

FAROOK COLLEGE (AUTONOMOUS)

Farook College P.O. Kozhikode - 673632



UG SYLLABUS

JOURNALISM

(Complimentary Courses)

(with effect from 2019 Admission onwards)

Prepared by:

**BOARD OF STUDIES IN MEDIA, LIBRARY & INFORMATIONSCIENCE,
Farook College (Autonomous)**

CERTIFICATE

I hereby certify that the documents attached are the bona fide copies of the syllabus of Complimentary Courses offered by the Journalism Department for UG programmes to be effective from the academic year 2019-2020 onwards.

Date:

Principal

Place:

PREFACE

The Department of Journalism understands that the compartmentalized knowledge inadequate enough to face the challenges of the globalized world. With a mission to prepare the students for life and not just for the accomplishment of a degree, we advance every initiative to help students make perfect connections with the world outside. Inspired from expert and experienced academicians and industrialists, the department formulated this concept of Holistic and Outcome based Education and included it in the curriculum. A group of experts drawn from across the streams go through the whole process of designing the new curriculum through a series of intense discussions under the broad classification of three skills: personal, professional and societal.

The advancement in communication profession, strides in higher studies of media discipline encouraged us to device profuse transformation in the course contents. The Department of Journalism, therefore, significantly invested in constituting the Board of Studies in Media, Library and Information Sciences to recast various aspects of this program. The existing curriculum, recommendations of UGC Curriculum Development Committee, the syllabus of University of Calicut and syllabi of other universities were referred to ensure the standards. In order to adapt the emerging trends, an increased stress has been laid on new communication technology for obvious reasons. Every effort has been made to update and upgrade all the present and emerging areas of Journalism and Media Studies. These modern innovative trends and industrial standards incorporated curriculum with a dissecting capacity are expected to orient the learners in creatively and critically engaging the Media environment. Syllabus is conceived, planned and structured in the Outcome Based Education (OBE) pattern.

AIMS AND OBJECTIVES OF THE PROGRAMME

- Media Studies programme intends to create both academic perspectives and skill based knowledge among students. The course components are chronologically arranged to direct the learners into different aspects of Media-
 - to practice Journalism
 - to evaluate the Journalism practices

- Generate interest in various aspects of media and thereby equip them with the basic writing skills required for the same
- Familiarize students with the process of writing for the media
- Enable the students to take up jobs in the media industry- both in the print, broadcast and the new media.

GRADUATE ATTRIBUTES (GAs)

Graduate Attributes (GAs) are the qualities and skills expected to be acquired by the students while they pursue a graduate program in Farook College. Graduate Attributes include disciplinary knowledge, communication skills and understanding of interdisciplinary nature of knowledge and societal goals one shall achieve collectively and individually in terms of academic competence and practical experiences. They are achieved by a graduate through productive curricular experiences facilitated by various resources of the college.

1. Disciplinary Knowledge and Competency

The graduates acquire comprehensive knowledge in the subject and competence to demonstrate the same, identify the foundations of the respective discipline and develop essential interdisciplinary awareness.

2. Communication Skills and Digital Literacy

Graduates acquire sufficient communication skills in speech and writing to disseminate knowledge and critically analyze various discourses with the assistance of advanced communication technology in order to prepare themselves for learning, working and living in a digital society.

3. Research and Analytical Skills

Graduates develop a sense of inquiry and capacity to question and problematize different aspects of knowledge and life experiences and cultivate a research aptitude to effect impressive research output

4. Critical Thinking and Problem Solving Skills

Graduates maintain the practical experience of critical thinking both in academia and real life situations, master appropriate skills to analyze various issues and to formulate coherent arguments using scientific approach and develop individual capacity to solve problems in the real and anticipated life.

5. Team Work, Leadership Skills and Professionalism

Graduates can live and work in diverse conditions with members hailing from diverse background towards the fulfillment of the institutional and societal goals, keeping up the spirit of team work and maintaining dynamism and professional behavior based on positive leadership qualities, constructive feedback system and productive corrective measures.

6. Scientific Temper and Reflective Thinking

Graduates are expected to nurture a scientific temper to ensure objective and reasoned treatment of problems and experiences and practice reflective thinking for individual and social development.

7. Moral and Ethical Awareness

Graduates are able to embrace moral and ethical values specific to the society and culture and uphold them consistently as responsible members of the society.

