

UNIVERSITY OF KERALA

CAREER RELATED FIRST DEGREE

PROGRAMME UNDER CBCSS

IN JOURNALISM, MASS COMMUNICATION

BA JOURNALISM AND MASS COMMUNICATION

OUTCOME BASED EDUCATION SYLLABUS

2022 Onwards

Changes:

- 1. Industry Based Courses added Semester VI
(Science Journalism and Multimedia Production syllabi changed accordingly)**
- 2. JC 1472- Television Broadcasting (Vocational Course 6) – Semester IV
replaced by JC 1473 – Data Journalism**
- 3. As per the Higher Education Council direction Gender related topics
included as compulsory in Media and Society course and Development
Communication course**

**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

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

SEMESTER I

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

SEMESTER II

Course Code	Course Title	Course Type	Hrs/week	Credits
	English II	Language Course III	5	3
	Additional Language II	Language Course IV	5	3
JC 1241	Introduction to Environmental Studies	Core Course3	4	4
JC 1271	Basics of Audio–Visual Communication	Vocational Course 2	6	4
ML 1231	<i>Madhyama Rachana: Thathwavum Aavishkaravum</i>	Complementary Course II	5	4
Total			25	18

SEMESTER III

Course Code	Course Title	Course Type	Hrs/week	Credits
	English III	Language Course V	5	3
JC 1321	Radio Broadcasting	Foundation Course2	3	3
JC 1341	Magazine Journalism	Core Course 4	4	4
JC 1371	Photo Journalism	Vocational Course3	4	4
JC 1372	Introduction to Television Production	Vocational Course4	4	4
	English	Complementary Course III	5	4
Total			25	22

SEMESTER IV

Course Code	Course Title	Course Type	Hrs/week	Credits
	English IV	Language Course VI	5	3
JC 1441	PR & Corporate Communication	Core Course 5	4	4
JC 1442	Advertising	Core Course 6	4	4
JC 1471	Introduction to Cinema	Vocational Course 5	3	2
JC 1473	Data Journalism	Vocational Course 6	4	2
	English	Complementary Course IV	5	4
Total			25	20

SEMESTER V

Course Code	Course Title	Course Type	Hrs/week	Credits
JC 1541	Malayalam Journalism	Core Course 7	5	4
JC 1542	Mass Media Management	Core Course 8	3	3
JC 1543	Media Laws and Ethics	Core Course 9	3	3
JC 1571	Documentary Film	Vocational Course 7	4	4

JC 1572	Video Project (Practicals)	Vocational Course 8	4	4
JC 1551.1	Film Appreciation	Open course 1	3	2
	OR			
JC 1551.2	Inter Cultural Communication	Open Course 1	do	do
JC 1576	Project		3	-
		Total	25	20

SEMESTER VI

Course Code	Course Title	Course Type	Hrs/week	Credits
JC 1641	Development Communication	Core Course 10	3	2
JC 1642	Business Journalism	Core Course 11	4	3
JC 1643	Advanced Television Production	Core Course 12	4	3
JC 1671	Introduction to New Media	Vocational Course 9	4	3
JC 1672	Media and Society	Vocational Course 10	4	3
JC 1661.1	Science Journalism	Industry Based Course - Elective	3	2
	OR			
JC 1661.2	Multimedia Production	Industry Based Course - Elective	do	Do
	OR			
JC 1661.3	News Reading and Anchoring	Industry Based Course - Elective		
	OR			
JC 1661.4	Video Editing	Industry Based Course - Elective		
	OR			
JC 1661.5	Mobile Journalism	Industry Based Course - Elective		
	OR			
JC 1661.6	Fundamentals of Technical Writing	Industry Based Course - Elective		
JC 1676	Project		3	4
		Total	25	20

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, online media and its potential – principles and practice of data journalism

Module 3

Models of communication – Rhetoric model – Shannon & Weaver model – SMCR model – Lasswell's model – Schramm's model – Circular model – Dance model – New Comb's model – Gerbner's model – Technological determinism

