

PG SYLLABUS

DEPARTMENT OF COMMUNICATION AND JOURNALISM

UNIVERSITY OF KERALA



MCJ Programme (Master of Communication and Journalism)

(Under Credit and Semester System W.E.F 2017 Admissions)

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DEPARTMENT OF COMMUNICATION AND JOURNALISM UNIVERSITY OF KERALA

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Programme Name: **MASTER OF COMMUNICATION AND JOURNALISM (MCJ)**

PROGRAMME OBJECTIVES

- MCJ (Master of Communication and Journalism) is a two year (4 semesters) Master degree programme designed to meet the growing demands for communication professionals across the globe.
- This course aims to provide students with a thorough grounding in the theories, approaches and research necessary for studying, analyzing, and understanding media and communication processes in both national and global contexts.
- Building on a comprehensive overview of the history of the study of media and communication, the course enables students to critically engage with contemporary debates on the social, political and cultural roles of media and communication in modern societies. Special emphasis is given to equip the students with professional proficiency in the field of Print and Electronic Media.

STRUCTURE OF THE PROGRAMME

Sem. No.	Course Code	Name of the course	Number of credits	
I	Core Course			
	COJ- C-411	Introduction to Mass Communication	4	
	COJ- C- 412	Reporting	4	
	COJ- C- 413	News Management and Editing	4	
	COJ- C- 414	Media Laws and Ethics	4	
	Internal Elective			
	COJ - E- 415	Media Management	4	
II	Core Course			
	COJ - C-421	Television News	4	
	COJ-C-422	Print Media : Design and Production	4	
	COJ-C-423	Advertising :Theory and Practice	4	
	COJ-C-424	Introduction to Film	4	
	COJ-C-425	Lab Journal Production	4	
	Internal Electives			
		COJ-E-426	Writing for Science and Technology	4
	COJ -E-427	Magazine Journalism	4	
III	Core Course			
	COJ - C-431	Communication Theory and Application	4	
	COJ - C-432	Research Methods in Mass Communication	4	
	COJ - C-433	Video: Script Writing and Production Techniques	4	
	COJ - C-434	Documentary Production	4	
	Internal Electives			
		COJ-E-435	Public Communication Campaigns	4
		COJ - E-436	Inter Cultural Communication	4
	COJ - E-437	Radio Programme Production	4	
IV	Core Course			
	COJ - C-441	Public Relations and Corporate Communication	4	
	COJ - C-442	Digital Journalism	4	
	Internal Electives			
		COJ-E-443	Development Communication	4
	COJ-E-444	Film Appreciation	2	
	COJ - I- 445	Media Internship	2	
	COJ - D - 446	Dissertation	4	
Extra Departmental Elective Course				
I	CO J -X-411	Malayalam Journalism	2	

SEMESTER : I
COURSE CODE :COJ -C-411
COURSE TITLE : INTRODUCTION TO MASS COMMUNICATION
CREDITS : 4

Aim

The primary aim of the course is to enable the students acquire an advanced understanding of the fundamentals of human communication, mass media and to provide an overview of the diverse dimensions of media and society.

Objectives

- To provide an overview of the process and functions of different types of communication.
- Develop Historical perspective on human communication, emergence of mass media and characteristics of different media.
- To understand the functions and responsibilities of the media and about basic communication models. Media impact on society, culture and future of humanity in the information age will also be dealt with.

COURSE CONTENT

Module I	Communication: the process, elements and functions. Different types of communication; Basic Communication Models
Module II	Evolution of human communication; Early forms of communication; Emergence of mass society and mass media.
Module III	Mass Communication: Characteristics and functions; Different types of mass media: Print, radio, film, TV and new media; Applications of communication technology; Multimedia, Internet, virtual reality, interactive media.
Module IV	Mass media in India: Origin and development of the various media: newspapers, magazines, radio, TV: Current media scenario; Media organisations.
Module V	Media and Society: Social impact of the media; Media impact on children
Module VI	Media and culture, The global village; Future of humanity in the information age, Information overload

REFERENCES

1. Cherry, On Human Communication, Cambridge; The MIT Press, 1978
2. John Fiske, Introduction to Mass Communication Studies, London:Routledge, 1996.
3. William H. Dutton, Society on the Line, New York: Oxford, 1999.
4. Elihu Katz, Mass Media and Social Change, London: Sage, 1981.
5. Keval J. Kumar, Mass Communication in India, Bombay: Jaico, 1994.
6. Durga Das Basu, Law of the Press in India, New Delhi: Prentice-Hall, 1986.
7. Michael R. Real, Mass Mediated Culture, Engelwood: Prentice-Hall, 1977.
8. M.I Khan and Kaushal Kumar, Studies in Modern Mass Media, New Delhi: Kanishka, 1993.
9. Uma Narula, Mass Communication: Theory and Practice, New Delhi: Har Anand, 1994.
10. B.N Ahuja, History of Indian Press, Delhi: Surjeet Publications, 1988.

11. James Curran and Michael Gurevitch, Mass Media and Society, London: Edward Arnold, 1991.
12. Denis McQuail, Mass Communication: An Introduction, London: Sage, 2000.
13. Peter Hartley, Group Communication, London:Roultedge 2004.
14. Patrizia D’ettore and David P Hughes, Sociology of Communication, New York:Oxford, 2008
15. Binod Misra, Communication in a Globalized World, New Delhi: Authors Presas, 2009.
16. Ann Gray and Erin Bell, History on Television, London: Roultedge 2013.
17. Denis Solomon and Jennifer Theiss, Interpersonal Communication, New York: Roultedge, 2013.
18. Pulugurta Chandra sekhar, New media, Delhi: B.R Publishing Corporation 2014.
19. A AppaRaO, Social Implications of Mass Media, New Delhi : Mohit Publications, 2013
20. Javed Shaikh, Introduction to Mass Communication and Journalism, New Delhi: Random Publications, 2014.

SEMESTER : I
 COURSE CODE : COJ-C-412
 COURSE TITLE : REPORTING
 CREDITS : 4

Aim

Students will be introduced to the basic concepts and trends in reporting for various media.

Objectives

- To develop skills necessary for writing for various media.
- To raise awareness of the concept of news values and also about the process of news gathering.
- To help to learn the advanced practices and ethics in professional journalism.

COURSE CONTENT

Module I	News-concept and definitions; news factors; functions of news; social responsibility of news reporter. Kinds of news-predictable and unpredictable news; soft and hard news; anticipated news.
Module II	Structure of a news story-inverted pyramid and narrative styles; lead and body; different kinds of lead; changing styles of news writing.
Module III	News sources and techniques of gathering news-interviews; speeches; proceedings in courts, parliament, legislatures and councils; press conferences; news beats; press releases from govt. and non-govt. institutions; rallies and agitations; monitoring the media; documentary materials and research.
Module IV	The reporter - qualities and qualifications; duties and responsibilities; speed vs accuracy; objectivity and ethics; qualities and experience required for specialized reporters.