8. Employability and Entrepreneurship

Graduates are trained to achieve professional skills required to be employed in their career globally and the potential to formulate innovative ideas and to start up new enterprises.

9. Multicultural Competence

Graduates gain knowledge of values and beliefs of multiple cultures, hold a global perspective and become competent to effectively engage in a multicultural and secular society and interact respectfully with diverse groups.

10. Lifelong Learning

Graduates acquire knowledge and skills for continuous learning in a personalized and self-directed manner, aiming at personal development, meeting social, economic and cultural objectives and adapting to changing trade trends and work culture.

BA PROGRAM OUTCOMES (POs)

The programs in Arts, Language, Literature, Humanities and Social Science are designed to equip the undergraduates with a broad understanding of human life experiences in its varied contexts in order to help them improve life conditions and become learned individuals of society and responsible citizens of the country.

The learning experiences include critical reading of texts and analyzing social issues from an interdisciplinary perspective, applying scientific methods, acknowledging the socio-cultural diversity, analysing the discursive foundations of respective disciplines and disclosing the ideological and philosophical nuances of interpretations inherent in them.

On completion of the B.A. programme, a student is expected to:

- Acquire competent knowledge of the fundamental concepts, theories and methods in the respective discipline and demonstrate it impressively.
- Understand the interdisciplinary nature of knowledge systems and incorporate principles and methods from Science, Social Science, Arts and Language Studies in reading and analyzing texts and problems.
- Gain a wider understanding of the diversity in languages, cultures, religions and social ethos of the country and the world in order to understand the other.
- Acquire proficiency in communication in multiple languages for advanced reading, writing and speaking and equip with interpretive and composition skills.
- Develop social, political, historical, literary and aesthetic sense and economic, religious and commercial perspectives in order to comprehend and interpret various texts in the respective discipline and allied fields.
- Develop a research orientation and be familiar with the fundamentals of research in various areas of Humanities, Social Science, Arts and Language Studies.

- Practice and promote knowledge sharing with the help of digital technology and multilingual translation.
- Pursue higher studies in the specialized area of respective field and qualify for a productive career.
- Ensure productive involvement in the process of socialization and engage with relevant issues holding an informed opinion and acknowledging multiple perspectives.
- Respond creatively to issues of regional, national and international significance in order to bring about desirable changes in social systems, government policies and individual opinions.
- Understand one's duties and rights as a responsible citizen and act accordingly in all realms of personal and social life.
- Qualify to work independently and with team spirit following basic ethical principles in all their pursuits without compromising the quality.
- Uphold socio- cultural, constitutional and ethnic values both in the academia and everyday life to ensure human dignity, equality and democratic values.
- Update knowledge and skills in (ICT) Information Communication Technology to meet the career assignments and expedite everyday activities.

PROGRAM SPECIFIC OUTCOMES (PSOs)

- To identify and plan strategies for effective communication
- Generate interest in various aspects of media and thereby equip them with the basic writing skills required for the same
- To build sociological outlook to the media practices
- To map and document the historical turns in Media
- To inculcate research inquiries in media and formulate Methodological framework
- Enable the students to take up jobs in the media industry- both in the print, broadcast and the new media.

Scheme of UG Complementary Courses in Journalism Electronic Media

BA - FIRST SEMESTER						
Course Code	Course title	Credits	Duration	CA Marks	SEE Marks	Total
BJL1 C01	INTRODUCTION TO COMMUNICATION AND JOURNALISM	2		10	40	50
BA- SECOND SEMESTER						
BJL2 C02	NEWS REPORTING AND EDITING	2		10	40	50
BA - THIRD SEMESTER						
BJL3 C03	HISTORY OF MASS MEDIA	2		10	40	50
BA - FOURTH SEMESTER						
BJL4 C04	CORPORATE COMMUNICATION AND ADVERTISING	2		10	40	50
	TOTAL	8		40	160	200

UG Complementary Courses in Journalism

SEMESTER I

BJS1 C01: INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2 CREDITS)

Module I

Fundamentals of communication: definitions of communication - elements of communication - basic communication models: Indian communication models, models of Aristotle, Shannon and Weaver, Lasswell, Schramm, and Berlo -types of communication - functions of mass communication and types of mass media.

Module II

Print media: types of print media - advantages and limitations of print media - role and responsibilities of a journalist - principles of journalism, Indian print media industry.