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, Pothan 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
- Hasan, Seema (2010), Mass Communication: Principles and Concepts, New Delhi, CBS Publishers
- Fiske, John (1996), Introduction to Mass Communication Studies, London, Routledge
- Mc Quail, Dennis (2000), Mass Communication Theory: An Introduction, London, Sage
- 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

What is news? – news values – the basics of reporting – news gathering techniques – news structure – types of news – hard news & soft news – news sources- news conference – meet the press – news agencies

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 – solutions based reporting

Module 4

Reporter's copy – chronological, inverted pyramid and other formats – different types of leads
 -online reporting - hypertextuality

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
- Keeble, Richard (2001), The Newspapers Handbook, London, Routledge
- Metz, William (1990), News Writing: From Lead to 30, New Jersey, Prentice Hall
- Shaju, P. P. (2014), Writing for the Media, Calicut University
- Brooks, Brian & James L. Pinson (1997), Working with Words: A Concise Handbook for Media Writers and Editors, New York, St. Martin's Press

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 – fairness – style book – handling reporter's copies and agency copies – press releases – translation –

editing for online newspaper

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 – difference between print editing and web editing

Module 4

Page make up – principles of page design – types of lay-outs – newspaper formats – broadsheet – tabloid – berliner – general pages – specialized pages – op-ed – letter's to the editor – editorial writing – columns – features

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
- Baskette and Scissors (1986), The Art of Editing, New York, McMillan Publishing Company
- Saxena, Sunil (2006), Headline Writing, New Delhi, Sage
- Saxena, Ambrish (2007), Fundamentals of Editing and Reporting, New Delhi, Kanishka Publishers
- Stepp, Carl Sessions (2007), Writing as Craft and Magic, New Delhi, OUP
- Evans, Harold (1984), Newsman's English, Handling Newspaper Text, News Headlines, Pictures on a Page & Newspaper Design (in 5 volumes), London, National Council for Training of Journalists

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

Media audience – the public and the public opinion – public sphere – persuasion and propaganda – gate keeping – hypodermic needle theory – two step flow – multi step flow – individual difference theory – agenda setting theory – the spiral of silence

Module 3

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

Module 4

Media dependency theory – selective processes – normative theories of the press

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

- Fiske, John (1996), Introduction to Mass Communication Studies, London, Routledge
- Mc Quail, Dennis (2010), Mc Quail's Mass Communication Theory, New Delhi, Sage
- Chaturvedi, B. K. & S. K. Mittal (2011), Mass Communication Principles and Practices, New Delhi. G V Publishing House
- Hasan, Seema (2010), Mass Communication: Principles and Concepts, New Delhi, CBS Publishers
- Narula, Sumit (2011), Mass Communication: Theory and Practice, New Delhi, Regal Publishers
- Berger, Arthur Asa (2012), Media Analysis Techniques, New Delhi, Sage
- Katz, Elihu (1981), Mass Media and Social Change, London, Sage

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 and 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

