitative and qualitative data analysis software.

Module V

Research Writing

Writing with style, avoiding common writing errors, readability of the manuscript, writing a research report, concluding the research report, and writing exercises. Indexing, abstracting, citation styles: APA, MLA etc.

Module VI

Issues and Trends in Research Domain

International Journals in Communication, Ethical perspective of Communication Research – Plagiarism, IPR issues. Using the Web for academic research and publication, academic databases and search engines.

CORE TEXTS

1. Wimmer, R. D., & Dominick, J. R. (1987). *Mass media research: An introduction.*Belmont, CA: Wadsworth.
2. Kerlinger, F. N.: Foundations *of behavioral research*. New York: Holt, Rinehart and Winston
3. Berger, Arthur Asa: Media Research Techniques, Newbury Park: Sage Publications
4. Lowery & De fluer: Milestones in Mass Communication Research, Pearson

SUGGESTED READINGS

1. Hansen, A. (2010). *Mass communication research methods*. Los Angeles: SAGE.
2. Kumar, R. (2019). *Research methodology: A step-by-step guide for beginners*. London: SAGE.
3. Buddenbaum, J. M., & Novak, K. B. (2001). *Applied communication research*. Ames, IA: Iowa State University Press. reprinted in India by Surjeet, 2005

SUGGESTED LINKS

1. https://prezi.com/p/xpmdpkfkhziv/media-and-mass-comm-research/
2. http://soniapsebastiao.weebly.com/uploads/2/0/3/9/20393123/ebook_handbook-of-media-and-communication-research.pdf
3. http://egyanagar.osou.ac.in/slmfiles/JMC-08-BLOCK-01.pdf
4. https://www.routledgehandbooks.com/pdf/doi/10.4324/9780203409800.ch2
5. http://125.234.102.146:8080/dspace/bitstream/DNULIB_52011/8649/1/media_research_techniques_1998.pdf

MCJ 3C 02
PUBLIC RELATIONS & CORPORATE COMMUNICATION
(Core Course: 4 Credits)

Learning Objectives

- To understand the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.
- To know the evolution of Corporate Communication and its expanded role in organizational and marketing communication

Learning Outcomes

After the completion of the course, the learners shall be able to

- Explain the role of the public relations in the corporate environment and describe the strategies, tactics, and techniques of public relations and corporate communications

Module I

Public Relations

Public Relations concept and definition : - Evolution and growth of public relations, Propaganda, Publicity, Public opinion , Lobbying -Functions of public relations - Characteristics and qualifications of PR personnel

Module II

PR tools & methods

Public relations writing - Increasing importance of PR, target audience and publics of PR - PR campaign stages and planning -Organisation setup of PR departments/ agencies; PR in public / private sectors, Central and State PR departments

Module III

Principles of PR

Laws and ethics in PR, PR organizations ,PRSI code, - PRSI, IPRA- PR as a management function, PR and crisis management, Functions of PR agency, PR counselling and Consultancy-Corporate Social Responsibility ,PR and social auditing.

Module IV

Communication in Organizations

Types - internal and external, downward, upward, horizontal and diagonal communication. Principles of effective communication, corporate communication- definition, historical perspective, contemporary relevance. Facets of corporate communication-organizational communication, marketing communication, management communication.

Module V

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 VI

Corporate Reputation

Concept of corporate personality, components of corporate personality, stakeholder perception. Role of communication in building corporate reputation, corporate identity corporate image and corporate brands. Building a distinct corporate identity: concepts, variables and process making of house styles (logo, lettering and process)-Corporate communication management-strategic corporate communication and issue management, measuring the effectiveness of corporate communication.

CORE TEXTS:

1. Riel, C. B., & Fombrun, C. J. (2007). *Essentials of corporate communication: Implementing practices for effective reputation management*. London: Routledge.
2. J. J. (2016). *Public relations : Concepts, practice and critique.*Sage Publications.

