



**UNIVERSITY OF CALICUT**

**Abstract**

Mass Communication and Journalism Course - Revised syllabus - corrected - under Choice Based Credit Semester System (CCSS) - in the Teaching Departments of the University of Calicut- approved - implemented with effect from 2014 admission - Orders issued.

**G & A - IV - B**

U.O.No. 10018/2014/Admn

Dated, Calicut University.P.O, 30.10.2014

*Read:-*1. U.O. No. 8253/2014/Admn dated 21.08.2014

2. U.O Note No. 14900/EX-II-ASST-3/2014/PB Dated: 27.08.2014 from Pareeksha Bhavan

3. Letter dated 02-08-2014 from the Chairman, Board of Studies in Journalism (PG)

4. Orders of Registrar in the file of even No. dated 05-09-2014

**ORDER**

Vide paper read first above, the revised syllabus of Mass Communication and Journalism Course under Choice Based Credit Semester System in the Teaching Departments of the University of Calicut was implemented with effect from 2014 Admission onwards.

Vide paper read second above, the Pareeksha Bhavan of the University cited some discrepancies in the course codes of the Courses and in the Scheme of Syllabus of Mass Communication and Journalism as detailed below:

Title of papers

SINo	Paper Code	Name of paper as shown in Scheme	Name of papper as shown in Detailed Syllabus
1	JMC 4E 03	Media Managerment	Media Managmrnt & Organisational Communication

2 Code of Papers

SL No	Name of Paper	Paper Code shown in Scheme	Paper Code Shown in Syllabus
1	News Editing	JMC 1C 03	JMC 1C 04
2	News Reporting	JMC 1C 04	JMC 1C 03

The Chairman vide paper read third has effected the necessary corrections and forwarded the corrected version of the syllabus of Mass Communication and Journalism (MCJ) under CCSS implemented in the Teaching Departments of the University of Calicut with effect from 2014 admission.

Vide paper read fourth, orders have been issued to implement the the syllabus of Mass Communication and Journalism under CCSS with effect from 2014 admission after effecting the necessary corrections.

Accordingly orders are issued implementing the corrected version of the syllabus of Mass Communication and Journalism under CCSS in Teaching Departments of the University of Calicut with effect from 2014 aaadmission.

The UO read first stands modified to this extent.

Orders are issued accordingly.

The Syllabus after effecting the corrections is uploaded in the University website.

Muhammed S  
Deputy Registrar

To

The Head of the Department,  
Department of Mass Communication and Journalism.  
University of Calicut

Copy to: Controller of Examinations/Ex Section/DR(PG)/Tabulation Section Exam.  
Enquiry/Information Centers/ GA.I F Section/GA.III Branch/SF/DF/FC.

Forwarded / By Order

Section Officer

**UNIVERSITY OF CALICUT**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**Masters Programme in Mass Communication and Journalism (MCJ)**  
**(CCSS)**

**Syllabi**  
**(2014 Admission onwards)**

**@ University of Calicut**

**2014**

**UNIVERSITY OF CALICUT**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**MASTERS IN MASS COMMUNICATION AND JOURNALISM – MCJ- (CCSS)**

**1. Title of Programme**

Master Degree course in Mass Communication and Journalism

**2. 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

**3. Eligibility**

Candidates who have passed a Bachelor Degree course of the University of Calicut or any other university recognized by the University of Calicut as equivalent thereto and have secured a minimum of 45% marks in aggregate are eligible to apply. However professional graduates will be considered for MCJ 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 University rules.

**4. Admission**

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

**5. Weightage**

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

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

**6. Intake:** The intake shall be restricted to 24 for each batch. Reservation of seats for SC/ST and other backward community will be as per the reservation rules of the University.

## 7. Programme Framework

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**MASTERS IN MASS COMMUNICATION AND JOURNALISM (CCSS)**

**Programme Framework**  
**(2014 Admission Onwards)**

**Semester I**

<b>Code No</b>	<b>Core Course</b>	<b>Credit</b>
JMC 1C 01	Introduction to Mass Communication	4
JMC 1C 02	Media History & Laws	4
JMC 1C 03	News Reporting	4
JMC 1C 04	News Editing	4
JMC 1C 05	Graphic Design – Practical	2
JMC 1C 06	Media Production I:(Practical)	2
	Lab Newspaper Production	
	<b>Total Credits</b>	<b>20</b>

**Semester II**

<b>Code No</b>	<b>Core Course</b>	<b>Credit</b>
JMC 2C 07	Themes, theories and issues in communication	4
JMC 2C 08	Creative Writing and Translation for Media	4
JMC 2C 09	Advertising and Business Communication	4
JMC 2C 10	Broadcast Journalism(Theory)	4
JMC 2C 11	Broadcast Journalism: Practical	2
JMC 2C 12	Media Production – II (Practical)	2
	Magazine Production	
	<b>Total Credits</b>	<b>20</b>

**Semester III**

<b>Code No</b>	<b>Core Course</b>	<b>Credit</b>
JMC 3C 13	Online Journalism	4
JMC 3C 14	Communication Research	4
JMC 3C 15	Web Design :Practical	2
JMC 3C 16	Media Production III(Practical): Documentary Film Production	2
	Total Credits(Core)	12
	<b>Elective Course</b>	
JMC 3E 01	Audio Visual Production	4
JMC 3E 02	Film Studies	4
JMC 3E 03	Multimedia Journalism	4
	Total Credits(Electives)	12

