

**UNIVERSITY OF CALICUT**  
**(Abstract)**

MCJ – Under Credit Semester System – in affiliated colleges and University Centres – Syllabus – implemented with effect from 2010 admission onwards – Orders issued.

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**GENERAL & ACADEMIC BRANCH – IV ‘E’ SECTION**

No.GA IV/E 3/2635/06

Dated, Calicut University.P.O., 27-11-2010

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Read:- 1. U.O. No.GAIV/JI/1373/08 dated 23-07-2010.  
2. Item No.1 of the minutes of the meeting of the Board of Studies in Journalism PG held on 27-09-2010.

**ORDER**

As per U.O. read as first the regulations of Calicut University Credit Semester System (CUCSS – PG – 2010) at Post Graduate level in affiliated colleges was implemented from the academic year 2010-11.

Vide paper read as 2<sup>nd</sup> the meeting of the Board of Studies in Journalism PG prepared and approved the syllabus of Mass Communication and Journalism programme offered in affiliated colleges and University centres of the University.

Considering the urgency of the matter the Vice-Chancellor has approved the syllabus of Mass Communication and Journalism under Credit Semester System subject to ratification by Academic Council.

Sanction is therefore accorded for implementing the syllabus of Mass Communication and Journalism under Credit Semester System (Calicut University Credit Semester System) in affiliated colleges and self financing centres of the University with effect from 2010 admission onwards subject to ratification by Academic Council.

Orders are issued accordingly.  
(Syllabus uploaded in the University Website)

Sd/-

**DEPUTY REGISTRAR (G&A-IV)**  
**For REGISTRAR**

To

The Principals  
All Colleges Offering  
Mass Communication and Journalism

Copy to: Chairperson Board of Studies in Journalism PG/  
CE/Ex Section/EGI Section/ DR(PG)/SF/DF/FC/  
System Administrator with a request to upload the  
Syllabus in the University Website immediately.

Forwarded / By Order

Sd/-  
**SECTION OFFICER**

## **MCJ Revised Syllabus**

**Calicut University Credit Semester System(PG) for Affiliated  
Colleges/Self-Financing Centres 2010(CUCSS-PG-2010)**

**Calicut University Credit Semester System(PG) for Affiliated  
Colleges 2010(CUCSS-PG-2010)**

Masters Degree Programme in Communication and Journalism (MCJ) for Affiliated colleges/ Self- financing Centres, of the University of Calicut, 2010-2011

**Programme Structure**

| <b>FIRST SEMESTER</b> |                                    |                |
|-----------------------|------------------------------------|----------------|
| <b>Code No.</b>       | <b>Core Course</b>                 | <b>Credits</b> |
| MCJ IC 01             | Introduction to Mass Communication | 4              |
| MCJ IC 02             | Mass Media History                 | 4              |
| MCJ IC 03             | News Editing                       | 4              |
| MCJ C 04              | News Reporting                     | 4              |
| MCJ IC 05             | Lab Journal Production – 1         | 1              |

| <b>SECOND SEMESTER</b> |                                            |                |
|------------------------|--------------------------------------------|----------------|
| <b>Code No.</b>        | <b>Core Course</b>                         | <b>Credits</b> |
| MCJ 2C 06              | Themes, Theories & Issues in communication | 4              |
| MCJ 2C 07              | Public Relations                           | 4              |
| MCJ 2C 08              | Advertisement                              | 4              |
| MCJ 2C 09              | Media Laws                                 | 4              |
| MCJ 2C 10              | Lab Journal Production – II                | 1              |

| <b>THIRD SEMESTER</b> |                              |                |
|-----------------------|------------------------------|----------------|
| <b>Code No.</b>       | <b>Core Course</b>           | <b>Credits</b> |
| MCJ 3C 11             | Development Communication    | 4              |
| MCJ 3C 12             | Radio, TV, Film & Video      | 4              |
| MCJ 3C 13             | Communication Research       | 4              |
| MCJ 3C 14             | Lab Journal Production – III | 1              |
| <b>Code No.</b>       | <b>Elective Course</b>       | <b>Credits</b> |
| MCJ 3E 01             | Web Journalism               | 4              |
| MCJ 3E 02             | Introduction to Multimedia   | 4              |
| MCJ 3E 03             | International Communication  | 4              |

The College / Department has to offer at least one the above electives in the third semester.

