



SYLLABUS

Core & Elective Courses

PG PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

Under Choice Based Credit Semester

FAROOK COLLEGE
(AUTONOMOUS)

CERTIFICATE

I hereby certify that the documents attached are the bonafide copies of the syllabus of Core Courses offered to MA Journalism & Mass Communication programme and Elective Courses offered by the Department of Journalism & Mass Communication to be effective from 2022 admission onwards.

Principal

Date:

Place: Farook College

TABLE OF CONTENT

Sl. No.	Particulars	Page
1	Preamble	i
2	Members of the Board of Studies	ii
3	Audit Courses	iv
4	Programme Outcomes	vii
5	Programme Specific Outcomes	viii
6	Scheme of the Programme	ix
7	Credit and Mark Distribution	xi
8	Course Structure	xii
9	Evaluation & Grading	xiv

POSTGRADUATE PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

PREAMBLE

Department of Journalism and Mass communication

The Department of Journalism and Mass communication is one of the charismatic departments of Farook College, an institution blessed with uniqueness and grandeur in the annals of Kerala's educational history. A department where today's dreams meet with tomorrow's creativity. It was established as a post graduate department(self-financing) in 2005. It offers one PG programme MA Journalism and Mass communication. Unlike any other subjects, Journalism and Mass communication has to deliberate in close proximity to the current society. As any developments, past, present and future of the society gets reflected here in this domain. The course has been attracting students from different streams who have a flair for journalism and media studies.

The Department has 4 faculty members with vibrant zest for learning and teaching students and have experience in media field as well. The department's diversified curriculum covering Convergent Journalism, TV News & Current Affairs Production, Film & Cultural Studies, Science & Health Communication, and Media and environment offers an edge to its students. Our department is extending the innovative modalities and measures which the conventional media essentially requires and demands so as to facilitate it's trajectory to higher pedestals catering to the manifold needs of the society in as many fields. Most of our students are working in film industry and in print ,electronic and new media and also in other streams of Mass communication like Public Relations and Advertising.

We as a department always assure our students active participation in programmes like IFFK,KLF as delegates and volunteers in media wing of these programmes every year. Our department is keen in conducting media seminars, lectures and media visits. Delegates from different streams of media had sessions academic and otherwise. Our students have excelled in academics and extra-curricular activities like sports and arts.

Against the facts that, public is too critical about media, we propose through our diversified activities and interventions to help the media attain better and positive postures in the society. And herewith we express our commitment to create a band of dedicated and professional communicators and journalists for the future with a difference

MEMBERS OF BOARD OF STUDIES

Chairman

1. Mrs. Shabna T.P

Asst. Professor & Head

Dept. of Library and Information Science, Farook College (Autonomous)
9656102525, shabnasajjal@farookcollege.ac.in

Members

1. **Dr. Ajeena Rose**

Asst. Professor & Head

Dept. of Multimedia and Communication, Farook College (Autonomous)

8547938420, ajeena@farookcollege.ac.in

2. **Mr. Arun V Krishna**

Asst. Professor

Dept. of Multimedia and Communication, Farook College (Autonomous)

9567045157, arunvkrishna@farookcollege.ac.in

3. **Mr. T.P. Musammil**

Asst. Professor

Dept. of Multimedia and Communication, Farook College (Autonomous)

940030920, aboohura@gmail.com

4. **Mr. O M Ameer Salman**

Asst. Professor

Dept. of Journalism, Farook College (Autonomous)

9447437858, omasalman@farookcollege.ac.in

5. **Dr. Vahida Beegam T**

Asst. Professor

Dept. of Library and Information Science, Farook College (Autonomous)

9497343998, vahida@farookcollege.ac.in

6. **Mr. K.P. Muhammed Musthafa**

Asst. Professor (on Contract)

Dept. of Journalism and Mass Communication

8606043182, musthafahcu22@gmail.com

7. **Dr. Lakshmi Pradeep**

Associate. Professor
Dept. of Journalism (University of Calicut)
9946197296, drlakshmipradeep@uoc.ac.in

8. Dr. Vasudevan T.M

Professor
Dept. of Library and Information Science (University of Calicut)
9446418742, cue2482@uoc.ac.in

9. Mr.Damodar Prasad

Director
EMMRC (University of Calicut)
9895788332, demmrc@uoc.ac.in

10. Mr. Kamal Varadoor

News Editor
Chandrika Daily Calicut
9447637539, kamal.varadoor@gmail.com

11. Dr. Abdul Azeez T A

University Librarian
CHMK Central Library, University of Calicut
9447332612, ul@uoc.ac.in

AUDIT COURSES

1. Ability Enhancement Course (AEC):

This course aims to have hands on experience for the students in their respective field of study, both in the core and elective subject area. Also it is a platform for the student community to have basic concepts of research and publication.

AEC is **4 credit course** and should be conducted during the **first semester** of the programme. Credit of the AE course will not be considered while calculating the SGPA/CGPA. But the student has to obtain minimum pass requirements in this course, which is compulsory for overall pass in the programme

One particular AEC may be selected for all the students in a batch in the department or each student in a batch may choose one AEC, among the pool of courses suggested below. Either a single faculty from the department may be in charge of this course for a batch or each student may be assigned to a particular faculty in the department, in charge of this AEC, which will be decided by the department council/ HoD.

1. Industrial/Research institution visit/visits.
2. Publication of a research article/articles in national/international journal
3. Presentation of research paper/papers in national level seminar/conference, which should be published in the seminar/conference proceedings.
4. Review article/articles on research topics which is presented in a national level seminar/conference and published in the proceedings.
5. Internships at any reputed research institutions/R&D centre/Industry

After conducting the AEC, the evaluation/examination should be done either common for all students in a batch or individually depending upon the AEC conducted. The evaluation/ examination must be conducted jointly by the teacher in charge of the AEC and the head of the department. The result of the AEC, duly signed and sealed by both teacher in charge and head of the department, should be uploaded to the University during the stipulated time period in the third semester of the programme. Evaluation/examination must be conducted by **30 weightage** pattern, as in the theory courses and the GPA and overall grade of the AEC should be uploaded to the University.

Evaluation/examination on AEC must contain the following components:

- a. MCQ type written examination
- b. Report on AEC
- c. Presentation of AEC

d. Viva voce on AEC.

Distribution of 30 weightage may be done by the teacher in charge in concurrence with the Head of the department.

2. Professional Competency Course (PCC):

This course particularly aims to improve the skill level of students, especially for using specific as well as nonspecific software useful in their respective field of study, both related to the core and elective subject area. Also, it is a platform for the student community to undertake socially committed projects and thereby developing a method of learning process by through the involvement with society.

PCC is a **4 credit course** and should be conducted during the **second semester** of the programme. The credit of the PC course will not be considered while calculating the SGPA/CGPA. But the student has to obtain minimum pass requirements in this course, which is compulsory for an overall pass in the programme.

One particular PCC may be selected for all the students in a batch in the department or each student in a batch may choose one PCC, among the pool of courses suggested below. The exact title of the course may be decided by the department, but the area of study should be from the pool of courses suggested below. Either a single faculty from the department may be in charge of this course for a batch or each student may be assigned to a particular faculty in the department, in charge of this PCC, which will be decided by the department council/ HoD.

1. Development of skills on using software's like Gaussian, Games etc. which is useful in molecular modelling, drug designing, etc.
2. Development of skills on using software like Chemdraw, Chemwindow, ISIS draw, etc which is useful in drawing purposes, structural predictions, etc.
3. Training on computational chemistry
4. Case study and analysis on any relevant issues in the nearby society (e. g. example water analysis, soil analysis, acid/alkali content analysis, sugar content analysis, etc.)
5. Any community linking programme relevant to the area of study (e. g. training for society on soap/perfume making, waste disposal, plastic recycling, etc)

After conducting the PCC, the evaluation/examination should be done either common for all students in a batch or individually depending upon the PCC conducted. The evaluation/ examination must be conducted jointly by the teacher in charge of the PCC and the head of the department. The result of the PCC, duly signed and sealed by both teacher in charge and head of the department, should

be uploaded to the University during the stipulated time period in the third semester of the programme. Evaluation/examination must be conducted by **30 weightage** pattern, as in the theory courses and the GPA and overall grade of the PCC should be uploaded to the University.

Evaluation/examination on PCC must contain the following components:

- a. MCQ type written examination
- b. Report on PCC
- c. Presentation on PCC
- d. Viva voce on PCC.

Distribution of 30 weightage may be done by the teacher in charge in concurrence with the Head of the department.

PROGRAMME OUTCOMES (PO)

Upon completion of the postgraduate program at Farook College (Autonomous), the students will be able to develop:

PO1. Advanced Disciplinary Knowledge

Graduates will demonstrate a deep understanding of advanced concepts and theories in their field of study, and will be able to apply this knowledge to complex problems.

PO2. Application of knowledge

The graduate will be able to review the information, develop lines of argument and make sound judgment in accordance with the major disciplinary theories and concepts

PO3. Research and Inquiry

Graduates will be able to conduct independent research, using appropriate methods and tools, and will be able to analyse and interpret data to develop evidence-based conclusions

PO4. Professional Practice

Graduates will demonstrate the ability to apply their knowledge and skills to realworld problems and to practice their profession in an ethical and responsible manner.

PO5. Scientific Communication Skills

Students will be able to develop strong scientific communication skills, including the ability to effectively communicate scientific research to both scientific and non-scientific audiences.

PO6. Leadership and Management

Graduates will be able to assume leadership roles, guiding and motivating others to achieve shared goals, and will demonstrate the ability to manage complex projects and teams.

PO7. Lifelong Learning

Graduates will demonstrate a commitment to lifelong learning and professional development, staying current with advances in their field and continuously improving their skills and knowledge.

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO1. Understand the fundamental concepts, foundations, theories and ideas in Mass communication and journalism and its important role in society.

PSO2. Apply theoretical knowledge, critical thinking and analytical skills to study human interactions and communication in society

PSO3. Apply a range of research methods, both quantitative and qualitative, to collect and analyse data relevant to social research questions, drawing appropriate conclusions and making evidence-based recommendations and communicate research findings effectively, both orally and in writing, to a variety of audiences.

PSO4. Analyse sociological structures categories that shape society and individual and the social inequality and social stratification based on race, ethnicity, gender, class, and other forms of social difference and examine the intersection of multiple forms of oppression and privilege and their impact on social life.

PSO5. Apply the various fundamental concepts of visual arts, production process, methods, management and issues, professional ethics of broadcasting and telecasting of India and worldwide. Photographic skills and basic editing techniques to be incorporated.

PSO6. Understand functioning of MNCs, local government bodies, different policies and projects, theoretical knowledge related to global and development communication, environmental studies and sustainable development, media conglomerates and giants in India and worldwide.

PSO7. Apply the communication laws and ethics in print, broadcast and digital media, IPR, RTI, Press council, national and international news agency policies, laws related to minority, gender and human welfare-defamation, libel, slander, privacy and basic understanding of Indian constitution.

PSO8. Create advertising in traditional print, electronic, outdoor campaigns, online and social media marketing promotions, societal impact of advertising, market segmentation analysis, identify the organization's target market/audience and define the consumer behaviour of each segment, role of the public relations in the corporate environment, strategies, tactics, and techniques of public relations and corporate communications, insight into the structures, management, processes, economics of the media, Operation of business wing in media industries.

PSO9- Understand political and economic contexts of mass media in India, concepts, categories, theories and methods in political economy framework micro/macro-economic and political structures, relationship between state, politics, economics and mediate transition of press in the world, the growth of media in India and its engagement with politics and social history change at the different points in outcomes of different commissions, Acts and amendments regarding media, the functioning of Indian film industry and film certifications.