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

**Semester IV**

<b>Code No</b>	<b>Core Course</b>	<b>Credit</b>
JMC 4C 17	Public Relations and Corporate Communication	4
JMC 4C 18	Technical Writing and Documentation	4
JMC 4C 19	Dissertation and Viva voce*	8
	Total Credits(Core)	16
	<b>Elective Course</b>	
JMC 4E 01	International and Development Communication	4
JMC 4E 02	Photojournalism	4
JMC 4E 03	Media Management and Organizational Communication	4
	Total Credits(Electives)	12

*\*To ensure personal attention and quality of Master Theses, the number of students under each supervisor shall be limited to six*

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

### 8. Mandatory Credits to complete MCJ Programme

Total Credit to be obtained by the students to complete the programme shall be as follows:

Semester	Core Course Credits	Elective Course Credits
First Semester	20 Credits	Nil
Second Semester	20 Credits	Nil
Third Semester	12 Credits	8 Credits
Fourth Semester	16 Credits	8 Credits
<b>Total Credits</b>	<b>84</b>	

### 9. Teaching, Learning and Evaluation Strategy

The first two semesters will consist of core courses only. Distribution of internal and external marks of the courses except for those mentioned under the Clause 10. Practical Courses, will be 20 and 80 respectively. The III and IV semester will include both core and elective courses with the allotment of marks as above. Since teaching and learning of mass communication and journalism requires more practical orientation, 25 % of the credit hours shall be practical hours. Eg. In the case of 4-credit course Reporting/ Editing, one credit shall be dedicated for practical oriented teaching. Apart from the class room interactions/lectures, seminars, workshops, media analysis, film appreciations etc. shall be conducted in the class rooms.

Industry visits and study tours shall be arranged during the programme to get the students exposure to the nature and function of various media organizations. The Department Council shall prepare a panel of external experts/faculty and facilitate interaction between students and the panellists. Teachers shall organize interactive sessions between the students and the panellists in their respective fields and monitor students' attendance and performance during these interactive sessions.

### 10. Practical Courses ( 2 Credits each)

The following courses will be of a practical nature with internal evaluation marks totalling 100 (2 credits).

JMC 1C 05	Graphic Design : Practical
JMC 1C 06	Media Production I: (Practical) , Lab Newspaper Production
JMC 2C 11	Broadcast Journalism: Practical
JMC 2C 12	Media Production –II ( Practical), Magazine Production
JMC 3C 15	Web Design : Practical
JMC 3C 16	Media Production III( Practical): Documentary Film Production

The marks shall be given based on the quality of the production of graphics, newspapers, magazine, audiovisual scripts and programmes, websites, and documentary films. The Department Council shall develop a mechanism to assess the quality of production.

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

The fourth semester will include dissertation and viva voce to be valued/ conducted by an Examination Board appointed by the University with allotment of 80 marks for dissertation and 20 marks for viva voce. To ensure personal attention and quality of Master theses, the number of students under each supervising teacher shall be limited to six.

**12. Internship**

Students have to do internship in recognized advertisement agency/newspapers/ news agency/ PR department/ any other media organisation for a six-week period after the MCJ final semester exam. The Department Council should prepare a list of media organizations (Newspapers and Magazines, TV Channels, Radio Stations, Advertising Agencies, Technical Writing Firms, Public Relations Departments, Web Portals etc.) and students should choose one of the organizations in the list to do internship. 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.

**13. CCSS PG Regulations**

In all other matters like examination, evaluation, grading etc., CCSS Regulation of the University of Calicut shall be applicable.

**14. Detailed Syllabi**



**University of Calicut**

**MASTERS IN MASS COMMUNICATION AND JOURNALISM  
(CCSS)**

**Syllabus**

**2014 Admission**

**FIRST SEMESTER**

**JMC 1 C 01: INTRODUCTION TO MASS COMMUNICATION****Module I****Basics of Communication**

Communication-definitions and elements; types of communication- interpersonal, group and mass communication; models of communication - Aristotle, Lasswell, Shannon and Weaver, Dance, Berlo, Barnlund, Gebner.

**Module II****Mass Communication**

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

**Module III****Media and Audience Interaction**

Stimulus response theory, magic bullet theory, two-step flow and multi-step flow of information.

Concept of selectivity- Selective perception, Selection retention, Selective recall, Individual differences perspective, social categories perspective, and social relations perspective.

**Module IV****Media Effects**

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

**Module V****News Control and Flow**

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

**Module VI****A Critique of Mass Communication**

Contemporary communication issues at national and international level, problems and prospects of computer-mediated communication (CMC).

**Books for reference**

- |                                       |  |
|---------------------------------------|--|
| 1. Mc Quail, Dennis                   | : Theories of Mass Communication                               |
| 2. Devito, Joseph A                   | : Communicology: An introduction of the study of Communication |
| 3. Devito, Joseph A                   | : The Communication Handbook                                   |
| 4. Vivian, John                       | : Survey of Mass Communication                                 |
| 5. De Fluer, Melvin and Rokeach, Ball | : Theories of communication                                    |
| 6. Berlo, David                       | : The process of communication                                 |
| 7. Andersch et al                     | : Communication in everyday life                               |
| 8. Scott                              | : Interpersonal communication                                  |
| 9. Mc Luhan, Marshal                  | : Understanding Media  |

**JMC 1C 02: MEDIA HISTORY AND LAWS****Part I - MEDIA HISTORY****Module I****Press: Origin and Development**

A brief history of the press in UK and US. Evolution of journalism in India. Early newspapers. Contribution of Christian missionaries in Serampore. The First war of Independence and the Press. Resurgence in Indian nationalism. Contribution of James Silk Buckingham, Raja Ram Mohan Roy, Freedom movement and the Press. Journalistic efforts of Mahatma Gandhi and other national leaders and their contributions. Development of Press in the independent India. Declaration of Emergency in 1975 and its impact on Indian Press. Contemporary problems and issues in the Indian Press. An overview of Press in Kerala from 1847. Recent trends in Malayalam journalism.

