

UNIVERSITY OF CALICUT
(Abstract)

Mass Communication and Journalism Course – Syllabus under Choice Based Credit Semester System – implemented with effect from 2008 admission – Orders issued..

GENERAL AND ACADEMIC BRANCH – I E SECTION

No.GAI/E3/2635/2006. Dated, Calicut University P.O, 24.09.2009.

- Read: 1). U.O. No. GAI/JI/1373/08 dated, 1.07.2008.
2). Item No.I of the minutes of the meeting of the Board of Studies in Journalism PG held on 27.06.2009.

ORDER

As per university order read as 1st above, Choice Based Credit Semester System was introduced for all regular PG programmes in Teaching Departments/Schools of this university.

The Board of Studies in Journalism PG vide paper read as 2nd has resolved to approve the syllabus for the newly introduced Choice Based Credit Semester System for Mass Communication and Journalism Course in the Department of Mass Communication and Journalism, University of Calicut.

Considering the urgency of the matter the Vice-Chancellor exercising the powers of Academic Council, approved the syllabus of Mass Communication and Journalism Course with effect from 2008 admission subject to ratification by Academic Council.

Sanction is therefore accorded for implementing the syllabus for Mass Communication and Journalism Course under Choice Based Credit Semester System with effect from 2008 admission .

Orders are issued accordingly. The syllabus is appended.

Sd/-

DEPUTY REGISTRAR (G&A-I)
For REGISTRAR.

To
Head of the Department,
Department of Mass communication Journalism.

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.



**FIRST
SEMESTER**

JMC 1 C 01: INTRODUCTION TO MASS COMMUNICATION

Module I

Basics of Communication

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

Module II

Mass Communication

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

Module III

Media and audience interaction

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

Media effects

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

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
10. Perse, M. Elizabeth : Media Effects and Society
11. Bryant and Thompson : Fundamentals of Media Effects
12. Agee, Ault and Emery : Introduction to Mass Communication
13. Agee, Ault and Emery : Main currents in Mass Communication
14. Katz E and Lazarsfeld : Personal Influence
15. Hamid, Moulana : International Information flow

JMC 1C 02: MEDIA HISTORY AND LAWS

Part I - 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, 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

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

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

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

Module VI

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

Books for reference

- Agee, Ault & Emery : Introduction to Mass Communication
Allan Bell : The Language of the News
Arvind Kumar : Trends in Modern Journalism.
Basu, Durga Das : Law of the Press
Bob Franklin, Martin Hamer,
Mark Hanna, Marie Kinsey & John E : Key Concepts in Journalism Studies
Chris Newbold, Oliver Boyd-Barret &
Hilde Van Den Bluck : The Media Book
D.S. Mehta : Mass Communication and Journalism in India
Dhawan, Rajeev : Only the Good News
Dixit, Anil K : Media Laws and Ethics?
Dr. J.V. Vilanilam : Parasyam
Dr. N. Sam : Malayala Patra Pravarthanam
Pathompatham 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 EDITING**Module I**

Edit Room

Editing department, structure and functions. Editorial staff. Qualities and qualifications of editing personnel.

Module II

Language in Editing

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

Module III

Non- linear editing

Analyzing the elements of a news story. Checking facts and figures. Correcting language and grammar using non- linear editing. Localizing news. Handling wire, correspondent's copy, revising hand-outs. Proof reading and Stylebook. Page- make up tools. Headline writing, Editorial writing.

Module IV

Photo editing non- linear

Basic elements of a news photograph. Writing captions and cutlines for photographs. Graphics, illustrations, cartoons and caricatures in a newspaper.

JMC 1C 05 NEWS EDITING PRACTICALS**Module V**

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

Module VI

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

Books for reference

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

JMC 1C 04 : NEWS REPORTING**Module I**

Basics of Reporting

Reporting - Definitions and elements, hard news and soft news. Newsworthiness – factors affecting newsworthiness. News gathering and reporting process. Journalistic codes and ethics.

Module II

News Structure

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

Module III

Reporting Beats

City beat – preparation and writing and inverted pyramid story. Police and Fire – organizational structure, on-the-scene coverage. Courts – Judicial system, 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.

JMC 1C06 NEWS REPORTING PRACTICALS**Module V**

Developmental Reporting

Reporting Development – Agriculture, health, environment, education and industry. Human interest stories, investigative and precision journalism. Sociopolitical and religious issues, writing obituary and weather report.

Module VI

Reporting - Developmental issues, events, speeches and conferences.