Module V	Different categories of news - investigative and interpretative news; business news; sports news; development news; science and technical news.
Module VI	Concepts and trends- new journalism; precision journalism; intimate journalism; planted stories and cheque book journalism; laid-back journalism; service journalism.

REFERENCES

1. John Hohenberg, *The Professional Journalist*, Holt Rein hart & Winston, New York, 1981.
2. Spencer Crump, *Fundamentals of Journalism*, Mac Graw- Hills, New York, 1974.
3. Chip Scanlan and Richard Craig, *News Writing and Reporting, The complete Guide for Today's journalist*, Oxford University press,2013.
4. Kelly Leiter, Julian Harris, Stanley Johnson, *The Complete Reporter: Fundamentals of News Gathering, Writing, and Editing*, 1999.
5. David Spark, Geoffrey Harris, *Practical Newspaper Reporting*, SAGE, London, 2010.
6. John Bender, Lucinda Davenport, Michael Drager, and Fred Fedler, *Reporting for the Media*, Oxford University Press, London, 2011.
7. M. V Kamath, *The Journalist Handbook*, Vikas Publishing House,1981, New Delhi.
8. M.V Kamath, *Professionel Journalism*, Vikas Publishing House,1980, New Delhi.
9. Neil Henry,*American Carnival: Journalism Under Siege in an Age of New Media*, University of California Press,2013.
10. Usha M. Rodrigues, Maya Ranganathan, *Indian News Media:From Observer to Participant*, Sage, New Delhi, 2014.
11. Natalie Fenton, *New Media, Old News: Journalism and Democracy in the Digital Age*, Sage, London, 2014.
12. Anna McKane, *News Writing*, Sage, London, 2013.

SEMESTER	: I
COURSE CODE	: COJ – C - 413
COURSE TITLE	: NEWS MANAGEMENT AND EDITING
CREDITS	:4

Aim

To learn the functions and responsibilities of the Editor in a Media organization. Editorial hierarchy in a Newspaper organization and the responsibilities of each member in an editorial team will also be dealt with..

Objectives

- Aims to impart editing skills in students.

- Helps the students to identify modern trends in newspaper writing and news coverage.
- Enable the students to develop skills in picture editing and headline writing techniques for newspapers.

COURSE CONTENT

Module I	News Management; Hierarchy in News Paper Organisations; Functions and responsibilities of Editor, Assistant Editor, News Editor, Chief Editor, Chief Sub Editor, Sub Editor.
Module II	Sources and copy flow: News Room functions and Principles of editing.
Module III	Fundamentals of Electronic Editing.
Module IV	Rewriting techniques, Running stories, space saving, Style sheet; Readability formulae, Glossary.
Module V	Headline writing: Modern trends.
Module VI	Photo Journalism : Basics of Photography/Digital Photography; Selection of pictures,Photo Editing;Cutline & caption writing, Specializations in photography.

REFERENCES

1. Floyd K. Baskette, Jack Z. Scissors, Brian S. Brooks, The Art Of Editing , Macmillan Publishers, 1971.
2. Bruce H. Westley , News Editing, Oxford& IBH Publishing Co. , 1980.
3. Judith Butcher, Copy Editing, Cambridge University Press, 1992.
4. June A. Valladares, The Craft of Copywriting, Response Books, 2000.
5. Harold Evans, Editing and Design, HEINEMANN, 1973.
6. Robert C. McGiffert, The Art Of Editing, Chilton Book Company, 1972.
7. Martin L. Gibsons, Editing In The Electronic Era,The IOWA State University Press, 1979.
8. The New York Public Library Writer's Guide To Style And Usage, Macmillan1994.
9. Hershell Gordon Lewis, On The Art Of Writing Copy,AMACOM- American Management Asso., 2000.
10. Arthur Wimer and Dale Brix, Work Book for Headwriting And News Editing,WCB-W M.C.Brown Co., 1978.
11. Jonathan Green, Newspeak: A Dictionary Of Jargon, Routledge& Kegan Paul,2000.
12. The Chicago Manual Of Style, The University Of Chicago Press, 2003.
13. Richard Keeble, The Newspaper's Handbook, Routledge, 1994.
14. Elizabeth Wissner, Gross, Unbiased Editing in a Diverse Society, Surjeet Publications, 2005.
15. M.K. Joseph, Outline Of Editing, Anmol Publications Pvt. Ltd, 1997.
16. Sam Kauffmann, Avid Editing, Focal Press:2006.
17. N.K.Singh,Print Media Reporting and Editing, Arise Publishers& Distributors, 2012.
18. Ron F. Smith, Loraine M. O'Connell, Editing Today, Surjeet Publications, 2004.

SEMESTER : I
COURSE CODE : C O J - C- 414
COURSE TITLE : MEDIA LAWS AND ETHICS
CREDITS :4

Aim

Aims to introduce a brief history of Press Laws in India and also to highlight ethical problems related to Media and the role of the Press Councils and creates an awareness of the provisions for legislative reporting.

Objectives

- To familiarize the students media laws, Constitution of India and Fundamental Rights
- To illustrate the importance of directive principles of the state policy, and provisions for amending the constitution and Parliamentary Privileges and media.
- To learn the recommendations of Press commissions, RTI, OSA and Wageboard Act

COURSE CONTENT

Module I	Media Law: Constitution of India; fundamental rights- freedom of speech and expression and their limits- directive principles of state policy, provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges and media.
Module II	Brief history of press laws in India- Contempt of Courts Act 1971- Civil and Criminal law of defamation – relevant provisions of Indian Penal Code with reference to sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, vis-à-vis Right to Information- Press and Registration of Books Act, 1867.
Module III	Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions), Wage Boards;
Module IV	Ethics: Media's ethical problems including privacy, right to reply, bias, coloured reports, ethical issues related to ownership of media.
Module V	Role of press and/or media councils and press ombudsmen in the world- Press Council of India; Press Commissions; Codes for radio, television, advertising and public relations. Accountability and independence of media.
Module VI	Intellectual Property Right legislations, including Copyright Act, Trade Marks Act and Patent Act; Cyber Laws; Cable Television Act; and media and public interest litigation.

REFERENCES

1. K. D. Umrigar, Journalists and the Law, Law Book Company -1969.
2. Mudholkar, Press Law, Eastern Law House, 1975.
3. M. K. Joseph, freedom of the Press, Anmol Publications, 1997.
4. Dr. C.S. Rayudu, Dr. S.B. Nageswara Rao, Mass Media Laws and Regulations, Himalaya Publishing House, 1995.
5. Madhavi Goradia Divan, Facets of Media Law, Eastern Book Company, 2006.
6. Kala Thairani, Copyright The Indian Experience, Allied Publishers Private Limited, 1987.
7. Tripathi, Law of Malicious Prosecution and Defamation, N. M. Tripathi Private Limited, 1978.
8. Ambrish Saxena, Right to Information and Freedom of Press, Kanishka Publishers, Distributors, 2004.
9. Faizan Mustafa, Constitutional Issues in freedom of Information International and National Perspectives, Kanishka Publishers, Distributors, 2003.
10. K. N. Harikumar, Courts Legislatures Media Freedom, National Book Trust, India, 2006.
11. Zamir Niazi, Press in Chains, Ajanta Publications, 1987.
12. Geoffrey Robertson, Andrew G.L. Nicol, media Law The Rights of Journalists, Broadcasters & Publishers, SAGE, 1984

SEMESTER : I
COURSE CODE : COJ-E- 415
COURSE TITLE : MEDIA MANAGEMENT
CREDITS : 4

Aim

To learn the tools for observing, analyzing and understanding business models, value creation processes and driving forces in the media environment.

