

**MA [Journalism and Mass Communication]  
CURRICULUM FOR ADMISSIONS 2018 ONWARDS  
Incorporating Changes made up to October, 2019**

18FNA500

COMMUNICATION AND MEDIA THEORIES

2 0 0 2

*Objective: To provide an overview of various concepts and theories of Mass Media and Communication.*

**Unit 1**

Definition, nature and scope of communication; Communication variables; Process and functions of communication; Levels of communication - Intrapersonal, Interpersonal, small group, public, Intercultural and non-verbal communication; Communication barriers; Mass communication - meaning of concept of 'mass' - definition, nature and scope.

**Unit 2**

Communication - models definition and types of models - linear and non-linear models; Convergence models of communication; Shannon and Weaver model, Berlo, Lasswell, Osgood, Schramm, Baker and Wiseman, Barnlund models of communication; Theories of Communication.

**Unit 3**

Beginnings of journalism in India; Early British newspapers; Birth of India Language Press; Freedom movement and the India Press social reforms and social transformation movement and role of the Press; Growth and development of regional press; Role of regional newspapers in independence struggle; Development of Press in the independent India; News Agencies.

**Unit 4**

Origin and development of broadcasting in India; Private radio broadcasting in India; Regional broadcast - origin and development; Impact of radio in society; Community radio in India - an overview; Origin and development of television in India; Growth and development of regional channels; Growth and development of private television channels; Development and growth of Cable TV in India and its impact on society.

**Unit 5**

Current affairs and general knowledge - Current events - National and International

History of India; Geography of the world - Physical, Social, Economic; Indian Polity and Governance; Economic and Social Development; General Issues – Environmental – Ecology - Bio-Diversity - Climate change and other issues; General Science.

**BOOKS RECOMMENDED:**

1. *Dennis McQuil: Mass Communication Theory: An Introduction*
2. *Melvin L. De Fleur and Sandra Ball – Rokeach: Theories of Mass Communication*
3. *Melvin L. De fleur and Evette Dennis: Understating Mass Communication*
4. *Joshi P.: Culture, Communication and Social Change*
5. *Wilbur Schramm: The process and Effects of Mass Communication*
6. *Wilbur Schramm: Men, Message and Media*

18FNA501

BASICS OF ADVERTISING

1 1 0 2

*Objective: The students are introduced to the various domains of professional practice in the process of developing an advertisement in all the formats like print, broadcast and new digital media. They are also taken*

*through a thorough understanding of the function of an advertisement Agency and the career profile of practitioners.*

### Unit 1

What is Advertising? – Evolution - Advertising as a Communication Process - Advertising as a Business Process - Advertising in Business and Society - Audience Categories and Geographical Factors – Positioning, Environment - Segmentation, Positioning Differences, Market Place, Promotions, Measuring Response, Classified Advertisements, Press Release, Product Review.

### Unit 2

How and When Advertising works? Effective Advertising - Market Effects and Intensity of Advertising: Persuasion, Argument and Emotions - Economic Effects of advertising.

### Unit 3

Foundations of Modern Advertising: Marketing and Consumer Behaviour – Conventional Advertising and Advertising Agencies – New Advertising Agencies - Integrating Advertising with other Elements - Design and Strategies - Cognitive, Affective, Conative, Execution Frameworks: Animation and Demonstration.

### Unit 4

Creativity - Creative Process in Advertising – Copy Writing and Craft of Copy Writing - Writing for Print, Visual and Radio - Art Direction – Production - Using the Media: Print, Visual and Radio - Advertising in the ICT age - Media Planning and Internet: Effective Use of New Media Tools, Planning and Organising – Executing the Advertising Process - How to market - Do's and Don'ts of Advertising Techniques. Case Studies.

### Unit 5

Jobs and career path in the Advertising industry, Freelance and Consulting Domains. How to run an Advertising Agency – How does the Agency function? Agency Set up and Career Framework - Concepts - Advertising Strategies, for an Agency and get Clients – Advertising Management: Social, Ethical and Regulatory Aspects - Research for Advertising and Promotion - Future of Advertising.

#### **TEXTBOOK:**

*Contemporary Advertising, William F Arens, Tata McGraw-Hill Publishing Company Limited, New Delhi, 10 e, 2008.*

#### **REFERENCES:**

1. *Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009.*
2. *Advertising and Promotion – an Integrated Marketing Communications Perspective, George E Belch, Michael A Belch, KeyoorPurani, Tata McGraw-Hill Publishing Company Limited, New Delhi, 7 e, 2010.*
3. *Advertising Management, RajeewBatra, John. G. Myers and David. A. Aaker, Pub: Pearson – Dorling Kindersley (India) Pvt. Ltd., 5e, 2006*

18FNA503

FILM STUDIES

2002

**Objective:** *To introduce the students to the creative study of films and at the same time developing their skills for analyzing different media.*

### Unit 1

Introduction to Film Studies - Film movements.