SCHEME OF THE PROGRAMME

Credit and Weightage Distribution in Each Semester **Total Credits:**

Semester	Course Title	Credits	Weightage		
			Internal	External	
I	Introduction to Mass Communication	4	5	30	
	Reporting News	4	5	30	
	Editing News	4	5	30	
	Media History	4	5	30	
	Communication Laws and Ethics	4	5	30	
	Ability Enhancement Course	4	30	-	
	Total credits:	Core Course	20		
		Audit Course	4		
Total		24			
II	Media, Culture and Society	4	5	30	
	Advertising and Marketing Communication	4	5	30	
	Radio and Television Production	4	5	30	
	Development Communication	4	5	30	
	Global Communication	4	5	30	
	Professional Competency Course	4	30	-	
	Total credits:	Core Course	20		
		Audit Course	4		
Total		24			
III	Communication Research	4	5	30	
	Public Relations and Corporate Communication	4	5	30	
	Online Journalism	4	5	30	
	Media Management and Entrepreneurship	4	5	30	
	Elective Course-2	4	30	5	

	Total credits:	Core	16		
		Elective	4		
		Total	20		
IV	Film Studies		4	5	30
	Elective Course-2		4	5	30
	Elective Course-3		4	5	30
	Research Project		8	100	
	Viva Voce		2	5	30
	Total credits	Core	4		
		Elective	8		
		Project	8		
		Viva Voce	2		
		Total	22		
Total creditsf the Programme		Core	60		
		Elective	12		
		Project	8		
		Viva Voce	2		
		Audit	8		
		Total Credits	90		

Credit Distribution

Semester	Core Course	Elective	Project	Viva	Audit	Total
1	4 + 4 + 4 + 4 + 4				4	24
2	4 + 4 + 4 + 4 + 4				4	24
3	4 + 4 + 4 + 4	4				20

4	4	4 + 4	8	2		22
Total	60	12	8	2	8	90

COURSE STRUCTURE

Courses offered for Journalism & Mass Communication Programme under CBCSS Patten

Semester	Course Code	Course Title	Hrs/ Week	Credits	Weightage	
					Internal	External
SEMESTER I						
I	MJS 1C 01	Introduction to Mass Communication	4	4	5	30
	MJS 1C 02	Reporting News	4	4	5	30
	MJS 1C 03	Editing News	4	4	5	30
	MJS 1C 04	Media History	3	4	5	30

	MJS 1C 05	Communication Laws and Ethics	3	4	5	30
	MJS 1L 01	Graphic Design and Print Media Production Practical I	4	4	5	30
	AUD1	Ability Enhancement Course		4	30	
	Total credits:	Core		20		
SEMESTER II						
II	MJS 2C 06	Media, Culture and Society	4	4	5	30
	MJS 2C 07	Advertising and Marketing Communication	4	4	5	30
	MJS 2C 08	Radio and Television Production	4	4	5	30
	MJS 2C 09	Development Communication	3	4	5	30
	MJS 2C 10	Global Communication	3	4	5	30
	MJS 2L 02	Photography and Videography Practical II	4	4	5	30
	AUD2	Professional Competency Course		4	30	
	Total credits:	Core		20		
SEMESTER III						
III	MJS 3C 11	Communication Research	4	4	5	30
	MJS 3C 12	Public Relations and Corporate Communication	4	4	5	30
	MJS 3C 13	Online Journalism	3	4	5	30
	MJS 3C 14	Media Management and Entrepreneurship	3	4	5	30
	MJS 3E 01	Documentary Film Production (Elective) ⁵	4	4	5	30
	Total Credits:		Core	16		
			Elective	4		
			Total	20		
SEMESTER IV						
IV	MJS 4P 01	Dissertation and Viva (Project / Viva)	4	8	5	30
	MJS 4C 15	Film Studies	4	4	5	30

	MJS 4E 04	Photojournalism (Elective) [§]	4	4	5	30
	MJS 4E 05	Political Economy of Indian Media (Elective) [§]	4	4	5	30
	Total Credits:		Core	4		
			Elective	8		
Project			8			
Total			20			
Total Credits of the Programme		Core	60			
		Elective	12			
		Project	8			
		Total Credits	80			

Exam will be held at the end of 2nd semester # Exam
will be held at the end of 4th semester

[§] Department can choose any one among the three courses.

[†] Department can choose any two among the five courses.

EVALUATION AND GRADING

The evaluation scheme for each course contains two parts: viz., internal evaluation and external evaluation. 20% weightage shall be given to the internal assessment. The remaining 80% weightage shall be for the external evaluation. Both internal and external evaluation will be carried out using Direct Grading System, in 6-point scale

1. INTERNAL EVALUATION

a) Theory: 5 weightage

- i. Internal Examinations- weightage = 2
(2 internal exams, both should be considered) ii.
- Assignments and Exercises- weightage =1

iii. Seminars/Viva Voce- weightage =1

iv. Attendance - weightage =1

b) Practical: 10 weightage

i. Attendance - weightage =2

ii. Lab skill/quality of their results- weightage =2

iii. Model practical test-weightage= 2

Best one, out of two model exams is considered iv.

Record – weightage = 2

v. Viva Voce- weightage =2

c) Project: 10 weightage

i. Literature survey and data collection -weightage=2

ii. Interpretation of data & Preparation of Project report - weightage =2

iii. Research attitude - weightage = 2

iv. Viva Voce- weightage =4

The internal evaluation of Project work of each student should be done by the supervising faculty assigned by the department.

d) Viva Voce:

No internal evaluation for viva voce examinations (at the end of 4th semester).

ATTENDANCE						
Percentage	Above 90%	85 – 89.99%	75 – 84.99%	75 - 79.99%	70 - 74.99%	< 70%
Grade	A+	A	B	C	D	E

2. EXTERNAL EVALUATION

a) Theory: 30 Weightage

In all semesters the theory courses have 30 weightage each. Pattern of question

Papers for theory courses is as follows

Division	Type	No. of Questions	Weightage	Total Weightage
Section A	Short Answer	8 out of 12	1	8
Section B	Short Essay	4 out of 7	3	12
Section C	Essay	2 out of 4	5	10
Total weightage in a question paper				30

b) Practical's: 30 Weightage

At the end of II and IV semesters. There will be three practical examinations at the end of second semester as well as at the end of fourth semester. Each examination has 30 weightage and 3 credits

c) Comprehensive Viva Voce: 30 Weightage

At the end of IV semester on a separate day (2credits). Viva voce will be based on both the theory and practical courses during the Programme.

Component	Weightage
Journalism & Mass Communication– theory courses	5
Graphic Design and Print Media Production – practical courses	5
Photography and Videography – practical courses	5
Documentary Film Production– practical courses	5
Dissertation and Viva	100
Total weightage	125

d) Project Evaluation: 30 Weightage

End of IV semester on a separate day. Evaluation is based on:

- a. Significance and relevance of the project-weightage=5
- b. Project report - weightage =50
- c. Presentation- weightage = 5
- d. Viva Voce- weightage =40

Total weightage 100 and credit for project is 8.

JOURNALISM AND MASS COMMUNICATION SYLLABUS

SEMESTER I

Core Courses

MJS 1C 01 Introduction to Mass Communication.....	1
MJS 1C 02 Reporting News.....	6
MJS 1C 03 Editing News.....	11
MJS 1C 04 Media History.....	16
MJS 1C 05 Communication Laws and Ethics.....	21

Core Course- Practical

MJS 1L 01 Graphic Design and Print Media Production.....	25
--	----

(Practical Paper)

SEMESTER II

Core Courses

MJS 2C 06 Media, Culture and Society.....	31
MJS 2C 07 Advertising and Marketing Communication.....	36
MJS 2C 08 Radio and Television Production.....	41
MJS 2C 09 Development Communication.....	46
MJS 2C 10 Global Communication.....	51

Core Course- Practical

MJS 2L 02 Photography and Videography.....	56
--	----

(Practical Paper)

SEMESTER III

Core Courses

MJS 3C 11 Communication Research.....	62
MJS 3C 12 Public Relations and Corporate Communication.....	67
MJS 3C 13 Online Journalism.....	72
MJS 3C 14 Media Management and Entrepreneurship.....	77

Elective Courses

(One elective course is to be chosen- Total 4 credits)

MJS 3E 01 Documentary Film Production.....	82
--	----

SEMESTER IV

Core Course

MJS 4C 15 Film Studies.....87

Elective Courses

(Two elective courses are to be chosen- Total 8 credits)

MJS 4E 03 Photojournalism92

MJS 4E 04 Political economy of Indian media.....97

Core Course Project/Viva

MJS 4P 01 Dissertation and Viva.....102

LIST OF ELECTIVES

SEMESTER	No.	COURSE CODE & TITLE	Page No.
	1	MJS 3E 01 DOCUMENTARY FILM PRODUCTION	85
	2	MJS 4E 04 PHOTOJOURNALISM	95
	3	MJS 4E 05 POLITICAL ECONOMY OF INDIAN MEDIA	101

JOURNALSIM & MASS COMMUNICATION SYLLABUS

Core and Electives

M.A. JOURNALISM AND MASS COMMUNICATION (CSS PATTERN)

SEMESTER I

COURSE CODE – MJS 1C 01				
INTRODUCTION TO MASS COMMUNICATION				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
		Upon completion of this course, students will be able to;	
CO 1.	Identify the social relevance of mass communication.	Remember	PSO1 PSO4
CO 2.	Summarise the dynamics of mass communication in a systematic way using appropriate models and theoretical frameworks.	Understand	PSO 2

CO 3.	Classify the functioning of communication systems both as a cultural process and an industrial practice.	Evaluate	PSO1 PSO4

COURSE CONTENT

Unit 1: Key Concepts and Models of Communication	16 Hours
<p>Defining communication and its elements and process</p> <p>Types and levels of communication interpersonal, group and mass communication</p> <p>Origin and development of Communication as a discipline, Communication models: Aristotle, Lasswell, Shannon and Weaver, Dance, Berlo, Barnlund, Gerbner.</p>	
Unit 2: Mass Communication: Systems and Functions	4 Hours
<p>Defining Mass Communication- Mass Communication Models-Westley McLean, Shramm, Riley and Riley and Matetzke.</p> <p>Nature and characteristics of mass media – newspaper, magazine, radio, television, film and digital media. Functions of mass media, Media as a cultural institution</p> <p>Media as an industry. Normative Theories of the Press</p>	
Unit 3: Mass Media and Mass Society	15 Hours
<p>Theories of Mass Society – IbnKhalidun, Comte, Spencer, Tonnies, Durkheim, Habermas.</p> <p>Mass as Audience and related theories: Stimulus Response Theory, Magic Bullet Theory, Individual Differences Theory, Social Differentiation Theory, Social</p>	

Relationship Theory, Flow theories of Communication: One step, Two Step and Multi Step Flow, Gatekeeping, Rogers' Theory of Diffusion of Innovation.	
Unit 4: Mass Media and Meaning Making	14 Hours
Construction of meaning: Linguistic, Sociological and Social Psychological approach. Mediated Reality: Persuasion, Propaganda, Balance Theory, Congruity Theory, Dissonance Theory, Social Learning Theory and Modeling Process, Agenda Setting Theory, Framing, Priming, Stereotyping, Formation of public opinion.	
Unit 5: Effects Mass Media	15 Hours
Types of media effects, History of media effect studies, Theories of Effects: Uses and Gratification Theory, Dependency Theory, Spiral of Silence Theory, Cultivation Analysis.	

Mode of Transaction	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>

Mode of Assessment	Internal Assessment (5 Weightage)
	<ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1
	External Assessment (30 Weightage)
	Mark distribution for setting Question paper
	No of Questions: 23
Module	Weightage
Unit 1: Key Concepts and Models of Communication	15
Unit 2: Mass Communication: Systems and Functions	10
Unit 3: Mass Media and Mass Society	10
Unit 4: Mass Media and Meaning Making	10
Unit 5: Effects Mass Media	10

References

CORE TEXTS

1. McQuail, D.& Windahl, S.(2013). Communication Models for the Study of Mass Communications.New York: Routledge.
2. DeFleur, M. & Ball-Rokeach, S. (1977).Theories of Mass Communication. New York: Longman.
3. McQuail, D. (2010).McQuail's Mass Communication Theory.New Delhi: Sage Publications.

SUGGESTED READINGS

1. Fiske, John. (2010). Introduction to Communication Studies. New York: Routledge.
2. DeVito, J.A. (1982). Communicology: An Introduction to Human Communication. US: HarperCollins Publishers.
3. Baran, S.J. & Davis, D.K. (2000). Mass Communication Theory: Foundations, Ferment and Future. US: Wadsworth.
4. Harris, R.J. & Sanborn, F.W. (2004). A Cognitive Psychology of Mass Communication. NJ: Routledge.

