

FAROOK COLLEGE
(AUTONOMOUS)
P.O Farook College, Kozhikode-673 632
Kerala, India.



PG SYLLABUS
M.A. JOURNALISM & MASS COMMUNICATION
(With effect from 2019-2020 Admission onwards)

Prepared by:

BOARD OF STUDIES IN MEDIA, LIBRARY & INFORMATION SCIENCE,

Farook College (Autonomous)

CERTIFICATE

I hereby certify that the documents attached are the bona fide copies of the syllabus of M.A. Journalism and Mass Communication Programme to be effective from the academic year 2019-20 onwards.

Date:

Place:

PRINCIPAL

I. Programme Structure

Duration: The minimum duration for completion of a four semester PG Programme is *two years*. The maximum period for completion is 4 years. The duration of each semester shall be 90 working days, inclusive of examinations, spread over five months. Odd semesters shall be held from June to October and even semesters from November to March subject the academic calendar of the University.

Courses: The programme shall include two types of courses, Core courses and Elective Courses. There shall be a Project /Dissertation to be undertaken by all students. In addition to the above courses there will be two Audit Courses (*Ability Enhancement Course & Professional Competency Course*) with 4 credits each. These have to be done one each in the first two semesters. The credits will not be counted for evaluating the overall SGPA & CGPA.

Course code: Each course shall have a unique alphanumeric code number, which includes abbreviation of the subject in three letters, the semester number (1 to 4) in which the course is offered, the code of the course (B for core course and E for elective) and the serial number of the course (01,02.....).

Credits: Each course shall have certain credits. No course shall have more than 4 credits and for dissertation and General Viva-Voce, the maximum credits shall be 8. A student shall accumulate a minimum of 80 credits in various programmes. The number of credits from elective courses shall be 8.

Attendance: A student shall be permitted to appear for the semester examination, only if he/she secures not less than 75% attendance in each semester. Condonation of shortage of attendance is not a matter of right, a maximum of 9 days in semester subject to a maximum of two times during the whole period of a Degree Programme may be granted. Participation in Extra Curricular activities may be treated as presence in lieu of their absence on production of participation / attendance certificate in such activities.

Project: Every student of a PG degree programme shall have to work on a project under the supervision of a faculty member as per the curriculum

II. EVALUATION AND GRADING

Direct Grading system is to be followed for each course.

Course Evaluation: The evaluation scheme for each course shall contain two parts (1) Continuous Assessment (CA) (2) Semester End Examination (SEE). Five weightages shall be given to CA and the remaining 30 weightages shall be given to the SEE for each course.

The continuous Assessment shall be based on a predetermined transparent system involving continuous assessment test (CAT), assignments, seminars and attendance. Continuous assessment of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude. (If a fraction appears in internal marks, it would be rounded to the nearest whole number).

Distribution of Internal Weightages

Components	Weightage	Conditions
Assignment	1	The student has to submit an assignment for each subject.
Seminar	1	The student has to take one seminar for each subject.
Attendance	1	The minimum required percentage of attendance for appearing in the various semester examinations is fixed as 75.
CAT I & II	2	A minimum of two Continuous assessment tests are to be attended.
Total	5	

Distribution of Internal Weightages for Lab Journal Production or Practical

Lab Journal Production/ Practical I, II, III and IV will be done internally based on the following components:

Components
Reporting
Editing
Attendance
Creativity
Design

Attendance of each course will be evaluated and the grade will be given as per the norms presented in the table given below. Lab Journal will be evaluated internally.

Attendance	Grade
91% and above	A
85 to 90%	B
80 to 84 %	C
75 to 79%	D
Below 75 %	E

There shall not be any chance for improvement for internal mark. The course teacher(s) shall maintain the academic record of each student registered for the course.

Semester End Examination:

Semester End Examination carries 30 weightage for each course. The examination is to be conducted with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined scheme of valuation.