Module III

Electronic media and film: characteristics and functions of radio and television – strengths and limitations of radio and television – film as a medium. Indian broadcast media.

Module IV

New media: characteristics of new media – internet - news portal – blog - online newspapers- citizen journalism - social media - social media as a political and educational tool – potential and limitations of new media.

Module V

Freedom of the press: freedom of speech and expression in Indian Constitution – Article 19(1) (a) and reasonable restrictions – defamation - Right to Information Act - ethics of journalism, Freedom and Privacy: Ethical Concerns.

Books for Reference

1. Joseph A Devito :Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Denis McQuail :McQuail's Mass Communication Theory, VistaarPublications, New Delhi, 2005.
4. Melvin L. Defleur : Fundamentals of Human Communication.
5. Denis McQuail and Sven Windahl : Communication Models.
6. Agee, Ault &Emery : Introduction to Mass Communications, Harper and Row, New York, 1985.
7. Spencer Crump : Fundamentals of Journalism, McGraw Hill Book Company.
8. Oxford : International Encyclopedia of Communications.
9. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.

Books for Further Reading

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. O.M. Gupta and Ajay S. Jasra : Internet Journalism in India, Kanishka Publishers, New Delhi, 2002.
3. Kuppuswami : Communication and Social Change.
4. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
5. D S Mehta : Mass Communication and Journalism in India.
6. Dr. J V Vilanilam : Mass Communication in India.
7. Andrew Beck & Peter Bennet : Communication Studies.
8. Rogers and Singhal : India's Communication Revolution.
9. Y.K. D'souza : Freedom of the Press, Constitution and Media Responsibility.

SEMESTER II

BJS2 C02: NEWS REPORTING AND EDITING

(2 CREDITS)

Module I

Organizational structure of a newspaper: business, mechanical and editorial departments - editorial hierarchy - departmental chart - responsibilities and qualities of chief editor, managing editor, assistant editor, news editor, bureau chief, chief sub-editors, chief photographers, reporters and sub-editors, Reader's editor

Module II

Contents of a newspaper: news - definitions of news - types of news - news values; features - definition and types of features – articles – middles – editorials – interviews – reviews – profiles, columns, travelogues.

Module III

Reporting practices: organizational hierarchy of a news bureau - chief reporter, special correspondent, foreign correspondent - news story structure – headlines - lead and body - inverted pyramid style - hour glass style - types of reporting: general assignments, beats and specialties - principles of reporting - cultivating news sources - national and international news agencies - investigative journalism - sting operation, data journalism, precision journalism

Module IV

Process of editing: general principles of editing, types of headlines, writing headlines subheads and captions - design and pagination.

Books for Reference

1. Shrivastava, K.M., '**News reporting and editing**', Sterling publishers Pvt. Ltd, NewDelhi, 2003.
2. Kamath M.V., '**Professional Journalism**', Vikas publishing House, New Delhi.1980.
3. VirBalaAggarwal, '**Essentials of Practical Journalism**', concept publishing Company, New Delhi, 2006.
4. Bruce D. Itule, and Douglas A. Anderson. '**News Writing and Reporting for Today's Media**', McGraw Hill, New Delhi, 2003.
5. Julian Harris, Kelly Leiter, Stanley, Johnson, '**The Complete Reporter**', MacmillanPublishing Co, New York.
6. Harold Evans, '**Newsman's English**' William Hainemann Ltd, 1972.
7. Baskette, Sissors and Brooks, S.,'**The Art of Editing**,' Macmillan Publishing Co.Inc., New York, 1982.
8. Bruce Westly, **News Editing**.
9. M.L. Stein. and Susan F Paterno.,'**The News Writer's Hand book**,' Surjeet Publications, New Delhi, 2003.
10. George A Hough,' **News Writing**', Kanishka Publishers, New Delhi, 2006.
11. Joseph M.K., '**Outline of Reporting**', Anmol Publications, News Delhi, 2002.
12. Franklin, et al., '**Key Concepts in Journalism Studies**', Vistaar Publications, New Delhi, 2005.
13. Jan R. Hakemulder,'**News Reporting and Editing**',AnmolPublications,NewDelhi,1998.