SUGGESTED READINGS:

1. Treadwell, D., & Treadwell, J. B. (2005). *Public relations writing: Principles in practice*. Thousand Oaks, CA: SAGE Publications.
2. Center, A. H., & Walsh, F. E. (1985). *Public relations practices: Managerial case studies and problems*. Englewood Cliffs, NJ: Prentice-Hall.
3. Jefkins, F. W., & Yadin, D. L. (1998). *Public relations*. London: Financial Times
4. Harrison, S. (2011). *Public relations: An introduction*. London: Business.
5. Belasen, A. T. (2008). *The theory and practice of corporate communication: A competing values perspective*. Los Angeles, CA: SAGE Publications.
6. Mckenna, B., Thomas, G., Waddell, N., & Barry, M. (2007). *Corporate communication: Efective techniques for business*. Victoria: Thomson / Social Science Press.

SUGGESTED LINKS:

1. http://blogs.unpad.ac.id/teddykw/files/2012/06/A-Handbook-of-Corporate-Communication-and-Public-Relations.pdf
2. https://www.tutorialspoint.com/advertisement_and_marketing_communications/corporate_communications.htm
3. https://www.managementstudyguide.com/public-relations.htm
4. https://pdfs.semanticscholar.org/c1d4/ca690bc72fb6fa877a488c68c3bb72ecd95d.pdf
5. https://www.researchgate.net/publication/311896812_Corporate_public_relations_dynamics_Internal_vs_external_stakeholders_and_the_role_of_the_practitioner
6. http://blogs.unpad.ac.id/teddykw/files/2012/06/A-Handbook-of-Corporate-Communication-and-Public-Relations.pdf

MCJ 3C 03
ONLINE JOURNALISM
(Core Course: 4 Credits)

Learning Objectives

- To introduce the basics of the internet technology and its application for mass communication
- To train the learners in basic web designing
- To introduce the process and methods of online news reporting and content development

Learning Outcomes

At the end of the course the learners shall be able to

- Recognise internet related concepts and application of the same in mass communication environment
- Develop content for the web and manage it using content management systems
- Identify the trends in online journalism and critically evaluate the form and content of online media platforms

Module I

Online Journalism- Basics

Online 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 online Journalism. Socio cultural aspects of online journalism.

Module II

New Media Technology

Introduction to World Wide Web, Origin and development of the Web. LAN, MAN, WAN, E-mail, Web, ownership and administration of Internet, types of Internet connection, internet protocols, Introduction to HTTP, HTML, XML, Java script, jQuery, PHP, Content Management System, Apache, Joomla! etc. Browsing and browsers, bookmarks, searching through directory, search engines, Website development and maintenance-Inserting, linking, tagging,, Website promotion, Search Engine Optimization and Web Analytics

Module III

Writing and Editing for the Web

Information architecture, Online reporting- tools for news gathering. Writing for the Web – principles, limitations and new trends. Management and economics of online editions, online advertisements and their types. An overview of online editions of newspapers.

Module IV

Online Journalism- Process

Online audiovisual content – creating, editing and publishing. Ensuring interactivity, APIs and mesh-ups. User generated content and Web 2.0. Polls and Surveys online. Entrepreneurial Journalism Online

Module V

Trends in Online Journalism

News aggregation, online news curation, Social media marketing and social media optimisation. Blogging and micro blogging, Podcast and audio slideshows.

Module VI

Online Journalism: Themes and Issues

Online communication law. Security issues on the Internet- social, political, legal and ethical issues. Citizen journalism on the Web, Social media and journalism, Future of online journalism. Mobile journalism.

CORE TEXTS

1. Bradshaw, P. (2013). The Online Journalism Handbook. doi:10.4324/9781315834184
2. Hill, S., & Lashmar, P. (2014). *Online journalism: The essential guide*. Los Angeles, Calif: Sage Publications.

SUGGESTED READINGS

1. Craig, R. (2007). *Online journalism: Reporting, writing, and editing for new media*. Southbank, Victoria, Australia: Thomson/Wadsworth.
2. Luckie, M. S. (2012). *The digital journalists handbook*. S.l.: CreateSpace.
3. Friend, C., & Singer, J. B. (2007). *Online journalism ethics: Traditions and transitions*. New York: M.E. Sharpe.