| <b>FOURTH SEMESTER</b> |                                      |                |
|------------------------|--------------------------------------|----------------|
| <b>Code No.</b>        | <b>Core Course</b>                   | <b>Credits</b> |
| MCJ 4C 15              | Feature writing and Magazine Editing | 4              |
| MCJ 4C 16              | Technical writing and documentation  | 4              |
| MCJ 4C 17              | Dissertation/Viva - Voce/Internship  | 8              |
| MCJ 4C 18              | Lab Journal Production -IV           | 1              |
| <b>Code No.</b>        | <b>Elective Course</b>               | <b>Credits</b> |
| MCJ 4E 04              | Business Journalism                  | 4              |
| MCJ 4E 05              | Visual Media Production              | 4              |
| MCJ 4E 06              | Corporate Communication              | 4              |

The College/Dept. has to offer at least one of the above electives in the Fourth Semester.

**Total Credits: 72**

## **Course Structure**

The first two semesters will consist of core courses only, out of which 75 marks will be allotted to the written examination (external evaluation) and 25 marks in each of the four papers set apart for internal evaluation. The third and fourth semesters will include both core and elective courses with allotment of marks in the 75 : 25 pattern.

However the core course on Lab Journal Production will be of a practical nature with internal evaluation marks totaling 100 (1 credit) each semester.

### **Dissertation /Viva- Voce/ Internship (8 credits)**

The IV semester will include dissertation, viva-voce and Internship to be evaluated by an External Examination Board appointed by the University with allotment of 60 marks for dissertation and 20 marks for Viva-voce. The remaining 20 marks will be allotted for internship. Students would have to do internship in any recognized Newspaper, news agency, Ad agency, PR Department or any other media organization for a six-week period after the MCJ final semester exam.

If any student fails to fulfill this requirement, his/her result will be withheld until the internship requirement is met. A total of 20 marks will be allotted after evaluation based on the internship report submitted by the student.

All other provisions with respect to registration, internal evaluation and grading will be as per existing regulations of CUCSS-PG 2010.

**CUCSS-PG-2010**

**MCJ Syllabus**

**FIRST SEMESTER**

# MCJ 1C 01: INTRODUCTION TO MASS COMMUNICATION

## Module I

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

## Module II

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

## Module III

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

Concept of selectivity- Individual differences perspective, social categories perspective, social relations perspective.

## Module IV

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

## Module V

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

## Module VI

Contemporary communication issues at national and international level, problems and prospects of computer-mediated communication (CMC). A critique of mass media in India.

## Books for reference

|                                    |                                                                |
|------------------------------------|----------------------------------------------------------------|
| Mc Quail, Dennis                   | : Theories of Mass Communication                               |
| Devito, Joseph A                   | : Communicology: An introduction of the study of Communication |
| Devito, Joseph A                   | : The Communication Handbook                                   |
| Vivian, John                       | : Survey of Mass Communication                                 |
| De Fluer, Melvin and Rokeach, Ball | : Theories of communication                                    |
| Berlo, David                       | : The process of communication                                 |
| Andersch et al                     | : Communication in everyday life                               |
| Scott                              | : Interpersonal communication                                  |
| Mc Luhan, Marshal                  | : Understanding Media                                          |
| Perse, M. Elizabeth                | : Media Effects and Society                                    |
| Bryant and Thompson                | : Fundamentals of Media Effects                                |
| Agee, Ault and Emery               | : Introduction to Mass Communication                           |
| Agee, Ault and Emery               | : Main currents in Mass Communication                          |
| Katz E and Lazarsfeld              | : Personal Influence                                           |
| Hamid, Moulana                     | : International Information flow                               |
| Federick Williames                 | : The Communication Revolution                                 |
| Wilbur Schramm                     | : Big media, Little media                                      |
| Cullin & Curran(Eds)               | : Media Culture & Society                                      |
| McQuail & Windhal                  | : Communication models                                         |

## MCJ 1C 02: MASS MEDIA HISTORY

### Module I

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,

### Module II

Freedom movement and the Press The birth of Times of India, Amrit Bazar Patrika, Madras Mail, The Hindu, The Statesman. Journalistic efforts of Bala Gangadhar Tilak, Mahatma Gandhi, and other national leaders. A brief historical perspective of mass media laws in pre-independent India.