1. Agarwal, K. C. *Environmental Biology*. Bikaner: Nidhi Publications, 2001.
2. Barucha, E. *The Biodiversity of India*. Ahmedabad: Mapin Publishing, 2000.
3. Heywood, V. H. & Watson R. T. *Global Biodiversity Assessment*, London: Cambridge UP, 1995.
4. Brunner, R. C. *Hazardous Waste Incinerator*, New York: McGraw Hill, 1989.
5. Clark, R. S. *Marine Pollution*, Oxford UP, 2000.
6. Cunningham, W. P. Cooper et al. *Environmental Encyclopaedia*. Mumbai: Jaico Publishers, 2001.
7. Jadhav, H. & Bhosle V. M. *Environment Protection and Laws*. Delhi: Himalaya Publishing, 1995.
8. Rao, M. N. & Datta A. K. *Waste Water Treatment*. New Delhi: Oxford UP & IBH, 1987.
9. The Biological Diversity Act 2002 (along with National Green Tribunal Act 2010, Biological Diversity Rules 2004, UN Convention on Biological Diversity & Johannesburg Declaration on Sustainable Development 2002). Delhi: Professional Book Publishers, 2013.
10. Ramakrishnan, P. S. *Ecology and Sustainable Development: Working with Knowledge Systems*. Delhi: NBT, 2013.
11. Rao, Nitya. *Good Women Do Not Inherit Land: Politics of Land and Gender in India*. New Delhi: Orient Blackswan, 2008.
12. Prabhakaran, G. *Silence of the Lambs*. New Delhi: Media House, 2014.
13. Joseph, James. *God's Own Office*. London: Penguin Books, 2014.
14. Pokkudan, Kallen. *Kandal Kadukalkkidayil Ente Jeevitham*. Thrissur: Green Books, 2013.
15. Sujanalal P. et al. *Susthira Oushada Sasya Krishi*. Thrissur: State Medicinal Plants Board, Kerala, 2008.
16. Kasturi Rangan Report. Kozhikodu: Info Friend Publications, 2013.
17. Thazhakkara, Muralidharan. *Krishiyile Naatarivu*. Thiruvananthapuram: KSLI, 2012.
18. Vijayaraghavan Nair, K. V. *Paristhithiyum Kandal Kadukalum*. Thiruvananthapuram: KSLI, 2014.
19. Suseela P. *Jalavum Jala Samrakshanavum*. Thiruvananthapuram: KSLI, 2014.
20. Miller, T. G. *Environmental Science*. New York: Wadsworth, 2000.

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

Elements of audio communication – listening process – evolution of sound – ear and brain experiments with sound -theory of sound – components of sound – frequency – pitch – amplitude – sound wave – wave length – basics of acoustics – audio elements – voice-music – sound effects – role of silence

Module 3

Elements of visual communication – theory of light – visual perception – eye and brain in visual decoding – colour – form – depth – movement – visual language – fundamentals of graphics

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

- Mirzoeff, Nicholas, An Introduction to Visual Culture, London, Routledge
- 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

Frequency spectrum – AM – FM – short wave - long wave – satellite radio - internet radio – frequency – pitch – amplitude – timbre

Module 3

Radio formats – writing for radio – radio talk – interview – radio drama – running commentary – documentaries – characteristics of each format

Module 4

Radio news – news room operation – news format – news writing – news presentation – structure of news bulletins

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

- McLeish, Robert (2001), Radio Production, London, Focal Press
- 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
- Hausman, Carl Benoit, Philip and O'Donnel, Lewis (2000), Modern Radio Production- Production and Performance, London, Wadsworth Thomson Learning
- Ted White, Broadcast News Writing, Reporting and Producing, London, Focal Press

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
- Antony Davis (1988), Magazine Journalism Today, London, Heinemann Professional Publishing
- Robert Root (1996), Modern Magazine Editing, New York, Brown Publishers
- Roy Paul Nelson (1978), Articles and Features, New York, Houghton Mifflin Co.
- Jenny Mc Kay (2000), The Magazine Handbook, London, Routledge
- John Morrish (1996), Magazine Editing, London, Routledge
- 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

Handling cameras – types of still cameras – lenses – filters – focusing – shutter speed – aperture- exposure – lighting – depth of field – composition – digital technology

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 platforms

Books for reference

- Keene, Martin (1995), Practical Photo Journalism: A Professional Guide, Oxford Focal Press
- 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

Television camera – camera movements – shot composition – scene – sequence – angles - visual language – types of cameras – white balance – camera operation basics – lens system

Module 3

Lighting – indoor and outdoor – lighting – types of light – white/black intensity – colour – temperature

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 Animatio
- Gray Anderson, Video Editing and Post Production-A Professional Guide