SUGGESTED LINKS

1. https://www.npr.org/programs/morning-edition/
2. https://www.routledge.com/The-Online-Journalism-Handbook-Skills-to-survive-and-thrive-in-the-digital/Bradshaw/p/book/9781138791565
3. http://ayorek.org/files/References/Handbook%20of%20Global%20Online%20Journalism.pdf

MCJ 3E 01
DOCUMENTARY FILM PRODUCTION
(Elective Course: 4 Credits)

Learning Objectives

- To provide insight into the historical evolution of and contemporary trends in documentary filmmaking.
- To offer theoretical knowledge and practical training in documentary filmmaking.
- To equip the students to approach documentary films critically

Learning Outcomes

At the completion of the course, the learners shall be able to

- Understand the trajectories in the development of documentary films as a communication form
- Recognise concepts, terms, categories and key elements in documentary filmmaking.
- Understand the process of documentary filmmaking from ideation to final production
- Able to critically analyze documentary films

Module I

Key Concepts

History of documentary filmmaking, Origins of Documentary, Genre and Periodization, Flaherty – Grierson – Vertov,

Basic Concepts and Values, Functions of documentary as a medium – differences with fictional films – types of documentaries –narrative, expository, portrait, story, news, etc. Documentary filmmaking in India

Assignments: Screening and review of select Indian and foreign documentary films

Module II

Scripting

Ideation, Planning, Budgeting, Proposal Preparation and Researching for documentary filmmaking. Principles of using visual language, sound, music and other elements in documentaries. Scripting documentaries- elements, script format, and script language.

Module III

Practical Assignments based on the Module II

Phase I : Ideation, discussion and submission of the proposal of the film to be made by the student

Phase II : Revision and finalisation of the proposal

Phase III : Scripting the documentary film

Module IV

Production

Documentary production Strategies, Construction of Meaning in Documentaries

Practical Assignment

*Phase IV***:** Production - Shooting

Module V

Production

The Postproduction Process: Principles of documentary editing

An overview of post production process including distribution chains, outreach channels and other promotional methods. Documentary film festivals and national and international levels.

Practical Assignment

Phase V: Editing and submission of the work along with a log-line and at least two publicity stills

CORE TEXTS

1. Hampe, Barry. Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries. New York: Henry Holt & Company.

SUGGESTED READINGS

1. Rabiger, Michael.Directing the documentary. Amsterdam; Boston : Focal Press/Elsevier, (5th Ed.)
2. Fox, Broderick. Documentary media : history, theory, practice. New York: Routledge
3. Aufderheide, Patricia (2008) Documentary Film: A Very Short Introduction, Oxford

SUGGESTED LINKS

1. http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/programme_doc_documentary_script.pdf
2. http://www.masmenos.es/wp-content/uploads/2013/08/Rosenthal-A.-2002-Directing-and-producing-documentary-films-and-videos.pdf
3. http://home.fa.utl.pt/~cfig/Anima%E7%E3o%20e%20Cinema/Cinema%20de%20Document%E1rio/The_Documentary_Handbook%20-%20Peter%20Lee-Wright.pdf
4. https://www.jfki.fu-berlin.de/academics/SummerSchool/Dateien2011/Papers/hoenisch_sapino.pdf
5. ietd.inflibnet.ac.in/bitstream/10603/1872/9/09_chapter3.pdf

MCJ 3E 02
TECHNICAL WRITING & DOCUMENTATION
(Elective Course: 4 Credits)

Learning Objectives

- To develop technical writing skills necessary to communicate information gained through a process of technical or experimental work.
- To impart knowledge on professional environment of technical documentation
- To familiarize with writing different technical reports and other documents
- To address several language, structure, style, and content issues encountered while developing technical documents

Learning Outcomes

After the completion of the course, the learners shall be able to

- Understand the basic components of definitions, descriptions, process explanations, and other common forms of technical writing
- Practice the unique qualities of professional writing style and know how to follow the stages of the writing process (prewriting/writing/rewriting) and apply them to technical and workplace writing tasks.
- Will be familiar with basic technical writing concepts and terms, such as audience analysis, jargon, format, visuals, and presentation**.**

Module I

Basics of Technical Writing

Definition/s, 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

Technical Documentation Life Cycle

Stages in Documentation Life Cycle, Professionals involved, Project manager/editor, Writers, Graphic artists; Liaison with project engineers/scientists and clients.

Module III

Roles and Responsibilities

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 organization; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/ illustrations; copy fitting, design an layout of documents. Instructional design, Online-editing process. Citation styles, indexing and abstracting.