**Module II****Indian Press: Development Patterns**

Growth patterns of Indian Press. Newspaper ownership, management, organization and economics. News Agencies – PTI, UNI, Reuters, AFP, AP. Professional media organizations; IFWJ, INS, Editors' Guild of India, ABC. First and Second Press Commission Reports, Press Council of India.

**Module III****Broadcasting in India**

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

**Part II- MEDIA LAWS****Module IV****Basic legal concepts**

Legal system in India. Indian Constitution and Freedom of Speech and Expression – Article 19(1) and Reasonable Restrictions. Laws of Defamation: Civil and criminal, libel and slander, fair comment, right to privacy. Privileges of Judiciary and Legislative: Contempt of Court 1952 and its amendments, Privileges of Parliament and Parliamentary reporting. Media related provisions in Indian Penal Code, and Code of Criminal Procedures, and Customs Act, Children Act, Drugs and Magic Remedies Act, Indecent Representation of Women Act and Young Persons (Harmful Publication) Act.

**Module V****Media Laws in General**

Right to Information: Official Secrets Act 1923, Freedom of Information Bill, Right To Information Act, 2005. Direct Media Laws: PRB Act, 1867, Delivery of Books and Newspapers (Public Libraries) Act, 1954, Press Council Act and amendments, Newspaper Price and Page Act, Working Journalists Act, 1955, Working Journalists (Fixation of rates and wages) Act, 1958, Wage Boards Broadcast media laws – AIR and DD codes for advertising, Cinematograph Act, Certification Rules.

**Module VI****Copyright Laws and Code of Conduct**

Intellectual property rights- Copyrights Act, Professional code of conduct for media persons.

**Books for reference**

Agee, Ault & Emery	: Introduction to Mass Communication
Allan Bell	: The Language of the News
Arvind Kumar	: Trends in Modern Journalism.
Basu, Durga Das	: Law of the Press
Bob Franklin, Martin Hamer,	
Mark Hanna, Marie Kinsey & John E	: Key Concepts in Journalism Studies

Chris Newbold, Oliver Boyd-Barret & Hilde Van Den Bluck	: The Media Book
D.S. Mehta	: Mass Communication and Journalism in India
Dhawan, Rajeev	: Only the Good News
Dixit, Anil K	: Media Laws and Ethics?
Dr. J.V. Vilanilam	: Parasyam
Dr. N. Sam	: Malayala Patra Pravarthanam Pathompatham Noottandil
G. Krishnaswamy	: Seventy Five Years of Indian Cinema
G.C. Awasthy	: Broadcasting in India
Jain, MC	: Constitution of India, Vol I and II
Jane Dorner	: Writing for the Internet
John H MacManus	: Market driven journalism, Let the citizen beware
Joseph A Devito	: Communicology-an introduction to the study of communication
K. Ramakrishna Pillai	: Vrithantha Patra Pravarthanam
K.P.Vijayan	: Pathrangal Vichitrangal
Kerala Bhaasha Institute	: Madhyamagalum Malayala Sahityavum
Keval J Kumar	: Mass Communication in India
M.K.Menon	: Swale
M.V. Kamath	: Professional Journalism
Martin Conboy	: Journalism: A Critical History
Murkoth Kunjappa	: Malayala Manorama Samskaratharangini
N.S. Raghavan	: Broadcasting in India
Nadig Krishna Murthy	: Indian Journalism
Ni colaus Mills	: New Journalism
Philip Meyer	: Ethical Journalism
Press Academy	: Patra Bhasha
Puthupally Raghavan	: Malayala Patra Pravarthan Charithram
RC. S. Saikar	: The Press in India
S.Natarajan	: A History of the Press in India
Stanley J Barew & Davis K Denais	: Mass Commn Theory: Foundations ferment & future
T.Venugopalan	: Patralokam
V.K.Narayanan	: Bhashayum, Madhyamavum
Walt Harrington	: Intimate Journalism

**JMC 1C 03 NEWS REPORTING****Module I****Understanding News**

Definitions, elements, history of newspaper industry, Newsworthiness, The Press room-reporting and editing process, Hard News and Features, Changing concepts and delivery of news, Convergence, Citizen journalism, Meeting Deadlines.

**Module II****The Basics of a News Story**

Elements, Five W's, Leads, inverted pyramid and other styles of news writing, Ethical issues, Balance, Bias, Quotes, Attribution, Plagiarism, Libel & Slander, copyright dimensions.

**Module III****Collecting Information**

Story Ideas, Cultivating sources, Fact Vs Opinion, Off the record, Beat Reporting, Press releases, Interviewing techniques, On-the scene coverage, Speeches, Conferences, Follow up stories, Roundups. Social media as news sources

**Module IV****Writing News**

Leads, type of leads, Nut Graphs, Body building, Transitions, Art of Clarity & Brevity, Writing for Broadcast, Online News, flash news writing.