SUGGESTED LINKS

1. <https://www.communicationtheory.org/>
2. <https://www.poynter.org/>

COURSE CODE – MJS 1C 02

REPORTING NEWS

Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
		Upon completion of this course, students will be able to;	
CO 1.	Identify news and report it professionally following the latest trends in the field and ethical considerations in place.	Remember	PSO1
CO 2.	Construct the language of news and practice news writing	Create	PSO1
CO 3.	Judge news management systems and related journalistic practices.	Evaluate	PSO2

COURSE CONTENT

Unit 1: Basics of News Writing	10 Hours
<p>Definition of News, News values, Soft news and Hard News, News and Media Convergence, Positive reporting.</p> <p>Ethical Considerations: Balance, Bias, Quotes, Attribution, Objectivity v/s subjectivity, Plagiarism, Defamation- Libel & Slander, Copyright dimensions, Fake news, Fact verification.</p>	
Unit 2: Writing News	24 Hours
<p>Principles of Writing News: Usage, Simplicity, Meaningfulness, Inclusive Language.</p> <p>Structuring story for the print, broadcast and digital media – inverted pyramid, hourglass, narrative story-telling and impersonal writing, elements (5Ws and 1 H) of news, writing leads and headlines and strategies for connecting paragraphs.</p>	
Unit 3: Sourcing News	17 Hours
<p>Story Ideas, cultivating sources, off-the record, beats, press releases, government and non-government sources, wire copies, news agencies, crowd sourcing, citizen reporting, Interviewing and its techniques.</p> <p>On-the-scene coverage, speeches, conferences, follow-up stories, roundups. Social media as news sources.</p>	
Unit 4: News Management	5 Hours

<p>Desk and field interaction, news bureau management, types of reporters- local, national, foreign and specialist reporters. Freelancing. News syndication.</p> <p>Intimate and precision journalism, advocacy reporting, multicultural reporting, Genres Of Journalism</p>	
<p>Unit 5: Feature and Specialised Reporting</p>	<p>8 Hours</p>
<p>Feature stories: definition, characteristics, treatment and feature leads.</p> <p>Types of features. Specialized reporting: obituaries, profiles, crime, disasters and tragedy, reporting courts; Indian Judicial Structure, parliamentary business reporting, reporting sports, business and creative industry.</p> <p>Developmental reporting: environment, science, technology, health and education.</p>	

<p>Mode of Transaction</p>	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>

Mode of Assessment	Internal Assessment (5 Weightage)
	<p>a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered)</p> <p>b. Assignments and Exercises- weightage =1</p> <p>c. Seminars/Viva Voce- weightage =1</p> <p>d. Attendance - weightage =1</p>
	External Assessment (30 Weightage)
	Mark distribution for setting Question paper
	No of Questions: 23
Module	Weightage
Unit 1: Basics of News Writing	11
Unit 2: Writing News	12
Unit 3: : Sourcing News	12
Unit 4: News Management	10
Unit 5: Feature and Specialised Reporting	10

References

1. Whitaker, W. R. et al. (2013). Media Writing: Print, Broadcast, and Public Relations. London: Routledge.
2. Busa, G. (2013). Introducing the Language of the News: A Student's Guide. London: Routledge.
3. Rich, Carole. (2015). Writing and Reporting News: A Coaching Method. USA: Cengage Learning.

RECOMMENDED READINGS

1. Reporter without Borders: Safety guide for journalists, A handbook for reporters in high- risk environments, UNESCO.
2. Posetti, Julie: Protecting Journalism Sources in the Digital Age, UNESCO
3. Posetti, J. and Matthews, A.A short guide to the history of 'fake news' and disinformation. ICFJ.

SUGGESTED LINKS

1. <https://rsf.org/en/actions/reports-and-statistics>
2. <https://unesdoc.unesco.org/ark:/48223/pf0000248054>
3. https://unesdoc.unesco.org/ark:/48223/pf0000243986_eng

COURSE CODE – MJS 1C 03

EDITING NEWS

Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
CO 1.	Recognise the role of editors and the functioning of the editorial section and the basic ethical issues confronting editors	Remember	PSO1
CO 2.	Identify copies to ensure accuracy and objectivity.	Remember	PSO1
CO 3.	Construct correct grammar and eliminate items in poor taste in the copy.	Create	PSO2
CO 4.	Illustrate clear and accurate headlines, decks and captions.	Analyse	PSO1
CO 5.	Illustrate basic news pages.	Analyse	PSO1

COURSE CONTENT

Unit 1: Basics of Editing	9 Hours
<p>Definitions, Need, Purpose and Principles of Editing, Organizational Pattern of Editorial section in newspaper, radio and television, Duties and Responsibilities of editor and editorial staff. Editing in the age of convergence.</p>	
Unit 2: English for Journalists	9 Hours
<p>Parts of Speech, sentence structures, Tense in news writing; Negative and double negative expressions; Adjectives, modifiers; Split infinitives, Subject and verb agreement; commonly used words for reporting news, Attributions and identification of sources; punctuations, paraphrasing and transition devices in news writing, Current trends in journalistic writing. (English for Journalists by Winford Hicks, published by Routledge is suggested as core reference source for this Module. Grammar exercises shall be given as assignments)</p>	
Unit 3: Editing Process	9 Hours
<p>Proofreading, Style books, Checking facts and figures, Localising and contextualising news. Subbing, Copy fitting, Rewriting, Summarising, and Abstracting.</p> <p>Preparing Edit Page</p> <p>Editorial: meaning, significance, types, structure and writing techniques. Editorial policy formation.</p> <p>Edit Page: contents, significance.</p> <p>Headlines: types, functions and techniques. Editing for Magazine.</p> <p>(Text editing assignments shall be given in each segment after theory classes)</p>	
Unit 4: News Design	9 Hours

<p>Design principles in general, Newspaper design: types, principles, elements, colour management, front-page design and layout trends, Magazine design, Magazine cover. Typography, Trends in printing technology.</p> <p>(Page design assignments shall be given after theory classes)</p>	
<p>Unit 5: Managing Non-Textual Content</p>	<p>9 Hours</p>
<p>Managing visual elements in print media-, cartoons, comics, puzzles, and illustrations. Infographics and an overview of data visualization techniques. Photojournalism, Photo editing- principles and techniques, Captioning. Techniques for integrating newspaper with digital media through QR code, links etc</p>	

<p>Mode of Transaction</p>	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>
<p>Mode of Assessment</p>	<p>Internal Assessment (5 Weightage)</p> <p>a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered)</p> <p>b. Assignments and Exercises- weightage =1</p> <p>c. Seminars/Viva Voce- weightage =1</p>

	d. Attendance - weightage =1
	External Assessment (30 Weightage) Mark distribution for setting Question paper No of Questions: 23
Module	Weightage
Unit 1: Basics of News Writing	11
Unit 2: Writing News	11
Unit 3: : Sourcing News	12
Unit 4: News Management	11
Unit 5: Feature and Specialised Reporting	10

References

CORE TEXTS

1. Bowles, D. A. & Borden, D.L. (2007). Creative Editing for Print Media. New York: Wadsworth Publishing.
2. Brooks, B.S, Sissors, J.Z. & Baskette, F.K. (2001). The Art of Editing. USA: MacMillan.
3. Hicks, W. (1998). English for Journalists London: Routledge.

RECOMMENDED READINGS

1. Gestalten & Javier Errea: Newspaper Design: Editorial Design from the World's Best Newsrooms (ISBN: 978-3-89955-536-3), Gestalten Webshop
2. Einsohn, Amy: The Copy Editor's Handbook, University of California Press
3. Harold Evans, Newsman's English,
Collins, Ross F.: Editing Across Media Content and Process in a Converged World, MacFarland,
4. Good, Jennifer and Lowe, Paul: Understanding Photojournalism, Bloomsbury Academic

SUGGESTED LINKS

1. https://issuu.com/mariogarcia/docs/mario_garcia_pure_design
2. <https://www.snd.org>
3. <https://www.newseum.org/todaysfrontpages/>

COURSE CODE – MJS 1C 04				
MEDIA HISTORY				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO 1.	Summarise the transition of press in the world.	Understand	PSO9
CO 2.	Trace the growth of media in India and its engagement with politics and social change at the different points in history	Remember	PSO9
CO 3.	Identify the outcomes of different commissions, Acts and amendments regarding media	Remember	PSO9
CO 4.	Judge the functioning of Indian film industry and film certifications	Evaluate	PSO9

COURSE CONTENT

Unit 1: Origin and Development of the Press	20 Hours
<p>The rise of mass media, a brief history of the Press in the UK and the USA, Beginning of journalism in India, The Press in the colonial period. Major Malayalam newspapers and editors in India during Colonial Period. The Press and the Freedom Struggle- The Press in Free India: Major newspapers and editors with special focus on the Malayalam Press. The Press in the Emergency and after, Indian media in the globalized and corporatized times, Current trends in Indian Press, Online news portals in India.</p>	
Unit 2: Broadcasting in India	14 Hours
<p>Brief history of broadcasting in India - AIR, Doordarshan, SITE, Chanda Committee, Varghese Committee. SITE, Open Sky Policy, FM Radio, Community Radio, Ham radio, Satellite radio Internet radio services, Private TV Channels, Cable Television, DTH and rating systems and agencies. Current trends in radio and television sectors.</p>	
Unit 3: Film and New Media in India	18 Hours
<p>Origin and development of Indian cinema, History of Malayalam cinema, New trends in Malayalam film, digital media in India: Early years, Social media penetration in India. Impact of digital technology on Indian mass media: A historical analysis. Film Certification in India.</p>	
Unit 4: Communication Institutions and Organisations	12 Hours

Growth of mass communication in India: Institutions (IIMC, PCI, DAVP, MIB, Prasarbharati, RNI etc.). Wage boards and welfare measures for mass media, Media ownership patterns, management, organisations and economics and Press Commission Reports, News Agencies India– PTI, UNI, Reuters, AFP, AP etc. Professional media organizations: IFWJ, INS, Editors’ Guild of India, ABC etc. Women collectives in the media sector.

<p>Mode of Transaction</p>	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students’ thinking and help them to construct their own meaning about academic contents.</p>
<p>Mode of Assessment</p>	<p>Internal Assessment (5 Weightage)</p> <ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1 <hr/> <p>External Assessment (30 Weightage)</p> <p>Mark distribution for setting Question paper</p> <p>No of Questions: 23</p>

Module	Weightage
Unit 1: Origin and Development of the Press	15
Unit 2: Broadcasting in India	10
Unit 3: : Film and New Media in India	20
Unit 4: Communication Institutions and Organisations	10

References

CORE TEXTS

1. McQuail, D.(2010). Mass Communication Theory. New Delhi: Sage.
(Chapter 2: The Rise of Mass Media)
2. Rau, M.C. (1968). The Press in India. New Delhi: Allied Publishers Pvt Ltd.
3. Moolgaokar, S.M. (1984)The Press in India. Popular Prakashan.
4. Parthasarathy, R. (1989)Journalism in India- From the Earliest Time to the Present Day. New Delhi: Sterling Publishers Pvt. Ltd.

SUGGESTED READINGS

1. Bhargava, M. Role of Press in the Freedom Movement. New Delhi: Reliance Publishers.
2. Moitra, M. A History of Indian Journalism. National Book Agency Pvt. Ltd
3. Martin C. Journalism: A Critical History.
4. Briggs, A. A Social History of the Media: From Gutenberg to the Internet. UK: Polity Press.
5. Puthupally, R. Malayala PatraPravarthanCharithram. Kottayam: NBS.
6. Jayaraj, M. Malayala AchadiMadhyamam: BhootavumVarthamanavum. Calicut: Mathrubhumi.
7. Natarajan, S.A History of the Press in India.
8. Awasthy, G.C. Broadcasting in India.

9. Kumar, K. J. Mass Communication in India. New Delhi: Jaico.
10. Sarkar, R.C. S.The Press in India. New Delhi: S Chand Company.

SUGGESTED LINKS

1. https://www.epw.in/system/files/pdf/1955_7/11/the_story_of_the_indian_press.pdf?0=ip_login_no_cache%3D9f39688fa60e6262f5d4b25828581eb3
2. https://shodhganga.inflibnet.ac.in/bitstream/10603/94339/11/11_chapter%204.pdf
3. <http://presscouncil.nic.in/OldWebsite/speechpdf/November%2016%202009%20Hyderabad.pdf>
4. https://shodhganga.inflibnet.ac.in/bitstream/10603/40642/8/12_chapter3

COURSE CODE – MJS 1C 05				
COMMUNICATION LAWS & ETHICS				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO 1.	Identify the constitutional provisions of media and communication	Understand	PSO7
CO 2.	Summarise the rules and regulations in relation to media and communication profession.	Analayse	PSO9
CO 3.	Illustrate discourses on media and communication ethics	Create	PSO7 PSO9

COURSE CONTENT

Unit 1: Indian Legal System	16 Hours
<p>Defining Media Laws, Defining Media Ethics. Legal system in India- Hierarchical Patterns, An overview of Indian Constitution, Indian Constitution and Freedom of Expression - Ideals, Cases and Criticisms. Indian Penal Code and communication related provisions, Laws and cases of Defamation: Civil and criminal defamation, libel and slander, fair comment, right to privacy, indecency, obscenity and pornography, Laws related to the rights of women and children, Privileges of Judiciary and Legislative: Contempt of Court 1952 and its amendments. Privileges of Parliament and legal aspects of parliamentary reporting.</p>	
Unit 2: Information, Communication and Rights	19 Hours
<p>Right to Information: Official Secrets Act 1923, Freedom of Information Bill, Right To Information Act, 2005. Case studies related to Right to Information, Intellectual Property: Copyright Act, Creative Commons and Free-Software Movement</p>	
Unit 3: Media Laws	15 Hours
<p>PRB Act, 1867, Delivery of Books and Newspapers (Public Libraries) Act, 1954, Press Council Act and its amendments, Newspaper Price and Page Act, Working Journalists Act, 1955, Working Journalists (Fixation of rates and wages) Act, 1958. Related case studies. Cable network TV Act 1995. Broadcast media laws – AIR and DD codes for advertising, Cinematograph Act, Certification Rules. New Media Laws: IT Act and its amendments. Data policies.</p>	
Unit 4: Ethical Issues in Mass Communication	14 Hours

Discourses on media ethics in contemporary society- sting operation, undercover reporting, fake news, data compromise etc along with related case studies. Professional codes of conduct–Press, Electronic Media, Digital Media, Advertising and Public Relations, Media and code of conduct of general elections.