Module VI

Technical Documentation in Practice

Introduction to authoring tools. Document Production Practical

CORE TEXT

1. Gerson Sharon J. and Gerson Steven M. Technical Communication: Process and Product. Pearson Education

SUGGESTED READINGS

2. Pringle ,Alan S. and O'Keefe ,Sarah S. Technical Writing 101: A Real-World Guide to Planning and Writing Technical Content (Third Edition), Scriptorium
3. Markel, Mike. Technical Communication. MacMillan Learning

SUGGESTED LINKS

1. https://www.stc.org/
2. https://msu.edu/course/be/485/bewritingguideV2.0.pdf
3. https://www.e-buc.com/portades/9788498803488_L33_23.pdf
4. http://intra.tesaf.unipd.it/pettenella/Corsi/ReaserchMethodology/Documents/Manual_on_Technical_Writing.pdf
5. https://technicalwritingtoolbox.com/technical-writing-resources/
6. http://techwhirl.com
7. http://tc.eserver.org
8. http://www.writersua.com

MCJ 3E 03
MEDIA MANAGEMENT AND ENTREPRENEURSHIP
(Elective Course: 4 Credits)

Learning Objectives

- Provide students with detailed insight into the structures, management, processes, economics of the media industries
- Provide a firm foundation for understanding how the media industries operate.

Learning Outcomes

After the completion of the course, the learners shall be able to

- Understand the organizational and economic structures and strategies used in media industries and to identify the legal, ethical and other regulatory challenges facing the electronic media.

Module I

Principles of Management

Process and Approaches, Management Skills, Understanding Markets and Audiences, Functions and Characteristics of Media Products, Economics of Media Products, Media in a Free Market Economy, Ownership of media, News management- Issues.

Module II

Overview of Media Organizations

Structure and pattern of Ownership, with special reference to media ownership. Principles of Media Management: Principles and Challenges. The Indian Media Business: An overview.

Module III

Newspaper Organization & Management

Organization of a Newspaper, Publication, Registration, Newspaper Production, Newspaper and Community, Research, Newspaper Management in India, Press Council of India, Managerial Function in a Newspaper Organization, Editorial Management, Advertising Management, Circulation, Personnel and Financial Management, Accounting, Printing, Competition.

Module IV

Electronic & Digital Media Management

International Perspective: The Global TV Marketplace, Structure of CATV Systems, Television Management in India, Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media Budget Development, The Design Process – scheduling, Production Tracking Form, transmitting, Record keeping, quality control and cost effective techniques. Employee/employer and customer relations services; marketing strategies– brand promotion (space/time, circulation) – reach – promotion – market survey techniques – human research development for media. Managing a radio station, Audience research, Community Radio: Organization and Management.

Module V

Digital Media Entrepreneurship

Media start ups, Media Innovation: Elements and Principles. Sustainability of start ups, Business plan for media entrepreneurship- revenue streams, Case studies of successful media start ups at global, national and local levels.

CORE TEXTS

1. Kohli-Khandekar, V. (2013). *The Indian media business*. Delhi: SAGE Response.
2. Williams, H. L., & Rucker, F. W. (1978). *Newspaper organization and management*. Ames: Iowa State University Press.

SUGGESTED READINGS

1. Albarran, A. B. (2010). *Management of electronic media*. Australia: Wadsworth Cengage Learning.
2. Aris, A., & Bughin, J. (2009). *Managing media companies: Harnessing creative value*. Chicester: Wiley.
3. Briggs, M. (2012). *Entrepreneurial journalism: How to build whats next for news*. Los Angeles: Sage/CQ Press.
4. Koṭhārī, G. (1995). *Newspaper management in India*. Erscheinungsort nicht ermittelbar: Intercultural Open University.
5. B., A., & Chan-Olmsted, S. (2018). *Handbook of media management and economics*: ROUTLEDGE.

SUGGESTED LINKS

1. https://www.stoneward.com/blog/2017/06/ten-principles-of-media-management/
2. https://www.academia.edu/13226828/2_Media_Management_in_Theory_and_Practice
3. widyo.staff.gunadarma.ac.id/.../Handbook_of_Media_Management_And_Economics
4. https://unesdoc.unesco.org/ark:/48223/pf0000187966
5. https://www.taylorfrancis.com/books/e/9781315189918

SEMESTER IV
Minimum Credits Required: 20

MCJ 4C 01
DISSERTATION & VIVA
(Core Course: 8 Credits)

Learning Objectives

- To equip learners to do independent research study in the various domains of mass communication and journalism
- To train them to develop research reports and articles and other scholarly communication materials
- To inculcate a critical mind among the learners to approach the themes and issues in communication based on theoretical framework and produce new knowledge in the field.