**Module V****Specialised Reporting**

Obituaries, Profiles, Crime, Disasters and Tragedy, Reporting Courts, Parliament, and Sports, Developmental reporting, environment, health and education

**Module VI****Trends in Reporting**

Intimate and Precision journalism, Advocacy reporting, Multicultural Reporting, Data Journalism, Multimedia Storytelling, News curation

**Books for Reference**

Andrews, Phil	: Sports Journalism
Boyle, Raymond	: Sports Journalism
Bull, Andy	: Essential Guide to Careers in Journalism
Burns, Lynette Sheridan	: Understanding Journalism
Critchfield, Richard	: The Indian Reporter's Guide
Harrower, Tim	: Inside Reporting
Kamath M V	: The Journalist's Handbook
Mudgal, Rahul	: The Making of an editor
Pape, Susan	: Newspaper Journalism
Parthasarathy, Rangaswami	: Here is the News
Rich, Carole	: Writing & Reporting News
Sharma K C	: Journalism in India
Whitaker.R, Ramsey & Smith	: Media Writing
Steffens, Marty	: Reporting Disaster on deadline
Smith, John	: Essential Reporting
Spark, David	: Practical Newspaper Reporting
Chris Frost	: Reporting for Journalists

**JMC 1C 04 NEWS EDITING****Module I****Introduction to editing**

Definitions, Need, Purpose and Principles of Editing, Organizational Pattern of Editorial Section in newspaper, radio and television, Duties and Responsibilities of Editorial staff, Editing as an art

**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 devices 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)

**Module III****Proofreading and Styling**

Proofreading, Stylebook, Checking facts and figures, Localizing and contextualizing news. Subbing, Copy fitting, Rewriting, Summarizing, Abstracting.

**Module IV****Headlining**

Kinds of Headlines, Functions, Techniques of Headline writing- Editorial: meaning and significance; Types of editorials; Structure; Editorial writing; Contents of editorial page and their significance; Letters to the editor- Editorial policy of a newspaper.

**Module V****Newspaper Design and layout**

Principles of layout-Elements of design- importance of illustrations, graphics and color in newspaper design,-Dummy, types of newspaper make up, the modular format, designing the front page, Introduction to Typography, Trends in Printing Technology. Introduction to page design and graphic design software

**Module VI****Content Management**

Managing visual elements in print media- Photo editing- principles and techniques, Captioning, infographics, cartoons, comics, puzzles, illustrations.

**Books for Reference**

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

**JMC 1C 05****Graphic Design: Practical**

This core course will be of practical nature carrying 2 credits, with total 100 marks. Evaluation will be on the basis of the students' involvement in Practical Designs and productions using Raster and Vector Graphic Design software. To keep abreast of newest trends in the field, the practical assignments will be designed by the faculty concerned with the approval of the Department Council from time to time.

**JMC 1C 06****Media Production I :( Practical)****Lab newspaper production**

This core course will be of practical nature carrying 2 credits, with total 100 marks. Evaluation will be on the basis of the students' involvement in the production of the laboratory newspapers – 'CALICUT UNIVERSITY CHRONICLE' and 'NEWSTODAY'.



**SECOND SEMESTER**

**JMC 2C 07: THEMES, THEORIES AND ISSUES IN COMMUNICATION****Module I****Communication and Psychology**

Balance theory, Congruity theory and Dissonance theory, Educational communication: Basic theories of learning, Bandura's Social learning theory, Persuasion, Diffusion of innovation.

**Module II****Communication and Language**

Linguistic approach to communication, media genres and texts, news narratives, Semiotics, Visual culture.

**Module III****Communication and Culture**

Cultural effects of mass media, Cultural Industry, Entertainment and Media, Media and violence, Gender and media, Children and media.

**Module IV****Communication and Politics**

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

**Module V****Themes and Issues in New Media**

Cyber media and society, Democratization of Information, Cyberculture, Hypertextuality, Multimediality, Interactivity and audience involvement, Networked society,

**Module VI****Globalization and Mass Communication**

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

**Books for reference**

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

**JMC 2C 08: CREATIVE WRITING AND TRANSLATION FOR MEDIA****Module I****Introduction to Writing**

How creative writing differs from other types of writing? Rhetoric, Writing as teaching, Figures of Speech, Capturing ideas, Challenges to writers-Indifference, rival media, Kitsch, Displacement activity, Fantasy, Sexist and Disordered language. Multicultural writing.

**Module II****Defining Creative Writing**

Elements of Creative Writing: Fluency, Flexibility, Originality and Elaboration, How does Creative Writing differ from other types of writing? Processes of creative writing—Preparing, Planning, Incubation, Beginning, Flowing, The silence reservoir, Breakthroughs and finish lines, Issues in creative writing: Deadlines as lifelines, Restrictions of an Open field, Reflective criticism, Creativity and Resistance, Art and Propaganda.

**Module III****Form and structure**

Modes of Narration, News Feature versus fiction, Dreaming a fictional continuum, Character sketching, Story making, Writing screenplays, Creative nonfiction-Accuracy and art, Speaking with the reader, Writing about yourself, Writing about people and the world, Fieldwork and interviews, online – hypertext - textual and visual limitations – language and style multimedia support

**Module IV****Feature Writing**

Types of features, Feature writing – sourcing the feature – getting ideas – collection of facts – language and structure, Market for features, Editorials, Middles, Columns, writing for a target audience – content variety and style – music- competition – technological factors in writing for electronic media, Reviews – book, film, theatre. Writing for children.

