UNIVERSITY OF KERALA

CAREER RELATED FIRST DEGREE PROGRAMME UNDER CBCSS IN JOURNALISM, MASS COMMUNICATION

BA JOURNALISM AND MASS COMMUNICATION

OUTCOME BASED EDUCATION SYLLABUS

AUGUST 2020

( 2020 Admission onwards)
COURSE STRUCTURE AND SYLLABI OF CAREER RELATED FIRST DEGREE PROGRAMME UNDER CBCS (2a)

Programme : Journalism and Mass Communication

Production Core Course : Journalism
Vocational Course : Mass Communication and Video Production
Complementary Course : Creative Writing

Summary of the Course Structure

<table>
<thead>
<tr>
<th>Courses</th>
<th>Semester</th>
<th>No. of courses</th>
<th>Hrs/week</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language Course- a) English</td>
<td>I,II,III&amp;IV</td>
<td>4</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>Language Course-b) Additional language</td>
<td>I,II</td>
<td>2</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Foundation Courses</td>
<td>I,III</td>
<td>2</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Core Courses</td>
<td>All semesters</td>
<td>12</td>
<td>46</td>
<td>38</td>
</tr>
<tr>
<td>Vocational Courses</td>
<td>All semesters</td>
<td>10</td>
<td>37</td>
<td>35</td>
</tr>
<tr>
<td>Complementary Courses</td>
<td>I,II,III and IV</td>
<td>4</td>
<td>20</td>
<td>16</td>
</tr>
<tr>
<td>Open Course</td>
<td>V</td>
<td>1</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Elective Course</td>
<td>VI</td>
<td>1</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Project</td>
<td>V,VI</td>
<td>1</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>37</td>
<td>150 hrs</td>
<td>120 credits</td>
</tr>
</tbody>
</table>

SEASON I

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Type</th>
<th>Hrs/week</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>English I</td>
<td></td>
<td>Language Course I</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Additional Language I</td>
<td></td>
<td>Language Course II</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>JC 1121</td>
<td>Methodology and Theories of Mass Communication</td>
<td>Foundation Course I</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>JC 1141</td>
<td>Introduction to Mass Communication</td>
<td>Core Course 1</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>JC 1142</td>
<td>Reporting</td>
<td>Core Course 2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>JC 1171</td>
<td>Editing</td>
<td>Vocational Course 1</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>ML 1131</td>
<td>Sargathmaka Rachana: Thathwavum Avishkaravum</td>
<td>Complementary Course I</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td>25</td>
<td>20</td>
</tr>
</tbody>
</table>
### SEMESTER II

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Type</th>
<th>Hrs/week</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>English II</td>
<td>Language Course III</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Additional Language II</td>
<td>Language Course IV</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>JC 1241</td>
<td>Introduction to Environmental Studies</td>
<td>Core Course 3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>JC 1271</td>
<td>Basics of Audio–Visual Communication</td>
<td>Vocational Course 2</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>ML 1231</td>
<td><em>Madhyama Rachana: Thathwavum Aavishkaravum</em></td>
<td>Complementary Course II</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td><strong>25</strong></td>
<td><strong>18</strong></td>
</tr>
</tbody>
</table>

### SEMESTER III

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Type</th>
<th>Hrs/week</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>English III</td>
<td>Language Course V</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>JC 1321</td>
<td>Radio Broadcasting</td>
<td>Foundation Course 2</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>JC 1341</td>
<td>Magazine Journalism</td>
<td>Core Course 4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>JC 1371</td>
<td>Photo Journalism</td>
<td>Vocational Course 3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>JC 1372</td>
<td>Introduction to Television Production</td>
<td>Vocational Course4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>English</td>
<td>Complementary Course III</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td><strong>25</strong></td>
<td><strong>22</strong></td>
</tr>
</tbody>
</table>

### SEMESTER IV

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Type</th>
<th>Hrs/week</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>English IV</td>
<td>Language Course VI</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>JC 1441</td>
<td>PR &amp; Corporate Communication</td>
<td>Core Course 5</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>JC 1442</td>
<td>Advertising</td>
<td>Core Course 6</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>JC 1471</td>
<td>Introduction to Cinema</td>
<td>Vocational Course 5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>JC 1472</td>
<td>Television Broadcasting</td>
<td>Vocational Course 6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>English</td>
<td>Complementary Course IV</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td><strong>25</strong></td>
<td><strong>20</strong></td>
</tr>
</tbody>
</table>

### SEMESTER V

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Type</th>
<th>Hrs/week</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JC 1541</td>
<td>Malayalam Journalism</td>
<td>Core Course 7</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>JC 1542</td>
<td>Mass Media Management</td>
<td>Core Course 8</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>JC 1543</td>
<td>Media Laws and Ethics</td>
<td>Core Course 9</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>JC 1571</td>
<td>Documentary Film</td>
<td>Vocational Course 7</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td>Course Type</td>
<td>Hrs/week</td>
<td>Credits</td>
</tr>
<tr>
<td>-------------</td>
<td>------------------------------------</td>
<td>---------------------</td>
<td>----------</td>
<td>---------</td>
</tr>
<tr>
<td>JC 1572</td>
<td>Video Project (Practicals)</td>
<td>Vocational Course 8</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>JC 1551.1</td>
<td>Film Appreciation</td>
<td>Open course 1</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>OR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JC 1551.2</td>
<td>Inter Cultural Communication</td>
<td>Open Course 1</td>
<td>do</td>
<td>do</td>
</tr>
<tr>
<td>JC 1576</td>
<td>Project</td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>25</td>
<td>20</td>
</tr>
</tbody>
</table>