### Module III

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 IV

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 V

Brief history of broadcasting in India - AIR, Doordarshan, SITE, AKChanda Committee, BG Varghese Committee, Joshi Committee Report Development and growth of Cable TV in India and its impact on society.

### Module VI

An overview of Indian Cinema

### Books for reference

- Arvind Kumar : Trends in Modern Journalism.  
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  
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  
Jane Dorner : Writing for the Internet  
John H MacManus : Market driven journalism, Let the citizen beware  
K. Ramakrishna Pillai : Vrithantha Patra Pravarthanam  
P.C.Chatterji : Broadcasting in India  
GNS Raghavan : The PTI story  
T.Rajasekharan : Cinema Midhyayum Sathyavum  
Satyajith Ray : Our films their films  
Aruna Vasudev : Liberty & Licenese in Indian Cinema  
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                                      |
| T.Venugopalan                         | : Patralokam                                                           |
| V.K.Narayanan                         | : Bhashayum, Madhyamavum                                               |
| Publication Division of Govt.of India | : Report of the Chanda Committes on broadcasting and information media |
| -do-                                  | Akash Bharati-Report of the Verghese Working Group, Vol.I&II           |
| -do-                                  | An Indian Personality for Television, Joshi                            |
| -do-                                  | Committee Report Vol I&II                                              |

## MCJ 1C 03 : NEWS EDITING

### Module I

Organizational structure of editorial department; Role and responsibilities of editorial staff, General principles and functions of editing.

### Module II

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

### Module III

Analyzing the elements of a news story. Checking facts and figures. Correcting language, and grammar, rewriting leads, condensing stories, slanting of news localizing news. Handling wire, correspondent's copy, revising hand-outs. Proof reading and Stylebook., Electronic editing, Glossary of editing, Style book.

### Module IV

Headline writing, functions and types of headlines, Basic elements of a news photograph. Photojournalism-selection and editing of pictures, writing captions and cut lines for photographs. Graphics, illustrations

### Module V

Introduction to photo editing software. Selection, cropping, importing and toning a photograph.

### Module VI

Fundamentals of typography, types and type setting process. Page makeup and design, traditional and contemporary design, dummy preparation; space saving techniques. Introduction to page- making software.

### Books for reference

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

## MCJ 1C 04 : NEWS REPORTING

### Module I

News definitions and elements, Types of news, News gathering and transmission process. Reporting - Definitions and elements, hard news and soft news. Newsworthiness – factors affecting newsworthiness. News gathering and reporting process. Journalistic codes and ethics. Truth , Accuracy, Objectivity

### Module II

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

### Module III

Reporting Beats : City beats, police, courts, on-the-scene coverage. reporting criminal and civil cases. Sports – writing styles and reporting sport stories.

### Module IV

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

### Module V

Reporting development Issues, agriculture, health, environment, education and industry. Human interest stories,. Socio-political and religious issues, writing obituary and weather report.

### Module VI

Investigative and interpretative and in-depth reporting, precision journalism-writing reports based on scientific data

### Books for reference

|                           |                                            |
|---------------------------|--------------------------------------------|
| Andrews, Phil             | : Sports Journalism                        |
| Boyle, Raymond            | : Sports Journalism                        |
| Bull, Andy                | : Essential Guide to Careers in Journalism |
| Burns, Lynette Sheridan   | : Understanding Journalism                 |
| Campell and Wolsely       | : How to report and write News             |
| Chakravarthy, Jagdish     | : Changing Society, Emerging Trends        |
| Critchfield, Richard      | : The Indian Reporter's Guide              |
| Crump,Spencer             | : Fundamentals of Journalism               |
| Jones, John Paul          | : Modern Reporter's Handbook               |
| John Hohenberg            | : Professional Journalist                  |
| Kamath M V                | : The Journalist's Handbook                |
| Mudgal, Rahul             | : Emerging trends in Journalism            |
| Pape, Susan               | : Newspaper Journalism                     |
| Parthasarathy, Rangaswamy | : Basic Journalism                         |
| Pavlik V John             | : Journalism and New Media                 |
| Rajan, Nallini            | : Practicing Journalism                    |
| Sharma K C                | : Journalism in India                      |
| Shrivastava K M           | : News Reporting and Editing               |
| Ken Metzler               | : News gathering                           |

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**MCJ IC 05 : Lab Journal Production -1**  
**(News paper production or any other form of practical work)**  
**done internally**

**CUCSS-PG-2010**

**MCJ Syllabus**

**SECOND SEMESTER**

## MCJ 2C:06 THEMES, THEORIES AND ISSUES IN COMMUNICATION

### Module I

Socio-psychological aspects of communication – Balance theory, Congruity theory ;Dissonance theory, Theories of learning, Bandura's Social learning theory, Diffusion of innovation - KAP, AIETA, AIDA; persuasion and attitudinal and behavioral changes.