Learning Outcomes

After the completion of the course, the learners shall be able to

- Do research in the field of mass communication and journalism
- Collect quantitative and qualitative data and analyse them critically to contribute innovative output to the domain on knowledge
- Report research output in the form of theses and articles and present them and defend the findings and arguments in academic fashion

Pedagogical Method

Each student shall be supervised by the teachers. Department Council/ equivalent body shall prepare a schedule for the research study to ensure timely completion of the same. All measures shall be taken to ensure ethicality of the research. The research report or output shall be free from plagiarism.

MCJ 4C 02
FILM STUDIES
(Core Course: 4 Credits)

Learning Objectives

- To introduce and explore basic concepts in film analysis and interpretation and articulate the historical, cultural, and material contexts that underpins concepts such as genre, auteur, spectator, and audience.
- Explain the wider historical, cultural and material processes that involved in filmmaking from time to time
- Present current theories of cinema as text, image and mediated process
- Offer an overview of the stylistic traits peculiar to different movements and traditions of film in a comparative context

Learning Outcomes

At the completion of the course, the learners shall be able to

- Relate film analysis and interpretation to wider historical, cultural and material processes
- Articulate and critically engage with current theories of cinema as text, image and mediated process
- Discern and discuss stylistic traits peculiar to different movements and traditions of film in a comparative context;

Module I

Introduction to Film Studies

How to watch movies? Film theories and Criticism-(Auteur Theory, Feminist Theory, Apparatus theory, Formalist theory, Marxist theory, psycho analytical theory, Queer Theory); Perception – Representation – Signification –mise-en-scene , Pro filmic elements of mise-en-scene, Settings, Cinematography, Colour and its meanings, Visual semiotics.

Module II

Beyond the shots

Narrative structure, Film Culture, Ideology and language; Popular cinema, Parallel cinema; Theoretical dimensions of film editing, continuity editing and montage types.

Module III

Hearing film

Sound theory, analysing the sound track, diegetic and non-diegetic elements and silence, sound and fury, terminologies of sound analysis.

Module IV

Film movements

Silent Era, Italian Neo realism,(Focus Film-Bicycle Thieves), Surrealism(Focus Film: Un ChienAndalou), Soviet Montage (Focus Film: Battleship Potemkin) German Expressionism(Focus Film-Nosferatu), French New Wave (Focus Film-Breathless), Japanese Cinema (Focus Film-Rashomon),Latin American Cinema, Iranian Cinema etc.

Module V

Film Genres

Analysing Genres, Feminist Films, Avant Garde cinema, Cinema verite, Documentaries-origin, evolution and types.

Module VI

Indian Cinema

Beginnings, growth, Milestones, Music and choreography – Film Industry and its division – Cinematic Society –imagination, reality, ethnography- cinema and cultural studies-– Sociology of audiences and its sub-culture. Film review and criticism.

CORE TEXTS

1. Nelmes, J. (2003). *An Introduction To Film Studies*. Routledge.
2. Dix, A. (2016). *Beginning film studies*. Manchester: Manchester University Press.

SUGGESTED READINGS

1. Frierson, M. (2017). *Film and video editing theory: How editing creates meaning*. New York: Routledge.
2. Giannetti, L. D. (2018). *Understanding movies*. Boston: Pearson.
3. Ray, S. (2010). *Our films their films*. Mew Delhi: Orient BlackSwan.
4. Rose, R., Mulvey, L., Mulvey, L., & Rose, R. (2016). *Laura Mulvey Visual pleasure and narrative cinema 1975*. London: Afterall Books.
5. Kumar, V., & Rohra, N. (2009). *Indian cinema*. Newsline Publications.