**SEMMESTER VI**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Type</th>
<th>Hrs/week</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JC 1641</td>
<td>Development Communication</td>
<td>Core Course 10</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>JC 1642</td>
<td>Business Journalism</td>
<td>Core Course 11</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>JC 1643</td>
<td>Advanced Television Production</td>
<td>Core Course 12</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>JC 1671</td>
<td>Introduction to New Media</td>
<td>Vocational Course 9</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>JC 1672</td>
<td>Media and Society</td>
<td>Vocational Course 10</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>JC 1661.1</td>
<td>Science Journalism</td>
<td>Elective Course 2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>OR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JC 1661.2</td>
<td>Multimedia Production</td>
<td>Elective Course 2</td>
<td>do</td>
<td>Do</td>
</tr>
<tr>
<td>JC 1676</td>
<td>Project</td>
<td></td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>25</td>
<td>20</td>
</tr>
</tbody>
</table>

**Total Credits of the Programme** 120

**Objectives**

The emerging global scenario in the faculty of Mass Communication creates opportunities to pursue structured academic and professional activities as well as unstructured mass media endeavours. Thus a comprehensive learning of the foundations of Communication Studies and training on the application aspects of Mass Communication is justified through an undergraduate course. The revised syllabus of JMC&VP gives exposure to the fundamentals of communication and media studies, discuss the concepts and perspectives involved in Journalism, train the student to acquire a thorough understanding of various aspects of visual communication and help them to get practical knowledge in the application of various media forms.
PROGRAMME OUTCOMES

PO1- To familiarize the practices in Communication and Journalism

PO2- To sketch the conceptual frameworks of the practices in Media

PO3- To adopt and practice the ethical concerns and advanced aesthetics

PO4- To report, edit and manage the content for different media platforms

PO5- To prepare content and check the suitable medium for Advertising and Public Relations

PO6- To propose and evaluate the theoretical underpinnings of the media practices
SEMESTER I

JC 1141 INTRODUCTION TO MASS COMMUNICATION (Core Course 1)
(3hrs – 3 credits)

Course Outcomes:

1. To familiarize with different perspectives in this faculty
2. To apply the concepts of communication
3. To acquaint with various types of communication

Module 1

What is communication? – Definitions – evolution of human communication – elements and process of communication – types of communication – intrapersonal, interpersonal, group and mass communication – communication barriers – 7c’s of communication

Module 2

Characteristics, functions and elements of mass communication – types of mass media: print, radio, film, TV, internet – a comparison of the scope and limitations of print and broadcast media, Fundamentals of online media and potential – Elementary principles and review of the practice of data journalism

Module 3


Module 4

Milestones in the history of printing and Indian print media, brief profiles of prominent journalists – James Augustus Hicky, James Silk Buckingham, Raja Rammohan Roy, Mahatma Gandhi, Pothen Joseph, Kuldip Nayar & B. G. Varghese - , milestones in the history of radio and television in India, growth of communication technology and its impact in the society, globalization and media and hyperlocal journalism

Assignment:

Prepare and present a PowerPoint based on models and its relevance in media
Books for reference

- Kumar, Keval J. (2010), Mass Communication in India, New Delhi, Jaico Publishers
- Baran, Stanley J. & Dennis K. Davis (2006), New Delhi, Cengage Learning India
- Vivian, John (2013), The Media of Mass Communication, New Delhi, PHI Learning
- Vilanilam, J. V. (2003), Growth and Development of Mass Communication in India, New Delhi, NBT

REPORTING

Course Code: JC 1142

Core Course 2 2 hrs, 3 credits

Course Outcomes:

1. To identify news and events
2. To familiarize themselves with basics and types of reporting on both print and electronic media
3. To report news and operate newsrooms.

Module 1


Module 2

Reporter’s duties and responsibilities –beat reporting – specializations- organizational structure of a newspaper – the functioning of a news bureau.

Module 3

News planning – covering events – reporting politics, economic matters, sports, disasters, crime, court, civic issues, science & technology, elections, development etc. – reporter as an investigator – the art of interviewing – brief notion on solutions based reporting
Module 4


Assignment:

Submit 10 types of reports from in and around your area to prepare a Lab journal

Books for reference

- Fedler, Fred, John R. Bender, Lucinda Davenport & Michael W. Drager (2001), Reporting for the Print Media, New York, OUP
- Metz, William (1990), News Writing: From Lead to 30, New Jersey, Prentice Hall
- Shaju, P. P. (2014), Writing for the Media, Calicut University

EDITING

Course code: JC 1171

Vocational Course 1 3 hrs, 2 credits

Course Objectives:

1. To familiarize the basics and art of editing
2. To impart the technique of learning accuracy in writing
3. To plan and write editorial content

Module 1

What is editing? – rules and principles of editing – editing personnel – organisation of a news desk – editorial wing in general – planning and preparation by the editorial team
Module 2

News room operations – news processing – editing for clarity and accuracy – objectivity –
editing for online newspaper – Brief review of news portals – Introduction to MOJO practice

Module 3

Headline writing – functions of headlines – principles of writing headlines – types of headlines –
banner, skyline, kicker, deck, strap line, feature heads etc. – visual quality of newspaper – pictures –
captions – cut lines – blurbs – infographics – Basic differences between print editing and web editing

Module 4

Page make up – principles of page design – types of lay-outs – newspaper formats –
editorial writing – columns – features – Review of the layout of major news and entertainment
portals.