### Module II

Political communication and its effects on democracies; public opinion, propaganda and war, Theory of media structure and functions.

### Module III

Intercultural communication; cultural effects of mass media, entertainment effects of mass media, cultivation theory, media and violence, gender and media, children and media.

### Module IV

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

### Module V

Historical perspective of international communication -NWICO, McBride Commission, UNESCO Declaration, NAM, NANAPOOL. International news flow - international, national and internal disparities, Trans Boarder Data Flow (TDBF), international media dependency.

### Module VI

Contemporary issues in mass communication, new communication technologies translational media ownership and media corporates, media imperialism, impact of technology on international communication, women and the media

### Books for reference

|                                     |                                                             |
|-------------------------------------|-------------------------------------------------------------|
| Lindzey and Aranson                 | : Handbook of Social Psychology                             |
| Mc Quail, Dennis                    | : 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 Fluier, Melvin and Rokeach, Ball | : Theories o f 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                                              |
| Moulana, Hamid                      | : International information flow                            |
| UNESCO(Mac Bride Report)            | : Many voices, One World                                    |
| Nimmo & Sanders                     | : Handbook of Political Communication                       |
| Kretch and Kretchfield              | : Individual and Society                                    |
| Boyd Baret                          | : International News Agencies                               |

## M CJ 2C 07: PUBLIC RELATIONS

### Module I

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

### Module II

Organisation set-up of PR departments/ agencies; PR in public / private sectors, Central and State PR Govt depts. Govt information services and their functions, Industrial PR.

### Module III

Stages of PR campaigns, Planning for PR campaigns for different publics- Industry, Institution, Govt and NGOs. Media relations, Community relations and consumer relations

### Module IV

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

### Module V

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

### Module VI

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

### Books for reference

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

## MCJ 2C 08 : ADVERTISING

### Module I

History & Evolution of Advertising – UK,USA and India

Functions of advertising; socioeconomic aspects of advertising. Advertising in the marketing process. Marketing mix.

### Module II

Advertising agency – structure and functions, advertising and marketing activities, advertising research, evaluating advertising.

### Module III

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.

### Module IV

Designing process – making a model of the advertisement, testing the model, making the finished advertisement Advertising campaigns - planning, programming & evaluation.

### Module V

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

### Module VI

Key factors in budget –setting. Legal and ethical problems in advertising. Professional organisations- ASCI .Criticism on advertising.

### 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                         |

## MCJ 2C 09 : MEDIA LAWS

### Module I

Historical perspective of mass media laws in India. Salient features of Indian Constitution. Preamble of Indian Constitution. Fundamental rights and directive principles.

### Module II

Constitutional provisions for Freedom of Speech and Expressions- Article 19(1) a, Article 19(1) g. Reasonable restrictions- Article 19(2), Article 19(6), Article 352-360(part XVIII)

### Module III

Laws of Defamation: Civil and Criminal; libel, slander and fair comment; right to privacy. Contempt of Court Act 1971. Privileges of Parliament and Legislative. Article 361 A- publications of reports of legislative proceedings

### Module IV

Press and Registration of Books Act 1867. Delivery of Books and Newspapers ( Public Libraries) Act, 1954, Press Council Act, 1978 and amendments 1992, Working Journalists Act, 1955, Working Journalists ( Fixation of rates and wages) Act, 1958, Wage Boards.

### Module V

Provisions to restrict media under in Indian Penal Code, Drugs and Magic Remedies (Objectionable advertisements) Act 1954, Indecent Representation of Women (Prohibition) Act 1986 and Young Persons (Harmful Publication) Act 1964. Official Secrets Act 1923, Freedom of Information Bill, Right To Information Act, 2005

### Module VI

Broadcast media laws – AIR and DD codes for commercial advertising, Cinematograph Act, 1952 (Amendments 1884) Cinematograph (Certification) Rules 1983. Intellectual property rights- Copyrights Act, 1957 Amendments in 1984 Video Piracy. Professional code of conduct for media persons.