SEMESTER IV

PR & CORPORATE COMMUNICATION

Course code: JC 1441

Core Course 5

credits

4 hrs, 4

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

PR campaigns – stages of PR campaigns – crisis management – media relation – community

relation – PR code – public sector and private sector PR – professional organizations – IPRA – PRSI

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
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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 copy writing – 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

- Little Field and Krick Patrick, Mass Communication in Marketing
- W B Moriarty, Advertising: Principles and Practice
- George Belch, Advertising and Promotion
- B N Ahuja and S S Chhabra, Advertising and Public Relations
- S H Kazmi and SatishBatra, Advertising and Sales Promotion

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

A short history of cinema – important movements in cinema – German expressionism – Italian neo realism – French new wave – Soviet montage – Latin cinema – Japanese cinema – Hollywood cinema – African cinema – Indian cinema

Module 2

Pre-production – treatment – script – storyboard – schedule – location – art direction – casting

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

Data Journalism

Course code: JC 1473

Objective: The course will introduce the students to data journalism, the recent trend in journalism and its tools and methods.

Course Outcomes:

1. To interpret information
2. To generate compact inputs to news rooms
3. To arrange grand narratives to data online

MODULE – 1

Data Journalism: An introduction - Concept and nature - History: National and International perspective - Relevance and Critique

MODULE – 2

Finding and understanding Data - Resources of data for stories - Analyzing Data – Compile, Clean, Context, Combine, Communicate - Data journalism – Newsroom team – Intro to Python – Basic awareness of latest software and tools

MODULE – 3

Interpreting Data - Sorting Data – Tools and Techniques - Ethics and Concerns - Writing stories based on Data - Visualization of Data – Info graphics, Bubble plots, interactive visualization

MODULE – 4

Data Journalism: Case studies - Contemporary examples - WikiLeaks . Panama papers – Paradise papers - Collaborations – Media organizations and individuals – Computational Journalism- AI and Data Analytics in Journalism

ASSIGNMENT

Write a data driven news story having all elements - Publish it online as an article or blog post

Reference Books

1. Bounegru, L., & Gray, J. (2021). *The Data Journalism Handbook: Towards A Critical Data Practice (Digital Studies, 1)*. Amsterdam University Press.
2. Cairo, A. (2012). *The Functional Art: An introduction to information graphics and visualization (Voices That Matter)* (1st ed.). New Riders.
3. Foreman, J. W. (2013). *Data Smart: Using Data Science to Transform Information into Insight* (1st ed.). Wiley.
4. Herzog, D. L. (2015). *Data Literacy: A User's Guide* (1st ed.). SAGE Publications, Inc.
5. Houston, B. (2021). *Computer - Assisted Reporting: A Practical Guide 4Th Edition*. T&F INDIA.

6. Lawrence Marzouk, L., & Boros, C. (2018). *Getting Started in Data Journalism*. Balkan Investigative Reporting Network in Albania.
7. Meyer, P. (1991). *The New Precision Journalism*. Indiana University Press.
8. Munzner, T. (2014). *Visualization Analysis and Design (AK Peters Visualization Series)* (1st ed.). A K Peters/CRC Press.
9. Stray, J. (2016). *The Curious Journalist's Guide to Data*. Columbus Journalism School.
10. Vallance-Jones, F., & McKie, D. (2017). *The Data Journalist: Getting the Story* (1st ed.). Oxford University Press.

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, Swadeshbhimani 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

<i>Bharathiya Patracharithram</i>	M V Thomas
<i>Patrangal Vichitrangal</i>	K P Vijayan
<i>Vrithanthapathrapravarthanam</i>	K Ramakrishna
<i>Pillai Malayala Pathrapravathana Charithram</i>	Puthupalli
<i>Raghavan Manmaranja Masikakal</i>	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

credits

3 hrs, 3

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

Contempt of court act – contempt of legislature – official secrets act – press and registration of books act – copy right act – drugs and magic remedies act – working journalist act – right to information

Module 5

Media ethics – code of ethics – press council of India – censorship v/s self regulation – cyber laws in India