**Module V****Magazines**

An overview of Magazine scene in India, Types of magazines, Writing articles/ feature and columns for general interest, special audience and trade magazines. Magazine design – cover, content and inside pages design. Editing articles/ features, copy fitting, picture editing and selection, picture cropping. House style, Magazine formats and production techniques.

**Module VI****Translation for Media**

Introduction to translation. Types of translation. Qualitative of a good translator. Characteristics of a good translation. Translation for media.

Practical assignments in translation (English to Malayalam, Malayalam to English).

**Books for reference**

Anjana Neira Dev, A Marwah & S Pal	:	Creative Writing A Beginners Manual
Andre Fontaine	:	The Art of Writing Non-fiction
Arthur T Turnbull & Russell N Baird	:	The Graphics of Communication
Brain Nicholas	:	Features with Flair
Chilton R Bush	:	Editorial thinking and writing
David Morley	:	The Cambridge introduction to creative writing
J. W. Click and Russel N. Baird	:	Magazine Editing and Production
Jenny McKay	:	The Magazine Handbook
John Morrish	:	Magazine Editing
Leonard Mogel	:	The Magazine
Myrick E Land	:	Writing for Magazines
N.S. Raghavan	:	Broadcasting in India
S.Natarajan	:	A History of the Press in India
Susan Pape and Sue Featherstom	:	Feature Writing

**JMC 2C 09 : ADVERTISING AND BUSINESS COMMUNICATION****Module I****History & Evolution of Advertising**

The effects of literacy and town. The Industrial Revolution, the consumption oriented economy. Evolution of Advertising in India. Advertising agency – structure and functions, advertising and marketing activities, advertising research, evaluating advertising, ethics and socioeconomic aspects of advertising.

**Module II****Media & Budget strategy**

Reaching prospects, choosing media – media strategy, key factors in budget setting. Advertising campaigns – planning, programming & evaluation. Advertising Media -Press, Radio, Television, Film, Multimedia in-shop and Outdoor advertising. Media selection and media mix.

**Module IV****Elements of Advertising**

Headline, slogan, body copy, illustrations, logo, trademark, themes and appeals. Fundamentals of layout. Kinds of advertisements – product, service, institutional, industrial, public service and public awareness advertisements. Designing Advertisement, designing process – making a model of the advertisement, testing the model, making the finished advertisement

**Module V****Business Communication**

Definition and Impact, Features of Indian Economy, Economic reforms – rationale and justification, the determinants of the economic planning, Budgeting Process  
Understanding stock, stock market operations – floating of shares, debentures; share market analysis, rices and Inflation, money supply and inflation, control of inflation, analysis.

**Module VI****Business Journalism**

Overview of Business Journalism in India, major business publications, mass media business – an analysis ,Guidelines for Business Communication, Preparing business letters, annual reports, business journals, editing business communication. Reporting budget, stock market, meetings of business organizations, ethics in business reporting

**Books for reference**

Davis P Martyn	: The effective use of Advertising
Hackley, Chris	: Advertising and Promotion
Jones, John Philip	: How Advertising Works
Klepner, Otto	: Advertising Procedures
Longman A Kenneth	: Advertising
Lovell, Mark	: Assessing the effectiveness of Advertising
Mahmud, Jafar	: Advertising Management
Quera, Leon	: Advertising Campaigns
Ray L Michael	: Advertising & Communication Management
Roman, Kenneth	: How to Advertise
Rust T Roland	: Advertising media models
Schudson, Michael	: Advertising, the uneasy persuasion
Sutherland, Max	: Advertising and the mind of the Consumer
Valladares A June	: The Craft of Copywriting
Vilanilam V J	: Advertising Basics
Agarwal A N	: Indian Economy
Kapila, Raj	: A Decade of Economic Reforms in India
Kapila, Uma	: Indian Economy since independence
Kirsch Donald	: Financial and Economic Journalism – Analysis,
Pratten, Cliff	: The Stock Market
Thomas E C	: Economic and Business Journalism
Witzel, Morgan	: Dictionary of Business and Management

## JMC 2C 10: BROADCAST JOURNALISM

### Module I

#### Radio as a Communication Medium

Broadcasting-Origin and growth, All India Radio. FM Radio stations and Commercialisation, bands, Radio jockeys, Programs and policies. News talks, interviews, documentaries and advertisements. Radio program productions- studio, recording, editing.

### Module II

#### Emergence of Television

Television in India, An overview of the industry, TV as a domestic medium, Popularity, Entertainment-Education format, Formats of TV News packaging, Programs- structure and format in the new era, Live talk, Represented talk, Gossip Sitcoms and Soap Operas, Indoor and outdoor reporting, Piece to camera.

### Module III

#### Writing News for Radio and Television

Broadcast Language- Clarity, Brevity,& Simplicity, Gate keeping & Credibility, The local identity, Rewriting, Basic Style rules, Voice of the station, Attributions, Headlines, Writing to visuals.

### Module IV

#### Radio Scriptwriting

Non-news programmes in radio: formats, genres and language. Preparation of commentary, Research, Narrative devices, Debates, radio drama, radio interview, discussions, music and phone-ins

### Module V

#### Television Scriptwriting

Non news programmes in television: formats, genres and language. Basics of television scripting, Pitching the idea, treatment, script formats, treatment, Shooting scripts, Visual imageries. Television interview, Writing for TV Magazine Shows and Reality Television.