### Books for reference

|                           |                                           |
|---------------------------|-------------------------------------------|
| M.C Jain                  | : Constitution of India Voi. I & II       |
| Basu, Durga Das           | : Law of the Press                        |
| P.C Sarkar                | : Laws relating to Publisher and Printer  |
| K.S Venkateshwaran (AMIC) | : Mass Media Laws and Regulation in India |
| Press Institute of India  | : The Press and the Law                   |
| B.V Gopal                 | : Video Piracy and the Law                |
| J.P. Madhulkar            | : Press Laws                              |

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## MCJ IC 05 : Lab Journal Production -II

(News paper production or any other form of practical work)  
done internally

**CUCSS-PG-2010**

**MCJ Syllabus**

**THIRD SEMESTER**

## MCJ 3C:11 DEVELOPMENT COMMUNICATION

### Module I

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

### Module II

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

### Module III

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

### Module IV

Development communication policy in India – action plan – democratic decentralisation, Panchayat Raj, Planning at national, state, regional, district, block and village levels

Development support communication: case studies in agriculture, health, education, population

### Module V

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

### Module VI

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

### Books for reference

|                                      |                                                                                           |
|--------------------------------------|-------------------------------------------------------------------------------------------|
| Agrawal and Malik                    | : Television in Kheda                                                                     |
| Banerjee                             | : Family Planning Communication                                                           |
| Cheng                                | : Media Policies and national Development :<br>Characteristics of sixteen Asian Countries |
| Desai                                | : Communication Policies in India: SITE Reports                                           |
| Dube, S.C.                           | : India's Changing Villages, Human Factors in<br>Community Development                    |
| Edgar and Rahim                      | : Communication Policies in Development Countries                                         |
| Lerner                               | : The Passing of Traditional Society;<br>Modernaizing the Middle East                     |
| Majid Tehranian                      | : Communication Policy for National Development                                           |
| Schramm                              | : Mass Media and National Development                                                     |
| Shyam parmar                         | : Traditional Folk Media                                                                  |
| Srinivas M N.                        | : Remembered Village                                                                      |
| Kuppuswamy                           | : Social Change in India                                                                  |
| 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                                           |
| Y. V. L. Rao                         | : Communication and Development                                                           |

## MCJ 3C 12: RADIO, TELEVISION, FILM AND VIDEO

### Module I

Origin and growth of Radio broadcasting. All India Radio. FM Radio stations, bands, Radio jockeys, Sound editing suit. Programs and policies. News talks, interviews, documentaries and advertisements.

Radio program productions- studio, recording, editing.

### Module II

Television in India, growth and developments. Doordarshan, cable TV, Dish TV. Television program production. Programs- structure and format in the new era. News, Documentaries, Tele- films, Advertisements and Interviews. Indoor and outdoor reporting.

### Module III

Film potentials and limitations. International and Indian Films. Regional films. Types of films, treatment of film as a medium of communication. Stages of production. Pre- production, Production and Post production. Planning and budget allocation in filmmaking.

### Module IV

Digital revolution in video and audio. Non- linear methods of video production. Types of digital cameras, editing software. Home videos, Newsreels.

Tools of editing - video production effects, transition.

### Module V

Software for recording. Sound dubbing, recording. Types of mikes, Amplifier, Mixer. Input, Output, Sound track.

### Module VI

Scripting and shot dividing for television programs. Three stages of production. Non- linear production. Production of a Documentary- Short film- Newsreels.

### 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    |
| Ibrahim                       | : Newness guide to television and video Technology |
| Jill                          | : An introduction to film studies                  |
| K TIM WULFEMEYER              | : Beginning to radio and television news writing   |
| Laurie Ouellette& James Hay   | : Better living through reality Television         |
| Mallik                        | : Tangled Tapes                                    |
| Mamer                         | : Film production technique                        |
| Mike Wolverten                | : How to make Documentaries for Video/ Radio/ Film |
| Miller                        | : Television and New media                         |
| Mohanty                       | : Educational broadcasting radio and TV in India   |
| P C Chatterji                 | : Broadcasting in India                            |
| Pafna Lemish                  | : Children and Television a global perspective     |
| Paul; Grainge, Mark & Sharon  | : Film histories,                                  |
| Peter orlik, Steven Anderson, |                                                    |
| Louis day & Lawrence          | : Exploring electronic media                       |
| Ram Awatar Agnihotri          | : Modern Indian films on rural background          |
| STAM                          | : Literature through film                          |
| UNESCO                        | : Broadcasting training techniques                 |

## **MCJ 3C 13: COMMUNICATION RESEARCH**

### **Module I**

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

### **Module II**

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**

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.