<p>Mode of Transaction</p>	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students’ thinking and help them to construct their own meaning about academic contents.</p>
<p>Mode of Assessment</p>	<p>Internal Assessment (5 Weightage)</p> <ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1 <hr/> <p>External Assessment (30 Weightage)</p> <p>Mark distribution for setting Question paper</p> <p>No of Questions: 23</p>
<p>Module</p>	<p>Weightage</p>

Unit 1: Indian Legal System	15
Unit 2: Information, Communication and Rights	12
Unit 3: Media Laws	13
Unit 4: Ethical Issues in Mass Communication	15

References

CORE TEXTS

1. Jain, M. P., Naidu, D. S., & Chelameswar J. (2018). Indian Constitutional Law. Lexi Nexis Vol I and II
2. Philip, M. (1987). Ethical Journalism: A Guide for Students, Practitioners, and Consumers. New York: Longman.
3. Das, B. D. (2010). Law of The Press (5th ed.). Lexis Nexis.

SUGGESTED READINGS

1. Moore, R. L. Mass Communication Law and Ethics. London: LEA.
2. Dixit, A. K. Press Laws and Media Ethics. New Delhi: Reference Press.
3. Overbeck, W. Major Principles of Media Law. UK: Thomson Wadsworth.

SUGGESTED LINKS

1. https://shodhganga.inflibnet.ac.in/bitstream/10603/40642/8/12_chapter3.pdf
<https://www.g-wlearning.com/journalism/9914/ch01/pdf/history.pdf>

M.A. JOURNALISM AND MASS COMMUNICATION (CSS PATTERN)

SEMESTER I (PRACTICAL)

COURSE CODE – MJS 1L 01				
GRAPHIC DESIGN AND PRINT MEDIA PRODUCTION				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	10	30	40

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
CO 1.	To Create and paginate the content of print media like newspapers and magazines.	Create	PSO 1 PSO 2
CO 2.	Apply essential graphic design for all types of media	Remember	PSO 1 PSO 2
CO 3.	To critically evaluate the aesthetics of content visualisation and colour management of various media.	Evaluate	PSO 1 PSO 2

COURSE CONTENT

Unit 1: Typewriting and Word Processing	2 Hours
At the end of this module, the learner should be able to type in Malayalam and English at a moderate speed and be familiar with basic operations in word processing and formatting	
Unit 2: Ideation to Design Prototype and Project	2 Hours
This module will give the learner training in applying design principles, choosing typography, identifying the relationship between colour, typography, layout, and tone, developing multiple design ideas, identifying image sources, difference in colour modes, managing colours and critiquing designs.	
Unit 3: Image Editing	2 Hours
At the end of the module, the learner should be able to do the following using raster/bitmap graphics: <ul style="list-style-type: none">• Importing and working with various file formats• Working with layers• Creating design comps• Vector and bitmap graphics• Retouching photos by using selection tools• Sharpening photos• Adjusting brightness and contrast• Adjusting levels and colours• Cropping, resizing, and straightening images	

<ul style="list-style-type: none"> • Combining multiple images • Transforming images • Editing photographs • Creating watermarks • Using filters • Painting • Drawing and modifying lines • Drawing and modifying shapes • Using swatches • Adding text to images • Preparing images and graphics for web, print, and video 	
Unit 4: Graphic Design	2 Hours
<p>At the end of the module, the learner should be able to do the following using vector graphics in proprietary/open software:</p> <ul style="list-style-type: none"> • Vector artwork • Raster to vector artwork • Painting • Drawing and modifying shapes • Creating and modifying text • Creating patterns • Outputting for web, video, and print 	
Unit 5: Layout and Pagination	2 Hours

<p>At the end of the module, the learner should be able to do the following works related to newspaper/magazine layout and pagination using proprietary/open layout and pagination software:</p> <ul style="list-style-type: none"> • Page make-up • Putting text on a path • Creating multi-page spreads • Transforming objects • Importing text • Designing in columns • Using character and paragraph styles • Designing of typographical matter • Designing of pictorial matter • Cover page design • Adding captions • Creating templates 	
<p>Unit 6 : Media Production</p>	<p>2 Hours</p>
<p>Outcome of this module is to produce the following using the skillset acquired during the delivery of the last four modules. The learner shall design the following and submit them as part of lab record for internal evaluation in soft/hard copies</p> <ul style="list-style-type: none"> • Newspaper (One front page) • Magazine (Minimum 16 pages including front and back covers) • Brochure/Poster/Advertisement (One each) 	

Mode of Transaction	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>
Mode of Assessment	<p>Internal Assessment (5 Weightage)</p> <ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1 <p>External Assessment (30 Weightage)</p> <p>Mark distribution for setting Question paper</p> <p>No of Questions: 23</p>
Module	Weightage
Unit 1: Typewriting and Word Processing	10
Unit 2: Ideation to Design Prototype and Project	10
Unit 3: Image Editing	12
Unit 4: Graphic Design	13
Unit 5: Layout and Pagination	10

References

SUGGESTED READINGS

1. Sarkar, N. Art and Print Production 2nd Edition. Oxford University Press.
2. Bartholomew, J. & Rutherford, S. The Design Student's Handbook, Your Essential Guide to Course, Context and Career, 1st Edition. Routledge.

M.A. JOURNALISM AND MASS COMMUNICATION (CSS PATTERN)

SEMESTER II

COURSE CODE – MJS 2C 06				
MEDIA, CULTURE AND SOCIETY				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO 1.	Identify and apply key vocabulary, methods and interpretative strategies used in cultural studies and related areas.	Remember	PSO1 PSO2 PSO4
CO 2.	Summarise of how media operates in a social system.	Understand	PSO1 PSO2 PSO4
CO 3.	Judge critical understandings of media cultures and institutions to reflect on their own use of media in professional, creative and personal practices.	evaluate	PSO1 PSO2 PSO4
CO 4,	Compare other cultures, societies, regions and beyond.	Evaluate	PSO1 PSO2

			PSO4
CO 5,	Differentiate media representation of various segments of the society	Analyse	PSO1 PSO2 PSO4

COURSE CONTENT

Unit 1: Media/Culture	12 Hours
<p>What's culture? Culture, Popular culture, Mass culture, High culture/low culture, Counterculture, Culture and civilisation, Leavisism, Culturalism, Culture as body of knowledge, Culture as mass deception, Culture industry, Culture as capital, Culture as an Anthropological category, Multiculturalism, Clash of civilization, Inter-cultural communication.</p>	
Unit 2: Media/Language/Ideology	13 Hours
<p>Introduction to linguistics, Socio-linguistics, Structural linguistics, Ferdinand de Saussure, Structuralism, Culture and myth, Roland Barthes, Semiology, Post Structuralism, Jacques Derrida and Deconstruction, Discourse and power (Michael Foucault and Edward W Said), Classical Marxism, The Frankfurt School, Althusserianism, Hegemony, Subaltern studies, Gender and mass culture, Feminist critique, Post-modernism and decline of metanarratives.</p>	
Unit 3: Media/Technology	14 Hours
<p>Politics and Philosophy of technology, Media as technology, Technology as tool and method, Technology as worldview, Medium theory, Mechanical reproduction, technological determinism, Medium as message, Media ecology, Science and Technology Studies, new 'wave' of technological revolution, information society paradigm, Machine learning, Data journalism, Implications of technology for everyday life and politics.</p>	

Unit 4: Media/Representation	10 Hours
<p>Representational paradigm, Systems of representation, Language and representation, Codes and conventions in representation, Representation theories; reflective approach, intentional approach, constructionist approach. Stereotyping, Culture/nature distinction, Binary oppositions, Other/Othering, Discourse/discursive formation, Intertextuality, Subject position, Subjectivisation, Representation and symbolic power.</p>	
Unit 5: Media/identity/Marginality	11 Hours
<p>Identity and belonging, Identity and social construction: Gender, Sexuality, Race, Class, Ethnicity, Religion, Caste, Nation and Region. Identity crisis, Displays of identity, Identity politics, fixity of identity and difference, Multiple identities, Intersectionality, Discrimination, Prejudice and bias, Marginalisation and exclusion, Media visibility and access</p>	
Unit 6 : New Media and Cyber Culture	4 Hours
<p>ICT, The marginalised and digital media, Cyber feminism, Social networks and media, Digital democracy, Resistance and digital activism, New social movements and e-mobilisaation, Digital media and moral panic, Privacy and publicness in cyber space, Digital surveillance, Games and gaming cultures and Simulation- Simulacra and Hyperreality</p>	

Mode of Transaction	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>
Mode of Assessment	<p>Internal Assessment (5 Weightage)</p> <ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1 <hr/> <p>External Assessment (30 Weightage)</p> <p>Mark distribution for setting Question paper</p> <p>No of Questions: 23</p>
Module	Weightage
Unit 1: Media/Culture	10
Unit 2: Media/Language/Ideology	10
Unit 3: Media/Technology	10
Unit 4: Media/Representation	10
Unit 5: Media/identity/Marginality	15

References

CORE TEXTS

1. Hodkinson, P. (2010). *Media, Culture and Society*, Sage
2. James W Carey, "A Cultural Approach to Communication", (1989), in *Communication As Culture: Essays on Media and Society*, Routledge, London, pp 13 – 36
3. Laura Mulvey "Visual Pleasure and Narrative Cinema" (1975) ,*Screen* 16.3 Autumn, 1975, pp. 6-18
4. McQuail, D.& Windahl, S.(2013). *Communication Models for the Study of Mass Communications*.New York: Routledge.Martine, C. (2014). *Media and Culture: Mass Communication in Digital Age*. Sag

SUGGESTED READING

5. Fabos, Bettina et al. (2013) . *Media and Cutlure: An Introduction to Mass Communication*, Sag
6. Gripsrud, (2014) *Understanding Media Culture*. Bloosberry Academic
7. Martine, C. (2014). *Media and Culture: Mass Communication in Digital Age*. Sage

SUGGESTED LINKS

- 1 <https://journals.sagepub.com/home/mcs>
- 2 www.poynter.org

COURSE CODE – MJS 2C 07				
ADVERTISING AND MARKETING COMMUNICATION				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO 1.	Understand the scope of advertising from traditional print, electronic, and outdoor campaigns; to online and social media marketing promotions.	Understand	PSO1 PSO5 PSO8
CO 2.	Recognize the societal impact of advertising and the need for ethical practitioners.	Remember	PSO1 PSO5 PSO8
CO 3.	Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behaviour of each segment.	Create	PSO1 PSO5 PSO8

COURSE CONTENT

Unit 1: History & Evolution of Advertising	10 Hours
<p>Definition – Origin and Evolution of Advertising. Functions, Role and Scope of Advertising in the Indian and Global Marketing Scenario – Economic liberalization and its impact on Indian Advertising- Advertising agency – structure and functions- ethics and socioeconomic aspects of advertising</p>	
Unit 2: Advertising Theories & Campaign Planning	5 Hours
<p>DAGMAR theory- David Ogilvy and Rosser Reaves theories; AIDA formula- Consumer learning Theory- Hierarchy of Effective Models – ELM Model of Attitude Change- Cognitive Process in Media Effects- Appeals in advertising- Advertising campaign – planning, programming & evaluation-Media Mix and media selection– media strategy</p>	
Unit 3: Creative Strategy & Types	8 Hours
<p>Headline, slogan, body copy, illustrations, logo, trademark, themes and appeals. Fundamentals of layout- designing advertisement- designing process Kinds of advertisements – product, service, institutional, industrial, public service and public awareness advertisements-Outdoor Advertising</p>	
Unit 4: Marketing Communication Basics	24 Hours
<p>Marketing Communication- Concept, Nature, Functions & Importance- Market Segmentation: Concept, Importance and basis, Target Market Selection; Market Positioning: Concept & Importance, Market Repositioning; Product Differentiation vs. Market Segmentation; Contemporary issues in Marketing- Marketing Communications in various stages of Product Life Cycle</p>	

Unit 5: Marketing Communication: Planning and Action	17 Hours
Marketing Mix- Digital Marketing -Strategy, Planning, Stages of planning- Opportunity, Strategy, Action- Direct marketing- Rural Marketing- Importance and challenges of rural marketing- Effectiveness of Marketing Communications- Integrated Marketing Communication	

Mode of Transaction	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>
Mode of Assessment	<p>Internal Assessment (5 Weightage)</p> <ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1

External Assessment (30 Weightage)	
Mark distribution for setting Question paper	
No of Questions: 23	
Module	Weightage
Unit 1: History & Evolution of Advertising	8
Unit 2: Advertising Theories & Campaign Planning	9
Unit 3: Creative Strategy & Types	9
Unit 4: Marketing Communication Basics	9
Unit 5: Marketing Communication: Planning and Action	9

References

ORE TEXTS

1. Clow, K. E., & Baack, D. (2018). Integrated advertising, promotion, and marketing communications. Harlow, England: Pearson Education Limited.
2. Jethwaney, J. N., & Jain, S. (2012). Advertising management. Oxford: Oxford University Press.