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 Journalism
- Paranjoy Guha Thakurtha (2012), Media Ethics: Truth, Fairness and Objectivity, New Delhi, OUP

DOCUMENTARY FILM**Course code: JC 1571**

Vocational course 7

credits

4hrs, 4

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

A short history of documentary film making – Flaherty – Grierson – Vertov – documentary films in India

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

- Wolverson, Mike, How to Make Documentaries

- Rabiger, Michael, Directing the Documentary
- Bernard, Sheila Curran, Documentary Story Telling
- Aufderheide, Patricia (2008) Documentary Film: A Very Short Introduction, Oxford, OUP

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 sixty days 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

Evaluation Scheme

Details of the Graduate Video project		Maximum Weightage
a	Preparation of Programme Proposal (Clarity of the proposal, budget, research material used & the presentation of synopsis will be taken into consideration)	5
b	One – line treatment and detailed treatment	2

c	Script 5	
d	Story board for 5 key frame	3
e	Quality of the video film	15
Total		30 weightage

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

credits

3 hrs, 2

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
- Arthur Asa Berger (1998), *Seeing is Believing: An Introduction to Visual Communication*, New York, Mayfield
- Rudolf Arnheim (1957), *Film as Art*, Los Angeles, University of California Press
- Susan Hayward (2005), *Cinema Studies: Key Concepts*, London, Routledge
- 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
- Bernard F. Dick (1978), *Anatomy of Films*, New York, St. Martin's Press
- Louis G. (2004), *Understanding Movies*, New York, Simon & Schuster Co.
- 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

credits

3 hrs, 2

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 non verbal 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 Merrill

Handbook of Inter-cultural Communication – Asante et al (ed)

Electronic Colonialism – Thomas L. McPhail

Media and the Third world – UNESCO

SEMESTER VI

DEVELOPMENT COMMUNICATION

Course code: JC 1641

Core Course 10

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 ---- Challenges to Existing Gender-Sexuality Norms --- Paradigm Shifts in Socio-Cultural Scenario ----- Power Politics of Digital Culture.

Module 4

Media and development – folk media – print – radio – television – film – new media - development issues in Kerala – agencies of development – UNESCO – UNDP – UNICEF – WHO – FAO – ILO – environmental protection groups

Assignments:

1. Write articles on development studies like health education, agriculture, environment etc
2. Suggest measures to tackle constraints to gender equality at work in the age of digital culture.

Books for reference

- Srinivas R Melkote and H Leslie Steeves (2007), Communication for Development in the Third World: Theory and Practice for Empowerment, New Delhi, Sage
- D.V.R. Murthy (2007), Development Journalism- What Next? An Agenda for the Press, Hyderabad, Kanishka
- Dipankar Sinha (2013) Development Communication: Contexts for the 21st Century, New Delhi, Orient BlakSwan
- 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
- Chua, P., Bhavnani. K & Foran. J. "Women, Culture and Development: A New Paradigm for Development Studies?" Ethnic and Racial Studies 23:5, pp. 820-841, 2000.
- Butler, Judith P. Gender-Trouble: Feminism and the Subversion of Identity. New York, Routledge, 1990.
- Thornham, Helen. Gender and Digital Culture: Between Irreconcilability and the Digital. New York, Routledge, 2019.

BUSINESS JOURNALISM**Course code: JC 1642**

Core Course 11

4 hrs 3 credits

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

Milestones of Indian economy – post independence scenario – five year plans – overview of Nehruvian model – green revolution – bank nationalisation – control and permit raj – liberalisation in 90's – major institutions in India – Planning Commission – Finance Commission – Ministry of Finance and Commerce – state level Planning Boards