**Unit 2**

Different Genres of films.

**Unit 3**

Introduction to world cinema.

**Unit 4**

Indian Cinema and Malayalam Cinema (Origin and Development).

**Unit 5**

Theoretical perspectives.

**TEXTBOOKS:**

1. *Film Art: An Introduction* - David Bordwell, Kristin Thompson
2. *Malayala Cinemayude Katha* - Vijayakrishnan

**REFERENCES:**

1. *The Art and Science of Cinema* - Anwar Huda
2. *Key Concepts in Cinema Studies* - Susan Hayward
3. *Film as Art* - Rudolf Arnheim
4. *Chalachithrathinte Porul* - Vijayakrishnan
5. *Movies and Meanings* - Stephen Prince
6. *How to read a film? Movies, Media, Multimedia* - James Monaco

**18FNA509 RESEARCH METHODOLOGY FOR COMMUNICATION AND MEDIA STUDIES 2 1 0 3**

**Objective:** To introduce the students to social sciences research and to train them in media research. It aims to enable the students to critically analyse media content and exposing them to tools and techniques of analysis for media studies.

**Unit 1**

Research - Definition, characteristics - Scientific enquiry - Social science research - Logic of Induction and Deduction. Types of research. Development of Mass Media Research.

**Unit 2**

Research process. Reviewing the literature - Formulating research problem - Research Question. Identifying variables: concept, variables, Types of variables, Operationalisation - Causality. Measurement scales - nominal, ordinal, interval and ratio – Hypothesis – characteristics - types.

**Unit 3**

Research Design - definition, functions – Methods of data collection – Primary data and secondary data – Qualitative and Quantitative approaches - Content analysis – Case studies – Textual analysis – Participant observation – In-depth interviewing - Focus group – Survey.

**Unit 4**

Establishing the validity and reliability of research instrument – validity - types of validity – reliability – Sampling - Population and Sample, Probability and Non Probability Samples, Types of Probability and Non Probability Samples, Sample size.

**Unit 5**

Statistical analysis - mean, mode and range, correlation, regression, standard deviation - Presenting statistical data - Writing a research report. Various styles of writing. Ethics in research.

**TEXTBOOKS:**

1. *Research Methodology – A Step-by-Step Guide for Beginners: Ranjit Kumar, Pearson, 2008*
2. *Mass Media Research – Processes, Approaches & Applications: Roger D. Wimmer & Joseph R. Dominick, Wadsworth, 2008*

**REFERENCES:**

1. *Communication Research Asking Questions Finding Answers - Joann Keyton - Tata McGraw Hill*
2. *Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005*

18FNA512

MEDIA ETHICS AND LAWS

2002

**Objective:** To provide an awareness of various aspects of Indian Constitution and Press Laws; to highlight the importance of media ethics and to sensitize students about norms of journalistic conduct.

**Unit 1**

Freedom of Speech and Expression, Article 19 of Indian Constitution - Laws applicable to Mass Media - The Press and Registration of Books Act, 1867, The Copyright Act, 1971 - The Civil Law of Defamation - Libel – Slander. The Indecent representation of women (prohibition) Act 1986, The Indian Post Office Act 1998 - The Indian telegraph Act 1885 - The Press Council Act 1978 - Contempt of Court Act - The Contempt of Court Act, 1971 - The Official Secrets Act, 1923 – The young persons' (Harmful Publications) Act, 1956 - The Working Journalists and other Newspaper Employees (Conditions of service) and Miscellaneous Provisions Act 1955.

**Unit 2**

Recommendations of Various Committees - Press Commissions - Prasar Bharati Act - RTI Act.

**Unit 3**

PCI guidelines - Norms for Journalistic conduct.

**Unit 4**

Guidelines for Media in relation to communal violence - Broadcasting codes in India - Code for Commercial Advertising.

**Unit 5**

Introduction to Mass Media Ethics - Ethics vs Laws - The Right to publish and Right to privacy - social commitment of media - Accuracy and fairness – Plagiarism - Pre-publication verification – Obscenity and vulgarity to be eschewed - Yellow Journalism.

**TEXTBOOKS:**

1. *Mass Communication in India by Keval J Kumar, Jaico Publishing House, 2003.*
2. *The Journalist's Handbook by M V Kamath, Vikas Publishing House Pvt. Ltd., 2002.*

**REFERENCES:**

1. *Press Laws of India.*
2. *Theory and Practice of Journalism by B N Ahuja, Surjeet Publications, 2003.*

18FNA517

**PUBLIC RELATIONS**

1 0 0 1

**Objective:** To introduce the students to the concept of Public Relation and equip them to build a career according to the industry requirements.