SUGGESTED READINGS:

1. Gronroos, C., Duncan, T. R., Kitchen, P. J., Moriarty, S. E., Kerr, G., Lindberg-Repo, K., & Schultz, D. E. (2013). Marketing communication. New Delhi: SAGE.
2. Brown, B. (2011). Marketing communication. Northcliff: Troupant.
3. Rodgers, S., & Thorson, E. (2019). Advertising theory. Abingdon, Oxon: Routledge.
4. Tellis, G. J., & Ambler, T. (2007). The Sage handbook of advertising. Los Angeles: Sage Publications.
5. Jefkins, F. (1988). Advertising. London: Pitman.
6. Dyer, G. (2015). Advertising as communication. London: Routledge.

SUGGESTED LINKS:

1. https://www.tutorialspoint.com/advertisement_and_marketing_communications/
2. <https://www.managementstudyguide.com/advertising-management.htm>

3. <https://www.academia.edu/35374754/>
INTEGRATED_MARKETING_COMMUNICATION_Advertising_and_promotion_An_Integrated_Marketing_Communications_perspective.pdf
4. <https://www.theseus.fi/bitstream/handle/10024/3792/Jumppanen%20Veikko.pdf?sequence=1&isAllowed=y>
5. <https://www.marketingteacher.com/digital-marketing-communications/>

COURSE CODE – MJS 2C 08				
RADIO AND TELEVISION PRODUCTION				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO 1.	Understand The Key Concepts, Technology And Methods Of Broadcast Media	Understand	PSO1 PSO2 PSO5
CO 2.	Script Radio And Television News Programmes	Create	PSO5
CO 3.	Produce Radio And Television News Programmes	Create	PSO5

COURSE CONTENT

Unit 1: Introduction to Broadcast media	10 Hours
<p>Broadcasting, Telecasting, Narrowcasting, Podcasting, webcasting, programmes and policies, Code of Ethics, Newsroom Conference, sources of News, News agencies, Hoaxes, The Reporters, Personal Network, Other News Media, Planned Events, Staged Events, News and entertainment Channels, Morgue/Repository</p>	
Unit 2: Television Broadcasting	8 Hours
<p>Types of Programmes, entertainment- Education Programme Formats, format of TV News packaging, News programmes and Streams, 24-Hour News, the Bulletin, non-news programmes, Documentary, Live programmes, Gossip Sitcoms, Soap Operas, Indore and Outdoor Reporting, Programme Structure and format in new era, ease to Camera</p>	
Unit 3: The Process	14 Hours
<p>Editorial Programmes, Broadcast language, Broadcast News Style Book, piece to camera, Gatekeeping, Research, Reporting news, Reporting war, News Reading, Ad-libs, The gate, Beat reporting, Work to Sequence, rundown order, Television Scripting, shooting script, data and info graphics, TV news studio and Gallery, basic television production requirements, PCR, MCR, OBV.</p>	
Unit 4: Radio Broadcasting	6 Hours
<p>Types of Radio Programmes, bulletin, teaser, promo, Debates, Radio drama, Radio Interview, Discussions, Music and Phone-ins entertainment- Education Programme Formats, format of Radio News packaging, Programme Structure and format in new era, Live programmes. Genres and Language, Preparation of Commentary, Speed, Emphasis, Research, Narratives Devices, Earth station, Uplinks and downlinks, Transmission, On air.</p>	

Unit 5: The Process	12 Hours
Principles of recording, Basics of Radio Scripting, schedule, treatment, Voice modulation, Speed, Clarity, Body Language and appearance, News Anchors and Presenters, rapport, Qualities of a Newscaster, Professionalism, types of Microphones, Basic recording requirements,	
Unit 6 : Production & Editing for Radio and TV	14 Hours
Basics of video and audio editing, ease of Multimedia production software, Production of new Bulletin for Radio and TV, Production of Interview, Documentary for Radio and TV, Non News Programme production.	

Mode of Transaction	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>

Mode of Assessment	Internal Assessment (5 Weightage)
	<ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1
	External Assessment (30 Weightage)
	Mark distribution for setting Question paper
	No of Questions: 23
Module	Weightage
Unit 1: Introduction to Broadcast media	10
Unit 2: Television Broadcasting	8
Unit 3: The Process	10
Unit 4: Radio Broadcasting	9
Unit 5: The Process	9
Unit 6 : Production & Editing for Radio and TV	9

References

CORE TEXTS

1. Stewart, P., & Alexander, R. (2016). 1. Broadcast Journalism, Techniques of Radio and Television News (7th ed.). Routledge.

2. Broussard, E. J., & Holgate, J. J. (1982). Broadcast News. MacMillan Publishing Company.

SUGGESTED READINGS

1. Dominick, J. R., Sherman, B. L., & Messere, F. J. (2011). Broadcast, Cable, The Internet And Beyond(7th ed.). McGraw-Hill Education.
2. Millerson, G. (n.d.). Effective TV Production (Media Manuals). Focal Press.
3. Lundstrom, L. I. (2016). Understanding Digital Television: An Introduction to DVB Systems with Satellite, Cable, Broadband and Terrestrial TV Distribution (1st ed.). Routledge.
4. Huber, D. M. (n.d.). Modern Recording Techniques (8th ed.). Focal Press.
5. Smith, M. T. (2013). Broadcast Sound Technology (1st ed.). Butterworth-Heinemann.

SUGGESTED LINKS

- 1 <https://www.mediacollege.com/>

COURSE CODE – MJS 2C 09				
DEVELOPMENT COMMUNICATION				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO 1.	Recognise key concepts, approaches and action plans in the field of development communication in the global and national scenario.	Understand	PSO1 PSO6
CO 2.	Identify the potential of various communication methods for social change.	Remember	PSO1 PSO4 PSO6
CO 3.	Evaluate the communication practices implanted by various agencies for development and social change.	Evaluate	PSO1 PSO4 PSO6

COURSE CONTENT

Unit 1: Key concepts in Development	20 Hours
<p>Development: concept and definitions, reasons for underdevelopment, problems, Issues and approaches in development, Characteristics of developing countries, Indicators of development Models of development – Adam Smith, Ricardo, Malthus, Rostow, Marx, Mahatma Gandhi, Dominant paradigm of development and its criticism</p>	
Unit 2: Development Communication	10 Hours
<p>Development communication: Concept, definition – process – role of media in development communication – social, cultural and economic barriers. Development communication models of Lerner, Schramm, Rogers. Social Marketing Approach, Entertainment-education strategies.</p>	
Unit 3: Diverse Approaches	18 Hours
<p>Alternative Paradigm: Participatory communication approach, participatory action research. An overview of folk and traditional media and their use in development. Empowerment Framework of Development – concept – definitions – dimensions. Sustainable development, Gender and Development.</p>	
Unit 4: Indian Context	16 Hours
<p>A brief history of development communication in India – KHEDA, SITE etc. Development communication policy in India, Kerala Model of Development</p> <p>Development support communication: case studies in agriculture, health, education, family planning, science popularization.</p>	

--

Mode of Transaction	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>
Mode of Assessment	<p>Internal Assessment (5 Weightage)</p> <ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1 <p>External Assessment (30 Weightage)</p> <p>Mark distribution for setting Question paper</p> <p>No of Questions: 23</p>
Module	Weightage
Unit 1: Key concepts in Development	14

Unit 2: Development Communication	12
Unit 3: Diverse Approaches	15
Unit 4: Indian Context	14

References

CORE TEXTS

1. Melkote, S. R and Steeves, H.L. (2015). Communication for Development – Theory and Practice for Empowerment and Social Justice. New Delhi: Sage.
2. Slater, D. (2014). New Media, Development and Globalization. Cambridge: Polity Press.
3. Schramm, W. (1964). Mass Media and National Development. Stanford: Stanford University Press.
4. Mody, B. (Ed.). (2003). International and Development Communication: A 21st Century Perspective. London: Sage.
5. Mefalopulos, P. (2008). Development Communication Sourcebook: Broadening the Boundaries of Communication. The World Bank, Washington DC. (<http://siteresources.worldbank.org/EXTDEVCOMMENG/Resources/DevelopmentCommSourcebook.pdf>)

SUGGESTED READINGS

1. Development Communication: What the ‘Masters’ Say (Special Issue), The Journal Of Development Communication, 8(2), 179 Pp

2. Servaes, J. Communication and Development. Some Theoretical Remarks, Leuven: Acco
3. Servaes, J . One World, Multiple Cultures. A New Paradigm on Communication for Development. Leuven: Acco.
4. Communications And Social Change: Forging Strategies For The 21st Century. New York: Rockefeller Foundation.
5. Nair, K.S. & White, S.A. (1993). The Development Communication Process. In: NAIR, K.S. & White, S.A. (eds.), Perspectives on Development Communication, New Delhi: Sage, pp. 47- 70.
6. Wilkins, K.G. (1999). Development Discourse on Gender and Communication in Strategies for Social Change, Journal of Communication, 49:46-68.

SUGGESTED LINKS

1. http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/approaches_to_development_communication.pdf
3. <http://siteresources.worldbank.org/EXTDEVCOMMENG/Resources/DevelopmentCommSourcebook.pdf>

COURSE CODE – MJS 2C 10				
GLOBAL COMMUNICATION				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO 1.	Understand key concepts and areas of the discipline global communication to engage in the discourses related to global communication.	Understand	PSO6 PSO7
CO 2.	Recognise the critical themes and issues in globalised communication practices and their impact on the society at large.	Remember	PSO6 PSO7
CO 3.	Evaluate the functioning of media conglomerates in the world and its impact on regional media practices and consumption	Evaluate	PSO6 PSO7
CO 4,	Analyse the functioning of Indian media in a globalized environment	Analyse	PSO6 PSO7

COURSE CONTENT

Unit 1: Global Communication	20 Hours
<p>Definition and key concepts of global communication, Historical account of global communication, communication and empire, the era of international news agencies.</p> <p>Models of International Communication: Mowlana’s model of International Flow of Information, Mowlana’s central-periphery model of news flow, Mowlana’s North South Round Flow model of news, Sepstrups’ model of transnational television flows. Call for new communication order, NWICO, McBride Report.</p>	
Unit 2: Globalisation and Media	14 Hours
<p>Origins of globalization, Global media structure, Multinational media ownership and control- International media dependency, Cultural imperialism, Media trans-nationalization process. Telecommunication policies.</p>	
Unit 3: Global Giants in Communication	14 Hours
<p>Global media corporations: Walt Disney, National Amusements, Time Warner, Comcast, News Corporation, Sony etc. Internet corporations: Apple, Microsoft, Google, Amazon, Facebook etc. Global rating and advertising corporations: Nielsen Holdings, Interpublic Group etc.</p>	
Unit 4: Regional Focus: Indian Media in Global Perspective	16 Hours
<p>Contemporary trends in Indian media– Globalization and Market dominance, consolidation, monopoly and corporatization, vertical and horizontal integration and key concerns, Indian media giants: Reliance, TOI, India Today etc., and their global presence. FDI in Indian media, Global interest in Indian entertainment industry. Global presence of Indian film. Hollywood in India, Media and Indian Diaspora media with</p>	

special reference to Malayalam media in Gulf.

<p>Mode of Transaction</p>	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>
<p>Mode of Assessment</p>	<p>Internal Assessment (5 Weightage)</p> <ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1 <p>External Assessment (30 Weightage)</p> <p>Mark distribution for setting Question paper</p> <p>No of Questions: 23</p>
<p>Module</p>	<p>Weightage</p>
<p>Unit 1: Global Communication</p>	<p>15</p>

Unit 2: Globalisation and Media	15
Unit 3: Global Giants in Communication	12
Unit 4: Regional Focus: Indian Media in Global Perspective	13

References

CORE TEXTS

1. McQuail, D. Mass Communication Theory. New Delhi: Sage. (Part 3, Chapter 10)
2. McQuil, D & Windhal, S. Communication Models for the Study of Mass Communication 2nd edition. Pearson (Chapter 9: International Communication)
3. Mody, B (Ed.). (2003). International and Development Communication: A 21st Century Perspective. London: Sage.
4. Thakurta, P. G. (2011). Media Ethics. Oxford University Press.
5. Birkinbin, B. J. et al (Ed.). (2016). Global Media Giants. NY: Routledge.

SUGGESTED READINGS

1. Alleyne, Mark D. (1995). International Power and International Communication. London: Macmillan
2. Appadurai, Arjun (1996). Modernity At Large: Cultural Dimensions of Globalization. Minneapolis
3. Robertson, Roland (1992). Globalization: Social Theory and Global Culture. Thousand Oaks, California
4. UNESCO (1999). World Communication and Information Report 1999-2000. Paris: UNESCO.