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 Press
- Chris Roush (2010), *Show Me the Money: Writing Business and Economics Stories for Mass Communication*, Routledge. (second edition)
- Terri Thompson (Ed.) (2000), *Writing About Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism*, Columbia University Press.
- Conrad Fink (2000), *Bottom Line Writing: Reporting the Sense of Dollars*, Iowa State University Press
- Robert Reed and Glenn Lewin (2005), *Covering Business: A Guide to Aggressively Reporting on Commerce and Developing a Powerful Business Beat*, Marion Street Press
- Kenneth Morris and Virginia B. Morris (2004), *The Wall Street Journal Guide to Understanding Money & Investing*, Lightbulb Press Inc
- Chris Roush (2010), *Profits and Losses: Business Journalism and Its Role in Society*, *Marion Street Press* (second edition)

Chris Roush and Bill Cloud (2010), *The Financial Writer's Stylebook: 1,100 Business Terms Defined and Rated*, Marion Street Press

ADVANCED TELEVISION PRODUCTION

Course code: JC 1643

Core Course 12

4 hrs, 3 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

Video production – single camera production – ENG & EFP productions – OB operations – multi camera productions – physical attributes of a video studio – virtual studios – mobile production units

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 Publications
- Belavadi, Vasuki (2013), Video Production, New Delhi, OUP

INTRODUCTION TO NEW MEDIA

Course code: JC 1671

Vocational course 9

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

Internet as mass medium – its potential and limitations – hypertextuality – interactivity – internet and culture – convergence – blogs – news portals – social networking sites – e-governance – search engines – digital divide

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
- Ray, Tapas, Online Journalism, London, Cambridge University Press
- 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

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

Media as an institution of society – roles – functions – effects of media – construction of reality – press as ‘Fourth Estate’ – media freedom – public service broadcasting – media power and accountability

Module 2

Mass society – media culture – globalisation – media as cultural industry – cultural imperialism – hegemony – identity – gender and media – communication technology determinism --- Alternative Discourses of Women Empowerment ----- Concept of Participatory Community Media.

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. Compare and contrast the benefits of mass media to marginalized population
3. Elaborate on the role played by Participatory Community Media in breaking the glass ceiling and in ensuring equal professional achievements and life opportunities to women in the field of media.

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
- Gauntlett, David. Media, Gender and Identity: An Introduction, 2nd Edition, New York, Routledge, 2008.
- Gill, Rosalind. Gender and the Media. Cambridge, Polity Press, 2007.
- O'Brien, Anne. Inequality and Media Work. New York, Routledge, 2019.
-

SCIENCE JOURNALISM

Course code: JC 1661.1

Industry Based Course

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

Fundamentals of science journalism- Definition, sources of information, ; major

issues in science journalism ,what makes a good science story - qualities of a science journalist- science reporters and science editors.

Module 2

Media and science journalism; Science as an essential element in political, corporate and community news. . Models of science communication- Disseminating model, Dialogue model and participatory model . Mass media for science communication.

Module 3

popular science magazines - scope of science journalism on radio & television in developing countries; science based serials on radio and television; science journalism for the digital media. Agricultural journalism, Health and Medical journalism, Bio-technology journalism, Environmental journalism, I& T journalism. Professional development and training in Science Communication.

Module 4

Practical Work: Reporting of Nature and Environmental issues, Set Health communication campaign strategies, Prepare a 5 minute video on science awareness programme.

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
- Rahman, A. (1984), Science and the Human Condition in India and Pakistan, New York, Rockefeller University Press
- Bernal, J. D. (1971), Science in History (4 Volumes), Massachusetts, MIT Press
- Mukherji, S. K. & B. V. Subbarayappa (1984), Science in India: A Changing Profile, New Delhi, INSA
- Nelkin, D. (1987), Selling Science: How the Press Covers S & T, New York, Freeman & Co.