**Unit 1**

Defining PR - Elements of PR – Publicity – Propaganda - Public affairs - Lobbying – Opinion leaders.

**Unit 2**

Principles of Public Relation - Concept of Public - Major Public – Employees - financial public – Suppliers – Distributors – Government – Customer – Media - Community & Corporate social responsibility.

**Unit 3**

PR as a strategic management function - PR Process, four stages - Crisis Management.

**Unit 4**

PR and media strategy - Principles of effective media relations - Writing for PR - Press release - Press Tour - Press conference - Electronic PR.

**Unit 5**

Corporate advertising - House Journal, How to be a good PR Manager - Ethics in PR - Case studies.

**TEXTBOOK:**

*Public Relations The Profession and Practice - Dan Lattimore, Otis Baskin, Suzette T. Heiman, Elizabeth L. Toth - Tata McGraw Hill, New Delhi(2012)*

**REFERENCES:**

1. *Effective Public Relations and Media Strategy - C. V. Narasimha Reddy, PHI (2014)*
2. *Public Relations Principles and Practice, Iqbal S. Sachdeva - Oxford University Press*

18FNA529

**BROADCAST JOURNALISM AND ONLINE JOURNALISM**

2 0 0 2

**Objective:** To provide in-depth knowledge about Journalism in Television Media and the growth of online journalism, their editing and best presentation, current situation of these medias.

**Unit 1**

History of journalism- history of broadcast media in India, history of All India Radio, Doordarshan-its origin growth and current situation- how these medias became popular among the people-their survival, success stories- origin of FM stations-DD Metro Stations- SITE,CWCR, Prasarbharathi Act-its origin and objectives- code and conduct of AIR and Doordarshan-role of news agencies in a media organization.

**Unit 2**

Writing for Radio - Radio Journalism-Sources of collecting news, writing style for radio, presentation style, duties of a sub-editor in radio, functioning of desk, duties of Radio Commentator, Production of News Bulletins, Production of News Reels, Importance of single line statement, Production of Different Radio Programmes – Drama Documentary etc.-Recent trends in Broadcasting, Future of Radio

**Unit 3**

Writing for TV - Television Journalism- Introduction, Collection and compilation of news, News Bulletin-different types of News Sources–writing style of a television news package-TV Reporting- members in a reporting crew-

their role- OB Van, DSNG, PCR- Live coverage of important events, sensational subjects-Steps in producing Newscasts-steps for producing a news bulletin-role of a news producer-role of a sound engineer- role of online editor- role of news presenter, and Interviewing-Dos and Don'ts in TV programming- functioning of desk-role of sub-editors-production of current affairs programme.

#### Unit 4

History of online journalism – origin-writing style in online- collecting stories- role of reporter, subeditor, teletext, videotext, internet news-advantages and disadvantages of online journalism-credibility of online journalism- web portal of newspapers and news channels- emergence origin and growth of citizen medias-future of online journalism-online and citizen journalism.

#### Unit 5

Practical exercises- News reading and presentation methods-production of a radio programme-a television news bulletin- an online portal.

#### **TEXTBOOKS:**

1. *Radio: A Guide to Broadcasting Techniques – E Evans*
2. *Writing for Visual Media, Friedmann Anthony: Elsevier, 2006*
3. *Writing for the Media, Usha Raman, Oxford university press 2010*

#### **REFERENCES:**

1. *Hand Book of Broadcasting – Waldo Abbot and R Rider (McGraw Hill)*
2. *Techniques to TV Production – Rudy Bretz (McGraw Hill)*
3. *Handbook of Journalism, VirBala Aggarwal, V.S.Gupta, concept publishing company 2001*

18FNA551

AUDIOGRAPHY PRACTICE LAB. I

0 1 2 2

Familiarizing different types of Microphones, Different Audio connectors, Mixer console, Recording in Studio, Digital Recording.

Audio productions – Introduction to basics of sound - sound as a waveform, behavior of sound in different media, acoustics, intensity of sound, devices used for measuring sound parameters, hearing characteristics of human ear, relationship between sound waves and other waveforms - Electricity and electronics - Electric charges, structure of atom, generation of electric current, ac and dc current, volt meter ammeter, conductors and insulators - Electronics basics, semiconductors, transistors, integrated circuits, ac to dc conversion - History of sound recording - Evolution of sound recording, acoustic recording, gramophone recording, electrical recording, changes in recording techniques - brief introduction to the different media used in recording, evolution of film as medium of recording, movie films, movie camera, optical sound recording, synchronization of sound and picture.

Microphones - Basic principles of microphones, history and development of microphones - Different types of microphones - dynamic, ribbon and condenser microphones - Technical parameters of microphones - directional properties of microphones, Lapel microphones, Gun microphones - Applications of microphones in different situations, stereo mixing, microphone placement - Basic structure of an audio mixer, different types of mixers, signal processing, routing of audio signals comparison of different mixers, analogue and digital mixers, control surfaces - Loud speakers, Loudspeaker principles, different types of loudspeakers, history and development of loudspeakers, headphones - Setting up loud speakers – Amplifiers - domestic power amplifiers, professional power amplifiers.