### Module VI

#### Audio and Video Scripting in Practice

- 1) Radio news bulletin
- 2) Radio documentary- from conceptualization and research to final copy
- 3) Television news bulletin
- 4) Scripting television documentary – from conceptualization and research to final copy

### Books for reference

Alder and Cater	:	TV as a cultural force
Alder and Cater	:	TV as a social force
Browssard and Holgate	:	Broadcast News
Cremer, Krierstrad & Yoaknam	:	Television news
Dominick, Sherman & Messere	:	Broadcast, cable, the internet and beyond
Fletcher	:	Professional broadcasting
Gerald Millerson	:	Effective TV production
Hartley	:	Television truths
Hung Baddeley	:	The techniques of Documentary Film production
Laurie Ouellette& James Hay	:	Better living through reality Television
Mallik	:	Tangled Tapes
Marshall, Jill & Angela Werndly	:	The Language of Television
Friedman	:	Writing for Visual Media
Miller	:	Television and New media
P C Chatterji	:	Broadcasting in India
Fossard, De Esta& JohnRiber,	:	Writing & Producing for Television film

**JMC 2C 11: Broadcast Journalism (Practical)**

This core course will be of practical nature carrying 2 credits with total 100 marks and evaluation will be on the basis of the practical works done by each student

1. Hands on training in radio news writing & scripting, editing and sound recording
2. Submission of script for a radio news bulletin of 5 minutes duration and its production
3. Hands on training in camera operations, audio recording and audio visual editing
4. Production of a TV Programme of 5 minutes duration.
5. TV News Reporting and Editing Practical

**JMC 2C 12: Media production- II (Practical)  
Magazine production**

This core course will be of practical nature carrying two credits with 100 marks. Evaluation will be on the basis of the quality of the magazine produced by each student.

**THIRD SEMESTER**

**JMC 3C 13: ONLINE JOURNALISM****Module I:****Online Journalism- Basics**

Introduction to World Wide Web, Origin and development of the Web. 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. Economic aspects of online journalism.

**Module II :****New Media Technology**

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

**Module III:****Writing and Editing for the Web**

Information architecture, Online reporting- tools for newsgathering. 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 :****Trends in Online Journalism**

Content marketing, Web analytics, news aggregation, online news curation, Social media marketing and social media optimization. Blogging and microblogging. Podcast and audio slideshows. Online audio visual content – creating, editing and publishing. Ensuring interactivity, APIs and meshups. User generated content and Web 2.0. Polls and Surveys online.

**Module V:****Data Journalism online**

Definition and basics of data journalism, importance of data journalism in digital era, Methods of data collection , cleaning up, interrogation , and analysis. Data visualization. Mashing data, Publishing datasheets, widgets online – Google spreadsheets, Yahoo Pipes for sports widgets etc. Audience involvement in data journalism, Case studies of data journalism

**Module V:****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.

**Books for Reference**

The Online Journalism Handbook	:	Paul Bradsha and Liisa Rohuma
Search Engine Society	:	Alexander Halavais
Online Journalism Ethics: Traditions and Transition	:	Cecilia Friend, Jane B. Singer
Flash Journalism	:	<a href="#">Mindy McAdams:</a>
Journalism Online	:	<a href="#">Mike Ward,</a>
The Facebook Effect	:	<a href="#">David Kirkpatrick.</a>
Digital Journalism	:	Mark S. Luckie
Digitizing the News	:	<a href="#">Pablo Boczkowski.</a>
The Tiger That Isn't	:	Andrew Dilnot
How to Lie With Statistics?	:	Darrell Huff
The Wall Street Guide to Information Graphics	:	Dona Wong Nathan
Visualize This	:	Yau
Scraping for Journalists	:	Paul Bradshaw et al.



## JMC 3C 14: COMMUNICATION RESEARCH

### Module I

#### Research Process

Nature and scope of communication research; development of mass media research, aspects of research, characteristics of research; evaluation of communication research in India. 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, analysis and interpretation, summary; Questions and problems for further investigation.

### Module III

#### Research Approaches

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

### Module IV

#### Data analysis

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: SPSS, Statistica, ATLAS. ti , Aquad.etc. Creating and using graphs.

### Module V

#### Writing Thesis

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

### Module VI

#### Issues and Trends in Research Domain

International Journals in Communication, Ethical perspective of Communication Research, Plagiarism and Plagiarism Checking Software. Assessment of research articles – Peer reviewing, blind reviewing, impact factor, H index. Using the Web for academic research and publication: Academic databases and search engines.

### Books for reference

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

**JMC 3C 15: Web Design (Practical)**

This core course will be of practical nature carrying two credits with 100 marks. Evaluation will be based on the practical works done by the students.

This core course will be of practical nature carrying 2 credits, with total 100 marks. Evaluation will be on the basis of the students' involvement in Web Design. To keep abreast of newest trends in the field, the practical assignments will be designed by the faculty concerned with the approval of the Department Council from time to time.

**JMC 3C 16: Media Production III (Practical)  
Documentary Film Production**

This core course will be of practical nature carrying two credits with 100 marks. Evaluation will be based on the quality of the documentaries produced by students.

**FOURTH SEMESTER**

## **JMC 4C 17: PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

### **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 Govt depts

### **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 Tools**

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.