Objectives

- To develop a theoretical foundation in media economics, finance and business strategy
- To familiarize the appropriate management skills and an analytical perspective on the media industries
- To illustrate the evolution of the regulatory and policy environment in which media operate

COURSE CONTENT

Module I	Principles of media management and their significance.
Module II	Media as an industry and profession.
Module III	Ownership patterns of mass media in India- sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains).

Module IV	Policy formulation- planning and control; problems, prospects of launching media ventures. Organisation theory, delegation, decentralisation, motivation, control and co-ordination. Foreign equity in Indian media (including print media) and Press Commission on Indian newspaper management structure.
Module V	Hierarchy, functions and organisational structure of different departments- general management, finance, circulation (sales promotion- including pricing and price-war aspect); advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – Response system.
Module VI	Economics of print and electronic media- management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial policy, advertising and sales strategy, competition and survival. Evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

REFERENCES

1. David Croteau & William Hoynes , ‘The Business of Media’, Pine Forge Press, 2001.
2. Robert G. Picard , ‘The Economics and Financing of Media Companies’, Fordham University Press, 2002
3. Orlik, Peter B. ‘The Electronic Media, Massachusetts’ Allyn and Bacon, 1995.
4. Richard McCord , ‘The Chain Gang– One Newspaper Versus the Gannett Empire’, University of Missouri Press, 2001.32
5. James Redmond, Robert Trager, Atomic Dog ‘Balancing on the Wire– The Art of Managing Media Organizations’ 2004.
6. Gene Roberts, ‘Breach of Faith– A Crisis of Coverage in the Age of Corporate Newspapering’, University of Arkansas Press, 2002.
7. Arun Bhattacharya, ‘Indian Press from Profession to Industry’
8. Kristine Borjesson, ‘Into the Buzzsaw– Leading Journalists Expose the Myth of a Free Press,’ Prometheus Books, 2002.
9. Alan B. Albarran, ‘Management of Electronic Media’, Wadsworth, 2002.
10. Gilbert Cranberg, ‘Taking Stock– Journalism and the Publicly Traded Newspaper’ Iowa State Press, 2001.
11. The New Media Monopoly: Ben H. Bagdikian, Beacon, 2004.
12. Robert W. McChesney , ‘The Problem of the Media’, Monthly Review Press, 2004.

SEMESTER	: II
COURSE CODE	: COJ-C-421
COURSE TITLE	: TELEVISION NEWS
CREDITS	: 4

Aim

The course aims to introduce the characteristics of Television as a Medium and also enable the students to present news in a professional way.

Objectives

- To familiarize with the writing of news scripts for Television
- A descriptive overview of various story angles and of different shots and camera movements.
- To train the students on the coverage of live events for TV

COURSE CONTENT

Module I	Characteristics of TV medium-what makes a good story; balance and objectivity; relevance of the story.
Module II	TV news script-writing links; Writing to pictures; Presenting breaking news; Instantaneous and live coverage of events; On the spot and studio interviews.
Module III	Shooting for a story-different angles and different shots; Directing the camera crew; Using sound bites; Reporter on camera.
Module IV	Editing news-editing rules; Instantaneous non-linear edit.
Module V	Interview techniques-ambush interview; Door stepping; Adlibbing; open ended and closed ended questions; Interviewing VVIPs and celebrities; Interviewing eye witnesses; Live interviews.
Module VI	News gathering-practicals.

REFERENCES

1. Jeremy G. Butler, Television Critical Methods & Applications, Routledge, 2012.
2. Alan Wurtzel, Stephen R. Acker, Television Production, McGrawHill International Editions 1989.
3. Antony Smith , Television – An International History, Oxford University Press, 1998.
4. Jonathan Bignell and Jeremy Orlebar, The Television HandBook, Routledge,Taylor& Francis Group, 2005.
5. Andrew Crisell, A Study Of Modern Television , Palgrave- Macmillan2006.
6. Peter B. Orlick, The Electronic Media, Surjeet Publications,2003.
7. Christine Geraghty and David Lusted,, Arnold,The Television Studies Book, Hodder Headline Group, 1998.
8. David Ward, Television and Public Policy, Lawrence Elbaum Associates, 2008.
9. Supatro Ghose, A Textbook Of Interview Journalism and Television Anchoring, Dominant Publishers and Distributors, 2011.
10. David French Michael Richards, Contemporary Television : Eastern Perspectives, SAGE Publications,1996.
11. David Morley, Television Audiences& Cultural Studies, Routledge 1994.

SEMESTER : II
COURSE CODE : COJ-C-422
COURSE TITLE : PRINT MEDIA DESIGN AND PRODUCTION
CREDITS :4

Aim

This course aims to develop skills in newspaper make – up and design and also to analyze the relevance of graphics in news.

Objectives

- To develop an understanding of the principles of page make- up and design.
- To equip the students to learn advanced editing techniques for special pages and feature pages
- To illustrate the emphasis on the application of modern technology in media productions.

COURSE CONTENT

Module I	Page make-up & Design; Principles & Practice; current trends.
Module II	Design of front & inside pages; Editing the edit pages, special pages and feature pages, picture pages,Graphics.
Module III	Handling reader’s letters.
Module IV	Advanced Journalism: Concepts and dimensions.
Module V	Reproduction processes; offset press, etc.
Module VI	Introduction to DTP systems; use of computer in media applications, various editing softwares

REFERENCES

1. Harold Evans, Editing and Design, HEINEMANN,1973.
2. Tim Harrower,the newspaper designers handbook,MC Grawhill-2002.
3. Stephen Quinn,Digital sub editing and design,Focal press-2001.
4. Blanche G.Prejean Wayne A Danielson,Programmed news style,Preatice Hall,Inc-1978.
5. Bud Donahue,The Language of Layot,Preatice Hall, Inc-1978.
6. Alan Swan,Layot Source book,The WellFleet Press-1989.
7. Edward A Hamilton,Newsletter Design,John Wiley and Sons,Inc-1996.
8. Micheal L Kleper ,The Illustrated Handbook of Desktop Publishing and Type setting,TPR-TAB Proffessional and reference book 1987.
9. Marshel Lee,The illustrated guide to design/production/editing,R.R Bowker Company-1979.
10. Stanleyrice,Book Design:Text Format Models,R.R Bowker Company-1978.
11. Daryl R Moen,Newspaper Layot and design,IOWA State University Press/Ames-2004.