**18FNA552****PHOTOGRAPHY PRACTICE LAB. I****0 1 2 2**

Familiarization of different Cameras, Working with Digital SLR Camera, Experiments with depth of field - White balance, metering mode, Different modes in DSLR, Familiarizing Flash Lights & Light Meter, Lighting theory, Working with different light sources - Normal Human Eye and Process of Seeing - Camera principles - Compact cameras and SLR's - Working of SLR camera - Image sensors - Different parts of SLR camera - Creative mode and basic modes in SLR camera - Basic features of SLR camera – Focusing – Aperture - shutter speed – ISO - White balancing function in camera - Focal Length, Depth of Field - Depth of focus - circles of confusion - Angle of view - Different types of lenses - wide angle lens, fish eye lens, prime lens, telephoto lens, Different Image capturing formats - RAW, TIFF, JPEG.

**18FNA553****VIDEOGRAPHY PRACTICE LAB. I****0 1 2 2**

Familiarizing Video Camera and accessories, Familiarizing tripods and other support systems, Focusing, White balancing, Different types of storage mediums - Tape and tapeless systems, Practicing different camera movement, Audio recording in video camera, Introduction to DSLR cinematography - Different types of Shots, Practicing different camera movements, Working under different light sources.

Basic Principles of motion picture - Persistence of Vision, Phi-Phenomenon, flip books, History of Motion Pictures and, Differences between video and film medium - Principles of Visual Grammar, Parts of Video Camera - different types of lens, focus, zoom controls, aperture ring, gain, shutter speed, ND Filter, audio inputs, battery, viewfinder, LCD, Important features in camera - White balancing, gain controls, recording medium, tape and tapeless formats, frame rate, aspect ratio, different recording formats, HD cameras, Camera support systems - different types of tripods, fluid head tripods, track and trolley, crane, jib arms, steadycam, Shots - purposes of shots, factors decide setting up of shots, Classification of shots - High angle, low angle and eyelevel shots, basic shot types - ECU, CU, MCU, MS, MLS, LS, ELS, Camera movements - panning, tilting, track-in, track-out, truck-right, truck-left, pedestal-up, pedestal-down, arc-right, arc-left- master-shot, point of view shot, over the shoulder shot - Cut in shot, cut away shot.

Camera support systems - different types of tripods, fluid head tripods, track and trolley, crane, jib arms, steady-cam, Working Principle of Video Camera - Image sensor, CCD and CMOS, Tape and tapeless systems, History of Video, Usage of different types of tapes: VHS, SVHS, U-matic, Beta-cam – DV, Mini DV, Digital and analogue video - advantages of digital video - Broadcast standards - PAL, NTSC, SECAM, various digital broadcasting standards - Transmission technologies - Terrestrial transmission, Cable TV, Satellite Television, DTH, CAS, IPTV - Working of different television systems, CRT, LED, LCD and technology, working of 3d television - Basic introduction about film making.

**18FNA556****AUDIOGRAPHY PRACTICE LAB. II****0 1 2 2**

Advanced audio recording in studio, Acoustics, Analog Mixer Console routings and connections, Equalizers, Speakers and Headphones, Practice in Microphone placements, Working with Mixer Console.

**18FNA557****PHOTOGRAPHY PRACTICE LAB. II****0 1 2 2**

Different types of shot, Different types of camera angles, Working with lenses of different focal lengths, Distance - Depth of Field Framing, Familiarizing with different lens filters, Camera movement practices - Tilting and panning, Advanced lighting techniques , Working with natural light, Studio lighting, HDR photography, Panorama photography, Different photography assignments.

18FNA558

## VIDEOGRAPHY PRACTICE LAB. II

0 1 2 2

Practicing with lights (Additional lights and Natural lights), Studio cameras, Breaking down the script and shot division, Working with DSLR's and its accessories, Track and Trolley, Studio Visit and Crane Operations.

18FNA576

## GRAPHIC DESIGN LAB I

0 1 2 2

Workspace basics, Photoshop images, Introduction to Camera Raw, About colour - Colour modes, Viewing histograms and pixel values, Applying special colour effects to images, Adjusting crop, rotation, and canvas - Retouching and repairing images - Correcting image distortion and noise, Making selections, Layer Basics, Painting tools, Drawing vector graphics, Filter basics - Filter effects reference - Applying specific filters - Add Lighting Effects, Creating type - Editing text - Formatting characters, Saving images - Saving PDF files - Saving and exporting files in other formats - File formats, Working with web graphics - Slicing web pages - Modifying slices, Video and animation in Photoshop - Creating images for video - Interpreting video footage, Editing video and animation layers - Creating frame animations - Creating timeline animations - Preview video and animations - Save and export video and animations, Automating with actions - Creating actions - Processing a batch of files.