III. DIRECT GRADING SYSTEM

Direct Grading System based on a 10 – Point scale is used to evaluate the performance (External and Internal Examination of students). For all courses (Theory & Practical) /Semester/ Overall Programme, Letter grades and **GPA/SGPA/CGPA** are given on the following way: First Stage Evaluation for both Internal and External done by the Teachers concerned in the following Scale:

Grade Grade	Grade Grade
Points	Points
A+ 5	A+ 5
A 4	A 4
B 3	B 3
C 2	C 2
D 1	D 1

Appearance for Continuous Assessment /Semester End Examination are compulsory and no grade shall be awarded to a candidate if she/he is absent for CE and SEE or both.

METHOD OF DIRECT GRADING SYSTEM

Evaluation (both internal and external) is carried out using direct grading system. The grading on the basis of total internal and external weightages will be indicated for each course and for each semester and for the entire programme.

Semester Grade Point Average (SGPA)

After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of a semester, a student should pass all courses. However, a student is permitted to move to the next semester irrespective of SGPA obtained.

SGPA is calculated on the basis of the division of the sum of the Grade Points obtained in CA and SEE of all the courses in a semester with the number of credits in that semester.

SGPA of the student in a semester is calculated using the formula

SGPA =Sum of the Credit points of all courses in a semester/total number of credits in that semester

$$SGPA = \frac{C_1G_1 + C_2G_2 + C_3G_3 + \dots}{C_1 + C_2 + C_3 + \dots}$$

Where G1, G2.....are grade points and C1, C2...are credits of different courses of the same semester.

Credit points of a Course = Grade points of the course x Credits of the course = (G x C)

Credit points of a semester= SGPA x Total credits of the semester

IV. DISTRIBUTION OF GRADES AND GRADE POINTS

The Grade Range for both Internal & External shall be:

Letter Grade	Grade Range	Range of Percentage (%)	Merit Indicator
O	4.25 - 5	85.00 –100.00	Outstanding
A+	3.75 – 4.24	75.00 –84.99	Excellent
A	3.25 – 3.74	65.00 –74.99	Very Good
B+	2.75 – 3.24	55.00 –64.99	Good
B	2.50 – 2.74	50.00 –54.99	Above Average
C	2.25 – 2.49	45.00 –49.99	Average
P	2.00 -2.24	40.00 –44.99	Pass
F	< 2.00	Below 40	Fail
I	0	-	Incomplete
Ab	0	-	Absent

Cumulative Grade Point Average (CGPA)

The Cumulative Grade Point Average (CGPA) of the student is calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students. CGPA can be calculated by the following formula:

$$\text{CGPA} = \frac{\text{Total credit points obtained in Four semesters}}{\text{Total credits of the programme}}$$

SGPA and CGPA shall be rounded off to two decimal places. CGPA determines the broad academic level of the student in a programme and is the index for ranking students (in terms of grade points).

V. AWARD OF DEGREE

The successful completion of all the courses with **P** Grade shall be the minimum requirement for the award of the degree.