12. A.F.Johnson,Type design: Their History&Developmen:A Grafton Book:1996.
13. Harold Ewans-Handling Newspaper text-HEINEMANN:1974

SEMESTER : II
COURSE CODE : COJ-C-423
COURSE TITLE : ADVERTISING: THEORY AND PRACTICE
CREDITS :4

Aim

Aims at imparting the principles and methods of advertising practice to learn the craft of copy writing.

Objectives

- To sharpen the skills required for marketing communication
- To equip the students to take up a carrier in Advertising industry
- To introduce the ethical perspective of advertising

COURSE CONTENT

Module I	History and evolution of advertising; Role of advertising in the marketing process;
Module II	Functions of advertising; Types of advertising.
Module III	Structure of an advertisement/commercial; Types of headlines and body copy, copy appeals; Copywriting techniques; Layout and design; Visualisation.Campaign planning; Rational goals and planning process; Evaluation of advertising campaigns.
Module IV	Advertising Research-scope and objectives, research as a decision making tool.
Module V	Advertising agencies; Present trends in Indian advertising; Media laws concerning advertising; Professional organisation; ASCI and its Code of Conduct; Case studies from ASCI.
Module VI	Advertising agencies; Present trends in Indian advertising; Media laws concerning advertising; Professional organisation; ASCI and its Code of Conduct; Case studies from ASCI.

REFERENCES

1. David Shelly Nicholl 'Advertising-its purpose ,principles and practice', Macdonald & Evans Ltd, U S,1978(Second edition)
2. David Ogilvy, 'Ogilvy on Advertising', Vintage Books, Goa 1985(first edition)
3. James E. Littlefield & C.A. Kirkpatrick, 'Advertising: Mass Communication in Marketing', Vakils, Feffer and Simons Pvt.Ltd, U.S.A., First Indian Print, 1971.
4. Monle Lee & Carla Johnson, 'Principles of Advertising: A global perspective, Viva Books Pvt.Ltd, 2003.

5. Kenneth Roman & Jane Mass, 'How to Advertise', Kogan Page Ltd, UK, 2003.
6. John Wilmshurst & Adrian Mackay, 'The Fundamentals of Advertising', Butterworth-Heinemann, UK, 2007.
7. Sean Brierley, 'The Advertising Handbook', Routledge, London & New York, 2012.
8. S.H.H.Kazmi & Satish K.Batra, 'Advertising & Sales Promotion', Excel Books, New Delhi, 2002.
9. Jib Fowles, 'Advertising and Popular Culture', Sage Publications, 2000.
10. M.G. Parameswaran, 'Brand building Advertising: Concepts and Cases', Tata McGraw Hill Education Pvt Ltd, Delhi, 2011.

SEMESTER : II
 COURSE CODE : COJ-C-424
 COURSE TITLE : INTRODUCTION TO FILM
 CREDIT : 4

Aim

Aims to introduce the students the history of cinema and helps them understand the various stages and trends involved in the evolution of film medium.

Objectives

- To provide an overview of the history cinema.
- To learn the contributions of great masters to the evolution of the cinematic language
- To familiarize different genres of cinema

COURSE CONTENT

Module I	History of cinema-beginnings.
Module II	Narrative film; Rise of the American film industry/studios, Advent of sound; Hollywood cinema.
Module III	French Surrealist film. German Expressionist cinema, Italian Neorealism, French New Wave, Asian film., Cinema in Eastern Europe, Art and dialectics in the Soviet silent film.
Module IV	Indian Cinema.
Module V	Different genres of cinema.
Module VI	Documentary film-beginnings, decline and re-emergence; British contribution; Different forms; Indian documentaries. Film terminology and aesthetics; Introduction to film-making process.

REFERENCES

1. Stephen Prince, Movies and Meaning; An introduction to Film, Allyn and Bacon, 2010

2. Declan Mc Grath, Screen Craft, Screen Writing, Focal Press, 2003.
3. Marilyn Beker, Screen writing with a Conscience, Larunre and Erlbaun, 2003.
4. Doraiswami Rashmi, Asian Film Journeys, Wisdom Tree, 2010
5. Sowmya Dechamm, Cinemas of South India, Oxford University Press, 2010
6. Jane Barnwell, The fundamentals of Film Making, Ava academia, 2010
7. Kinn Gail and Jim, The Greatest Movies ever, Blackdog and Leventhal, Newyork, 2008
8. Lehman Peter and Luhar William, Thinking about Movies- watching, questioning, enjoying, Blackwell, 2013
9. Sinha Babli, Cinema, Transnationalism and colonial India, Routledge, 2013
10. Van Chris Offden, Cinema Architecture, Braun, 2013.
11. Kurien Alka, Narratives of gendered dissent in south Asian cinemas, Routledge, 2012
12. Nick Lacey, Introduction to Film, Palgrave Macmillan,2005
13. H. N Narahari Rao, The most memorable films of the world, Prison Books Pvt Ltd, 2009
14. Yvonna Tasker (ed.), Fifty great contemporary film makers, Routledge, 2004
15. Christine Etherington, Wright and Ruth Doughty, Understanding Film Theory, Palgrave Macmillan, 2011.
16. Susan Hayward, Cinema Studies; The key concepts, 2010.
17. Gerald Mast and Bruce, A short History of the movies, Pearson/Longman, 2006
18. William Rothman, Documentary film classics, Cambridge university press, 1997

SEMESTER : **II**
 COURSE CODE : **COJ-C-425**
 COURSE TITLE : **LAB JOURNAL PRODUCTION**
 CREDIT : **4**

Aim

The production of lab journals are aimed to impart practical training to the students to acquire skills on the various aspects of media operations namely reporting, editing and page designing.

Objectives

- To publish two lab-journals namely 'Univ-voice' in English and 'Kalari' in Malayalam on an average of one issue per month during the semester
- To familiarize the students with the daily operations in a newspaper's newsroom.

SEMESTER : **II**
 COURSE CODE : **COJ-E-426**
 COURSE TITLE : **WRITING FOR SCIENCE AND TECHNOLOGY**
 CREDITS : **4**

Aim

To develop a skill to interpret scientific data for popular consumption across various media forms.

Objectives

- To develop skills necessary for writing developments in Science and technology for various media.
- To encourage commitment towards the popularization of Science and technology in society.
- To help participants to become good science communicators to spread scientific temper across the country.

COURSE CONTENT

Module I	Basics of Science news writing- News factors, lead, news construction.
Module II	Use and interpretation of scientific data; writing brief, simple and interesting reports about science and technology for common readers.
Module III	Art of rewriting scientific information.
Module IV	Accuracy in reporting S & T; Ethics and laws of reporting.
Module V	Features on Science and Technology.
Module VI	Specialised reporting on agriculture, medicine, pollution, environment, information technology etc.

REFERENCES

1. Susanna Priest (ed.), Science Communication: Linking Theory and Practice, University of Washington, 2013.
2. Susanna Hornig Priest, Encyclopedia of Science and Technology Communication, University of Washington, 2013.
3. John Kirkman, Good Style: Writing for Science and Technology, Routledge; 2 edition, 2005.
4. D. Bhaskara Rao, Popularisation of Science and Technology Education, Discovery Publishing House, New Delhi, 2001
5. Vilanilam JV, Science Communication and Development, Sage, New Delhi, 1993.
6. Nelkin, D, Selling Science; How the Press Covers S&T, Freeman and Co. New York, 1987
7. Mukherji SK and B.V Subbarayappa, Science in India ; A changing Profile, INSA, New Delhi.