Assignments:

1. Copy editing assignment for the Lab journal
2. Write headlines, intro or lead etc for different types of news
3. Prepare a layout of a newspaper or Lab journal (Group assignment)

Books for reference

- Westly, Bruce (1972), News Editing, New York, Houghton Mifflin Company
- Saxena, Sunil (2006), Headline Writing, New Delhi, Sage
- Stepp, Carl Sessions (2007), Writing as Craft and Magic, New Delhi, OUP
METHODOLOGY AND THEORIES OF MASS COMMUNICATION

Course code: JC 1121

Foundation Course 1                                                                     2 hrs, 2 credits

Course outcomes:

1. To apply proper theoretical framework in Communication
2. To inculcate the perspectives of media content in different context
3. To design and suggest suitable pattern for a Communication process

Module 1

Origin of communication studies – communication studies as social science – psychological perspectives of communication – concepts of non-verbal communication – attitudinal change through communication – communication and language – the basics of semiotics

Module 2


Module 3

Communication and society – theories of media effects and media use – Mc Luhan’s interpretation of mass media – reinforcement, catharsis, narcissis, uses and gratification, cultivation – learning – cognitive dissonance

Module 4

Media dependency theory – selective processes – normative theories of the press-
Introduction to Digital Culture and idea of Mediation- Information overflow and idea of Information hygiene

Assignment:

Students should select any one theory and study the practical side and result of it through survey and present the result in PowerPoint

Books for reference

SEMESTER II

JC 1241 INTRODUCTION TO ENVIRONMENTAL STUDIES (Core Course 3)

(4 hrs – 4 credits)

Course outcomes:

1. To suggest sustainable development models
2. To apply media for different activities for protecting the environment
3. To explain issues like global warming or climatic variation or changes

Module 1

What is environment; how do we protect and conserve our environment; scope and importance of the public awareness about environment studies; multidisciplinary nature of environmental studies

Module 2

Renewable and non-renewable resources in nature – forest, water, minerals and metals & food; use and overuse of natural resources; effects of modern agricultural practices; water and salinity; energy resources and use of alternative sources of energy; land resources and the problems of land degradation, landslides, soil erosion and desertification; equitable use of resources for sustainable development and the role of individuals in conservation of natural resources

Module 3

Structure and functions of an ecosystem; food chains, food webs and ecological pyramids; brief introduction to forest ecosystem, grassland ecosystem, desert ecosystem and aquatic ecosystem

Module 4

Biodiversity and its conservation; threats to biodiversity; conservation of biodiversity; biodiversity issues in India; environmental pollution (in air, water, soil an seas); noise pollution, thermal pollution, nuclear hazards; solid waste management; disaster management (flood, earth quake, cyclone and landslides).

Module 5
Social issues and sustainable development initiatives – urban problems related to energy; water conservation (rain water harvesting & watershed management); resettlement and rehabilitation of people evacuated from project areas; climate change and global warming; acid rain and ozone layer depletion, nuclear accidents and holocaust; conservation of wastes; Environment Protection Acts and Rules in India; role of information technology in environment and human health.

**Module 6**

Conduct of case studies of environment problems at the local level

**Assignment:**

1. Visit any area to document environmental resources – rivers/ forest / grasslands/ water bodies
2. Bring out a detailed report about a polluted site or environmental issue
3. Present a study about ecosystem on social media platforms and submit analytics of audience engagement

**Reference books**

13


**BASICS OF AUDIO-VISUAL COMMUNICATION**

**Course code:** JC 1271

Vocational Course 2

6 hrs, 4 credits

**Course outcomes:**

1. To practice the idea of sounds and visuals (Shoot and Record)
2. To evaluate the components of Photography
3. To trace out the knowledge in the fundamentals of graphics

**Module 1**

Evolution of audio – visual communication – functions of AV communication – features – scope and limitations – types of AV media

**Module 2**


**Module 3**


**Assignment:**
Visual story telling based on photos or video production on a topic

Books for reference
- Defleur, Melvin L., Fundamentals of Human Communication
- Dominick, Joseph R., The Dynamics of Mass Communication, New Delhi, Mc Graw Hill
- Massaris, Visual Persuasion
- Hearn D. & Baker P. M., Computer Graphics
- Alten, Stanley R. (2005), Audio in Media, New Delhi, Cengage Learning
- Slot G. (1960), Microphone to Ear, London, Mc Millan

SEMESTER III

RADIO BROADCASTING
Course code: JC 1321
Foundation Course 2 3 hrs, 3 credits

Course outcomes:

1. To interview, make radio promos, jingles etc
2. To produce radio news bulletin
3. To apply radio production in different formats

Module 1
Evolution of radio as a medium – a short history of broadcasting in India – characteristics of radio as a mass medium

Module 2
Module 3


Module 4


Module 5

Programme recording – various types of microphones – speakers – headphones – recording software – special effects – mixing and dubbing – sound format

Assignments:

1. Write a radio script, record in your voice, edit it and submit as a program
2. Record any program (music, interview, commentary or news with professional quality), edit and produce as an mp3 file

Books for reference

- Vinod Pavarala and Kanchan K Malik, Other Voices
- Michael Talbot, Sound Engineering Explained
- K. Tim Wulfeme, Radio-TV News Writing
- Paul Chantler, Basics Radio Journalism
- U. L. Baruah, This is All India Radio, New Delhi, Publications Division

MAGAZINE JOURNALISM

Course code: JC 1341

Core Course 4 4 hrs, 4 credits

Course Outcomes:
1. To familiarize various writing styles and good in topic selection
2. To create content, do editing and picture selection which is apt for the story
3. To design cover page and magazine using InDesign
Module 1

Types of magazines – general interest magazines – special interest magazines – news magazines – literary magazines – scientific magazines and research journals – online magazines