5. Mowlana, H. (1996). *Global Communication in Transition; The End of Diversity?* London: Sage.
6. Mowlana, H. (1997). *Global Information and World Communication. New Frontiers in International Relations, Second Edition.* London: Sage.

SEMESTER II (PRACTICAL)

COURSE CODE – MJS 2L 02				
PHOTOGRAPHY & VIDEOGRAPHY				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	10	30	40

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
CO 1.	Develop or improve skills in contemporary videography and photography technology and operation of cameras and production equipment.	Remember	PSO1 PSO2 PSO5
CO 2.	Achieve critical appreciation skills for the aesthetics of sound and image production.	Understand	PSO1 PSO2 PSO5
CO 3.	Improve literacy in the visual language and achieve skills in digital media production.	Apply	PSO1 PSO2 PSO5
CO 4,	Gain a greater understanding of storytelling in narrative and non-narrative visual productions.	Apply	PSO1 PSO2 PSO5

COURSE CONTENT

Unit 1: Introduction to Camera	9 Hours
<p>Acquaintance with Camera Controls, camera parts and types, menu items and shooting modes (Auto vs. Scene vs. Priority), Focusing techniques, Stability during captures, Storage and media management.</p> <p>Assignment</p> <p>Photograph a subject of interest using different shooting modes.</p>	
Unit 2: Lighting and Composition	10 Hours
<p>Discussions and demonstration on composition techniques. Photographing Portraits and Still life.</p> <p>Practicing portrait genres and lighting techniques (Naturalism and Pictorialism), Review aperture, shutter speed, ISO.</p> <p>At the end of the 1 and 2 modules, the learner should be able to shoot in manual controls to manipulate the exposure creatively.</p> <p>Assignment</p> <p>Student should plan, shoot and submit high- and low-key light images of still life and portraits.</p>	
Unit 3: Studio session- Basic editing and cropping	9 Hours
<p>At the end of the module, the learner should be able to do the basic editing of images using industry standard proprietary/open software.</p>	
Unit 4: Low light photography	9 Hours

<p>Demonstration of low light shooting. Landscape and nature photography practices.</p> <p>At the end of the module, the learner should be able to plan and shoot landscape and natural images that require the least amount of post-production work.</p> <p>Assignment</p> <p>Student should plan, shoot and submit images of landscape and nature photography.</p>	
<p>Unit 5: Photographing News/Documentary</p>	<p>9 Hours</p>
<p>At the end of the module, the learner should be able to capture photographs of reportage and documentary using a DSLR.</p> <p>Assignments</p> <p>Student should plan, shoot and submit images of news photos, photo-series, and everyday life documentary.</p>	
<p>Unit 6 : Digital Video Camera Basics and Shooting Techniques</p>	<p>9 Hours</p>
<p>Demonstration of Camera Controls, Camera parts and types, Menu items and shooting modes, Storage and media management, Focusing Techniques, shot composition and movements, Stability during capture, Shot decisions, Anticipating Editing, Shooting People and Objects, Lighting setups</p>	
<p>Unit 7 : Audio for Video, Lighting for Video, Lighting Instruments</p>	<p>9 Hours</p>
<p>Demonstration- Audio Capture Settings</p> <p>At the end of the 6 & 7 modules, the learner should be able in, composing shots following the rules, proper use of a level and steady tri-pod, setting proper colour balance, focus, exposure and good audio using an ENG/EFP camcorder in manual mode.</p>	

Assignments	
Shooting people in various environments. Shooting an interview	

Mode of Transaction	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>
Mode of Assessment	<p>Internal Assessment (5 Weightage)</p> <ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1 <p>External Assessment (30 Weightage)</p> <p>Mark distribution for setting Question paper</p> <p>No of Questions: 23</p>
Module	Weightage
Unit 1: Introduction to Camera	8
Unit 2: Lighting and Composition	8
Unit 3: Studio session- Basic editing and cropping	8

Unit 4: Low light photography	8
Unit 5:Photographing News/Documentary	8
Unit 6 : Digital Video Camera Basics and Shooting Techniques	8
Unit 7 : Audio for Video, Lighting for Video, Lighting Instruments	7

References

SUGGESTED READINGS

1. The Digital Photography Book by Scott Kelby, Peachpit Press
2. Video production handbook / Gerald Millerson, Jim Owens. — 5th ed.
3. Grammar of the Shot by Christopher J. Bowen, 4th Edition, Routledge
4. Picture Composition for Film and Television, Second edition by Peter Ward, Focal Press
5. The Technique of Film and Video Editing: History, Theory, and Practice, Ken Dancyger, Focal Press

SUGGESTED LINKS

1. <https://www.cambridgeincolour.com>
2. <https://imaging.nikon.com/support/digitutor/>

M.A. JOURNALISM AND MASS COMMUNICATION (CSS PATTERN)

SEMESTER III

COURSE CODE – MJS 3C 11				
COMMUNICATION RESEARCH				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO 1.	Recognise the key concepts and methods in communication research	Remember	PSO1 PSO2 PSO3
CO 2.	Design research work scientifically using various methodological frameworks	Create	PSO1 PSO2 PSO3
CO 3.	Apply theories and theoretical framework in their research work	Create	PSO1 PSO2 PSO3
CO 4.	Analyse data and arrive at conclusions independently and scientifically report research findings in the form of research	evaluate	PSO1 PSO2 PSO3

	articles and theses		
--	---------------------	--	--

COURSE CONTENT

Unit 1: Research Process	10 Hours
<p>Nature and scope of communication research; development of mass media research, aspects of research, characteristics of research; evaluation of communication research in India.</p> <p>Research in print media, electronic media, advertising and public relations and internet.</p>	
Unit 2: Research Procedures	9 Hours
<p>Topic selection - Relevance of the topic, literature review, setting hypothesis and research questions/objectives, analysis and interpretation, summary</p>	
Unit 3: Research Approaches	11 Hours
<p>Qualitative research method – field observations, focus groups, interviews, case studies; Content analysis – Definitions, steps in content analysis, reliability and validity. Quantitative method – Definitions and components. Survey research – Descriptive and analytical surveys. Sampling methods; procedures. Mixed method.</p>	
Unit 4: Data analysis and Interpretation	11 Hours

<p>Introduction to Statistics – Basic statistical procedure; techniques for communication research</p> <p>Measures of central tendencies, frequency distribution, tests of significance – t-test, Chi-square, ANOVA, reliability, validity and correlations and regression.</p> <p>Introduction to quantitative and qualitative data analysis software.</p>	
Unit 5: Research Writing	11 Hours
<p>Writing with style, avoiding common writing errors, readability of the manuscript, writing a research report, concluding the research report, and writing exercises. Indexing, abstracting, citation styles: APA, MLA etc.</p>	
Unit 6 : Issues and Trends in Research Domain	12 Hours
<p>International Journals in Communication, Ethical perspective of Communication Research – Plagiarism, IPR issues. Using the Web for academic research and publication, academic databases and search engines.</p>	

Mode of Transaction	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>

Mode of Assessment	Internal Assessment (5 Weightage)
	<ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1
	External Assessment (30 Weightage)
	Mark distribution for setting Question paper
	No of Questions: 23
Module	Weightage
Unit 1: Research Process	9
Unit 2: Research Procedures	10
Unit 3: Research Approaches	9
Unit 4: Data analysis and Interpretation	9
Unit 5: Research Writing	9
Unit 6 : Issues and Trends in Research Domain	9

References

CORE TEXTS

1. Wimmer, R. D., & Dominick, J. R. (1987). Mass media research: An introduction. Belmont, CA: Wadsworth.

2. Kerlinger, F. N.: Foundations of behavioral research. New York: Holt, Rinehart and Winston
3. Berger, Arthur Asa: Media Research Techniques, Newbury Park: Sage Publications
4. Lowery & De fluer: Milestones in Mass Communication Research, Pearson

SUGGESTED READINGS

1. Hansen, A. (2010). Mass communication research methods. Los Angeles: SAGE.
2. Kumar, R. (2019). Research methodology: A step-by-step guide for beginners. London: SAGE.
3. Buddenbaum, J. M., & Novak, K. B. (2001). Applied communication research. Ames, IA: Iowa State University Press. reprinted in India by Surjeet, 2005

SUGGESTED LINKS

1. <https://prezi.com/p/xpmdpkfkhziv/media-and-mass-comm-research/>
2. http://soniapsebastiao.weebly.com/uploads/2/0/3/9/20393123/ebook_handbook-of-media-and-communication-research.pdf
3. <http://egyanagar.osou.ac.in/slmfiles/JMC-08-BLOCK-01.pdf>
4. https://www.routledgehandbooks.com/pdf/doi/10.4324/9780203409800.ch2_5.
http://125.234.102.146:8080/dspace/bitstream/DNULIB_52011/8649/1/media_research_techniques_1998.pdf

COURSE CODE – MJS 3C 12				
PUBLIC RELATIONS & CORPORATE COMMUNICATION				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course	Expected Course Outcome	Learning	PSO No
Outcomes	Upon completion of this course, students will be able to;	Domain	
CO 1.	Summarise the role of the public relations in the corporate environment and describe the strategies, tactics, and techniques of public relations and corporate communications	Understand	PSO8

COURSE CONTENT

Unit 1: Public Relations	10 Hours
Public Relations concept and definition: - Evolution and growth of public relations, Propaganda, Publicity, Public opinion , Lobbying- Functions of public relations- Characteristics and qualifications of PR personnel	
Unit 2: PR tools & methods	9 Hours

Public relations writing - Increasing importance of PR, target audience and publics of PR- PR campaign stages and planning- Organisation setup of PR departments/ agencies; PR in public/ private sectors, Central and State PR departments	
Unit 3: Principles of PR	11 Hours
Laws and ethics in PR, PR organizations, PRSI code, - PRSI, IPRA- PR as a management function, PR and crisis management, Functions of PR agency, PR counselling and Consultancy-Corporate Social Responsibility, PR and social auditing.	
Unit 4: Communication in Organizations	11 Hours
Types - internal and external, downward, upward, horizontal and diagonal communication. Principles of effective communication, corporate communication- definition, historical perspective, contemporary relevance. Facets of corporate communication-organizational communication, marketing communication, management communication.	
Unit 5: Corporate Communication	11 Hours
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 PR tools of communication.	
Unit 6 : Corporate Reputation	12 Hours
Concept of corporate personality, components of corporate personality, corporate identity corporate image and corporate brands. Building a distinct corporate identity: concepts, variables and process making of house styles (logo, lettering and process)-Corporate communication management- strategic corporate communication and issue management, measuring the	

effectiveness of corporate communication.	
---	--

Mode of Transaction	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>
Mode of Assessment	<p>Internal Assessment (5 Weightage)</p> <ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1 <p>External Assessment (30 Weightage)</p> <p>Mark distribution for setting Question paper</p> <p>No of Questions: 23</p>
Module	Weightage
Unit 1: Public Relations	9
Unit 2: PR tools & methods	9
Unit 3: Principles of PR	9

Unit 4: Communication in Organizations	9
Unit 5: Corporate Communication	10
Unit 6 : Corporate Reputation	9

References

CORE TEXTS:

1. Riel, C. B., & Fombrun, C. J. (2007). Essentials of corporate communication: Implementing practices for effective reputation management. London: Routledge.
2. J. J. (2016). Public relations : Concepts, practice and critique. Sage Publications.

SUGGESTED READINGS:

1. Treadwell, D., & Treadwell, J. B. (2005). Public relations writing: Principles in practice. Thousand Oaks, CA: SAGE Publications.
2. Center, A. H., & Walsh, F. E. (1985). Public relations practices: Managerial case studies and problems. Englewood Cliffs, NJ: Prentice-Hall.
3. Jefkins, F. W., & Yadin, D. L. (1998). Public relations. London: Financial Times
4. Harrison, S. (2011). Public Relations: An Introduction. London: Business.
5. Belasen, A. T. (2008). The Theory and practice of corporate communication: A competing values perspective. Los Angeles, CA: SAGE Publications.
6. Mckenna, B., Thomas, G., Waddell, N., & Barry, M. (2007). Corporate communication: Effective techniques for business. Victoria: Thomson / Social Science Press.