SEMESTER	: II
COURSE CODE	: COJ-E-427
COURSE TITLE	: MAGAZINE JOURNALISM
CREDIT	: 4

Aim

To familiarize the students the various aspects of writing for magazines

Objectives

- To learn how to write, design and produce content for all genres of magazines.
- Familiarizing Adobe-In design software for designing magazine pages.
- Producing an inhouse magazine and website at the end of the course.

COURSE CONTENT

Module I	Magazine Journalism: Origin, Growth, categories Functions and trends.
Module II	Making up of magazines: editorial content etc.Design of covers and inside pages.
Module III	Process of writing feature; Types of features, writing reviews etc.,New Journalism and trends in feature writing
Module IV	Circulation problems & marketing strategies.
Module V	Craft of non-fiction writing; Language and style of writing; Difference between news and feature writing.
Module VI	Introduction of Electronic publishing-history-trends,E-Magazines-Design of content and presentation.

REFERENCES

1. Tim Holmes, Liz Nice 'Magazine Journalism', Sage Publications ,2012
2. Jenny McKay, 'The Magazine's Handbook', Routledge,London, 2013
3. Peter Jacobi, 'The Magazine Article : How to Think It,Plan It,Write It'Indiana University Press,1991
4. Chip Scanlan and Richard Craig, News Writing and Reporting, The complete Guide for Today's journalist, Oxford University press, 2013.
5. M.V Kamath, Professionel Journalism, Vikas Publishing House,1980, New Delhi.
6. Neil Henry,American Carnival: Journalism Under Siege in an Age of New Media, University of California Press,2013.

SEMESTER	: 3
COURSE CODE	: COJ-C-431
COURSE TITLE	: COMMUNICATION THEORY AND APPLICATION
CREDITS	: 4

Aim

Aims to help the students to acquire a broad based idea about the different theories of Communication.

Objectives

- To motivate the students to learn various concepts ,themes and theories in Communication
- To familiarize with an analytical environment of communication in different cultural contexts
- To help the students to learn semiotics and elements of persuasive communication

COURSE CONTENT

Module I	Communication concept; Definitions of communication; Process and elements of communication; source, message, channel, receiver, context, feedback and other variables.
Module II	Different types of communication; Dynamics of intrapersonal, interpersonal, group and mass communication; Verbal and nonverbal communication; Persuasive communication.
Module III	Communication models: a review of major communication models; Berlo's SMCR, Lasswell's, Shannon and Weaver's, Riley and Riley's, Becker's and Schramm's model of communication.
Module IV	Communication theories: a review of traditional and new perspectives; Normative theories; Theories on media effects; Individual differences, Social categories and Social relations perspectives; Cognitive Dissonance theory, Cultivation theory; Cultural imperialism theory; Uses and gratifications theory; Stalagmite theory.
Module V	Semiotics: signs, symbols and meaning; Factors influencing perception and construction of meaning; Iconic, indexical and symbolic representations; semiotic analysis of visuals, advertisements and other media content.
Module VI	Persuasive communication: Principles of persuasion; Effective use of language, rhetoric and appeals; Persuasion strategies; Inducing cognitive and behavioural level change; Overcoming communication barriers.

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3. James Watson, *Media Communication*, London: Macmillan, 1998.
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16. Uma Narula, ' Communication Models', Atlantic Publishers, New Delhi, 2006.
17. James Lull, 'Media, Communication and Culture : A Global Approach', Blackwell Publishers, U.K.
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19. Ettore & Hughes, 'Sociobiology of Communication', Oxford University Press, 2008.

SEMESTER : III
 COURSE CODE : COJ-C-432
 COURSE TITLE : RESEARCH METHODS IN MASS COMMUNICATION
 CREDITS : 4

Aim

To enrich the knowledge on the methodologies to conduct communication research empirically

Objective

- To introduce the basic concepts of communication research and various research designs.
- To motivate the students to learn more about the specific areas under the Communication discipline for conducting research.
- To familiarise on the developments of mass media research globally

COURSE CONTENT

Module I	Concepts of research and communication research.
Module II	Development of Mass Media Research.
Module III	Research Procedure- Systematic steps.
Module IV	Research in Print and Electronic Media, Advertising and PR, Media Effects.
Module V	Measurement questions and problems; Sampling procedures and problems.

Module VI Research designs- Experimental, Survey, Historical, Content Analysis, Longitudinal, Qualitative; Data collection; Data Analysis and interpretation; Research Reporting.

REFERENCES

1. Leon Festinger, Daniel Katz, 'Research Methods in the Behavioral Sciences', Oxford & IBH Publishing Co.
2. Barrie Gunter, 'Media Research Methods', Sage Publications, 2000.
3. Julian L.Simon, 'Basic Research Methods in Social Science', Random House, New york.
4. William J.Goode & Paul K. Halt, 'Methods in Social Research', McGraw-Hill.
5. Karl Erik Rosengren, Lawrence A.Wenner, Philip Palmgreen, 'Media Gratification Research', Sage Publications, 1985(first edition).
6. Anders Hansen, Simon Cottle, Ralph Negrine, Chris New bold, 'Mass Communication & Research Methods', Mac Millan Press Ltd, 1998(first edition).
7. Klaus Krippendorff, 'Content Analysis-An Introduction to its Methodology', Sage Publications, 2004.
8. Roger D. Wimmer & Joseph R. Dominick, 'Mass Media Research- An Introduction', Wadsworth Publishing Company, 2013.
9. Arthur Asa Berjer, 'Media and Communication Research Methods-An introduction to Qualitative and Quantitative approaches', Sage Publications, 2013.
10. S .K. Sikka, 'Media Research Methodology', Cyber Tech Publications, New Delhi, 2009(first Edition).

SEMESTER : **III**
COURSE CODE : **COJ-C-433**
COURSE TITLE : **VIDEO SCRIPT WRITING AND PRODUCTION TECHNIQUES**
CREDITS : **4**

Aim

To help the students to learn the mechanics of video production and to gain sound understanding of the various stages in the production of video programmes in different formats.

Objectives

- To introduce the fundamentals of the production of video programmes
- To create an enthusiasm for script writing for various visual forms
- To provide hands on training to produce professional documentaries

COURSE CONTENT

Module I	Script-writing for documentary/educational/short-fiction/ advertisement programmes; Modes of presentation; Programme research; Planning, budgeting and scheduling.
Module II	Screening and evaluation of typical programmes. Identifying and researching topics; Writing programme proposals.
Module III	Introduction to video camera techniques.
Module IV	Introduction to lighting; Shooting indoors/outdoors; Television studio operations/personnel.
Module V	Editing, Graphics,Audio techniques.
Module VI	Production stages-pre-production/production/post-production.