- 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

Industry Based Course

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. 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 2

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 3

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 4

Practical Works: Corel Draw- Prepare Logo, Cards and Brochure, Adobe Photoshop- Image Editing and Photo/ Illustrations retouching, Adobe Flash- Create one Animation, 3D Max- Creating 3D models, Sound Forge- Editing 5 minute audio, Adobe Premier Pro- Edit a short video

Assignments:

1. Create an 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
- Andrew Dewdney & Peter Ride (2006), New Media Handbook, London, Routledge
- Lisa Brenneis & Michael Wohl (2011), Final Cut Pro, Peachpit Press
- 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
- J. Nielson (1995), Multimedia and Hypertext, London, Academic Press.

Or

News Reading and Anchoring

Course code: JC 1661.3

Industry Based Course

3 hrs, 2 credits

Objective: To provide knowledge, training and experience to form a background for those who are interested in News Reading and Anchoring.

Course Outcomes:

1. To acquire knowledge about News Reading and Anchoring
2. To regulate and fix voice modulation
3. To control body language and to inculcate the capability to present News/ Talk Shows/ Interviews

MODULE – 1

Anchoring Basics - Tips and Techniques: Language Fluency/Voice Modulation/Rhythm of Speech/Tone/Intonation/Inflection / Breathing/ Resonance

MODULE – 2

How to present - News/ Interview /Debate/Talk Show/ Chitchat/One to One/ Public Speaking/ Corporate Videos, Rundown and Script(TV/Digital Media/Radio) Understanding the Script, Do's and Dont's, Legal pet falls, Studio, Indoor/ Outdoor, Self-Scripting/ Body Language/ Mannerisms and how to hold audience attention

MODULE – 3

Voice Grooming / Personality/ Anchor Styling/ Dress Code/ Make up/ Timing/ Interaction with New Readers, Anchors - its analysis and study/ Technical - How to face camera, usage of microphones

MODULE – 4

Practical Projects.

5 Min. News Anchoring and its analysis or 5 Min. Talk show and its analysis or 5 Min. Self-Script on an Issue and Presentation or 5 Min. Interview

Reference Books:

1. Dutt, B. (2015). *Anchoring TV & Live Events*. Pustak Mahal.
2. Kalra, R. J. (2021). *The ABC of News Anchoring* (1st ed.). Pearson India.
3. Mdoe, S. (2019). *TV News Anchoring: A Guide to professional News Casting*. Swaleh Mdoe.
4. Meltzer, K. (2010). *TV News Anchors and Journalistic Tradition: How Journalists Adapt to Technology* (1st ed.). Peter Lang Inc., International Academic Publishers.
5. Nagpal, B. (2020). *Working For Media: Handbook For Building A Career In Journalism: Learn The Art Of Anchoring, Reporting And News-Making*. Amazon Digital Services LLC
6. Rajasekharan K. S. (2004). *Drishyabhasha*. The Kerala State Institute of Languages

Or

Video Editing

Course code: JC 1661.4

Industry Based Course

3 hrs, 2 credits

Objective: To understand the principles, practices, and equipment used for video editing.

Course Outcomes:

1. To Edit video programmes
2. To create visual content for news shows
3. To familiarize with basic graphic tools

MODULE – 1

Fundamentals of Editing; Editing theories- Pudovkin; Structural editing, Relational editing. The Soviet school; Kuleshov effect, Lev Kuleshov, Sergie Eisenstein, Montage theory, Rules of editing, 30 degree rule, 180 degree rule, Time and space in editing.

MODULE – 2

Editing techniques; chronological editing- shot, scene, sequence. Principles of continuity in editing, cuts, cross cutting, jump cut, match cut, parallel cutting, Transition techniques; wipe, dissolve, fade, iris. Editing in post- production; selection of shots and ordering of shots, timing, space, rhythm, rough cut, final cut, directors cut. Online and Offline editing, AB roll editing, multi-track editing, key frame, mixing audio tracks, video effects.

MODULE – 3

Analog and digital editing techniques; linear and non-linear editing, editing in digital era, non-linear editing equipments and software; Adobe premiere, AVID, FCP(final cut pro), aftereffects, motion, and other editing softwares, edit controllers, video switchers and mixers, Timeline, Timecode, Shot logging, DI(digital intermediate), chroma keying, video file formats, aspect ratio, rendering.