SEMESTER III

BJS3 C03: HISTORY OF MASS MEDIA

(2 CREDITS)

Module I

Evolution of Indian press: James Augustus Hicky - James Silk Buckingham - Serampore missionaries - Raja Ram Mohan Roy - freedom movement and the press - Gandhi as a journalist - press in the post-independence period - Press Council of India – professional media organizations - genesis of internet - new and social media.

Module II

History of Malayalam press: - *Rajyasamacharam* – *Paschimodayam* - *GnanaNikshepam* – *Deepika* - *Malayala Manorama* - *Kerala Mitram* – *Kerala Patrika* – *Mathrubhumi* - *Kerala Kaumudi* - *Al-Ameen* – *Deenabhandu* – *Prabhatham* - Malayalam press during the Freedom Struggle - current trends in Malayalam journalism - history of magazine journalism.

Module-III

Legends of journalism: Herman Gundert – Kandathil Varughese Mappilai Swadeshabhimani Ramakrishna Pillai – Kesari Balakrishna Pillai - K. P. Kesava Menon - C.V. Kunjiraman - Pothan Joseph - cartoonist Sankar, and Raghu Rai - other doyens in the field of Indian journalism.

Module IV

History of broadcasting: Radio broadcasting in India - types of radio programmes – FM Radio - growth of television broadcasting in India – SITE - broadcast code and Prasar Bharati.

Module V

Films – genesis of documentaries and short films - evolution of film making in India – brief history of Malayalam cinema and great masters of world cinema.

Books for Reference

1. RangaswamiParthasarathy, '**Journalism in India**'.
2. Dr.Nadig Krishna Murthy, '**Indian Journalism**'.
3. GNS Raghavan, '**The Press in India**'.
4. Robin Jeffrey, '**India's Newspaper Revolution**'.
5. PuthupallyRaghavan, '**Kerala PathrapravarthanaCharithram**'.
6. M.V.Thomas, '**BharathiyaPathrucharithram**', Bhasha Institute.
7. MehraMasani, '**Broadcasting and the People**'.
8. G.C.Aswathy, '**Broadcasting in India**'.
9. Keval J. Kumar, '**Mass Communication in India**'.
10. Vijayakrishnan, '**Malayala Cinimayudekatha**'.
11. Amanas Ramachandran Nair, '**ChalachithraPadhanagal**'.

SEMESTER IV

BJS4 C04: CORPORATE COMMUNICATION AND ADVERTISING

(2 CREDITS)

Module I

Introduction to PR: definitions, origin and evolution of public relations - role and functions of PR - PR tools: external and internal publics -house journal - qualities of a PRO - PRSI, code of ethics for PR - PR Campaign.

Module II

Corporate communication - definition and scope of corporate communication – corporate identity – key concepts of corporate identity - corporate identity planning - corporate image - corporate personality - branding the corporate - corporate functions and corporate tools.

Module III

Advertising – definition - evolution of advertising - functions and effects of advertising - types of ads - structure and functions of advertising agencies - ASCI and DAVP - Ad. Campaign: Case studies.

Module IV

Copywriting practices - ad copy - elements of copy: illustration, slogan, display, text, logo and caption - copywriting for broadcast commercials - ad films - jingles and internet ads.

Module V

Effects of advertising: ethical issues of advertising – professional organizations and code of ethics.

Books for Reference

1. Sandeep Sharma & Deepak Kumar, '**Advertising, Planning, Implementations and Control**', Mangal Deep Publications, Jaipur.
2. Sanjay Kaptan & Akhilesh Acharya, '**Advertisement in Print Media**', Book Enclave, Jaipur.
3. S.A Chunawalla, '**Advertisement an Introductory Text**', Himalaya Publishing,
4. Chunnawalla et al, '**Advertising Theory and Practice**', Himalaya Publishing, New Delhi.
5. Otto Klepner, '**Advertising Procedures**', Atlanta Books.
6. Scott M Cutlip and Allan H. Centre, '**Effective Public Relations**', Pearson Education Ltd. Delhi.
7. Sam Black, '**Practical Public Relations**', UBS Publishers Distributors Pvt Ltd.
8. D.S. Mehta, '**Handbook of PR in India**'.
9. Joseph Fernandez, '**Corporate Communications A 21st Century Primer**', Response, Books, New Delhi.