REFERENCES

1. Jeremy G Butler, Television; Critical Methods and Application, Routledge, 2012
2. Jonathan Bignell, An Introduction to Television, Routledge, 2012
3. Wilfet Amanda, Media Production; A practical guide to TV, Radio, Routledge, 2013
4. East man Susan Taylor, Media Programming; strategies and practices, International, 2013
5. Anna Cristin Pertiera, Locating Television, Routledge, 2006
6. Mark Gawlinski, interactive Television, Focal Press, 2003.
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8. Donald and Spann, Fundamentals of Television Production, Surjeet, New Delhi, 2004
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10. Jerald Millerson, Video Production Handbook, Focal Press, 1998
11. Kenneth Dancygen, The technique of film and video editing, Focal Press, 2010
12. Roland Lewis, Video Makers' Handbook, Macmillan, 1995
13. Bill Nichols, Introduction to documentary, Indiana University press, 2001
14. Mike Wolvertin, Reality on reels; How to make documentaries for radio, TV, Film, Surjeeth , New Delhi, 2005

SEMESTER	: III
COURSE CODE	: COJ-C-434
COURSE TITLE	: DOCUMENTARY PRODUCTION
CREDITS	: 4

Aim

To familiarise the students the techniques of documentary film making.

Objectives

- To train the students to learn the basics of script writing for documentary films
- To equip the students to understand the visual language of documentary films
- To familiarize the students the practice of documentary shooting

SEMESTER : III
COURSE CODE : COJ-E-435
COURSE TITLE : PUBLIC COMMUNICATION CAMPAIGNS
CREDITS : 4

Aim

Aims to provide the students with the knowledge and skills required to take up and effectively conduct socially significant public communication campaigns.

Objectives

- To introduce strategic communication and significant steps in a well-planned communication campaign.
- To develop contents for campaigns through various media
- To train on the art of making posters, billboards, handbills and leaflets

COURSE CONTENT

Module I	Communication planning: Significant factors; Characteristics of strategic communication; Dynamics of elements involved: source, message, channel, target audience, feedback and evaluation.
Module II	Major steps in a communication campaign: Reviewing the realities; Deciding objectives; Message factors; Selection of the media; Audience variables; Monitoring feedback.
Module III	Strategies for enhanced source credibility; Overcoming resistance to change; Effective use of language and rhetoric; Audience adaptation of the message; Compliance gaining techniques.
Module IV	Message factors; Message structure, organisation and content; Cultural adaptation of the message; Preparation of stickers, posters, billboards; Adapting the message for different media.
Module V	Channel selection: Use of traditional media; Use of innovate media; Strategies to get maximum media attention.
Module VI	Monitoring and evaluation: Exposure, reception and retention of the message; Evaluating diffusion of the message; Measuring change; Cognitive level and behavioural level changes; Evaluation of the feedback; Improving the campaign.

REFERENCES

1. R. Wayne, Techniques for Effective Communication, Massachusetts: Addison- Wesley, 1979.
2. Molefi K. Asante, Contemporary Public Communication Applications, New York: Harper and Row, 1977.
3. Ronald E. Rice (ed.), Public Communication Campaigns, California: sage, 1992.
4. Robert Hopper, Communication Concepts and Skills, New York, harper and Row, 1979.
5. Roy M Berko, communicating : A Social and Career Focus, Boston: Houghton Mifflin, 1977.
6. James Anderson, Mediated Communication : A Social Action Perspective, Newbury Park: sage, 1988.
7. Jerry W Koehler, Public Communication, New York: Mac Millan, 1978.
8. Peter Panton, Communication skills, London:Hutchinson, 1980.
9. Kevin Murray, Communicate to Inspire, London:Kogan Page 2014.
10. K.C Verma, The Art of Communication, Delhi:Kalpaz publications, 2013.
11. Neeraj Khattri (Ed.) Interactive Media and Society, New Delhi: Kalpaz Publications 2014.

SEMESTER : III
COURSE CODE : COJ-E-436
COURSE TITLE : INTERCULTURAL COMMUNICATION
CREDITS : 4

Aim

To introduce the fundamental principles and issues of intercultural communication from an interdisciplinary perspective.

Objectives

- To recognize and understand the major issues in the areas of intercultural studies at the global context.
- To understand the ethical principles in intercultural encounters and respect cultural diversity.
- To evaluate and make conclusions about intercultural issues in multicultural present-day social life.

COURSE CONTENT

Module I	Culture-definition-process-culture as a social institution-value systems- primary- secondary- eastern and western perspectives.
Module II	Inter-cultural communication- definition-process-philosophical and functional dimensions cultural symbols in verbal and non-verbal communication.Culture, communication and folk media-character, content and functions- dance and music as instruments of inter-cultural communication; UNESCO's efforts in the promotion of inter-cultural communication-other organisations-code of ethics
Module III	Perception of the world-western and Greek (Christian)- varied eastern concepts (Hindu, Islamic, Buddhist, others)- retention of information-comparison between eastern and western concepts.

Module IV	Communication as a concept in western and eastern cultures (Dwaitha-Adwaitha-Vishishadwaitha-Chinese (Dao Tsu and Confucius- Shinto Buddhism) and also Sufism.
Module V	Language and Grammar as a medium of cultural communication- Panini/Patanjali- Prabhakara-Madavamisra-Chomsky-Thoreau and others-linguistic aspects of inter-cultural communication.
Module VI	Modern mass media as vehicles of inter-cultural communication-barriers in inter-cultural communication-religious, political and economic pressures; inter-cultural conflicts and communication; impact of new technology on culture.Globalisation effects on culture and communication; mass media as a culture manufacturing industry-mass media as a cultural institution; mass culture typologies-criticism and justification..

REFERENCES

1. Electronic Colonialism – Thomas L.McPhail
2. Global Communication – John Merrill
3. Handbook of Intercultural Communication – Asante et al (ed)
4. Intercultural Communication Theory- Gudykunst(ed)
5. Intercultural Communication: A Contextual Approach, James W. Neuliep
6. Intercultural Communication: An Advanced Resource Book for Students, Adrian Holliday, John Kullman, and Martin
7. Introducing Language and Intercultural Communication, Jane Jackson
8. Media and the Third world – UNESCO
9. Understanding Intercultural Communication, Leeva C. Chung and Stella Ting-Toome

SEMESTER	: III
COURSE CODE	: COJ-E-437
COURSE TITLE	: RADIO PROGRAMME PRODUCTION
CREDITS	: 4

Aim

Aims to focus on programme production for radio and to develop presentation skills for various forms of audio content

Objectives

- To impart skills to write scripts for radio programmes of all formats.
- To equip the learner with the knowledge and competence to produce radio programmes at local, regional and national level.
- Honing the skills of the students to become presenters for news broadcasting

COURSE CONTENT

Module I	Evolution of broadcasting-origin and growth of radio broadcasting, with particular reference to India; milestones in the history of radio broadcasting from its origin to the present.
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Module II	Characteristics of sound-pitch, tone and tempo of spoken words, music and sound effects, frequency modulation; acoustics; reverberation; echo etc.
Module III	Introduction to sound studios-tape recorders, playback machines and microphones; sound recording and non-linear editing; audio console and transmission of sounds.
Module IV	Broadcast language- characteristics of radio language; use of music, sound effects and actualities; script writing for radio talks, skits, documentaries, docu-features, magazine programmes, drama and special audience programmes.
Module V	Radio news writing and presentation- different types of news bulletins; news reading and comparing exercises.
Module VI	Critical analysis of radio programmes (presentation of seminar papers).Trends in radio programming- demands of the audience in the context of the ever expanding media landscape; Internet radio; World Space Radio.