18FNA584

## DIGITAL VIDEO EDITING

0 1 2 2

**Nonlinear Video Editing** - Create and open projects, Work with files, Import media, Organize your media once it's imported, Use the Timeline for video and audio tracks, Edit tracks in the Timeline, Create sequences and nested sequences, Add motion to your clips, Create and work with keyframes, Add animation and other effects, Add transitions, Use the colour-correction tools, Sync clips from multiple cameras, Add text, shapes, and logos to your project, Work with audio in the Audio Workspace, Export media, Create and edit closed captions

18FNA586

## GRAPHIC DESIGN LAB II

0 1 2 2

**Graphic illustration** - About Illustrator - Work Area Overview - Screen modes - Drawing Basics - About Vector Graphics – Paths - Editing paths - Drawing simple lines and shapes - Pencil tool - Pen tool - Tracing artworks – Symbols - symbol tool, About Colour, Painting Tools, Selecting objects, Transforming Objects, Importing Files - Importing bitmap images - Importing Adobe PDF files, Type - Creating and importing type, Creating Special Effects, Web graphics - Slices and image maps.

**Page Layout** Workspace basics - Customizing menus - Toolbox overview - Selection tools, Layout - Creating documents - Creating custom page sizes - Rulers and measurement units – Grids - Ruler guides - Page and spreads – Masters – Layers - Laying out frames and pages - Numbering pages, chapters and sections - Text variables, Working with files and templates - Saving documents - Exporting, Creating text and text frames - Adding text to frames - Importing text - Threading text - Text frame properties, Typography -Formatting text, Styles - Paragraph and character styles - Dropcaps and nested styles - Object styles - Working with styles - Combining text and objects - creating type on a path, Tables - Creating tables - Selecting and editing tables - Formatting tables - Table strokes and fills - Table and cell styles. Long document features - Creating book files - Table of contents – index - working with markers, Drawing, Graphics - Understanding graphics formats - Importing files from Adobe applications - Importing other graphics formats - Placing graphics - Managing graphics links - Object libraries, Frames and objects - Selecting objects - Transforming objects - Aligning and distributing objects - Grouping, locking and duplicating objects - Working with frames and objects - Clipping paths, Adding Transparency effects - Blending colours – Colour - Understanding spot and process colours - Applying colour - Working with swatches - Importing swatches – Tints – Gradients - Mixing inks - Using colours



from imported graphics, Creating Adobe PDF files - Exporting to Adobe PDF, Printing documents - Colour separations – Automation.

18FNA607

EDITING AND DESIGNING FOR PRINT

2002

*Objective: To equip the students with the general principles of editing and designing of a news paper.*

### Unit 1

General principles and functions of editing; Role and responsibilities of editorial staff, Editor, sub-editor, news editor, principles of re-writing, computer editing, style sheet/ Book.

### Unit 2

Newsman's language; sentences and their structure; Tense in news writing; Negative and double negative expressions; Adjectives, modifiers; Split infinitives, Attributions and identification of sources; punctuations, paraphrasing and transition devises in news writing. Analysing the elements of a news story; checking facts and figures; Correcting language, and grammar, rewriting leads, condensing stories, slanting of news localizing news.

### Unit 3

News editing techniques of headline writing, types of headlines, polishing headlines, writing sub-heads, jump heads, magazine headlines, new trends in headlining, typography; Editing software; Writing editorials, types of editorials, editorial page contents, translation techniques. Handling wire, correspondent's copy, revising hand-outs. Proofreading; Glossary of editing.

### Unit 4

Principles of page make-up and designing, mechanism of dummies, making front and inside pages, copy fitting, types of make-up and design, newspapers special supplements Design, contemporary newspaper design. Page makeup software-In-Design, Adobe Page Maker.

### Unit 5

Brief history of printing; Composition, manual, machine, electronic, printing methods, offset, gravure, screen and other production methods, recent trends in printing, Types and Type setting process.

### **BOOKS RECOMMENDED:**

*Harold Evans: Newsman's English*

*Harold Evans: Newspaper Design*

*Harold Evans: Handling Newspaper text*

*Harold Evans: News Headlines*

*Bruce Westley: News Editing*

*F.K. Baskette and J.Z. Sissors: The Art of editing*

*John Hohenberg: Professional Journalist*

*Leslie sellers: Doing It In style*

*Michael Hides: The Sub- editor's Companion*

*L.M. Spencer: Editorial Writing*

*K.M. Srivastava: News Reporting and Editing*

18FNA637

ADVERTISING

2002

**Objective:** This helps the student to make integrated approach on advertising, providing with an in-depth understanding of the creative and strategic processes behind successful advertising. The students are introduced to the processes, tools and techniques used in developing advertising concepts with the study areas including creative thinking and visualizing, advertising theory and practice.