Books for Further Reading

1. Sanjay Tiwari, '**The Uncommon sense of Advertising**', Response Books, New Delhi.
2. John Philip Jones, '**How Advertising works**', Sage Publishers, New Delhi.
3. J.V Vilanilam, '**Advertising Basics**'.
4. Anil Basu, '**Public Relations: Problems and Prospects with case studies**'.
5. Allan H. Center and Frank E. Welsh, '**Public Relations Practices**'.
6. Rannani, '**Corporate Communications - The Age of Image**'.

MARKS FOR EACH PAPER

IV. Continuous Assessment: 10 Marks

Class Tests, Media Assignments, seminars, online content, editing etc

V. Semester End Examination: 40 Marks

VI. Total: 50 marks

Scheme of UG Complementary Courses in Journalism

Electronic Media

BA - FIRST SEMESTER						
Course Code	Course title	Credits	Duration	CA Marks	SEE Marks	Total
BJL1 C05	Introduction to Electronic Media	2		10	40	50
BA- SECOND SEMESTER						
BJL2 C06	Radio and Television	2		10	40	50
BA - THIRD SEMESTER						
BJL3 C07	Fundamentals of Cinema	2		10	40	50
BA - FOURTH SEMESTER						
BJL4 C08	Introduction to New Media	2		10	40	50
	TOTAL	8		40	160	200

UG Complementary Courses in Electronic Media

SEMESTER I

BJS1 C05: INTRODUCTION TO ELECTRONIC MEDIA

(2 CREDITS)

Module I

Communication: definition, elements and types of communication - concept of mass - evolution of mass communication - nature, characteristics, functions and dysfunctions of mass media - types of media: print, radio, TV, film and new media.

Module II

Introduction to broadcasting – definition of broadcasting; evolution of broadcasting - broadcast technology: earth station, teleport, uplinking, downlinking, transmission, cable, terrestrial and satellite transmission - new trends in broadcasting.

Module III

Radio: characteristics, scope and limitations - brief history of radio.

Module IV

Television: characteristics, scope and limitations - origin and development of television.

Module V

News: types of news - news determinants - news story structure: lead, types of lead, body, conclusion - inverted pyramid style and hour glass style stories - headline writing - types of headlines in print.

Books for Reference

1. Joseph A Devito :Communicology: An Introduction to the study ofCommunication, Harper and Row, New York, 1985.
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGrawHill, New Delhi.
3. Agee, Ault &Emery : Introduction to Mass Communications, Harper and Row, New York, 1985.
4. Spencer Crump : Fundamentals of Journalism, McGraw Hill Book Company.
5. Oxford : International Encyclopedia of Communications.
6. James Watson and Anne Hill : A Dictionary of Communication and MediaStudies, Edward Arnold Group, London.
7. John Vivian : The Media of Mass Communication, Allyn and Bacon.
8. Andrew Boyd : Broadcast Journalism, Techniques of Radio and Television News, Focal Press, London.

Books for Further Reading

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
5. D S Mehta : Mass Communication and Journalism in India.
6. Dr. J V Vilanilam : Mass Communication in India.
7. Andrew Beck & Peter Bennet : Communication Studies.
8. Rogers and Singhal : India's Communication Revolution.

SEMESTER II

BJS2 C06: RADIO AND TELEVISION

(2 CREDITS)

Module I

Organisational structure of radio station -types of radio stations: AM and FM – Radio Programme Formats: talk, news and music formats.

Module II

Writing for the ear - radio news writing - radio script writing - radio drama –documentary – feature – commentary - talk - magazine programmes – radio interviewing techniques, -news reading - Radio jockeying - online radio – new trends.

Module III

Characteristics of television as a medium - organizational structure of a television station - cable TV - home video – DTH - television programme formats.

Module IV

Scripting for television programmes - TV interviewing - structure of TV news – TV news gathering - news writing - news anchoring, -video jockeying – new trends.

Books for Reference

1. Joseph R.Dominick-**'The Dynamics of Mass Communication'**.McGraw Hill, New Delhi.
2. John Vivian -**'The Media of Mass Communication'** Allyn and Bacon.
3. Arul Aram and Nirmaldasan, **'Understanding News, Media'**-Vijay Nicole Imprints Pvt.Ltd.Chennai.
4. Robert McLeish-**'Radio Production'**. Focal Press London.
5. Giraud Chester et.al-**'Television and Radio'**-Prentice Hall.
6. Herbert Zettl, **'Television Production Handbook'**-Wadsworth, USA.
7. Andrew Boyd,' **Broadcast Journalism, Techniques of Radio and Television News'** Focal Press London.
8. Ted White, **'Broadcast News: Writing, Reporting and Producing'**, Focal Press London
9. P.K Ravindranath ,**'Broadcast Journalism'**-Author Press, New Delhi.