### **Module IV**

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

### **Module V**

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

### **Module VI**

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

### **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                           |

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## **MCJ 3C 14 : Lab Journal Production -III**

**(News paper production or any other form of practical work)  
done internally**

## MCJ 3E 01 - WEB JOURNALISM

### Module I

Basic concepts, scope and limitations of communication technology, new patterns of information traffic, computer mediated community formation, implications on society - digital divide and democratization of information. Emergence of new media and their differences from old media.

### Module II

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

### Module III

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

### Module V

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

### Module VI

Security issues on the Internet- social, political, legal and ethical issues related IT and CT. Cyber laws and ethics. New trends- blogging, citizen journalism on the Web, virtual community formation. Future of Web Journalism.

### **Books for Reference**

*Steven G Jones*

*Bryn Honmes and John Gardner*

*Paliwal*

*Dedeja*

*Ved Prakash Gandhi*

*Godfray Harris*

*Rahul Singhai*

*Anne Granny*

*Shakil Ahmed Syed*

*Pavlik, John*

*Zorkoczy, Peter*

*McQuil*

*Cyber society*

*E- Learning : Concepts and practice*

*Contemporary IT scenario*

*IT in new millennium*

*Electronic media communication and management*

*Advertising in Internet*

*Computer Applications for Journalism*

*Multimedia: Text and Context*

*A Guide to IT: Cyber Laws and E Commerce*

*Journalism and New Media*

*Information Technology, An Introduction*

*Mass Communication Theory*

**Module I**

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

**Module II**

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 III**

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 IV**

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 V**

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

**Module VI**

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***

*Maidarani Dinesh*  
*Francic Anne Crany*  
*James E Shumar*

*Multimedia applications web designing*  
*Multimedia*  
*Multimedia in action*

## MCJ 3E 03: INTERNATIONAL COMMUNICATION

### Module I

Political, economic and cultural dimensions of international communication – communication and information as a tool of equality and exploitation – international news flow – imbalance – media growth – international, regional and internal disparities.

### Module II

Communication as human right – UNO's Universal Declaration of *Human Rights* and communication – international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

### Module III

Impact of news communication technology on news flow- satellite communication – its historical background - status - progress – effects – information super highways; international telecommunication and regulatory organization.

### Module IV

UNESCO's efforts in removal imbalance in news flow - debate on new international information and Economic Order - MacBride Commission's report - non-aligned news agencies news pool - its working, success, failure.

### Module V

Issues in international communication - democratization of information flow and media systems - professional standards; communication research - telecommunication tariffs; information - prompted cultural imperialism - criticisms; violence against media persons.

### Module VI

Effects of globalization on media systems and their functions; transactional media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

### Books for reference

|                                    |                                             |
|------------------------------------|---------------------------------------------|
| De Fluer, 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                              |
| Moulana, Hamid                     | : International information flow            |
| UNESCO(Mac Bride Report)           | : Many voices, One World                    |
| Nimmo & Sanders                    | : Handbook of Political Communication       |
| Kretch and Krechfield              | : Individual and Society                    |
| Boyd Barrett                       | : International News Agencies               |

**CUCSS-PG-2010**

**MCJ Syllabus**

**FOURTH SEMESTER**

## **MCJ 4C:15 FEATURE WRITING AND MAGAZINE EDITING**

### **Module I**

Feature versus fiction, Difference between news reports and features, Types of features, Feature writing – sourcing the feature – getting ideas – collection of facts – language and structure, Market for features, Editorials, Middles, Columns, Reviews – book, film, theatre.

### **Module II**

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

### **Module III**

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

### **Module IV**

Magazine design – cover, content and inside pages design.

### **Module V**

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

### **Module VI**

Magazine formats and production techniques.