Module 2

Magazine journalism in India – magazine journalism v/s newspaper journalism – current trends in magazine journalism

Module 3

Content in magazines – articles – features – reviews – columns – cartoons – photos for magazines

Module 4

Magazine design – design formats – cover design – use of space in magazines – free make up – layout – typography – use of info graphics – colour selection

Module 5

Feature writing- news, features and fiction – analysis- writing features- lead, body, conclusion-picture selection

Assignment:

Bring out a magazine with cover story, articles, features, essays, columns, photo features etc (One magazine for a batch)

Books for reference

- Summer, David E. & H. G. Miller (2006), Feature and Magazine Writing, New Delhi, Surjeet Publications
- Jill Dick (2004), Writing for Magazines, New Delhi, Unistar Books
PHOTO JOURNALISM
Course code: JC 1371

Vocational Course 3 4 hrs, 4 credits

Course outcomes:

1. To explain the fundamentals of photography
2. To differentiate types of photographs
3. To capture images and practice the art of photography

Module 1
A short history of photo journalism – photography as a form of communication – relevance of photography in journalism – world famous pictures

Module 2
Functions of a photo journalist – features of photo journalism – duties of photo journalists – selecting subjects – covering events – legal and ethical consideration

Module 3

Module 4
Photo feature-portraits-sports photos-photo editing-photo captions-cut lines-photo editing software

Assignment

1. Digital portfolio (Nature photography, candid photography, product photography, architecture photography etc – Select ones as Print portfolio)
2. Click photographs following visual composition rules and create photo essays on Instagram or other photo sharing platform.
Books for reference

- Ken Muse, Basic Photo Text
- Newnes, Basic Photograph
- Rothsteline, PhotoJournalism
- Laurence Mallory, The Right Way to Use a Camera
- Bergin, Photo Journalism Manual
- Milten Feinberg, Techniques of Photo Journalism

INTRODUCTION TO TELEVISION PRODUCTION

Course code: JC 1372

Vocational Course 4, 4 hrs, 4 credits

Course outcomes:

1. To report events and news based stories using mobile phones and video cameras
2. To edit offline and online programmes of television by using the required software
3. To write scripts of TV news stories, special stories and on spot reporting

Module 1

Evolution of TV as a medium – global scenario – characteristics of the medium – potential and limitations

Module 2


Module 3


Module 4

Sound-natural sound-dubbing-sync sound-background music- types of microphones-sound design
Module 5

Evolution of editing – editing principles – functions – transition devices – linear and non linear editing – online and off line editing – editing of different TV genres – editing in the digital era – computer graphics and animation techniques

Module 6

Television production – pre production – production – post production

Assignments:

1. TV writing for different types of visual story
2. Studio anchoring, news reading, voice over, sound track for features etc

Books for reference

- Ralph Donald and Thomas Spann, Fundamentals of Television Production
- Herbert Zettl, Television Production Handbook, New York, Wadsworth
- Ivan Cury, Directing and Producing for Television
- Steve Wetton, Writing TV Scripts
- Millerson, Gerald, Video Production Handbook
- Gerald Anderson, The Technique of Television Production
- Steven E Brown, Videotape Editing
- John Halas and Roger Manuelle, The Technique of Film Animation
- Gray Anderson, Video Editing and Post Production-A Professional Guide

SEMESTER IV

PR & CORPORATE COMMUNICATION

Course code: JC 1441

Core Course 5  4 hrs, 4 credits

Course Outcomes:

1. To differentiate PR and corporate communications
2. To prepare PR writings
3. To apply basic ethics and laws of PR

Module 1

Public relations – definitions – origin and development of PR – objectives and functions of
PR – qualities of PR personnel – difference between PR and journalism

Module 2

Definitions – evolution, role and scope of corporate communication – concepts of corporate identity – corporate image – corporate functions – tools of corporate communication

Module 3

Propaganda – publicity and public relations – advertising v/s PR – public opinion – PR tools – PR and social responsibilities

Module 4


Assignments:

1. Prepare press release of an event of your college
2. Prepare a newsletter of your college or department to build its image
3. Study prominent PR campaigns and sketch how effectively PR is done

OR

Create a PR campaign based on nature conservation, health etc

Books for reference

· Joseph Fernandez, Corporate Communications
· Scott M. Cutlip and Allen, Effective Public Relations
· Alison Theaker, The Public Relations Handbook
· C. S. Rayadu and K. R. Balan, Principles of Public Relations
· B. N. Ahuja and S. S. Chhabra, Advertising and Public Relations
ADVERTISING
Course code: JC 1442

Core Course 6 4 hrs, 4 credits

Course outcomes:
1. To trace out the development of advertising and basic concepts
2. To explain knowledge of economy and social aspects of advertisements
3. To narrate the evolution and history of advertising industry, its functioning, role and ethics

Module 1
Evolution of advertising – definitions – functions – types of advertising

Module 2
Economic and social aspects of advertising – effect of advertising -present status of advertising

Module 3
Elements of advertising – principles of copywriting – visualization – advertisement script writing for visual media – radio advertisements

Module 4
Media selection – media profile – advertising agencies – positioning – marketing role

Module 5
Professional organizations – code of ethics – advertising as mass communication

Assignment:
1. Create or design an advertisement for print (Group)
2. Create one minute PSA/Ad for TV/ Radio/ Web (Group)

Books for reference
INTRODUCTION TO CINEMA

Course code: JC 1471

Vocational Course 5 3 hrs, 2 credits

Course outcomes:

1. To review the films historically and critically
2. To assess and evaluate film language and aesthetics
3. To explain the production techniques