SUGGESTED LINKS

1. https://www.academia.edu/1235575/Oxford_Dictionary_of_Film_Studies
2. http://filmschoolonline.com/sample_lessons/sample_lessons.htm
3. https://prezi.com/pn0bndyey0i1/introduction-to-film-studies-cinematography/
4. http://kernvakckv.nl/film---terms-glossary.pdf

MCJ 4E 01
DATA JOURNALISM
(Elective Course: 4 Credits)

Learning Objectives

- To understand the concept of data journalism and acquire the basic skills in finding and cleaning data sets.
- To comprehend the basic concepts of data visualisation web tools and to master the use of data in journalistic storytelling
- To introduce the collection, analysis, and presentation of data in newsrooms for the purpose of engaging and informing the public

Learning Outcomes

After the completion of the course, the learners shall be able to

- Explore key data journalism concepts and skills and gain insight into how data journalism is practiced in newsrooms.
- Analyse and evaluate the major ethical and theoretical issues affecting the delivery of data driven journalism.
- Critically discuss ways in which emerging technologies can be incorporated into your future journalism practice.
- Know the techniques for sorting, filtering, cleaning and publishing data.

Module I

Introduction

Definition, Data journalism in Perspective-Computer Assisted Reporting, Precision Journalism, Info-graphics, Mass Data Literacy, Pros and cons of Data journalism. Data-driven journalism case studies: global: ABC, BBC and Guardian, India: India Spend, Factly, India Lives etc. Data journalism business models.

Module II

From Data to Stories

How Data is Used for Public Interest Stories, How to Find a Story in Data, Sector-Specific Data Stories; Common Data Formats, Finding Data Online, Alternative Data Sources, Planning a Data Story: Hypothesis and Questions, Enriching Stories With Data, Analyzing Fact Sheets

Lab: Scraping and Cleaning (Practical)

Data Mining, Scraping PDFs, Scraping websites, Cleaning Data

Module III

Understanding Data

Organising Data, Verifying Data, Summarising and Simplifying Data Insights

Essential Statistics, Evaluating Data Interpretation, Data Privacy

Lab: Data Analysis

Basic calculations, Summary Statistics, Percentage change, Working with large datasets, Pivot Tables, Advanced merging and formulas

Module IV

Data Visualisation

Purpose of Data Visualisation, Matching Data and Graph Types, Design and Color Basics, Map Theory, Ethics of Data Visualisation, Visual Storytelling

Lab: Data Visualisation

Tables, Charts and Graphs, Maps

Module V

Producing Data-Driven Stories

Anatomy of a Data Story, Reaching your Audience, Data-Driven Leads, Data-Driven Writing, Solution Journalism

Lab: Story production

CORE TEXTS

1. Gray, J., Bounegru, L., & Chambers, L. (2012). *The data journalism handbook:*. Sebastopol, CA: OReilly Media.
2. Wong, D. M. (2013). *The Wall Street Journal guide to information graphics: The dos and donts of presenting data, facts, and figures*. New York: W.W. Norton.

SUGGESTED READINGS:

1. McCandless, D. (2012). *Information is beautiful*. London: William Collins - an imprint of HarperCollins.
2. Rogers, S. (2013). *Facts are sacred: The power of data*. London: Faber and Faber.
3. Mair, J. (2017). *Data journalism: Past, present and future*. Bury St Edmunds, Suffolk: Abramis.
4. Reimold, D. (2013). *Journalism of ideas: Brainstorming, developing, and selling stories in the digital age*. New York: Routledge.

SUGGESTED LINKS:

1. http://datajournalismhandbook.org/1.0/en/
2. http://datadrivenjournalism.net/
3. https://tcij.org/sites/default/files/u4/Data%20Journalism%20Book.pdf
4. http://www.theguardian.com/news/datablog
5. http://www.interactiondesign.org/encyclopedia/data_visualization_for_human_perception.html
6. www.informationisbeautiful.net
7. http://visualisingdata.com
8. https://www.rug.nl/research/portal/files/51262766/Baack_2017_Practically_Engaged.pdf
9. https://www.datacamp.com/community/blog/data-journalism-guide-tools
10. https://datajournalism.com/watch/doing-journalism-with-data-first-steps-skills-and-tools

MCJ 4E 02
PHOTOJOURNALISM
(Elective Course: 4 Credits)

Learning Objectives

- To introduce students the concept of photo-journalism, use various types of cameras and understand the ethical skills of photo-journalism while embracing new technologies
- To help students to acquire and develop the intellectual, technical and analytical skills of visual journalism communication
- Learn about the history of photojournalism and the impact photographs have in society.
- understand the task of a photojournalist and how it applies to for any publication, not just newspapers

Learning Outcomes

After the completion of the course, the learners shall be able to

- Understand and explain key concepts of photography theory and explain how photographs communicate visually in a story.
- Learn to analyze and critique photographs and gain a better understanding of camera techniques
- Visually tell a news story.