Masters in Journalism & Mass Communication Syllabus

Two Year Programme with Four Semesters

Course Code	FIRST SEMESTER	Credits	Duration of Examination	CA Weightage	SEE Weightage
	Course title				
MJS1 C01	Introduction to Mass Communication	4	3 Hrs	5	30
MJS1 C02	Mass Media History	4	3 Hrs	5	30
MJS1 C03	News Editing	4	3 Hrs	5	30
MJS1 C04	News Reporting	4	3 Hrs	5	30
MJS1 C05 (L)	Lab Journal Production/ Practical- I	3	-	5	-
MJS1A01	Book Review	4*	-	-	-
	SECOND SEMESTER				
MJS2 C06	Themes, Theories and Issues in Communication	4	3 Hrs	5	30
MJS2 C07	Public Relations	4	3 Hrs	5	30
MJS2 C08	Advertising	4	3 Hrs	5	30
MJS2 C09	Media Laws	4	3 Hrs	5	30
MJS2 C10 (L)	Lab Journal Production/ Practical- II	3	-	5	-
MJL2 A02	Translation	4*	-	-	-
	THIRD SEMESTER				
MJS3 C11	Development Communication	4	3 Hrs	5	30
MJS3 C12	Radio, Television and Film Production	4	3 Hrs	5	30
MJS3 C13	Communication Research	4	3 Hrs	5	30
MJS3 C14 (L)	Lab Journal Production/ Practical- III	3	-	5	-
MJS3 E1(1)#	Web Journalism	4	3 Hrs	5	30
MJS3 E1(2)#	Introduction to Multimedia	4	3 Hrs		
MJS3 E1(3)#	International Communication	4	3 Hrs		
	FOURTH SEMESTER				
MJS4 C15	Feature Writing and Magazine Editing	4	3 Hrs	5	30
MJS4 C16	Film Studies	4	3 Hrs	5	30

MJS4 C17 (Pr.)	Dissertation/ Viva- Voce/ Internship	8	-		
	Dissertation	4			
	Viva- Voce*	2			
	Internship**	2		5	-
MJS4 C18 (L)	Lab Journal Production/ Practical- IV	3	-	5	-
MJS4 E2(4)#	Business Journalism	4	3 Hrs	5	30
MJS4 E2(5)#	Visual Media Production	4	3 Hrs		
MJS4 E2(6)#	Technical Writing and Documentation	4	3 Hrs		
	TOTAL	80			

Viva- Voce*on the basics of communication research and dissertation.

Internship**for 42 working days in any subject related firms.

Students are to opt only one elective course in third and fourth semesters

Audit Course; The credits will not be counted for evaluating the overall SGPA & CGPA.

Masters in Journalism & Mass Communication Syllabus

Two Year Programme with Four Semesters

FIRST SEMESTER

MJS1 C01: INTRODUCTION TO MASS COMMUNICATION (4 CREDITS)

Module I

Communication-definitions and elements; types of communication- interpersonal, group and mass communication; models of communication - Aristotle, Lasswell, Shannon and Weaver, Osgood and Schramm, 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's 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.

Module VI

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

MJS1 C02: MASS MEDIA HISTORY

(4 CREDITS)

Module I

A brief history of the press in U.K. and U.S. Evolution of journalism in India. Early newspapers. Contributions 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, AK Chanda 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

MJS1 C03: NEWS EDITING

(4 CREDITS)

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

Analysing 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. Translation of news items.

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 typesetting process. Page makeup and design, traditional and contemporary design, dummy preparation; space saving techniques. Introduction to page- making software.

MJS1 C04: NEWS REPORTING

(4 CREDITS)

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. Interview techniques. Journalistic codes and ethics.

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 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

MJL1 C05 (L): Lab Journal Production I/ Practical (3 Credit)

(Newspaper production or any other form of practical work related to the subject) done internally

AUDIT COURSE

ABILITY ENHANCEMENT COURSE

(4 CREDITS)

MJS1A01: BOOK REVIEW

Module I

Book Review- Tips for good book review- types of book reviews: Critical reviews, summary reviews, partially read reviews, Nano reviews, and thumbnail sketch

Module II

Reviewing Fiction

Books to review: *The God of Small Things*: Arundhati Roy
Hang Women: KR Meera
The Inheritance of Loss: Kiran Desai
Alchemist: Paulo Coelho

Module III

Reviewing non-fiction

Books to review: *Everybody Loves a Good Drought*: Palagummi Sainath
Ivory Throne: Chronicles of the House of Travancore: Manu S Pillai
The Discovery of India: Jawaharlal Nehru

Module IV

Reviewing autobiographies

Books to review: *The Dairy of a Young Girl*: Anne Frank
Wings of Fire: A. P. J. Abdul Kalam
The Story of My Experiments with Truth: Mahatma Gandhi
Playing it My Way: Sachin Tendulkar

Module V

Writing book review for newspaper, magazines, radio, television and online media.