### Unit 1

Position of Advertising in marketing - Brief history of advertising – Advertising - meaning and definition - Advertising as a tool of communication - Features of advertising - Social and economic impact of advertising - Key players in advertising - Significance and criticism of advertising - Advertising agency.

### Unit 2

Types of advertising - Structure of an advertising agency and work flow - Client Servicing - Creative process - Media planning - Media Buying - Media Scheduling - Types of agencies - Relationship between various participants (Client, agency and media and consumer).

### Unit 3

Various media for advertising.

### Unit 4

Concept of USP - Introduction of branding - Meaning of campaign.

### Unit 5

Case studies.

### **REFERENCE BOOKS:**

*Advertising, Frank Jefkins Revised by Daniel Yadin*  
*Kleppner's Advertising Procedure*

**18FNA679      SHORT FILM PRODUCTION (FICTION AND DOCUMENTARY) LAB.      0 1 2 2**

Conceiving and producing short fiction films and Documentaries.

**18MCJ501                                      CONTEMPORARY MEDIA SCENARIO                                      2 0 0 2**

**Objective:** To familiarise the students with key issues in contemporary media world.

### Unit 1

Media and Society - Power of media, objectivity of media.

### Unit 2

Media and politics. Media as the fourth estate. Democracy and media. RTI.

### Unit 3

Media Representation: stereotypes. Gender representation. Portrayal of women. Representation of marginalised.

### Unit 4

Global communication. Media in a globalised world.

### Unit 5

Alternative media and its various impacts. The rise of participation journalism (citizen journalism).

#### **TEXTBOOK:**

*Dennis McQuail, McQuail's Mass Communication Theory – Sage - 2013*

#### **REFERENCES:**

1. *Paul Hodkinson - Media, Culture and Society: An Introduction- Sage- 2011*
2. *Media and Society: Critical Perspectives, Graeme Burton, 2010, Open University Press*
3. *Media and Culture: An Introduction to Mass Communication, Richard Campbell, Christopher R. Martin et. Al, 2011, Bedford/St. Martin's.*

18MCJ502

PRINT JOURNALISM AND WRITING

2002

*Objective: To provide an understanding of journalistic practices and to orient the students in reporting and writing for print media*

### Unit 1

Fundamentals of journalism - Principles and functions of journalism – News - definition, values, elements, characteristics & structure. News determinants. Types of news.

### Unit 2

Newsgathering: nose for news, News Sources, Fundamentals of Reporting. Meaning and Nature of Reporting – Qualifications & duties of a Reporter. Techniques and tools of Reporting. Interview: style and types. Reporting Executive – Legislature – Judiciary.

### Unit 3

Elements of a news story - Headline, Lead: types of lead, body copy. Inverted pyramid style. Editing - Role and responsibilities of editorial staff. General principles and functions of editing.

### Unit 4

Feature Writing: Definition and Characteristics – Structure of a Feature Story, Types of Feature. Writing Feature – Sources of Ideas – Collection of materials; Standard Organization Techniques - The All-Important Lead - Quoting vs. Paraphrasing - Adhering to Length Requirements - How To End The Story - Taking Writing Risks.

### Unit 5

Writing for Magazines. Magazine feature story. Working In Magazines - Understanding the Focus and Audience - Differences Between Magazine Stories And Newspaper Stories. Specialised Reporting - Types of journalism: New Journalism, Development Journalism.

#### **TEXTBOOK:**

*Carole Rich- News Writing and Reporting, Cengage Learning (2010)*

#### **REFERENCES:**

1. *F. Fedler - Reporting for the Print Media, Oxford University Press, USA; 9 edition (March 24, 2008)*

2. James Glen Stovall - *Journalism; Who, What, When, Where, Why and How*. PHI New Delhi(2005)
3. H F Harrington and Elme Scott Watson - *Modern Feature Writing*, Harper & brothers, New York and London(1993)

**18MCJ581 PRINT JOURNALISM AND WRITING PRACTICE 0 1 2 2**

Grammar for Journalists, Writing headline, lead and bodycopy. Writing Obituaries, Writing for women and children, Writing for Industry, Science and Technology, Sports, Agriculture, Films. Typography; Layout and Design of newspaper, style book, technical terms using in print and visual media.

**18MCJ585 SCRIPTWRITING/ WRITING FOR BROADCAST MEDIA 0 0 2 1**

To equip students with the skills required to master the art of script writing for broadcast media. Making them format live news packages and familiarizing them with fundamental concepts such as voice over, piece to camera, wrap up etc.