SUGGESTED LINKS:

1. <http://blogs.unpad.ac.id/teddykw/files/2012/06/A-Handbook-of-Corporate-Communication-and-Public-Relations.pdf>
2. https://www.tutorialspoint.com/advertisement_and_marketing_communications/corporate_communications.htm
3. <https://www.managementstudyguide.com/public-relations.htm>

4. <https://pdfs.semanticscholar.org/c1d4/ca690bc72fb6fa877a488c68c3bb72ecd95d.pdf>
5. https://www.researchgate.net/publication/311896812_Corporate_public_relations_dynamics_Internal_vs_external_stakeholders_and_the_role_of_the_practitioner
6. <http://blogs.unpad.ac.id/teddykw/files/2012/06/A-Handbook-of-Corporate-Communication-and-Public-Relations.pdf>

COURSE CODE – MJS 3C 13				
ONLINE JOURNALISM				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning	PSO No
	Upon completion of this course, students will be able to;	Domain	
CO 1.	Recognise internet related concepts and application of the same in mass communication environment	Remember	PSO1 PSO5
CO 2.	Develop content for the web and manage it using content management systems	Create	PSO1 PSO5
CO 3.	Identify the trends in online journalism and critically evaluate the form and content of online media platforms	Understand	PSO1 PSO5

COURSE CONTENT

Unit 1: Online Journalism- Basics	10 Hours
<p>Online 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 online Journalism. Socio cultural aspects of online journalism. Digital Divide</p>	
Unit 2: New Media Technology	9 Hours
<p>Introduction to World Wide Web, Origin and development of the Web. LAN, MAN, WAN, E-mail, Web, ownership and administration of Internet, types of Internet connection, internet protocols, Introduction to HTTP, HTML, XML, Java script, jQuery, PHP, Content Management System, Apache, Joomla! etc. Browsing and browsers, bookmarks, searching through directory, search engines, Website development and maintenance-Inserting, linking, tagging, Website promotion, Search Engine Optimization and Web Analytics</p>	
Unit 3: Writing and Editing for the Web	11 Hours
<p>Information architecture, Online reporting- tools for news gathering. Writing for the Web – principles, limitations and new trends. Management and economics of online editions, online advertisements and their types. An overview of online editions of newspapers.</p>	
Unit 4: Online Journalism- Process	11 Hours
<p>Online audio-visual content – creating, editing and publishing. Ensuring interactivity, APIs and mesh-ups. User generated content and Web 2.0. Polls and Surveys online. Entrepreneurial Journalism Online, Data Journalism, Precision Journalism, info-graphics</p>	

Unit 5: Trends in Online Journalism	11 Hours
News aggregation, online news curation, Social media marketing and social media optimisation. Blogging and micro blogging, Podcast and audio slideshows.	
Unit 6 : Online Journalism: Themes and Issues	12 Hours
Online communication law. Security issues on the Internet- social, political, legal and ethical issues. Citizen journalism on the Web, Social media and journalism, Future of online journalism. Mobile journalism.	

Mode of Transaction	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>
Mode of Assessment	<p>Internal Assessment (5 Weightage)</p> <ol style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1

External Assessment (30 Weightage)	
Mark distribution for setting Question paper	
No of Questions: 23	
Module	Weightage
Unit 1: Online Journalism- Basics	10
Unit 2: New Media Technology	9
Unit 3: Writing and Editing for the Web	9
Unit 4: Online Journalism- Process	9
Unit 5: Trends in Online Journalism	9
Unit 6 : Online Journalism: Themes and Issues	9

References

CORE TEXTS

1. Bradshaw, P. (2013). The Online Journalism Handbook. doi:10.4324/9781315834184
2. Hill, S., & Lashmar, P. (2014). Online journalism: The essential guide. Los Angeles, Calif: Sage Publications.

SUGGESTED READINGS

1. Craig, R. (2007). Online journalism: Reporting, writing, and editing for new media. Southbank, Victoria, Australia: Thomson/Wadsworth.
2. Luckie, M. S. (2012). The digital journalists handbook. S.l.: CreateSpace.
3. Friend, C., & Singer, J. B. (2007). Online journalism ethics: Traditions and transitions. New York: M.E. Sharpe.

SUGGESTED LINKS

1. <https://www.npr.org/programs/morning-edition/>
2. <https://www.routledge.com/The-Online-Journalism-Handbook-Skills-to-survive-andthrive- in-the->

digital/Bradshaw/p/book/9781138791565

3. <http://ayorek.org/files/References/Handbook%20of%20Global%20Online%20Journalism.pdf>

COURSE CODE – MJS 3C 14				
MEDIA MANAGEMENT AND ENTREPRENEURSHIP				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course	Expected Course Outcome	Learning	PSO No
Outcomes	Upon completion of this course, students will be able to;	Domain	
CO 1.	Understand the organizational and economic structures and strategies used in media industries and to identify the legal, ethical and other regulatory challenges facing the electronic media.	Understand	PSO6 PSO9

COURSE CONTENT

Unit 1: Principles of Management	10 Hours
<p>Process and Approaches, Management Skills, Understanding Markets and Audiences, Functions and Characteristics of Media Products, Economics of Media Products, Media in a Free Market Economy, Ownership of media, News management- Issues.</p>	
Unit 2: Overview of Media Organizations	10 Hours
<p>Structure and pattern of Ownership, with special reference to media ownership. Principles of Media Management: Principles and Challenges. The Indian Media Business: An overview.</p>	
Unit 3: Newspaper Organization & Management	15 Hours
<p>Organization of a Newspaper, Publication, Registration, Newspaper Production, Newspaper and Community, Research, Newspaper Management in India, Press Council of India, Managerial Function in a Newspaper Organization, Editorial Management, Advertising Management, Circulation, Personnel and Financial Management, Accounting, Printing, Competition.</p>	
Unit 4: Electronic & Digital Media Management	14 Hours
<p>International Perspective: The Global TV Marketplace, Structure of CATV Systems, Television Management in India, Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media Budget Development, The Design Process – scheduling, Production Tracking Form, transmitting, Record keeping, quality control and cost effective techniques. Employee/employer and customer relations services; marketing strategies– brand</p>	

<p>promotion</p> <p>(space/time, circulation) – reach – promotion – market survey techniques – human research development for media. Managing a radio station, Audience research, Community Radio: Organization and Management.</p>	
<p>Unit 5: Digital Media Entrepreneurship</p>	<p>15 Hours</p>
<p>Media start-ups, Media Innovation: Elements and Principles. Sustainability of start-ups, Business plan for media entrepreneurship- revenue streams, Case studies of successful media start-ups at global, national and local levels.</p>	

<p>Mode of Transaction</p>	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>
<p>Mode of Assessment</p>	<p>Internal Assessment (5 Weightage)</p> <ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1

External Assessment (30 Weightage)	
Mark distribution for setting Question paper	
No of Questions: 23	
Module	Weightage
Unit 1: Principles of Management	10
Unit 2: Overview of Media Organizations	12
Unit 3: Newspaper Organization & Management	12
Unit 4: Electronic & Digital Media Management	11
Unit 5: Digital Media Entrepreneurship	10

References

CORE TEXTS

1. Kohli-Khandekar, V. (2013). The Indian media business. Delhi: SAGE Response.
2. Williams, H. L., & Rucker, F. W. (1978). Newspaper organization and management. Ames: Iowa State University Press.

SUGGESTED READINGS

1. Albarran, A. B. (2010). Management of electronic media. Australia: Wadsworth Cengage Learning.
2. Aris, A., & Bughin, J. (2009). Managing media companies: Harnessing creative value. Chicester: Wiley.
3. Briggs, M. (2012). Entrepreneurial journalism: How to build whats next for news. Los Angeles: Sage/CQ Press.
4. Koṭhārī, G. (1995). Newspaper management in India. Erscheinungsort nicht ermittelbar: Intercultural Open University.
5. B., A., & Chan-Olmsted, S. (2018). Handbook of media management and economics: ROUTLEDGE.

SUGGESTED LINKS

1. <https://www.stoneward.com/blog/2017/06/ten-principles-of-media-management/>
2. https://www.academia.edu/13226828/2_Media_Management_in_Theory_and_Practice
3. widyostaff.gunadarma.ac.id/.../Handbook_of_Media_Management_And_Economics
4. <https://unesdoc.unesco.org/ark:/48223/pf0000187966>
<https://www.taylorfrancis.com/books/e/9781315189918>

SEMESTER III (ELECTIVE)

COURSE CODE – MJS 3E 01				
DOCUMENTARY FILM PRODUCTION				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO 1.	Understand the trajectories in the development of documentary films as a communication form	Understand	PSO1 PSO5
CO 2.	Recognise concepts, terms, categories and key elements in documentary filmmaking.	Remember	PSO1 PSO5
CO 3.	Understand the process of documentary filmmaking from ideation to final production	Understand	PSO1 PSO5
CO 4,	Able to critically analyse documentary films	Analyse	PSO1 PSO5

COURSE CONTENT

Unit 1: Key Concepts	10 Hours
<p>History of documentary filmmaking, Origins of Documentary, Genre and Periodization, Flaherty – Grierson – Vertov, Basic Concepts and Values, Functions of documentary as a medium – differences with fictional films – types of documentaries –narrative, expository, portrait, story, news, etc. Documentary filmmaking in India</p> <p>Assignments: Screening and review of select Indian and foreign documentary films</p>	
Unit 2: Scripting	10 Hours
<p>Ideation, Planning, Budgeting, Proposal Preparation and Researching for documentary filmmaking. Principles of using visual language, sound, music and other elements in documentaries. Scripting documentaries- elements, script format, and script language.</p>	
Unit 3: Practical Assignments based on the Module II	14 Hours
<p>Phase I : Ideation, discussion and submission of the proposal of the film to be made by the student</p> <p>Phase II : Revision and finalisation of the proposal Phase III : Scripting the documentary film</p> <p>Phase III : Scripting the documentary film</p>	
Unit 4: Production	15 Hours
<p>Documentary production Strategies, Construction of Meaning in Documentaries</p> <p style="text-align: center;">Practical Assignment</p> <p>Phase IV: Production - Shooting</p>	

Unit 5: Production	15 Hours
<p>The Post-production Process: Principles of documentary editing</p> <p>An overview of post-production process including distribution chains, outreach channels and other promotional methods. Documentary film festivals and national and international levels.</p> <p>Practical Assignment</p> <p>Phase V: Editing and submission of the work along with a log-line and at least two publicity stills</p>	

Mode of Transaction	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>
Mode of Assessment	<p>Internal Assessment (5 Weightage)</p> <ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1

External Assessment (30 Weightage)	
Mark distribution for setting Question paper	
No of Questions: 23	
Module	Weightage
Unit 1: Key Concepts	11
Unit 2: Scripting	12
Unit 3: Practical Assignments based on the Module II	12
Unit 4: Production	10
Unit 5: Production	10

References

CORE TEXTS

1. Hampe, Barry. Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries. New York: Henry Holt & Company. **SUGGESTED READINGS**
1. Rabiger, Michael. Directing the documentary. Amsterdam; Boston: Focal Press/Elsevier, (5th Ed.)
2. Fox, Broderick. Documentary media: history, theory, practice. New York: Routledge
3. Aufderheide, Patricia (2008) Documentary Film: A Very Short Introduction, Oxford

SUGGESTED LINKS

1. http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/programme_doc_documentary_script.pdf
2. <http://www.masmenos.es/wp-content/uploads/2013/08/Rosenthal-A.-2002-Directingand-producing-documentary-films-and-videos.pdf>
3. http://home.fa.utl.pt/~cfg/Anima%E7%E3o%20e%20Cinema/Cinema%20de%20Document%20rio/The_Documentary_Handbook%20-%20Peter%20Lee-Wright.pdf

4. https://www.jfki.fu-berlin.de/academics/SummerSchool/Dateien2011/Papers/hoenisch_sapino.pdf
5. ietd.inflibnet.ac.in/bitstream/10603/1872/9/09_chapter3.

M.A. JOURNALISM AND MASS COMMUNICATION (CSS PATTERN)

SEMESTER IV

COURSE CODE – MJS 4C 15				
FILM STUDIES				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
CO 1.	Relate film analysis and interpretation to wider historical, cultural and material processes	Understand	PSO5 PSO9
CO 2.	Articulate and critically engage with current theories of cinema as text, image and mediated process	Evaluate	PSO5 PSO9
CO 3.	Discern and discuss stylistic traits peculiar to different movements and traditions of film in a comparative context;	analyse	PSO5 PSO9

COURSE CONTENT

Unit 1: Introduction to Film Studies	10 Hours
How to watch movies? Film theories and Criticism-(Auteur Theory, Feminist Theory, Apparatus theory, Formalist theory, Marxist theory, psycho analytical theory, Queer Theory); Perception – Representation – Signification –mise-en-scene , Pro filmic elements of mise en scene, Settings, Cinematography, Colour and its meanings, Visual semiotics.	
Unit 2: Beyond the shots	10 Hours
Narrative structure, Film Culture, Ideology and language; Popular cinema, Parallel cinema; Theoretical dimensions of film editing, continuity editing and montage types.	
Unit 3: Hearing film	12 Hours
Sound theory, analysing the sound track, diegetic and non-diegetic elements and silence, sound and fury, terminologies of sound analysis.	
Unit 4: Film movements	10 Hours
Silent Era, Italian Neo realism, (Focus Film-Bicycle Thieves), Surrealism (Focus Film: Un ChienAndalou), Soviet Montage (Focus Film: Battleship Potemkin) German Expressionism (Focus Film-Nosferatu), French New Wave (Focus Film-Breathless), Japanese Cinema (Focus Film-Rashomon), Latin American Cinema, Iranian Cinema etc.	
Unit 5:Film Genres	12 Hours

Analysing Genres, Feminist Films, Avant Garde cinema, Cinema verite, Documentaries origin, evolution and types.	
Unit 6 : Indian Cinema	10 Hours
Film Industry and its division – Cinematic Society –imagination, reality, ethnography- cinema and cultural studies— Sociology of audiences and its sub-culture. Film review and criticism. Malayalam Cinema Today.	