SEMESTER III

BJS3 C07: FUNDAMENTALS OF CINEMA

(2 CREDITS)

Module I

Cinema; Characteristics and types

Cinema: a brief history, Lumiere brothers. Characteristics of cinema- potentials, scope and limitations of cinema -types of films: feature film, documentary.

Module II

Major film movements:

German expressionism- Cabinet of Dr.Caligari by Robert Wiene.

Soviet montage - Battleship Potemkin by Sergei Eisenstein.

Italian neo realism - Bicycle thieves by Vittorio de sica.

A few Great masters: Charlie Chaplin - Alfred Hitchcock - Akira Kurosawa, Kim Ki Duk and Mohsen Makhmalbaf.

Module III

Indian Cinema: New wave and commercial cinema - Satyajith Ray – RitwikGhatak- AnandPatwardhan – AdoorGopala Krishnan - John Abraham.

Module IV

Film Making: Steps in film making: Pre Production, Production and post-production, Visual language-Basics of cinematography: types of shots, camera movements, camera angles, camera viewpoints - Lighting- three point lighting techniques.

Books for Reference

1. Bernard F Dick,'**Anatomy of Film**' –St. Martin Press, New York.1978.
2. John Russo,' **Making Movies**'-Dell Trade, 1989.
3. Susan Hayward, '**Key concept in Cinema studies**', Routledge, , New York, 2004.
4. Louis Giannetti, '**Understanding Movies**', A Simon and Schuster company, USA.
5. Nathan Abrams,Ian Bell and Jan Udriş, '**Studying film**'.
6. J.Dudley Andrew, '**Major Film Theories an Introduction**'.
7. Tom Holden, '**Film making**'.
8. Brain Brown, '**Cinematography, Theory and Practice**'.
9. Stanley J. Baran, '**Introduction to Mass Communication**'.
10. Keval J. Kumar, '**Mass Communication in India**', Jaico Publishing House, NewDelhi.
11. Jill Nilmes: '**An Introduction to Film Studies**', Routledge, London, 1996.
12. Bruce Mamer: '**Film Production Technique**', Thomson Wadsworth, USA.

SEMESTER IV

BJS4 C08: INTRODUCTION TO NEW MEDIA

(2 CREDITS)

Module I

Internet as a medium of communication: history and evolution of internet – characteristics of new media: immediacy, interactivity, universality, hypertext, multimedia - new media aesthetics – content, design, colours, font, templates, navigation bars, and hyperlinks.

Module II

Blogs: blogosphere – vlog – podcast - search engines and social media.

Module III

Online reporting: language and style of online journalism - tools for newsgathering – news determinants in cyberspace - dos and don'ts of online reporting.

Module IV

Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining -website design

Module V

Ethics in new media: obscenity and privacy - copyright and libel - cyber laws

Books for Reference

1. Tapas Ray, '**Online Journalism – A Basic Text**', Foundation Delhi, 2006.
2. Jason Whittaker, **The New Media Handbook –The Cyberspace Handbook** .
3. Sunil Saxena ,'**Broadcasting News: The craft and technology of online Journalism**'.
4. Jason Whittaker, '**Web Production for writers and journalists**'.
5. Anna Evertt, John T. Caldwell, '**NewMedia:Theories and practice of Digitexuality**'.
6. Stephen Quinn, '**Digital Sub editing and Design**'.
7. NaliniRajan (ed.), '**21st Century Journalism in India**', Sage, 2007.
8. AravindSinghal& Everett M. Rogers, '**India's Communication Revolution**'.

Books for Further Reading

1. **Media and Power** – James Curran.
2. **Media, Technology and Society** – Brian Winston.
3. **Journalism Online** – Mike Ward.
4. **Managing Media Convergence** – Kenneth C. Killebrew.

MARKS FOR EACH PAPER

- I. Continuous Assessment: 10 Marks**
Class Tests, Media Assignments, seminars, online content, editing etc
- II. Semester End Examination: 40 Marks**
- III. Total: 50 marks**