Module 1


Module 2


Module 3

Production – camera – sound – art – cast

Module 4

Post-production – visual editing – sound editing – distribution

Module 5

Film language – shot – scene – cuts – transitions – film appreciation

Assignment:

1. Create a 5 minute short film on a relevant topic fulfilling all production aspects (Group assignment)
2. Make a video of 10 minutes based on any recent health issues or communicable diseases (Group assignment)

Books for reference

- Nathan Abrams, Ian Bell, Jan Udris, Studying Film
- David K. Irving and Peter W. Rea, Producing and Directing Short Film and Video
- James Monaco, How to Read a Film
- Tom Holden, Film Making
- Susan Hayward, Key Concepts in Cinema Studies
- Antony Easthope, Contemporary Film Theory
- Bernard F Dick, Anatomy of Film
- Bruce Mamer, Film Production Techniques

TELEVISION BROADCASTING

Course code: JC 1472

Vocational Course 6 4 hrs, 2 credits

Course Outcomes:

1. To narrate the characteristics of television
2. To write basics for television programme
3. To plan and sketch the essentials of broadcasting

Module 1


Module 2

Module 3


Module 4

Current trends in television broadcasting

Assignment:

1. Bring out a news bulletin – News reading, production and use of teleprompter
2. Create a portfolio of live reporting from campus events or any social events using mobile or camera with live streaming to Youtube or Facebook

Books for reference

· Browzzard and Holgate, Broadcast News
· Fletcher, Professional Broadcasting
· Ted White, Broadcast News Writing, Reporting & Producting
· Gerald Millerson, Effective TV Production
· Vasuki Belavadi, Video Production
· Hebert Zettl, Television Production Handbook, Wardsworth Thomson Learning
· Hebert Zettl, Video Basics, Wardsworth Thomson

Learning INTERNSHIP

One month Internship in any media firm after the second academic year of the programme during the vacation is an essential requirement for the completion of the course. The Internship Report along with candidates evaluation and certificate from media firm shall be submitted to the department.
SEMESTER V
JC 1541 MALAYALAM JOURNALISM
(Core Course 7) (5 hrs – 4 credits)

Course outcomes:

1. To explain the history of Malayalam press
2. To comprehend the present status of the newspapers and magazines in Malayalam.
3. To narrate the process of translation and syndication in news

Module 1

Brief history of the origin on Malayalam press (Rajyasamacharam, Paschimodayam & Gnananikshepam), major milestones in the history of Malayalam press, Present status of the newspapers and magazines in Malayalam, new trends in circulation strategies – event management, competitions among readers, public campaigns, hyperlocalism and changes in lay-out and design.

Module 2

New trends in magazine publications – increase in visual content– sensationalisation of events– publication of scoops and exclusives – publication of specialized magazines

Module 3
Problems of translation and transliteration – syndicated columns – syndication of current news

Module 4

Brief profiles of prominent journalists in Malayalam – Herman Gundert, Devji Bhimji, Swadeshabhimani Ramakrishna Pillai, Kesari A. Balakrishna Pillai, K. P. Kesava Menon, Kandathil Varghese Mappilai and C. V. Kunjiraman

Assignments:
1. Create, design and publish a tabloid in Malayalam
2. Translation of news articles
3. Collect and analyse articles of prominent journalists of Kerala

Books for reference

Bharathiya Patrachariratham M V Thomas
Patrangal Vichitrangal K P Vijayan
Vrithanthapathraprarvarthanam K Ramakrishna
Pillai Malayala Pathrapravathana Charithram Puthupalli
Raghavan Manmaranja Masikakal Priyadarshan
MASS MEDIA MANAGEMENT

Course code: JC 1542

Core Course 8                                                                 3 hrs, 3 credits

Course outcomes:

1. To familiarize with modern management concepts
2. To apply the managerial aspects and functions of mass media organizations
3. To acquaint with business challenges and to tackle them in media organizations.

Module 1

Principles of management – evolution of management concepts – need for efficient media management

Module 2

Types of newspaper ownership-characteristics of each type-newspaper organization-financial management

Module 3

Problems of news organisations in India – management of three M’s – men, money and materials – sales promotion

Module 4

Management of audio-visual media-radio, TV and film – organisation of news agencies

Module 5

Reports of press commissions in India – enquiry committee on small newspapers – Varghese committee – Kuldip Nayar committee – Prasar Bharati

Assignments:

1. Sketch the organizational structure --Hierarchical chart of large newspaper, news channel and FM radio (Group assignment)
2. Prepare a report on entry level careers in media organizations (Print, television, radio and cinema)
Books for reference

· Track N. Sindhawani, Newspaper Economics and Management
· L. W. Rucker & Williams, Newspaper Organisation and Management
· Thomson F. Barnhart, Weekly Newspaper
· Arun Bhattacharya, Indian Press from Profession to Industry
· Orlik, Peter B. (1995), The Electronic Media, Massachusetts, Allyn and Bacon

MEDIA LAWS AND ETHICS

Course code: JC 1543

Core Course 9                      3 hrs, 3 credits

Course outcomes:

1. To explain and incorporate legal framework
2. To suit concepts of freedom of press and the constitution
3. To acquaint with judicial structure and role of fourth estate

Module 1

Concept of the freedom of the press – fundamental rights and directive principles – freedom of speech and expression enshrined in Indian constitution – article 19 (1)a – reasonable restrictions

Module 2

Types of law courts – judicial system in India – civil and criminal frame work – executive and judiciary – role of fourth estate

Module 3

Defamation – libel and slander – possibilities and challenges

Module 4


Module 5
Assignments:

1. Case study based on specific law or concepts mentioned in the syllabus
2. Analysis on freedom of press and its violations
3. Panel discussion or debate based on:
   (i) Freedom of Press
   (ii) Profit motive vs responsibility of media houses
   (iii) Censorship

Book for reference

- K. D. Umrigar, Media Laws
- Kundra S., Media laws and Indian Constitution
- Naresh Rao and Suparna Naresh, Media Laws: An Appraisal
- Karan Sanders, Ethics and Journalist
- Paranjoy Guha Thakurtha (2012), Media Ethics: Truth, Fairness and Objectivity, New Delhi, OUP

DOCUMENTARY FILM

Course code: JC 1571

Vocational course 7

4hrs, 4 credits

Course outcomes:

1. To explain theoretical knowledge on historical evolution of documentary films
2. To trace the current trends in documentary genre
3. To shoot and familiarise documentary making

Module 1

Module 2

Functions of documentary as a medium – differences with fictional films – types of documentaries – narrative, expository, portrait, story, news, etc.

Module 3

Writing for documentaries-creative use of visuals, sound, music etc.-research-treatment and scripting

Module 4

Production of documentaries – shooting and editing patterns

Assignments:

1. Critical appreciation of different types of documentaries (Group)
2. Prepare synopsis and plans for shooting any type of documentary (Group)

Books for Reference

· Wolverton, Mike, How to Make Documentaries
· Rabiger, Michael, Directing the Documentary
· Bernard, Sheila Curran, Documentary Story Telling

VIDEO PROJECT

(Practicals) Course Code:

JC 1572

Vocational Course 8 4 Hrs 4 Credits

Guidelines for the production and submission of Graduate Video Project in the Fifth Semester of First Degree Programme in Journalism, Mass Communication & Video Production.

During the fifth semester each student has to produce a video programme in partial fulfillment
of the FDP in Journalism, Mass Communication & Video Production. The production period of the programme will be sixtydays from the date of submission (the deadline for which will be notified by the HOD of the Department) of the proposal. The course co–ordinator may notify the schedule of video production giving details of the deadlines for submission of draft proposal and script, final shooting script and the finished programme in digital format.

The synopsis, treatment notes, story board, final shooting script and finished programme in digital format are to be evaluated on individual basis by an external examiner appointed by the university. The university shall set a panel of experts as examiners for the evaluation of video project. The exam schedule shall be prepared by the university before the Vth Semester theory examinations.

The video programmes should be:

1) a documentary of 8 to 10 minutes duration
2) produced in the digital video format with sound and music
3) Submitted to the concerned faculty member on or before the last day of the 60–day production period with an authentication certificate issued by the HOD/Principal

<table>
<thead>
<tr>
<th>Evaluation Scheme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Details of the Graduate Video project</td>
</tr>
<tr>
<td>a Preparation of Programme Proposal (Clarity of the proposal, budget, research material used &amp; the presentation of synopsis will be taken into consideration)</td>
</tr>
<tr>
<td>b One – line treatment and detailed treatment</td>
</tr>
<tr>
<td>c Script 5</td>
</tr>
<tr>
<td>d Story board for 5 key frame</td>
</tr>
<tr>
<td>e Quality of the video film</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Marks will be awarded in a viva voce examination conducted by the external examiner in the respective colleges and expenses for the examination including the remuneration for the examiner should be borne by the respective college.
FILM APPRECIATION
Course code: JC 1551.1

Open Course 1 3 hrs, 2 credits

Course outcomes:

1. To create insight into the evolution cinema and its origin
2. To explain cinema language and its visual components
3. To narrate film editing and montage theory

Module 1
Evolution of cinema – origin of cinema and its development into a distinctive visual narrative art form; brief description of the major landmarks in the history of cinema from Lumiere brothers’ actuality shots to the present digital trends; film as an art, industry and political propagandist

Module 2
Language of cinema – elements of visual composition; visual space; balance; contrast; depth of field; mis–en–scene; shot, scene and sequence; image sizes; camera and subject movements; camera angles; creative use of light and colour; sound effects, ambient sounds, music and dialogue delivery

Module 3
Basics of film editing – the principles of editing and its functions; evolution of montage theory

Module 4
Major film movements – German expressionism; Italian neo–realism; French new wave; the Western and Hollywood cinema; comedy films; cinema verite; and documentary movies

Module 5
Indian cinema – brief history; great masters of Indian cinema – Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Shyam Benegal, G. Aravindan, Adoor Gopalakrishnan, Mani Kaul, Balachandar & Girish Kasaravally; popular and middle cinema; film society movement

Module 7
Malayalam cinema – brief history of Malayalam cinema, adaptation of Malayalam literary works
Assignments:

1. Critically analyse major film movements globally
2. Prepare montage based on editing any film of your choice

Books for reference

- Andrew Dixx (2005), Beginning Film Studies, New Delhi, Viva
- Gerald Mast (1985), A Short History of the Movies, Oxford, OUP
- Rudolf Arnheim (1957), Film as Art, Los Angeles, University of California Press
- Bill Nichols (1976), Movies and Methods, Los Angeles, University of California Press
- Joseph V. Mascelli (1965), The Five C’s of Cinematography, Los Angeles, Silman James Press
- Bruce Mamer, Film Production Technique, New York, Thomas Wadsworth
- Badwen, Liz-Anne (1976), Oxford Companion to Film, New York, OUP
- Paul Rotha & Richard Griffith (1960), Film Till Now, New York, T–Wayne
- Gerald Mast (1979), The Comic Mind: Comedy and the Movies, Chicago, University of Chicago Press
- Siegfried Kracauer (1959), From Caligari to Hitler, New York, Noonday
- Jay Leyda (1960), Kino: History of the Russian and Soviet Film, New York, MacMillan
- Andre Bazin (1971), What is Cinema (2 Volumes), Los Angeles, University of California Press
- Erik Barnow & S. Krishna Swamy (1963), The Indian Film, New York, Columbia University Press

OR

INTER CULTURAL COMMUNICATION

Course code: JC 1551.2

Open Course 1 3 hrs, 2 credits

Course outcomes:

1. To explain culture as a social institution
2. To differentiate value systems on Eastern and Western perspective
3. To acquaint themselves about mass media as a vehicle of intercultural communication

**Module 1**

Culture - definitions - culture as a social institution - value systems - Eastern and Western perspectives.