Mode of Transaction	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>
Mode of Assessment	<p>Internal Assessment (5 Weightage)</p> <ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1

External Assessment (30 Weightage)	
Mark distribution for setting Question paper	
No of Questions: 23	
Module	Weightage
Unit 1: Introduction to Film Studies	9
Unit 2: Beyond the shots	9
Unit 3: Hearing film	9
Unit 4: Film movements	9
Unit 5: Film Genres	9
Unit 6 : Indian Cinema	10

References

CORE TEXTS

1. Nelmes, J. (2003). An Introduction To Film Studies. Routledge.
2. Dix, A. (2016). Beginning film studies. Manchester: Manchester University Press.

SUGGESTED READINGS

1. Frierson, M. (2017). Film and video editing theory: How editing creates meaning. New York: Routledge.
2. Giannetti, L. D. (2018). Understanding movies. Boston: Pearson.
3. Ray, S. (2010). Our films their films. Mew Delhi: Orient BlackSwan.
4. Rose, R., Mulvey, L., Mulvey, L., & Rose, R. (2016). Laura Mulvey Visual pleasure and narrative cinema 1975. London: Afterall Books.

5. Kumar, V., & Rohra, N. (2009). Indian cinema. Newline Publications.

SUGGESTED LINKS

1. https://www.academia.edu/1235575/Oxford_Dictionary_of_Film_Studies
2. http://filmschoolonline.com/sample_lessons/sample_lessons.htm
3. <https://prezi.com/pn0bndyey0i1/introduction-to-film-studies-cinematography/>
4. <http://kernvakckv.nl/film---terms-glossary.pdf>

SEMESTER IV (ELECTIVE)

COURSE CODE – MJS 4E 04				
PHOTOJOURNALISM				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course	Expected Course Outcome	Learning	PSO No
Outcomes	Upon completion of this course, students will be able to;	Domain	
CO 1.	Understand and explain key concepts of photography theory and explain how photographs communicate visually in a story.	Understand	PSO1 PSO5
CO 2.	Learn to analyse and critique photographs and gain a better understanding of camera techniques	Remember	PSO1 PSO5
CO 3.	Visually tell a news story.	Create	PSO1 PSO5

COURSE CONTENT

Unit 1: Introduction to Photojournalism	10 Hours
Origin and development of photography, 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.	
Unit 2: Photography and Journalism	10 Hours
Scope and significance of photo journalism. Photojournalism: Origin and Development, Photographer- News photographer- photojournalist. News photographs and other photographs. Photo feature, photo essay, Photo stories – Getting the exclusive/special photo, celebrity coverage, details to add to photo captions, photographing sensitive issues (communal issues, crime involving minors) ,Ethics of news photograph,.	
Unit 3: Camera & Tools of Photography	10 Hours
Human eye and Camera eye, Classification of cameras and their relative comparison, Mechanism of aperture, shutter, camera body view finder, lenses (fixed focal length versus zoom lenses, common lens filters), Camera operation, exposure light tables, colour and light basic principles of colour sensitivity, colour temperature, colour reversal film, colour negative film, Light techniques- outdoor, night, indoor lighting, indoor portraiture.	
Unit 4: Basic techniques of Photography	10 Hours
Loading and shooting, Composition, exposure, light sensitivity, depth of field, Portraiture – landscapes, product, Effect of aperture, Effect of shutter speed, Using flash light, Use of camera accessories, Care and maintenance of camera equipment.	
Unit 5: Digital Photography	12 Hours

<p>Techniques in digital photography, Photo appreciation, Appeal, effect and persuasion through good photograph, Photo manipulation through software. Selection, cropping, scaling and toning pictures. Printing with actual resolution.</p>	
<p>Unit 6 : Case Studies in Photography</p>	<p>12 Hours</p>
<p>Studying the works and processes of eminent photographers and photojournalists: Alfred Stieglitz, Edward Jean Steichen, August Sander, Jacques-Henri Lartigue, Edward Weston, Paul Strand, Weegee, Walker Evans, Henri Cartier-Bresson, Brassai, Robert Frank, Robert Capa, W. Eugene Smith, Lewis W. Hine, Dorothea Lange, Margaret Bourke-White, Alfred Eisenstaedt, Joel Meyerowitz, David Douglas Duncan, Eddie Adams, Don McCullin, Sebastiao Salgado, James Nachtwey, Steve McCurry, Marc Riboud, Larry Burrows, Mary Ellen Mark, Josef Koudelka, Raymond Depardon, Elliot Erwitt. Eugene Atget, Man Ray, Andre Kertesz, Ansel Adams, Diane Arbus, Lee Feidlander, Irving Penn, Richard Avedon, Bruce Davidson, Bill Brandt, Helmut Newton, David Bailey, Annie Leibovitz. HomiVyarawalla, Sunil Janah, Kanu Gandhi, Raghu Rai, Raghubir Singh, Kishore Parekh, Ashwin Mehta, Victor George, RazaqKottakkal, NM Naseer, Madhuraj, Bijuraj, P Mustafa et.al.</p>	

<p>Mode of Transaction</p>	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
----------------------------	--

	Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.	
Mode of Assessment	Internal Assessment (5 Weightage)	
	<ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1 	
	External Assessment (30 Weightage)	
	Mark distribution for setting Question paper	
	No of Questions: 23	
Module	Weightage	
Unit 1: Introduction to Photojournalism	9	
Unit 2: Photography and Journalism	9	
Unit 3: Camera & Tools of Photography	9	
Unit 4: Basic techniques of Photography	8	
Unit 5: Digital Photography	11	
Unit 6 : Case Studies in Photography	9	

References

CORE TEXTS

1. Belt, A. F. (2017). Elements of Photography: Understanding and creating sophisticated images. Place

of publication not identified: FOCAL.

2. Folts, J. A., Zwahlen, F. C., & Lovell, R. P. (2006). Handbook of photography. Clifton Park, NY: Thomson/Delmar Learning.

SUGGESTED READINGS

1. Berger, J. (2008). Ways of seeing. London: British Broadcasting Corporation.

2. Wells, L. (2019). The photography reader: History and theory. London ; New York: Routledge.

3. Wright, T. (2016). The photography handbook. London: Routledge, Taylor & Francis Group.

4. Marien, M. W. (2015). Photography a cultural history. Boston: Pearson.

5. Sammon, R. (2004). Rick Sammons complete guide to digital photography. (with accompanying cd). New York: W.W. Norton & Company.

SUGGESTED LINKS

1. <https://photojournalismlinks.com/>

2. <https://www.lightstalking.com/12-links-for-photojournalism-lovers/>

3. <https://photography.tutsplus.com/articles/understanding-and-appreciating-the-basics-of-photojournalism--photo-1218>

4. <https://www.lynda.com/Photography-Foundations-tutorials/Photojournalism-Photo-Essay-Fundamentals/461913-2.html>

5. <http://visualjournalism.info/3610/tutorials/>

6. <https://www.meetup.com/londonphotojournalismwalks/>

7. <https://snapshot.canon-asia.com/article/en/an-introduction-to-photojournalism>

COURSE CODE – MJS 4E 05				
POLITICAL ECONOMY OF INDIAN MEDIA				
Credit	Hours/week	Weightage		
		Internal	External	Total
4	4	5	30	35

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO 1.	Understand the political and economic contexts in which mass media in India function	Understand	PSO1 PSO9
CO 2.	Apply concepts, categories, theories and methods in political economy framework to identify and evaluate micro/macro-economic and political structures within which media as an industry function.	Apply	PSO1 PSO9
CO 3.	Understand the nature of relationship between state, politics, economics and media and how they shape, sustain and reproduce each other	Understand	PSO1 PSO9

COURSE CONTENT

Unit 1: Introduction to Political Economy	16 Hours
<p>Political economy; background and context, Mercantilism, The economic approach to human behaviour, Components of political economy, key concepts, approaches; Classical, modern, neo-classical approaches, Adam Smith, Karl Marx. Political economy: from moral philosophy to social science. Political Economy as an academic discipline; International political economy, Political economy and the rise of neo liberalism</p>	
Unit 2: Political Economy and Approaches to Media	16 Hours
<p>Communication as an economic entity, Two distinct traditions in political economy of communication PE/C, Marxian political economy and the cultural front (the antifascist intellectual synthesis), Murdock and Golding’s conceptual map, Political economy of communication and critical and Marxian theory, PE/C and Frankfurt school, Audience commodity concept, Armand Mattelart’s class analysis of communication, The blindspot debate, Rethinking and renewal in political economy framework, political economy and cultural studies, political economy policy studies. PE/C approaches: British European approach, North American approach, Third world approach (dependency-world system theory)- Schiller- McChesney tradition (US) and a cultural industries approach (European).</p>	
Unit 3: Media Industry in India: Historical Structures	16 Hours
<p>PE/C in longue durée: History and ideology of production, consumption and distribution of cultural artifacts among Indian societies/Visual culture and performative traditions in Indian society, Forms of knowledge and ways of knowings in early modern India, Colonialism and its communication order, Media and nationalist politics, Early media enterprises.</p>	
Unit 4: Political Economy of Media in India: Contemporary Articulations	16 Hours
<p>Commodification/Commercialization of media in India, Market Concentration, Ownership patterns, media/state relation, State, market and civil society in transnational media environment, Policy debates on media, Horizontal integration, Vertical integration, Digital media.</p>	

Mode of Transaction	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>
Mode of Assessment	<p>Internal Assessment (5 Weightage)</p> <ul style="list-style-type: none"> a. Internal Examinations- weightage = 2 (2 internal exams, both should be considered) b. Assignments and Exercises- weightage =1 c. Seminars/Viva Voce- weightage =1 d. Attendance - weightage =1
	<p>External Assessment (30 Weightage)</p> <p>Mark distribution for setting Question paper</p> <p>No of Questions: 23</p>
Module	Weightage
Unit 1: Introduction to Political Economy	15
Unit 2: Political Economy and Approaches to Media	13
Unit 3: Media Industry in India: Historical Structures	12
Unit 4: Political Economy of Media in India: Contemporary Articulation	15

References

CORE TEXTS

1. Mosco, V. (2010). *The political economy of communication*. Los Angeles: Sage.
2. Caporaso, J. A., & Levine, D. P. (2012). *Theories of political economy*. Brantford, Ont.: W. Ross MacDonald School Resource Services Library.
3. Drazen, A. (2002). *Political economy in macroeconomics*. Princeton (N.J.): Princeton University Press.

SUGGESTED READINGS

1. Murdoch, G. (1987). *The political economy of mass communications*. Cambridge: Polity Press.
2. Wasko, Janet (2014). *The study of the political economy of the media in the twenty-first century*. doi:10.1386/macp.10.3.259_1
3. Thomas, P. N. (2010). *Political Economy of Communications in India: The Good, the Bad and the Ugly*. Sage Publications.
4. Holt, J., & Perren, A. (2009). *Media industries: History, theory, and method*. Chichester, West Sussex: Wiley-Blackwell.

SUGGESTED LINKS

1. https://www2.hu-berlin.de/transcience/Vol7_No2_27_35.pdf
2. White, A. (2017). Political and economic power and media ethics. *International Journal of Media & Cultural Politics*,13(1), 191-196. doi:10.1386/macp.13.1-2.191_7
3. Dash, A. K. (2015). Glocalisation, Cultural Identity, and the Political Economy of Indian Television. *Media Watch*,6(2), 219. doi:10.15655/mw/2015/v6i2/65668
4. <https://www.epw.in/author/robin-jeffrey>

5. <https://caravanmagazine.in/>
6. <http://asu.thehoot.org/>
7. <https://www.epw.in/author/paranjoy-guha-thakurta>
8. <https://www.epw.in/engage/article/selling-fourth-estate-how-free-indian>

SEMESTER IV (VIVA)

COURSE CODE – MJS 4P 01				
DISSERTATION & VIVA				
Credit	Hours/week	Weightage		
		Viva	Dissertation	Total
4	4	40	60	100

Course Outcomes

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
CO 1.	Do research in the field of mass communication and journalism	Create	PSO1 PSO2 PSO3
CO 2.	Collect quantitative and qualitative data and analyse them critically to contribute innovative output to the domain on knowledge	Understand	PSO1 PSO2 PSO3
CO 3.	Report research output in the form of theses and articles and present them and defend the findings and arguments in academic fashion	Create	PSO1 PSO2 PSO3

<p>Mode of Transaction</p>	<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p> <p>Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.</p>
	<p>Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.</p>
<p>Mode of Assessment</p>	<p style="text-align: center;">Internal Assessment (5 Weightage)</p> <hr/> <p style="text-align: center;">External Assessment (30 Weightage)</p>