Module VI

Book review blogs- famous book review blogs in India- Famous book reviewers

SECOND SEMESTER

MJS2 C06: THEMES, THEORIES AND ISSUES IN COMMUNICATION

(4 CREDITS)

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; persuasion and attitudinal and behavioural changes.

Module II

Political communication and its effects on democracies, Election communication- Political campaigns- Political debates- Political advertising- Political rhetoric- public opinion, propaganda and persuasion

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

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 V

Contemporary issues in mass communication, new communication technologies, translational media ownership and media corporates, media imperialism, Pros and Cons of globalization.

MJS2 C07: PUBLIC RELATIONS

(4 CREDITS)

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, Openhouse seminars, and event management, Preparation of press releases, newsletters 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.

MJS2 C08: ADVERTISING

(4 CREDITS)

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.

MJS2 C09: MEDIA LAWS

(4 CREDITS)

Module I

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. POCSO Act and its implications-

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.

MJS2 C10 (L): Lab Journal Production/ Practical–II (3 Credit)
(Newspaper production or any other form of practical work related to the subject) done internally

AUDIT COURSE

PROFESSIONAL COMPETENCY COURSE

(4 CREDITS)

MJS2 A02: TRANSLATION

Module I

Translation- difference between translation and transcreation- History of translation- central issues in translation- various methods of translation.

Module II

Translation from Malayalam to English- Translation from English to Malayalam

Module III

Translation of news, articles, features.

Translation of books.

Module IV

Role of translator- Qualities and qualification of a good translator.

Module V

Translation software- famous translation software- translating online- advantages and disadvantages of online translation.

Module VI

Translation today- Future of translation.

THIRD SEMESTER

MJS3 C11: DEVELOPMENT COMMUNICATION

(4 CREDITS)

Module I

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

Module II

Models of development – Adam Smith, 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.

Module IV

Development communication policy in India-Development support communication in India: SITE, Kheda, Jhabua, Digital India, Akshaya Project in Kerala

Module V

Alternative paradigms of development, integrated development, Participatory form of development, An over view of Kerala Model Development- Information and communication technologies in development

Module VI

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

MJS3 C12: RADIO TELEVISION AND FILM PRODUCTION (4 CREDITS)

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, DishTV.

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 Documentary- Short film-Newsreels.

MJS3 C13: COMMUNICATION RESEARCH

(4 CREDITS)

Module I

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

Module II

Topic selection - Relevance of the topic, literature review, setting hypothesis and research questions, research design, data collection, analysis and interpretation, presentation, replication.

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.

MJS3 C14 (L): Lab Journal Production/ Practical–III (3 Credit)
(Newspaper production or any other form of practical work related to the subject) done internally

ELECTIVES

MJL3 E1 (1) - WEB JOURNALISM

(4 CREDITS)

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, javascript, 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 news gathering. Writing for the Web – principles, limitations and new trends. Live reporting. 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, mobile journalism. Virtual community formation. Future of Web Journalism.

MJS3 E1 (2): INTRODUCTION TO MULTIMEDIA

(4 CREDITS)

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.

MJS3 E1 (3): INTERNATIONAL COMMUNICATION

(4 CREDITS)

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 new 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.

FOURTH SEMESTER

MJS4 C15: FEATURE WRITING AND MAGAZINE EDITING (4 CREDITS)

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, Ezines
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.

MJS4 C16: FILM STUDIES

(4 CREDITS)

Module I

History of film from Lumiere age to present day. The era of silent movies and transitions to talkie films. History of Documentary beginning with Robert Flaherty's *Nanook of the North*. History of Indian cinema.