### **Books for reference**

|                                     |                                   |
|-------------------------------------|-----------------------------------|
| 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  |
| 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                 |

## **MCJ 4C 16: TECHNICAL WRITING AND DOCUMENTATION**

### **Module I**

Differences between technical writing and other forms of writing. Qualities and qualifications of technical writers; End products of technical writing – technical reports, Project proposals, project abstracts, project documents and manuals - technical, installation and end-user.

### **Module II**

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

### **Module III**

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

### **Module IV**

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**

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

### **Module VI**

Online Editing Process

### **Books for reference**

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

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## **MCJ 4C 17: Dissertation/ Viva-voce / Internship**

## **MCJ 4C 18: Lab Journal Production -IV**

**(News paper production or any other form of practical work)  
done internally**

## **MCJ 4E 04: BUSINESS JOURNALISM**

### **Module I**

Features of Indian Economy, Economic reforms – rationale and justification, new industrial policy – features and evaluation.

### **Module II**

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

### **Module III**

Understanding stock, stock market operations – floating of shares, debentures; share market analysis.

### **Module IV**

Price rise; consequences of rise in prices, Governments' policy, money supply and inflation, control of inflation, analysis.

### **Module V**

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

### **Module VI**

Preparing business letters, annual reports, business journals, editing business communication. Reporting budget, stock market, meetings of business organizations, ethics in business reporting.

### **Books for reference**

|                |                                                                              |
|----------------|------------------------------------------------------------------------------|
| Agarwal A N    | : Indian Economy                                                             |
| Kapila, Raj    | : A Decade of Economic Reforms in India                                      |
| Kapila, Uma    | : Indian Economy since independence                                          |
| Kirsch Donald  | : Financial and Economic Journalism – Analysis, Interpretation and reporting |
| Pratten, Cliff | : The Stock Market                                                           |
| Thomas E C     | : Economic and Business Journalism                                           |
| Witzel, Morgan | : Dictionary of Business and Management                                      |

## MCJ 4E 05: VISUAL MEDIA PRODUCTION

### Module I

Introduction to visual media. Origin and history of visual productions and recent innovations. Cast and crew, Producer, Director, Associate. Stage or floor manager, Cameramen, Tele prompter, Lighting Director, Audio operator, Technical Director, Graphics artist.

### Module II

Basic functions of a microphone. Cables and connectivity. Audio console, Digital audio work stations. Voice command procedure.

Lighting and camera: Types of light, Incident and reflected. Lighting instruments, Pre- production planning. Video scanning process. Lens characteristics, Field of view, picture composition.

### Module III

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

### Module IV

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

### Module V

Concept mapping, discussion with experts and outline writing techniques. Budgeting and allocating the production cost. Identifying the resources.

Shot division. Two and three camera production.

Students should script and produce a video documentary of 15 to 30 minutes duration.

### Module VI

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

### Books for reference

|                              |                                                             |
|------------------------------|-------------------------------------------------------------|
| Burrows, Gross, Foust & wood | : Video productions- Disciplines and techniques             |
| Cooper, Pancyger             | : Writing the short film                                    |
| Dissanayake                  | : Asian Cinema                                              |
| Friedman                     | : Writing for Visual Media                                  |
| GROSS                        | : Telecommunication An introduction to electronic media     |
| GROSS                        | : The international world of electronic media               |
| 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                                       |
| Messarais                    | : Visual persuasion                                         |
| Miller                       | : Companion to film theory                                  |
| Ohanian                      | : Digital Non linear Editing                                |
| PURCELL                      | : Dialogue editing for motion pictures                      |
| Rabiger                      | : Directing film techniques and aesthetics                  |
| Sadler                       | : Electronic media law                                      |
| Shyles                       | : The art of video production                               |
| Thompson                     | : Scene design and stage lighting                           |
| TUGGLE, CARS & HUFFMAN       | : Broadcast News Handbook: writing, reporting and producing |

## **MCJ 4E 06: CORPORATE COMMUNICATION**

### **Module I**

Basics of Communication- definitions, elements, types of communication – interpersonal, group and mass communication, verbal, written and visual communication. Communication in organizations, types - internal and external, downward, upward, horizontal and diagonal communication. Principles of effective communication.

### **Module II**

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

### **Module III**

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

### **Module IV**

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

### **Module V**

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

### **Module VI**

Organization of corporate communication system; teamwork in corporate communication, strategic corporate communication and issue management, measuring the effectiveness of corporate communication.

### **Books for reference**

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