REFERENCES

1. Basics Radio Journalism, U. L. Baruah
2. Broadcast Journalism: Andrew Boyd: Focal Press
3. Broadcast News Writing, Reporting and Producing, Ted White, London, Focal Press
4. Broadcasting and the people: Masani, Mehra: National Book Trust New Delhi
5. Indian Broadcasting: H.R.Luthra: Publication Division New Delhi
6. Modern Radio Production- Production and Performance, Hausman, Carl Benoit, Philip and O'Donnel, Lewis (2000), London, Wadsworth Thomson Learning
7. Other Voices, Vinod Pavarala and Kanchan K Malik,
8. Radio drama-Theory and Practice: Tim Crook London
9. Radio Production, McLeish, Robert (2001), London, Focal Press
10. Radio-TV News Writing, Paul Chantler,
11. Sound Engineering Explained, Michael Talbot, K. Tim Wulfeme,
12. Technique of Radio Production: Robert McLeish: Focal Press London
13. This is All India Radio, New Delhi, Publications Division

Semester	: IV
Course Code	: COJ-C-441
Course Title	:PUBLIC RELATIONS AND CORPORATE COMMUNICATION
Credits	: 4

Aim

Aims to familiarize the students about the concept of Public relations as a management function and to understand the elements of Corporate Communication..

Objectives

- To learn various principles of management

- To create an awareness about the working of professional organizations, code of ethics and internal communication
- To learn the importance of public relation campaigns

COURSE CONTENT

Module I	Concept of management; Principles of good management; Marketing management, Functions of Management.
Module II	Organisational communication; Structure of information flow; Dynamics of group interaction; Leadership and communication.
Module III	History and development of public relations; Characteristics and qualifications of public relations man;
Module IV	Internal public relations and external counselling; Public relations campaigns; Professional organisations and code of ethics.
Module V	Corporate communication and management
Module VI	Crisis communication; Public relations and management.

REFERENCES

1. Scott M Cutlip, Allen H Center, Glen M Broom, Shirley Harrison-Effective Public Relations-Public Relations an Introduction International Thomson Buisiness Press-Pearson Education-2000.
2. Kerith Butterick-Introducing Public Relations Theory and Practice-Sage-2011.
3. Sam Black-The Essentials Of Public Relations: Kogan Page 1993.
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6. Frank Jefkins-Planned Press and Public Relations-Blackie-1986.
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8. W. Thimothy Coombs and Sherry J. Holladay, PR Strategy and Application,Managing Influence Wiley-Blackwell-2010.
9. Ronald P Lovell-Inside Public Relations-Allyn and Bacon,INC,1982.
10. John Foster-Effective Writing Skills For Public Relations-Chartered Institute of Public Relations-CIPR 2008.
11. Patricia J Parsons-Ethics in Public Relations-The Institute of Public Relations-2004.
12. Donald Treadwell, Jill B Treadwell-Public Relations Writing Response Books-2005.
13. Allen H Center Patrick Jackson-Public Relations Practices-Prentice-Hall of India-2004.

SEMESTER : IV
COURSE CODE : COJ-C-442
COURSE TITLE : DIGITAL JOURNALISM
CREDITS : 4

Aim

To introduce the basic concepts and trends in news production for all forms of online media.

Objectives

- To raise an awareness on the developments of online journalism and its impact on society.
- To give a comprehensive overview of the cyber space and its developments over a period of time.
- To equip the participants to learn the advanced practices in online journalism.

COURSE CONTENT

- Module I** **Introduction to Internet/www**; History and evolution of Internet; Internet as a medium of Communication; Features of Internet: Multimedia, Interactivity, Hyperlinks; Characteristics of Internet; Standard Browsers and Search Engines; Different Types of Websites; Social Media Sites; Information Super Highway, Information Revolution, Mobile Journalism (MoJo), Big Data Journalism
- Module II** **Introduction to Online journalism**; Evolution of Electronic Publishing; Traditional Vs Online Journalism-differences in news consumption; Taxonomy of Online News; News on the web: Newspapers, magazines, radio and TV newscast on the web; E-books, E-paper, Podcast and Webcast; Online Journalism around the World; Recent advancements in Cyber world; ICT, Digital Divide. Meta-Journalism; Redefining the “Public”
- Module III** **Writing for the Digital Media**; Online Publishing-Tools and Techniques; Online Content Development and Reporting for the web; Editing online report/content; Use of hypertext; Structure of a web report; Malayalam Computing; Inverted pyramid in cyber space; Digital Story telling Formats; Tools of multimedia journalists; Feature writing for online media; Placing Multimedia as News content, Use of images and Videos.
- Module IV** **Understanding technology**; Computer Networking Basics - LAN, MAN and WAN; Overview of open source culture and software, Open Source Licenses; **Software assistance in web content Production**; Adobe PageMaker, QuarkExpress, Adobe Photoshop, Adobe Premier, Adobe After Effects, Adobe InDesign, Corel Draw, Adobe Flash, Adobe Dreamweaver, Final Cut Pro(FCP), Pro-Tools, Typing Tools
- Design of online sites: Integration of design, writing and editing. Introduction to Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Audio, Video, Still images, Animation, Flash interactivity; SEO, AdSense, Online Marketing Basics; WordPress, Blogger and Tumblr; Basics of web hosting;
- Module V** Evolution of Social Media; Social Networking websites- Facebook, LinkedIn, Twitter etc; Microblogging; Online Surveys; Changing paradigms of news according to the emergence of

Social Media; Emerging news delivery vehicles; Collaborative Office and Crowd Sourcing; Social Publishing: Flickr, Instagram, Youtube, Sound cloud etc; A brief history of blogs and Personal Publishing; Virtual community;

Module VI Cyber Crimes, Security and Ethical Challenges in Online Journalism; Cyber Security Issues; Copyright Violations; Freedom of Expression vs Privacy; Social Media Driven Controversies; Security Challenges; Applying Journalism Ethics to online Journalism; Security issues in using digital technology (Malware, Phishing, Identity Thefts etc), Glossary of terms,

REFERENCES

1. Siapera and Veglis, Handbook of Online Journalism, Wiley-Blackwell, 2012
2. Anand Chauhan Viswenrda, Multimedia Journalism, Random Publishers, Delhi, 2012
3. Nancy Flynn, The Social Media Handbook, Pfeiffer, 2012
4. Aswani Seth, ICTs and Indian Social Change, Sage, 2008
5. John Hartley, Digital futures for cultural media studies, Wiley-Blackwell, 2012
6. Pradeep Ninan Thomas, Digital India, Sage, 2012
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9. Puligurta sekhar, New Media- Virtual media, B.R Publishing Company, Delhi, 2014
10. Tony Harcup, Alternative Journalism, Alternative views, Routledge, 2013
11. Felix ans Stolaz, Video blogging and Pod casting, Focal Press, Newyork-London, 2006
12. Loader and Mercea, Social Media and Democracy innovations, Routledge, 2012
13. Mia Consalvo, Handbook of Internet Studies, Wiley-Blackwell, 2013

SEMESTER : **IV**
COURSE CODE : **COJ-E-443**
COURSE TITLE : **DEVELOPMENT COMMUNICATION**
CREDITS : **4**

Aim

Aims to introduce the concepts of communication for development at various contexts.