### **Books for Reference**

Allen H, Frank E Walsh	: Public relations practices
Bell Cantor	: Experts in action: Inside public relation
Cohen	: Public relation primer: thinking and writing in context
Davis	: Everything you should know about PR
Donald Treadwell, Jill B Treadwell	: PR writing
Dong Newsom, Bob Carrel	: PR writing
DS Mehta	: Hand book of PR in India
Frank Jefkin	: Planned press & PR
Frank Walsh	: PR writer in a computer age
Judith Ridgway	: Hand book of media & PR

**JMC 4C 18: TECHNICAL WRITING AND DOCUMENTATION****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 of writer**

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

**Module IV****Principles of Technical Writing**

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

**Module V****Technical Editing Process**

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

**Module VI****Technical Documentation in Practice**

Introduction to authoring tools. Document Production Practical

**Books for reference**

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

**JMC 4C 19: DISSERTATION & VIVA-VOCE\***

**ELECTIVES  
III - SEMESTER**

**JMC 3E 01 AUDIO-VISUAL PRODUCTION****Module I****Basics of Audiography**

Audio formats, Basic functions of a microphone, types, Cables and connectivity. Amplifier, Mixer. Sound track. Audio console, Digital audio work stations. Voice command procedure. Writing and punching for radio program. Sound dubbing, recording. Software's for recording.

**Module II****Basics of Videography**

Introduction to visual media, TV systems, Cast and crew, Producer, Director, Associate. Stage or floor manager, Cameramen, Tele prompter, Lighting Director, Audio operator, Technical Director, Graphics artist.

**Module III**

Lighting and camera: Camera types, Types of light, Incident and reflected. Lighting instruments, Lens characteristics, Field of view, picture composition, Camera movements, Visual design, Audio-Video compression, concepts and fundamentals.

**Module IV****Stages of production**

Pre- production, Production and Post- production. Idea generation, Budgeting and planning, paperwork, discussion, casting, story board and screenplay, blocking, location sound recording.

**Module V****Video Editing**

Types of editing, Preparation for editing, Non- linear editing, editing aesthetics, preparing and logging graphics, virtual and traditional, transition and effects, titling, subtitling, overlay and merging. Finalizing the disc, Rendering into DVD, VCD, NTSC and PAL format

**Module VI****Practice to Audio-Video Production**

Concept mapping, discussion with experts and outline writing techniques. Budgeting and allocating the production cost. Identifying the resources. Shot division. Two and three camera production.

Students should script and produce a separate radio and television documentary of 15 to 30 minutes duration.

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**Books for reference**

Burrows, Gross, Foust & wood	: Video productions- Disciplines and techniques
Cooper, Pancyger	: Writing the short film
GROSS	: Telecommunication An introduction to electronic media
GROSS	: The international world of electronic media
Gross/ Ward	: Electronic movie making
Hayes	: Visual gender, visual histories
Huber	: Modern recording techniques
Irving & Rea	: Producing and directing the short film and video
James Donald & Michael Renov	: The sage handbook of film studies
James Elkins	: Visual studies
Mcquintosh	: FCP in film editing
Ohanian	: Digital Non linear Editing
PURCELL	: Dialogue editing for motion pictures
Rabiger	: Directing film techniques and aesthetics
Sadler	: Electronic media law



**JMC 3E 02 FILM STUDIES****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), 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 Chien Andalou), Soviet Montage (Focus Film: Battleship Potemkin) German Expressionism(Focus Film-Nosferatu), French New Wave (Focus Film-Breathless), Japanese Cinema (Focus Film-Rashomon)

**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.

**Books for Reference**

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|---|--|
| Andrew Dix  | : Beginning Film Studies   |
| Ashish Rajadhyasha, Paul Wileman                          | : Encyclopedia of Indian cinema.   |
| Rabiger, Michael (2004)                                   | : Directing the Documentary. 4th edition. Oxford. Focal press.<br>Annex.48.D -MA Journalism & Mass Commn - SDE<br>Page 21 o f 21 |
| Proferes, Nicholas (2001)                                 | : Film Directing Fundamentals. Oxford: Focal Press.  |
| Louis Giannetti   | : Understanding Movies   |
| Paul; Grainge, Mark & Sharon                              | : Film histories,  |
| Peter orlik, Steven Anderson, Messari                     | : Visual persuasion  |
| Miller  | : Companion to film theory   |
| Mamer   | : Film production technique  |
| Mamer, Bruce (2000)                                       | : Film Production Technique. 2nd Edition. Belmont Wadsworth<br>Publication.  |
| Perisic, Zoran (2000)                                     | : Visual Effects Cinematography. Oxford Focal Press.   |
| Nelmes, Jill (1996)                                       | : Introduction to film studies. Routledge. London.   |
| Gerald Mast, Cohen Marshall<br>and Braudy Leo(Eds) (1992) | :Film Theory and criticism: Introductory Readings  |

**JMC 3E 03 : MULTIMEDIA JOURNALISM**

## Module 1

**Multimedia- Introduction**

Definition of Multimedia, Multimedia systems, Multimedia elements, Multimedia applications, Multimedia system architecture, Digital media and Hypermedia.

## Module 2

**File Formats**

Multimedia file formats, standards, communication protocols, conversions, Data compression and decompression. Image authoring and editing tools, image file formats– JPEG, TIFF, GIF, PNG. Layers, RGB, CMYK, Contrast, Brightness, Slicing, Contrast Ration, Aspect Ratio, Gray Scale, filters, blending tools, Image enhancing designing technique.