Module I

Introduction to Photojournalism

Origin and development of photography, 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

Scope and significance of photo journalism. Photojournalism: Origin and Development, Photographer- News photographer- photojournalist. News photographs and other photographs. photo feature, photo essay, Photo stories – Getting the exclusive/special photo, celebrity coverage, details to add to photo captions, photographing sensitive issues (communal issues, crime involving minors) ,Ethics of news photography,.

Module III

Camera & Tools of Photography

Human eye and Camera eye, Classification of cameras and their relative comparison, Mechanism of aperture, shutter, camera body view finder, lenses (fixed focal length versus zoom lenses, common lens filters), Camera operation, exposure light tables, colour and light basic principles of colour sensitivity, colour temperature, colour reversal film, colour negative film, Light techniques- outdoor, night, indoor lighting, indoor portraiture.

Module IV

Basic techniques of Photography

Loading and shooting, Composition, exposure, light sensitivity, depth of field, Portraiture – landscapes, product, Effect of aperture, Effect of shutter speed, Using flash light, Use of camera accessories, Care and maintenance of camera equipment.

Module V

Digital Photography

Techniques in digital photography, Photo appreciation, Appeal, effect and persuasion through good photograph, Photo manipulation through software. Selection, cropping, scaling and toning pictures. Printing with actual resolution.

Module VI

Case Studies in Photography

Studying the works and processes of eminent photographers and photojournalists:
Alfred Stieglitz, Edward Jean Steichen, August Sander, Jacques-Henri Lartigue, Edward Weston, Paul Strand, Weegee, Walker Evans, Henri Cartier-Bresson, Brassai, Robert Frank, Robert Capa, W. Eugene Smith, Lewis W. Hine, Dorothea Lange, Margaret Bourke-White, Alfred Eisenstaedt, Joel Meyerowitz, David Douglas Duncan, Eddie Adams, Don McCullin, Sebastiao Salgado, James Nachtwey, Steve McCurry, Marc Riboud, Larry Burrows, Mary Ellen Mark, Josef Koudelka, Raymond Depardon, Elliot Erwitt. Eugene Atget, Man Ray, Andre Kertesz, Ansel Adams, Diane Arbus, Lee Feidlander, Irving Penn, Richard Avedon, Bruce Davidson, Bill Brandt, Helmut Newton, David Bailey, Annie Leibovitz. HomiVyarawalla, Sunil Janah, Kanu Gandhi, Raghu Rai, Raghubir Singh, Kishore Parekh, Ashwin Mehta, Victor George, RazaqKottakkal, NM Naseer, Madhuraj, Bijuraj, P Mustafa et .al.

CORE TEXTS

1. Belt, A. F. (2017). *Elements of Photography: Understanding and creating sophisticated images*. Place of publication not identified: FOCAL.
2. Folts, J. A., Zwahlen, F. C., & Lovell, R. P. (2006). *Handbook of photography*. Clifton Park, NY: Thomson/Delmar Learning.

SUGGESTED READINGS

1. Berger, J. (2008). *Ways of seeing*. London: British Broadcasting Corporation.
2. Wells, L. (2019). *The photography reader: History and theory*. London ; New York: Routledge.
3. Wright, T. (2016). *The photography handbook*. London: Routledge, Taylor & Francis Group.
4. Marien, M. W. (2015). *Photography a cultural history*. Boston: Pearson.
5. Sammon, R. (2004). *Rick Sammons complete guide to digital photography. (with accompanying cd)*. New York: W.W. Norton & Company.