Module II

A journey through world cinema: Hollywood cinema, Russian cinema, Japanese cinema, South Korean Cinema, Iranian cinema, Chinese Cinema, Third world cinema
Directors of Asia, Africa and Latin America: Majid Majidi, Samira Makhmalbaf, Jafar Pahnahietc, Films of Fernando Solanas, Ousmane Sembene and others.

Module III

Major film movements; French New wave, German Expressionism, Soviet Montage, Italian Neo realism, French Impressionism, British underground cinema, Major film theories – formalist approach and ideological approaches- Auteur theory, semiotic theory, montage theory, feminist film theory, Psycho- Analytical theory, Structuralist film theory, Marxist film theory. Film makers related to various film movements and film theories. Andre Bazin, Christian Metz, Laura Mulvey etc.

Module IV

Indian films - Bollywood and regional films, Indian New wave films, Famous directors of Bengali, Tamil and Malayalam, Marathi and other regional film industries. Malayalam new wave cinema, a critical approach.

Module V

Cinema, identity and the politics of representation: Gender and film, stereotypes, representation of Dalits and other marginalized sections in cinema, Home cinema as a self-expression, Politics of cinema. Propaganda films.

Module VI

Film genres, Glossary of film industry. Film criticism and film review. Feminist film criticism, Digital cinema, changing behaviours of audience- from theatres to multiplex. Documentary films and its genres. Well known documentary makers in India

Movies to view and analyse

1. Movies by Lumiere Brothers
(Available at <https://www.youtube.com/watch?v=4nj0vEO4Q6s>)
2. A trip to the moon by George Melies
(Available at https://www.youtube.com/watch?v=_FrdVdKlxUk)
3. The Birth of a Nation by D.W. Griffith
4. Battleship Potemkin by Sergei M Eisenstein
5. Bicycle thieves by Vittorio De Sica
6. Rashomon by Akira Kurosawa
7. Dr. Baba Saheb Ambedkar by Jabbar Patel
8. Pather Panchali, by Sathyajith Ray
9. Pyaasa by Guru Dutt
10. Black Board by Samira Makhmalbaf

MJS4 C17 (Pr.): Dissertation/ Viva-voce / Internship (8 Credits)

MJL4 C18 (L): Lab Journal Production / Practical–IV (3 Credit)

(Newspaper production or any other form of practical work related to the subject) done internally

ELECTIVES

MJS4 E2 (4): BUSINESS JOURNALISM

(4 CREDITS)

Module I

Institutional framework of Indian Economy, Institutional framework of modern economy- institutions shaping economic policies and implementing them at national and global levels- Breton Woods Institutions, GATT, WTO ILO, NitiAayog

Module II

Features of Indian Economy, Economic reforms- rationale and justification, New industrial policy- features and evaluation- Liberalisation of India and its impact- Glossary of basic economic terms.

Module III

Understanding shares, mutual funds, Initial Public Offer (IPO), Public and Private limited companies.
Share broking companies and their services; Understanding stock market operations; BSC, NSC- Floating of shares, debentures- Analysing Balance Sheets

Module IV

Business reporting and editing- corporate reporting; banking; market reporting- stock market, currency exchanges markets and commodity markets; regulatory bodies; company law; budget; trade policies; ethics in reporting

Module V

Business newspapers, magazines, news agencies and television channels- An insight into business publications across the world- Wall Street Journal, Business Line, The Economic Times, Mint etc. 24X7 television channels dedicated to business- CNBC, NDTV Profit etc, Wire agencies- Dow Jones, News Wire 18 and others

Module VI

Salient features of Kerala economy, Role of major dailies in covering business stories linked to Kerala, Specialized business journals in Kerala.

MJS4 E2 (5): VISUAL MEDIA PRODUCTION

(4 CREDITS)

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.

MJS4 E2 (6): TECHNICAL WRITING AND DOCUMENTATION (4 CREDITS)

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 and layout of documents. Online editing process.

Module VI

Online Editing Process