Books for reference

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

**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 and basic theories of learning, Bandura's Social learning theory, Diffusion of innovation - KAP, AIETA, AIDA; persuasion and attitudinal and behavioral changes.

Module II

Communication and politics

Political communication and its effects in democracies; public opinion, propaganda and war, priming, framing, stereotyping, structuring reality, manufacturing consent, violence against media persons.

Module III

Communication and culture

Cultural effects of mass media, entertainment effects of mass media, cultivation theory, media and violence, gender and media, children and media, expatriates and their media.

Module IV

Communication and language

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

Module V

International communication

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

Globalization and mass communication

Issues in global media governance, transnational media ownership and media corporates, media imperialism, impact of technology on international communication, 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 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

JMC 2C 08: PUBLIC RELATIONS

Module I

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

Module II

Organisation setup of PR departments/ agencies; PR in public / private sectors, Central and State PR Govt depts. Govt information services and their functions, 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
Artur R Roal mann	: Profitable PR
Baskin, Aronoff, Lattimore	: Public relations profession & the practise
Bell Cantor	: Experts in action: Inside public relation
Cohen	: Public relation primer: thinking and writing in context
Colin Conlson Thomas	: Public relations is your business
Davis	: Everything you should know about PR
Dennish Wilcox	: PR : strategies & tactics
Donald Treadwell, Jill B Treadwell	: PR writing
Dong Newsom, Bob Carrel	: PR writing
DS Mehta	: Hand book of PR in India

Frank Jefkin	: Planned press & PR
Frank Walsh	: PR writer in a computer age
H Frazier Moore & Bertrand Canfield	: PR: Primiles, cases and problems
John V Pavlik	: PR: What research tells us
Judith Ridgway	: Hand book of media & PR
Philip Lesley	: Hand book of PR & Communication
Robert T Reilly	: PR in action
Sam Black	: Practical public relations
Scott M Cutlip	: Effective public relations
Shirley Harrison	: Public relations an introduction

JMC 2C 09 : ADVERTISING**Module I**

History & Evolution of Advertising

The effects of literacy and town. The Industrial Revolution, the consumption oriented economy. Evolution of Advertising in India.

Module II

Advertising Agency

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

Module III

Media & Budget strategy

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

Module IV

Elements of Advertising

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 V

Designing Advertisement

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

Module VI

Advertising Media

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

Books for reference

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

JMC 2C 10 RADIO, TELEVISION, FILM AND VIDEO

Module I

Radio broadcasting

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 telecasting

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

Celluloid

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 era

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

Tools of editing video productions effects, transition.

Module V

Audio in practice

Writing and punching for radio program. Sound dubbing, recording. Software's for recording. Types of mikes, Amplifier, Mixer. Input, Output, Sound track.

Module VI

Video in practice

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

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

**THIRD
SEMESTER**

JMC 3C 11 : DEVELOPMENT COMMUNICATION

Module I

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

Module II

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

Module III

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

Module IV

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

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

Module V

Alternative paradigms of development, Integrated 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 : Characteristics of sixteen Asian Countries
Desai	: Communication Policies in India: SITE Reports
Dube, S.C.	: India's Changing Villages, Human Factors in Community Development
Edgar and Rahim	: Communication Policies in Development Countries
Lerner	: The Passing of Traditional Society; 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

JMC 3C 12: COMMUNICATION RESEARCH

Module I

Research Process

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

Module II

Research Procedures

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

Module III

Research Approaches

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

Module IV

Data analysis

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

Module V

Research Applications

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

Module VI

Writing Thesis

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

Books for reference

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

**FOURTH
SEMESTER**

JMC 4C 13 : TECHNICAL WRITING AND DOCUMENTATION

Module I

What is technical writing

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

Module II

Create a technical document

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

Module III

Roles and responsibilities of writer

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

Module IV

Principles of Technical Writing

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

Module V

Technical Editing Process

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

Module VI

Online Editing Process

Books for reference

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

JMC 4C 14: 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

JMC 4C 15: DISSERTATION/ PROJECT

Electives
III - SEMESTER

JMC 3E 01 PHOTOJOURNALISM

Module I

A snap

Introduction to Photojournalism. Types of photographs news photographs, advertisements photographs, wild life photographs, sports photographs. Review of Photo journals and magazines in India. Leading photographers and photojournalists in India. International news photographers.

Module II

Photography and Journalism

Scope and significance of photo journalism. Photographer- News photographer-photojournalist. News photographs and other photographs. Ethics of news photography.

Module III

Digital photography

History of photojournalism. Qualities for a news photographer. Human eye and Camera eye. Lighting in photography. Techniques in digital photography. Photo appreciation. Appeal, effect and persuasion through good photograph.