SUGGESTED LINKS

1. https://photojournalismlinks.com/
2. https://www.lightstalking.com/12-links-for-photojournalism-lovers/
3. https://photography.tutsplus.com/articles/understanding-and-appreciating-the-basics-of-photojournalism--photo-1218
4. https://www.lynda.com/Photography-Foundations-tutorials/Photojournalism-Photo-Essay-Fundamentals/461913-2.html
5. http://visualjournalism.info/3610/tutorials/
6. https://www.meetup.com/londonphotojournalismwalks/
7. https://snapshot.canon-asia.com/article/en/an-introduction-to-photojournalism

MCJ 4E 03
POLITICAL ECONOMY OF INDIAN MEDIA
(Elective Course: 4 Credits)

Learning Objectives

- To introduce key concepts and theories in political economy as an analytical framework to understand mass media as an industry
- To equip students to identify the larger political and economic structures within which media operate in India
- To enable students to historically place the question who controls media and to identify its implication for media products and social structures
- To enable students to develop critical perspectives and evaluate the nature of relationship between media, state and market

Learning Outcomes

After the completion of the course, the learners shall be able to

- Understand the political and economic contexts in which mass media in India function
- Apply concepts, categories, theories and methods in political economy framework to identify and evaluate micro/macro economic and political structures within which media as an industry function.
- Understand the nature of relationship between state, politics, economics and media and how they shape, sustain and reproduce each other

Module I

Introduction to Political Economy

Political economy; background and context, Mercantilism, The economic approach to human behavior, Components of political economy, key concepts, approaches; Classical, modern, neo-classical approaches, Adam Smith, Karl Marx. Political economy: from moral philosophy to social science. Political Economy as an academic discipline; International political economy, Political economy and the rise of neo liberalism

Module II

Political Economy and Approaches to Media

Communication as an economic entity, Two distinct traditions in political economy of communication PE/C, Marxian political economy and the cultural front (the antifascist intellectual synthesis), Murdock and Golding's conceptual map, Political economy of communication and critical and Marxian theory, PE/C and Frankfurt school, Audience commodity concept, Armand Mattelart's class analysis of communication, The blindspot debate, Rethinking and renewal in political economy framework, political economy and cultural studies, political economy policy studies. PE/C approaches: British European approach, North American approach, Third world approach (dependency-world system theory)- Schiller- McChesney tradition (US) and a cultural industries approach (European).

Module III

Media Industry in India: Historical Structures

PE/C in longue durée: History and ideology of production, consumption and distribution of cultural artifacts among Indian societies/Visual culture and performative traditions in Indian society, Forms of knowledge and ways of knowings in early modern India, Colonialism and its communication order, Media and nationalist politics, Early media enterprises.

Module IV

Political Economy of Media in India: Contemporary Articulations

Commodification/Commercialization of media in India, Market Concentration, Ownership patterns, media/state relation, State, market and civil society in transnational media environment, Policy debates on media, Horizontal integration, Vertical integration, Digital media.

CORE TEXTS

1. Mosco, V. (2010). *The political economy of communication*. Los Angeles: Sage.
2. Caporaso, J. A., & Levine, D. P. (2012). *Theories of political economy*. Brantford, Ont.: W. Ross MacDonald School Resource Services Library.
3. Drazen, A. (2002). *Political economy in macroeconomics*. Princeton (N.J.): Princeton University Press.

SUGGESTED READINGS

1. Murdoch, G. (1987). *The political economy of mass communications*. Cambridge: Polity Press.
2. Wasko. Janet (2014). *The study of the political economy of the media in the twenty-first century*. doi:10.1386/macp.10.3.259_1
3. Thomas, P. N. (2010). *Political Economy of Communications in India: The Good, the Bad and the Ugly*. Sage Publications.
4. Holt, J., & Perren, A. (2009). *Media industries: History, theory, and method*. Chichester, West Sussex: Wiley-Blackwell.

SUGGESTED LINKS

1. https://www2.hu-berlin.de/transcience/Vol7_No2_27_35.pdf
2. White, A. (2017). Political and economic power and media ethics. *International Journal of Media & Cultural Politics,13*(1), 191-196. doi:10.1386/macp.13.1-2.191_7
3. Dash, A. K. (2015). Glocalisation, Cultural Identity, and the Political Economy of Indian Television. *Media Watch,6*(2), 219. doi:10.15655/mw/2015/v6i2/65668
4. https://www.epw.in/author/robin-jeffrey
5. https://caravanmagazine.in/
6. http://asu.thehoot.org/
7. https://www.epw.in/author/paranjoy-guha-thakurta
8. https://www.epw.in/engage/article/selling-fourth-estate-how-free-indian