**18MCJ601 COMMUNICATION FOR DEVELOPMENT 2 0 0 2**

***Objective:** To enable the students to understand development and the role of communication in development.*

#### **Unit 1**

Concept of Development – Definition - Nature, role and significance. Growth and development. Development indicators.

#### **Unit 2**

Evolution of the theory and practice of development. Critical perspectives of communication and development: Dominant Paradigm of development. Various models of development.

#### **Unit 3**

Alternative paradigms of Development and Development Communication.

#### **Unit 4**

Media and development: Development support communication using various media as Development Communication tools. Issues for development journalism - SITE and Kheda Projects.

#### **Unit 5**

Understanding of social development. Empowering people. SHGs.

#### **TEXTBOOK:**

*Srinivas Melkote - Communication for Development in the third world - Theory and Practice for empowerment, Sage Publications (2003)*

#### **REFERENCES:**

1. *Development Journalism - What next?* - D. V. R. Murthy - Kanishka Publishers, New Delhi (2006)
2. *Uma Narula - Development Communication Theory and Practice - Har-Anand Publications (1999)*

18MCJ602

## MEDIA ANALYSIS TECHNIQUES

2002

*Objective: To enable the students to critically analyse media texts.*

**Unit 1**

Semiotic approach to media analysis.

**Unit 2**

Psychoanalytic approach to media analysis.

**Unit 3**

Marxist approach to Media analysis.

**Unit 4**

Sociological approach to media analysis.

**Unit 5**

Case studies and analysis.

**TEXTBOOKS:**

1. Gillian Rose, *Visual Methodologies*, Sage Publications, London 2001.
2. Berger J *Ways of Seeing*, London

**REFERENCE:**

Berger Asa, *Media Analysis Techniques*, Sage Publications.

18MCJ603

## NEW MEDIA AND WEB CONTENT

2002

*Objective: To create awareness among students about the new emerging trends in information technology. The students are benefitted with the latest knowledge of information technology applications in the field of various media and web journalism.*

**Unit 1**

Internet - features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile

**Unit 2**

What is online journalism?: Earlier websites of newspapers, E-books and E-publishing, Basic knowledge of HTML and use of a content management system; Hyper-textuality, Multi-mediality and interactivity Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online journalism today.

**Unit 3**

New Social Media: Dynamics of social media networks, novelty, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends Podcast and Webcast.

**Unit 4**

Open source journalism: Responding to the audience, Annotative reporting, Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development, Protecting copyright, Exploring Cyberspace.

### Unit 5

Internet and Social Activism: Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics 2.0 and Virtual Democracy; Social sharing to social activism; National and international campaigns on environment, human rights and other issues.

#### TEXTBOOKS:

1. Nath, Shyam. *Assessing the State of Web Journalism*. Authors Press, New Delhi, 2002
2. Chakravarthy, Jagdish. *Net, Media and the Mass Communication*. Authors press, New Delhi, 2004
3. Bhargava, Gopal. *Mass Media and Information Revolution*. Isha Books, New Delhi, 2004
4. Menon, Narayana. *The Communication Revolution*. National Book Trust.
5. Pavlik J. V. *Media in the Digital Age*. Columbia University Press.
6. *Newspaper and magazine articles about New Media*.

18MCJ632

CREATIVE EXPRESSION IN REGIONAL LANGUAGE

2002

**Objectives:** To provide an understanding of the various aspects of vernacular journalism; to equip students with basic skills required for journalistic writing in regional language.

### Unit 1

News – definition – values – elements - characteristics. News Determinants - Types of news - Elements of a news story – Headline – Lead - types of lead - Body copy - structure of news - inverted pyramid style.

### Unit 2

Writing for print - newspaper and magazine - Writing headline, Lead and Body copy - Feature Writing - Review Writing - Books, Films, etc.

### Unit 3

Writing for Broadcast - Television Journalism - TV Reporting and Interviewing - Cyber Journalism.

### Unit 4

Radio Journalism - Radio broadcasting in India - AM and FM broadcasting - Radio talks and discussions - Radio plays and features - Writing for radio and television - Different programme formats.

### Unit 5

Online journalism - Definition - distinctive features - web content writing - web journalism ethics.

#### REFERENCES:

- Handbook of Broadcasting*, Waldo Abbot and R Rider, McGraw Hill  
*Reporting for the Print Media*, F.Fedler, Oxford University Press, USA  
*Electronic Journalism*, Aditya Sen Gupta, Authors Press Publishers  
*Digital Newsroom*, Balakrishna Aiyar, Authors Press Publishers  
*Online Journalism Ethics: Traditions and Practice*, Cecilia Friend and Jane B. Singer, PHI Learning Pvt Ltd

18MCJ633

PHOTO JOURNALISM

2002

**Objective:** To synthesize the knowledge and skills those pertain to photography and journalistic reporting/ story telling.