Module IV

Tools of photography

Camera types and utilities. Professional cameras and lenses. Accessories of camera. Framing and depth of field. Foreground, object and background. Memory cards or micro chips in new generation cameras. Software's for photo editing techniques.

Module V

Writing with light

Digital camera operations. Framing, lighting and photography. Hand held and tripod mounted photography. Fixing the aperture speed, focal length and focusing. Photography using lens.

Module VI

Editing photographs

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

Books for reference

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

JMC 3E 02 WEB JOURNALISM

Module I

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

Module II

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

Module III

New Media Technology
LAN, WAN, E-mail, Web, ownership and administration of Internet, types of Internet connection, internet protocols, Introduction to HTTP, HTML, XML, JAVA , browsing and browsers, bookmarks, searching through directory, search engines,

Module IV

Web Design and Maintenance*
Website development and maintenance- Inserting, authoring, linking, editing, promoting and maintaining website. Web page design principles.

Module V

Writing and Editing for the Web*
Online editions of newspapers, Online reporting- tools for newsgathering. Writing for the Web – principles, limitations and new trends. Editing of web content. Management and economics of online editions, online advertisements and their types. (The module is practical oriented)

Module VI

Themes and issues in Web Journalism
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.

* Practical oriented modules

Books for Reference

Anne Granny	: Multimedia: Text and Context
Bryn Honmes and John Gardner	: E- Learning : Concepts and practice
Dedeja	: IT in new millennium
Godfray Harris	: Advertising in Internet
McQuil	: Mass Communication Theory
Paliwal	: Contemporary IT scenario
Pavlik, John	: Journalism and New Media
Rahul Singhai	: Computer Applications for Journalism
Shakil Ahmed Syed	: A Guide to IT: Cyber Laws and E Commerce
Steven G Jones	: Cyber society
Ved Prakash Gandhi	: Electronic media communication and management
Zorkoczy, Peter	: Information Technology, An Introduction

JMC 3E 03 ONLINE REPORTING

Module I

Basics of Internet

History of Internet, how Internet works – the web and the file transfer – Usenet and news groups – Researching via Internet – emerging trends.

Module II

Electronic Environment

News gathering, processing, visual story telling, news content in online environment, Journalism via Internet.

Module III

Online Journalism

The rise of online news, breaking news – scoops- facts and fakes – immediacy, depth and interactivity, confirming authenticity, emerging trends.

Module IV

Online reporting

Crisis and scandals, redefining news, alternative perspectives, truth, objectivity and fairness – cases studies, emerging trends in online reporting.

Module V

Participatory and Citizen Journalism

Reporting in the liberalized era - People's news source, news on demand, digital citizens; communicating crisis.

Module VI

Blogging & Ethics in Online Journalism

Origin and development, crossing thresholds, communities of interest, trends.

Ethical issues in online journalism - copyright issues, regulating online practices.

Books for reference

Allan, Stuart	: Online News
Bakardjieva, Maria	: Internet Society
Jagdish, Chakravarthy	: Cyber Media Journalism, Emerging Technologies
Jones G Steven	: Cyber Society
Whitaker, Jason	: The Internet, The Basics

**Electives
IV - SEMESTER**

JMC 4E 04 BUSINESS JOURNALISM

Module I

Indian Economy

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

Module II

Planning

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

Module III

Budgeting Process

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

Module IV

Prices and Inflation

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

Module V

Business Journalism

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

Module VI

Guidelines for Business Communication

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

Books for reference

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

JMC 4E 05 VISUAL MEDIA PRODUCTIONS

Module I

Basics of Videography

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

Module II

Audio and lighting

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

Production stages

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

Module IV

Video editing

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

Module V

Practice to Video production

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

Shot division. Two and three camera production.

Module VI

Online editing

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

Books for reference

- | | |
|------------------------------|---|
| Burrows, Gross, Foust & wood | : Video productions- Disciplines and techniques |
| Cooper, Pancyger | : Writing the short film |
| Dissanayake | : Asian Cinema |
| Friedman | : Writing for Visual Media |

- GROSS : Telecommunication An introduction to electronic media
- GROSS : The international world of electronic media
- 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
- Messaris : 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

JMC 4E 06 CORPORATE COMMUNICATION

Module I

Basics of Communication

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

Module II

Basics of Corporate Communication

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

Module III

Corporate Communication Tools

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

Module IV

Functions of Corporate Communication

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

Module V

Corporate Reputation

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

Module VI

Corporate Communication Management

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

Books for reference

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



.