Objectives

- To create an overview of the changing perceptions of development
- To familiarize the dominant and alternative paradigms of development
- To understand the practice of sustainable development for the future of human civilization.

COURSE CONTENT

Module I	The concept of development: a review of changing perceptions; Perspectives on development communication; Basic indicators of development; Characteristics of underdeveloped societies; Obstacles to development. Sustainable development.
Module II	Communication and Development: Major theories and models; Creating climate for development; Development support communication: process and impact.
Module III	Early communication approaches; The dominant paradigm, alternative paradigms for development.
Module IV	Mass media for development; Development communication process; Message design; Strategies of persuasion; Compliance-gaining techniques; Use of new media for development.
Module V	Rural development; Problems and solutions; Participatory communication; Communication support to community development; Interactivity and demassification; Development of co-operatives; Role of extension workers; Use of folk media for diffusion of innovation.
Module VI	Communication policy and development; Development news in the media; Multimedia campaigns, Case studies of communication campaigns.

REFERENCES

1. Shirley A White (ed.), Participatory communication, Working for Change and Development, New Delhi, Sage.
2. Srinivas R. Melkote, Communication for Development, New Delhi, 1991.
3. S. R Mehta (ed.) Communication and development, Jaipur: Rawat Publications.
4. Rolf P Lynton, Training for Development, New Delhi: Vistar, 1990.
5. Richard V. Farace, Communicating and Organisations, Massachusetts: Addison- Wesley, 1977.
6. Bella Mody, Designing Messages for Development Communication, New Delhi: Sage, 1991.
7. Elihu Katz (ed.), Mass Media and Social Change, London: Sage, 1981.
8. Richard E Crable, Using Communication, Boston: Allyn and bacon, 1979.
9. Sadanandan Nair (ed.) Perspectives on Development Communication, New Delhi, Sage, 1993.
10. S. Mahendra dev (Ed.) India Development report 1912-13, New Delhi: Oxford 2013.
11. Sheila Mc Namee, Research and Social Change, London: Routledge 2012.
12. Mittika Singal, Role of Media in Society, New Delhi: Random Publications, 2014

SEMESTER	: IV
COURSE CODE	: COJ-E-444
COURSE TITLE	: FILM APPRECIATION
CREDITS	: 2

Aim

To enable the students to develop sensitivity towards cinema and help them understand and appreciate film as a medium.

Objectives

- To introduce a brief history of cinema focusing on major landmarks
- To illustrate the evolution of film language and grammar

- To expose to film production techniques like script writing, cinematography, film editing and basics of sound

COURSE CONTENT

Module I	Evolution of cinema-origin of cinema; major landmarks in the history of cinema and the evolution of film language and grammar.
Module II	Basics of cinematography-elements of composition; Image size; camera and subject movements; Creative use of light and colour.
Module III	Basics of editing-evolution of montage theory; Editing styles.
Module IV	Basics of sound-use of sound, speech, music and effects; Dubbing.
Module V	Script writing workshop.
Module VI	Major film movements-impressionism, surrealism, expression, non-realism, new wave

REFERENCES

1. Stephen Prince, Movies and Meaning; An introduction to Film, Allyn and Bacon, 2010
2. Declan Mc Grath, Screen Craft, Screen Writing, Focal Press, 2003.
3. Marilyn Beker, Screen writing with a Conscience, Larunre and Erlbaun, 2003.
4. Doraiswami Rashmi, Asian Film Journeys, Wisdom Tree, 2010
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6. Jane Barnwell, The fundamentals of Film Making, Ava academia, 2010
7. Kinn Gail and Jim, The Greatest Movies ever, Blackdog and Leventhal, Newyork, 2008
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10. Van Chris Offden, Cinema Architecture, Braun, 2013.
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12. Nick Lacey, Introduction to Film, Palgrave Macmillan,2005
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14. Yvonna Tasker (ed.), Fifty great contemporary film makers, Routledge, 2004
15. Christine Etherington, Wright and Ruth Doughty, Understanding Film Theory, Palgrave Macmillan, 2011.
16. Susan Hayward, Cinema Studies; The key concepts, 2010.
17. Gerald Mast and Bruce, A short History of the movies, Pearson/Longman, 2006
18. William Rothman, Documentary film classics, Cambridge university press, 1997

SEMESTER : **IV**
 COURSE CODE : **COJ-I-445**
 COURSE TITLE : **MEDIA INTERNSHIP**

CREDITS :2

Aim

To familiarise the students with hands on experience in Media industry by working along with professionals.

Objectives

- To enable the students to familiarize with the knowhow of current practices in industry
- To train and encourage the students to work in a competitive organizational setting

SEMESTER : IV
COURSE CODE : COJ-D-446
COURSE TITLE : DISSERTATION
CREDITS :4

Aim

To familiarise the students the fundamentals of Communication Research in practice

Objectives

- To equip the students to learn the methodology for conducting empirical Media Research
- To train and encourage the students to write and publish quality research papers

SEMESTER : I
COURSE CODE : COJ-X-411
COURSE TITLE : MALAYALAM JOURNALISM
CREDITS : 4

Aim

Aims an in depth study on the history of the Press in Kerala and emphasis given to learn the current trends.

Course Description

- To help participants towards a better understanding of the origin and growth of Press in Kerala.

- To foster curiosity about the old and new trends in both style and presentation in Malayalam Journalism.
- To lead to an appreciation of the works done by the doyens in the history of Malayalam Journalism.

COURSE CONTENT

Module I	Origin & Growth of Malayalam Journalism.
Module II	Evolution of Style.
Module III	Difference between language press and English press.
Module IV	Modern Trends in Malayalam Journalism & Role of small Newspapers.
Module V	Translation and Transliteration; Writing for the reader; Head lines.
Module VI	Magazine Journalism in Kerala; Style of Magazine Writing.

REFERENCES

1. Puthuppalli Raghavan, Kerala Pathra Pravarthana Charithram, Kerala sahitya academy, Thrissur, 2008
2. Swadeshbhimani Ramakrishnapillai, Vrithanta Pathra Pravarthanam, Kerala Press Academy, Kochi 1984
3. Sreedhara Menon.A, Kerala Charithram, DC Books, Kottayam, 2009
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17. Natarajan.S, A History of the Press in India, Asia Publishing House, New York, 1962.
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