### Unit 1

Introduction to photojournalism - Telling stories with images. History and evolution. Prerequisites – equipment – cameras – flashes - lenses. Settings – balancing lighting – aperture - shutter speed - ISO. Depth of field. Image file formats. Photo editing – Photoshop – post processing – RAW image – colour correction – Print sizes – optimizing for web.

*Assignments – still frames.*

### Unit 2

Lighting – Natural light and artificial light. Using external flashes. Colour temperature and white balance. Low light photography – Night photography.

*Assignments – Portraits, Indoor photography, Long exposure shots and night frame.*

### Unit 3

Types of photojournalism – Sports – War photojournalism – spot news – Travel photojournalism – wildlife photojournalism.

*Assignments - spot news - photo stories - covering events.*

### Unit 4

New technology – Online sharing – Social media – Cloud storage. Recording videos using still cams – Online video streaming.

### Unit 5

Ethics – Rules and considerations. Victims of violence – Right to Privacy – Picture manipulations – Stereotyping – Advertising/ Editorial Blurring.

### REFERENCES:

*Associated Press Guide to Photojournalism - Horton Brian. (ISBN 0071363874)*

*Digital Photojournalism – Susan Zavoiona, John Davidson (ISBN 0205332404)*

18MCJ634

SCIENCE COMMUNICATION

0 1 3 2

**Objective:** This course is for those who want to train as professional science communicators. Academic components provide a broad overview of the professional science communication landscape. The course includes print journalism, new media work, broadcast television, video production and presentation.

Science Communication - an introduction - Science Reporting and Writing (Science Features and news) Science news Letter production - Formats in Science Communication - Advertising and Public Relations - Science Telecasting – Science news bulletin - Health Communication (writing practice) - Environmental Communication. Preparing Science news for New Media – Internet – Blogs - Alternative Media and Science Communication

### REFERENCES:

1. Anthony Wilson, "Handbook of Science Communication", IOP
2. Kahlor, Lee Ann, *Communicating Science*, Routledge Publishers
3. Dubas O and Martel L, "Media Impact. A Research Study on Science Communication
4. Vilanilam J. V., "Science Communication and Development", Sage Publications, 1993

**18MCJ681                      CRITICAL VIEWING AND READING ANALYSIS PRACTICE                      0 0 2 1**

Imparting skills to cultivate a critical mindset for media analysis.

**18MCJ682                      NEWS CASTING, ANCHORING AND PROGRAMME PRESENTATION SKILLS                      0 0 2 1**

Training in Anchoring, Television Programs including Reality Shows.  
Studio training in News Reading.  
Training in co-ordinating Talk Shows and News Programs.  
Training in conducting interviews.

**18MCJ683                      NEW MEDIA AND WEB CONTENT LAB.                      0 0 2 1**

New Media Concepts and Web Editing – Creating News Portals – Content Management and On-line Editing – Security Implementation – Integrating Texts, Video and Animations. Mini project on Web site creation based on journalism.

**18MCJ684                      PUBLIC RELATIONS CAMPAIGNS PRACTICAL                      0 0 2 1**

PR Process – Research, Planning, Communication and Evaluation - PR Campaign - Characteristics and principles - Practical Assignments.

**18MCJ685                      REPORTING, EDITING AND LAB. JOURNAL                      0 0 2 1**

Preparing a Lab Journal (To enable the students to have practical experience in Reporting and Editing News stories for print media) and visual media.

**INTERNSHIP TRAINING AND REPORT PRESENTATION                      0 0 2 1**

**Attending press conferences at press clubs, reporting major events and preparation of Reports based on it.**

**18MCJ690                      LIVE-IN-LAB.                      2 cr**

This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations (after second semester) and if they identify a worthwhile project, they shall register for a 2-credit Live-in-Lab project, in the third semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. Chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

**18MCJ692                      INTERNSHIP                      2 cr**

Students should do internships in different companies and prepare a report for the same.



**18MCJ696                                  COMPREHENSIVE AND TECHNICAL VIVA-VOCE                                  4 cr**

The students are required to write a scholarly dissertation after identifying a research problem, reviewing relevant literature and choosing appropriate research methods. The dissertation evaluates critical and analytical skills of the students and their ability to construct coherent and logical arguments in order to support or negate a proposed hypothesis. Students are required to work on a research paper on any area of their choice within the broad area of mass communication.

**18MCJ698                                  VIDEO NEWS PRODUCTION WITH MINI PROJECT                                  0 0 2 1**

Creating Radio News of minimum 10 minutes duration  
Creating TV News of minimum 10 minutes duration

**18MCJ699                                  PROJECT WORK                                  4 cr**

Students are required to conceive, write script, direct and complete a documentary (Duration: 8 – 10 Minutes) and a project report for the same should be submitted.