

**UNIVERSITY OF CALICUT**

**(Abstract)**

Complementary Courses in Mass Communication and Journalism for BA programmes under School of Distance Education-approved-implemented-orders issued.

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**GENERAL AND ACADEMIC BRANCH-IV-'E' SECTION**

No: GAIV/E3/2635/06

Dated, Calicut University, 11.04.2012.

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- Read: 1. U.O No. GA IV/J2/3601/08 dated 17.12.2010.  
2. U.O. No. GA IV/J2/3601/10 Vol IV (ii) dated 29.08.2011.  
3. Minutes of the Meeting of Board of Studies in Journalism (UG) dated 24.03.2012.  
4. Orders of the Vice Chancellor in file of even No. on 04.04.2012.

**ORDER**

As per U.O read as first above, Choice based Credit Semester System was implemented for UG Programmes under School of Distance Education and Private mode of this University with effect from 2011-12 admission.

Vide paper read as second above, Complementary course in each semester for various BA Programmes has been specified.

Vide paper read as third above, the Board of Studies in Journalism (UG) held on 24.03.2012 has approved the syllabi for Complementary Courses in Journalism and Mass Communication for B.A Programmes (CCSS UG) under School of Distance Education with effect from 2011-12 admission.

Considering the exigency, the Vice Chancellor exercising the powers of the Academic Council has approved the minutes of the meeting of Board of Studies in Journalism (UG) held on 24.03.2012 subject to ratification by the Academic Council.


Sanction has therefore been accorded for implementing the Syllabus of Complementary Courses for BA programmes in Mass Communication and Journalism under School of Distance Education with effect from 2011-12 admission. (Syllabus uploaded in the University website).

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

To  
The Director, School of Distance Education.

Copy to:- CE/EX Section/AR PG IX/EG 1 section/Tabulation Section/DR/AR BA Branch/  
Chairman BOS Journalism UG/ /System Administrator with a request to upload in the  
University Website/SF/DF/FC.

Forwarded/By Order

  
SECTION OFFICER

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**University of Calicut**  
**School of Distance Education**  
**Complementary Course: Mass Communication**  
**Semester II**  
**Paper I: Introduction to Mass Communication**  
Credits: 4, Contact hours per week: 6

**Module I: Fundamentals of Communication**

Definitions of communication, Elements of communication, Types of communication, Scope and purpose of communication models : Aristotle, Lasswell, Schramm, Berlo, Shannon & Weaver and Dance models.

**Module II: Defining Mass Communication**

Concept of mass and its evolution; nature and characteristics of mass communication, functions and dysfunctions of mass media; types of mass media

**Module III : Print Media**

Definitions, characteristics and types of newspapers, magazines and books. Online Newspapers. Magazines and books in the digital age. Scope and limitations of print media. Recent trends in newspapers, magazines and books production and circulation.

**Module IV: Electronic Media**

Characteristics of radio, television, film, home video industry, Direct Broadcast Satellites, Direct to Home service, recording industry. A brief history of radio, television film and recording industry in India.

**Module: New Media;** History and evolution of the Internet, characteristics and emergence of new media. Online media: social networks, blogs, vlogs, podcast, news portals Basics of web writing. Introduction to technical writing and documentation,.

**Reading List**

1. Dominick, Joseph R. : 'The Dynamics of Mass Communication'. McGraw Hill, New Delhi.
2. Agee, Ault and Emery : 'Introduction to Mass Communications', Harper and Row, New York, 1985.
3. Devito, Joseph A. : 'Communicology: An Introduction to the Study of Communication'. Harper and Row, New York, 1978.
4. Kumar, Keval J. : 'Mass Communication in India', Jaico Publishing House, New Delhi, 2005.
5. Joshi, Uma: 'Text Book of Mass Communication and Media', Anmol Publications, New Delhi, 1999.
6. Watson, James and Hill, Anne: 'A Dictionary of Communication and Media Studies', Edward Arnold, London, 1993.
7. McQuail, Denis, 'McQuail's Mass Communication Theory', Vistaar Publications, New Delhi, 2005.
8. Denis / DeFleur, 'Understanding Mass Communication', Goyal Saab, New Delhi, 1991.
9. Gupta, O..M. and Jasra, Ajay, S. 'Internet Journalism in India', Kanishka Publishers, New Delhi, 2002
10. Gordon H, Mills & John A. Walter, ' Technical Writing'
11. Pavlik, John: 'Journalism and New Media'.
12. Whitaker, Jason: ' The Internet, The Basics'

**University of Calicut**  
**School of Distance Education**  
**Complementary Course: Mass Communication**  
**Semester III**  
Paper II: **Electronic Media**  
Credits: 4, Contact hours per week: 6

**Module I: Radio Broadcasting**

Defining broadcasting. kinds of radio stations. organizational structure of a radio station. audio aspects; voice, music, sound effects, silence. radio programme formats; music, spot, talk, interview, discussion, story reading / poetry recitation, drama, listen-and-do programme, commentary, news report, documentary. radio broadcasting in the digital age.

**Module II: Radio Practices**

Operational techniques. Radio news writing. Script writing for radio drama, documentary, commentary and commercials. Radio interviewing techniques. News reading and presentation. Radio jockeying.

**Module III: Television Broadcasting-**

Organizational structure of a television station. Types of television programmes; Action, animated cartoons, children's programmes, commercials, documentaries, plays, educational films, game shows/ quizzes, horror shows, musicals, news reports, public information, science fiction, sports, spots, talk shows and magazine programmes.

**Module IV: Television Practice:** - Television news gathering, principles of television news writing. Script writing for television. News anchoring and presentation. Video Jockeying. The television studio.

**Module V: Film characteristics and types** - film terminology; characteristics, potentials and limitations of cinema; types of films - feature films, documentaries, short films, animations and others; .Film language.

**Module VI: Basic production techniques of Film**

Stage One – Pre-production – idea, treatment, script, storyboard, schedule, budget, crew, location, art direction, casting and rehearsals. Stage two – Production: set Procedures, camera techniques; camera movements, camera angles, camera distances. lighting. Stage three – Post-production: visual editing, sound editing, special effects.

**Reading List**

1. Aram, Arul, Nirmaldasan, 'Understanding News Media', Vijay Nicole Imprints Pvt. Ltd., Chennai, 2006.
2. McLeish, Robert, 'Radio Production', Focal Press, London, 1994.
3. Chester, Girard; Garrison, Garnet R., Willis, Edgar E., 'Television and Radio', Prentice Hall, 1978.
4. Zettl, Herbert, 'Television Production Handbook', Wadsworth, USA, 2000.
5. Boyd, Andrew, 'Broadcast Journalism, Techniques of Radio and Television News', Focal Press, London, 2001.
6. White, Ted, 'Broadcast News: Writing, Reporting and Producing', Focal Press, London, 2005.
7. Ravindranath, P.K., 'Broadcast Journalism', Authors Press, Delhi, 2004.
- 8.– Blain Brown. Cinematography, Theory and Practice
9. Keval J. Kumar, Mass Communication in India', Jaico Publishing House, New Delhi.
10. Bruce Mamer: Film Production Technique, Thomson Wadsworth, USA.
11. Tom Holden, 'Film Making'.
12. Susan Hayward, 'Key concepts in Cinema studies', Routledge, , New York, 2004.