## Module 3

**Animation**

Introduction to 2 D animation, definition of 2D, characteristics of 2D, Authoring tools for 2D animation, Introduction to 3 D animation. SWF, FLA, FLV. Streaming Media, key frame animation, shape animation, path animation, action script, use of action script in animation, integrating audio with animation.

## Module 4

**Multimedia production**

Idea/concept, outline, script, storyboarding, templates, user interface, production and delivery strategies, design and navigation structures – linear, hierarchical, non-linear, and composites; hotspots and buttons; multimedia building blocks preparation and assembling, pre and post production problems and solutions.

## Module 5

**Multimedia applications**

Multimedia applications in business, education and entertainment, multimedia team – project manager, designers, writers, video/audio specialists, multimedia programmers.

## Module 6

**Multimedia Project (Practical)**

Students should conceive, execute and submit a multimedia project of 10 minute duration on any topic/theme. The project must encompass all building blocks (text, picture, graphics, video, sound) and these should be assembled using appropriate authoring software.

**Books for Reference**

Kamisetty Rao et al.	:	Introduction to Multimedia
Sugata Mitra	:	Introduction to Multimedia Systems
Chapman & Chapman	:	Digital Multimedia, Wiley 2004
Andrew Dewdney & Peter Ride	:	The New Media Handbook
Jennifer George-Palilonis	:	The Multimedia Journalist
Andy Bull	:	Multimedia Journalism: A Practical Guide

**JMC 4E 01 : INTERNATIONAL AND DEVELOPMENT COMMUNICATION****Module I****Development**

Development: concept and definitions, Reason for underdevelopment, Problems ,Issues and approaches in development, Characteristics of developing countries, Indicators of development Models of development – Adam Smith, Ricardo, Malthus, 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. Development communication policy in India – action plan – democratic decentralisation, Panchayat Raj, Development support communication: case studies in agriculture, health, education, population

**Module III****Paradigms of Development**

Alternative paradigms of development, integrated rural development, Participatory form of development, Information and communication technologies in development, An overview of folk and traditional media and their use in development. An ethical perspective of development, Empowerment – concept – definitions – dimensions. Sustainable development, Women in development (WID), Gender and development (GAD).

**Module IV****International Communication**

International Communication, Historical overview of international communication, Theories of International communication, Representation, Reception and Identity, Global News flow, McBride Report, Free Flow of Information, Media and Cultural Imperialism, Technological determinism .

**Module V****Global News Scenario**

International News agencies, Satellite Communication Role of UNESCO, effects of Globalization, Issues in International Communication, International Advertising and Global Consumer Culture.

**Module VI****International Communication as a study area**

Methodologies and perspective of studying international communication.

**Books for reference**

Cheng	: Media Policies and National Development
Desai	: Communication Policies in India: SITE Reports
Fred. E. Jandt	: An Introduction to Intellectual. Communication,
Herman, Edward S and McChesney,	: Global Media: The new missionaries of corporate capital.
Lerner	: The Passing of Traditional Society Modernizing the Middle East
Majid Tehranian	: Communication Policy for National Development
Schramm	: Mass Media and National Development
Shyam parmar	: Traditional Folk Media
Srinivas R Melkote, H Leslie Steeves	: Communication for development in the third world
Srinivas R Melkote, Sandhya Rao	: Critical issues in communication
Uma Naruda	: Development communication Theory and practice
MacBride Sean,	: Many Voices, One World

**JMC 4E 02 : PHOTOJOURNALISM****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****Movements and Themes in Art and Photography:**

Dadaism, Surrealism, post-modernism

**Books for reference**

Arthur Rostein	: Photo journalism
B K Desh Pandey	: Photo journalism
Huy	: Photo Journalism (the visual approach)
John Hedgecoe	: John Hedgecoe's Creative Photography
Jonathan Hilton	: Action photography
Lewis	: Photo journalism: Content and technique
Lizwells	: The photography reader
Loup langton	: Photo journalism and today's news
Mitchell Beazley	: The Art of Colour Photography
Rick Samon's	: Complete guide to Digital photography
Salomon	: Advertising photography
Scharf	: Pioneers of photography
Steve Bavister	: Digital photography
Walden	: Photography and Philosophy

**JMC 4E 03 : MEDIA MANAGEMENT & ORGANISATIONAL COMMUNICATION****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. Digital Media entrepreneurship and management.

**Module V****Organizational Communication**

Definition, Organizational pattern in firms, Types of Organisational Communication- Downward, Upward, Horizontal, Grapevine, Consensus, Public relations department, Organizational Culture, Behavior and Artifacts

Strategies for Transforming Cultures in Organizations, Nature of Organizational Effectiveness, Approaches to Effectiveness, Criteria of Effectiveness.

**Module VI****Planning and Development in Organisations**

Organization Development, Characteristics, Objectives, Process and techniques of Organization development, benefits, Organisation theory, delegation, decentralization, motivation, control and co-ordination. Labour laws and PR for building and sustaining business and audience.

**Books for Reference**

Kohli-Khandekar, Vanita	:	The Indian Media Business.
Ruckerr L. W. and Williams	:	Newspaper Organization and Management
Alan B Allberran	:	Management of Electronic Media
Kothari Gulab	:	Newspaper Management in India
Sindhwani Trilok	:	Newspaper Economics Management
Goulden John	:	Newspaper Management
Ben Bagdikian	:	The media Monopoly



**Developed by**

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