**Module 2**

Inter-cultural communication - definition - process - cultural symbols in verbal and nonverbal communication.

**Module 3**

Mass Media as vehicles of inter-cultural communication - barriers in inter-cultural communication - cultural conflicts and communication.

**Module 4**

Mass media as cultural institution - effects of culture on communication - impact of new media technology on culture - effects of Globalisation on mediated culture.

**Module 5**

Promotion of inter-cultural communication and inter-national relations - diplomacy and inter-cultural communication - art forms as instruments of inter-cultural communication.

**Assignments:**

1. Prepare report on different art forms, its contribution and how it act as an instrument of intercultural communication
2. Do an interview with any artist of repute and discuss how new media may be used to promote the artist to reach wider audience

**Books for Reference**

- Inter-cultural Communication Theory - Gudykunst (ed)
- Global Communication – John Merril
- Handbook of Inter-cultural Communication – Asante et al (ed)
- Electronic Colonialism – Thomas L. McPhail
- Media and the Third world – UNESCO
Course outcomes:

1. To explain the evolution of economic thinking and its current perspectives
2. To familiarize economic news based on data and figures.
3. To write / present business reports

Module 1

Major schools of modern economic thinking – classical, neo classical, Marxian, Keynesian and monetarist schools

Module 2


Module 3

Business reporting and editing – basics of budget – budget reporting – Reserve Bank of India and basics of monetary policy – introduction to stock markets – regulatory mechanism

Module 4

Business Journalism in India – major business dailies, magazines and TV channels – Kerala economy: an overview

Assignments:

1. Write budget report
2. Create and present business news stories as a video clip (group)
3. Present review of business publications

Books for reference

Jay Taparia (2003), Understanding Financial Statements: A Journalist’s Guide, Marion Street
INTRODUCTION TO NEW MEDIA

Course code: JC 1642

Core Course 1 4 hrs, 3 credits

Course outcomes:

1. To explain the idea of convergence of media and its application in journalism

2. To familiarize the working pattern of electronic and media platforms

3. To assess the suitability of hardware, software including open source solutions and applications of computer technologies and web page design

Students will have understanding of new technologies and its evolutions Module 1


Module 2

Journalism and new media – internet editions of newspapers and TV channels – open source journalism
– participatory journalism – scope of online journalism in India.

**Module 3**

Fundamentals of computer technology – hardware & software – propriety and open source solutions – web page design basics

**Module 4**

Page make up and software solutions – In Design and Quark Express – Broadcasting solutions – ENPS & iNews

**Module 5**

Communication revolution and new media – networked society – new media and public sphere

**Assignments:**

1. Create a Blog, Vlog in Instagram / YouTube/Twitter / LinkedIn and upload your original content
2. Design an UI for an App or website
3. Technical writing exercises

**Books for reference**

- Sharma D., Introduction of IT
- Andrew Dewdney and Peter Ride, The New Media Handbook
- Ward, Mike, Journalism Online
- Brian Winston, Media, Technology and Society
- Kevin Kawamoto (Ed. 2003), Introduction to Digital Journalism: Emerging Media and the Changing Horizons of Journalism, Rowman and Littlefield Publishers
ADVANCED TELEVISION PRODUCTION

Course code: JC 1643

Core Course 12 credits

Course outcomes:

1. To familiarize the production of various television formats
2. To create an on-screen presentation
3. To explain the process of video production, operations and multi camera skills.

Module 1


Module 2

Direction – aesthetics: script analysis – composition (emphasis, balance, movement, rhythm, pantomimic dramatization) – direction techniques

Module 3

On-screen appearance – On air (performance, presence, getting through the audience, know your material, ad lib etc) – news anchoring – anchoring various shows

Module 4

Graphics for television – overlays and chroma key – content generation for graphics

Assignments:

Produce a TV programme of any kind (Group assignment)

Books for Reference

- Boyd, Stewart & Alexander (2008), Broadcast Journalism: Techniques of Radio and Television News, New Delhi, Elsevier
- Donald & Spann (2004) Fundamentals of Television Production, New Delhi, Surjeet Publication
DEVELOPMENT COMMUNICATION

Course code: JC 1671

Vocational course 9  3 hrs, 2 credits

Course outcomes:

1. To explain the concepts, meaning and models of development and paradigm shift
2. To familiarize about different programmes and policies of the development communication
3. To assess the development communication campaigns and importance of participatory communication

Module 1

The meaning of development – different approaches – major theories of development – dominant paradigm: rise and fall – alternative paradigm – sustainable development

Module 2

Development communication – concepts and theories of development communication – development communication campaigns

Module 3

Issues in development communication: health, education, agriculture, environment, poverty and hunger, gender equality – MDG’s – participatory communication

Module 4


Assignments:

1. Visit and understand the organizational structure of an NGO
2. Write articles on development studies like health education, agriculture, environment etc

Books for reference

Maya Ranganathan and Usha M. Rodrigues (2010), Indian Media in a Globalised World, Sage
Linje Manyozo (2012) Media, Communication and Development: Three Approaches, New Delhi, Sage
Ratnesh Dwivedi (2013) Mass Media and Communication in Global Scenario, Kalpaz Publication
Mridula Menon (2007), Development Communication and Media Debate, Kanishka
P Sainath, Everybody Loves a Good Drought
Jan Servaes, Communication Development and Social Change
Kirk Johnson, Television and Social Change in Rural India

**MEDIA AND SOCIETY**

**Course code: JC 1672**

Vocational Course 10  4 hrs, 3 credits

**Course outcomes:**

1. To explain the issues pertaining in mass media practices
2. To familiarize the operational framework of institutions and societal interaction of mass media
3. To review and write the movements of digital media and social change along with the relevance of digital divide

**Module 1**


**Module 2**

Mass society–media culture–globalisation–media as cultural industry–cultural imperialism–hegemony

identity – gender and media – communication technology determinism

**Module 3**

Mass media and civil society – politics, democracy and media – new media communication – interactivity in virtual community – new media and social change – digital divide
Assignments:

1. Write a report on the implications of mass media to the ethical well-being of the society
2. Discuss the effects of mass media to the political class of a country
3. Compare and contrast the benefits of mass media to marginalized population

Books for Reference

- Elihu Katz, Mass media and social change
- John Hartley, Communication Cultural and Media Studies
- Ratnesh Dwivedi (2013), Mass Media and Communication in Global Scenario, Kalpaz Publication
- Maya Ranganathan (2010), Indian Media in a Globalized World, New Delhi, Sage

SCIENCE JOURNALISM
Course code: JC 1661.1

Open Course 2
3 hrs, 2 credits

Course outcomes:

1. To spot the methods adapted in analyzing subjects related to science
2. To interpret scientific data to accurate reports
3. To familiarize the common topics related with science to prepare reports

Students acquire skills to report scientific information for common man

Module 1
Relevance of science journalism – growth of science journalism – qualities of science reporter

Module 2
Use of scientific data – accuracy in reporting S & T – interpretation of scientific data – information on science and technology for common man

Module 3
Rewriting scientific information – features on S & T – ethics in science reporting

Module 4
Specialised reporting – environmental journalism – reporting on agriculture, medicine, information, technology, biotechnology etc.
Assignments:

1. Prepare a report interpreting scientific data with all information for a common man
2. Create a report on impact of science journalism on public understanding of science

Books for Reference

- Burkett D.W., Writing Science News for Mass Media
- Hildenbrand Joel, Science in the Making
- Vilanilam J.V. (1993), Science Communication and Development, New Delhi, Sage
- Bernal, J. D. (1971), Science in History (4 Volumes), Massachusetts, MIT Press
- Cox Robert, Environmental Communication and the Public Sphere
- Stuart Allan (2002), Media, Risk and Science, Open University Press

OR

MULTIMEDIA PRODUCTION

Course code: JC 1661.2

Open Course 2 3 hrs, 2 credits

Course outcomes:

1. To familiarize the visual language and principles
2. To explain and suit the proper design techniques for the programmes
3. To practice audition, sound booth operation and softwares required for multimedia projects

Module 1

Introduction to multimedia – what is multimedia – definitions; nature and characteristics of multimedia products and services; multimedia applications; relevance of multimedia application in the media industry and the knowledge acquisition programs; multimedia system architecture

Module 2

Introduction to visual language – design principles; elements of design and layout; colour in design, use of text, pictures, graphs, drawings, video and audio in various media

Module 3
Multimedia file formats – standards & communication protocols; conversions; data compression and decompression; image authoring and editing tools; image file formats – JPEG, TIFF, GIF, PNG, layers, RGB, CMYK; contrast, brightness; slicing, contrast ratio; aspect ratio; gray scale; filters; blending tools; image enhancing & designing techniques

Module 4

Images and graphics in multimedia; creating and manipulating images using painting, drawing and editing; sources of images/graphics; scanning images; making and using charts/diagrams/vector drawings; use of colours

Module 5

Multimedia production; idea/concept; outline; script; story board; templates; user interface; production and delivery strategies; designing the navigation structures (linear, hierarchical, non-linear and composites); hot spots and buttons; text, images, sound and animation; video edit software and techniques of editing; video capturing and editing tools; video compression techniques; graphic techniques (tilting, special effects. Graphic plug-ins, matting and compositing, image matting, video matting, shadow matting and compositing, animating pictures)

Module 6

Multimedia authoring tools – page-bases; icon-bases; time-based and object-oriented tools; testing and evaluation of the project

Module 7

Practicals; use of Audition, Sound booth, Photoshop, Flash, Adobe Premier/Avid in classroom exercises; creation of an interactive website or multimedia CD

Assignments:

1. Create and interactive website OR multimedia program on a DVD (single work for whole batch)

2. Create a 5 minute video with all multimedia enhancements and techniques, graphic and animations (single work for whole batch)

Books for reference

- Rao, Bojkovic & Milovanovic (2009), Multimedia Communication Systems, New York, Phi Learning
- Peter Wells (2007), Digital Video Editing: A User’s Guide
- Richard Williams (2009), The Animator’s Survival Kit, New York, Faber & Faber
- D. S. Sherawat & Sanjay Sharma (2010), Multimedia Applications, New Delhi, SS Kataria & Sons
- Judith Jeffcoate, Multimedia in Practice, New Delhi, Pearson Education