MODULE – 4

Practical: Exercises in any non-linear editing software; importing and assembling clips, batch capturing, use of transition devices, titling, keying, multi-track editing, Audio-editing and sound mixing.

ASSIGNMENT

1. Arrange 3 shots using match cut or 2. Edit a news story of 2 minutes.

Reference Books

1. Belavadi, V. (2013). *Video Production (2nd ed.)*. Oxford University Press.
2. Brownie, S. E. (1997). *Video Editing: A Production Premier*. Focal Press.
3. Crittenden, R. (1995). *Film and Video Editing*. Blueprint.
4. Morris, P. (1999). *Non-linear Editing Media Manual*. Focal Press.

Or

Mobile Journalism

Course code: JC 1661.5

Objective: To understand the principles, practices, and equipment used for video editing.

Course Outcomes:

1. To shoot and record via Mobile phones
2. To produce news talks and debates
3. To document events and programmes

MODULE – 1

What is mobile journalism _ Rise of mobile journalism _ Using the mobile for stories _ Script _ Storyboard _ video interviews _ Mobile based story telling ideas _ smart phone photography _ rule of thirds _ composition _ shot scales _ camera angles _ camera movements

MODULE – 2

Basic tools of video editing and recording using mobile phones _ editing on mobile apps (Camera+, Adobe Photoshop express, FiLmic pro, Pinnacle studio, U stream etc) _ streaming live videos with mobile phones _ podcasting _ piece to camera _ social media websites _ multimedia _ Citizen journalism

MODULE – 3

Importance of mobile journalism (MOJO) _ Challenges of mobile journalism in digital media _ overcoming limitations of mobile phones _ future of mobile journalism _ Techniques for creating visual content for mobile audiences _ Selecting subjects, covering events, legal and ethical consideration

MODULE – 4

- Develop a mobile news story which have 5 to 7 mint duration
- Produce a piece to camera reporting video using mobile phones

Reference Books

1. Burum, I. (2021). *The Mojo Handbook: Theory of Praxis*. Taylor & Francis Group.
2. Hill, S., & Bradshaw, P. (2018). *Mobile First Journalism: Producing News for Social and Interactive Media*. Taylor & Francis Group.
3. Montgomery, R. (2018). *Smart Phone Video Story Telling*. Taylor & Francis Group.
4. Quinn, S., & Lamble, S. (2008). *Online Newsgathering: Research & Reporting for Journalism*. Taylor & Francis Group.

Or

Fundamentals of Technical Writing

Course code: JC 1661.6

Industry Based Course

3 hrs, 2 credits

Course Objective: This course aims to train students on technical and specific job-oriented writing skills for the digital ecosystem.

Course Outcomes:

1. To write tightly, clearly and colorfully for the digital media.
2. To create content for the digital media Create learning designs that maximize retention and behavioral transfer
3. To adapt design strategies for different types of content

MODULE – 1

Role of a Technical Writer - Principles of Technical Writing - Difference between technical writing and other forms of writing - Working with Images and Illustrations - Styles in technical writing - The technical editing process - Editing for accuracy of technical details, language style and usage - On-line editing process and software.

MODULE – 2

Writing for the Web - Writing content for websites - Creating banner advertising and digital campaign - Writing and managing content for social media – Writing content for e-learning projects, outsourcing technical writing.

MODULE – 3

Translation and Transcreation (English and Malayalam Content) – Translating Advertisements & press releases - Translation agencies in India - Content Writing for Science, Health, Education, cooperate organizations.

MODULE – 4

Practical: Feature Writing – Creating Infographics – Copy Writing – Translation – Blogs.

Reference Books

1. Aidoo, J. (2009). *Effective Technical Writing and Publication Techniques: A guide for Technical Writers, Engineers and Technical Communicators*. Matador.
2. Alfred, G. J., Brusaw, C. T., & Oliu, W. E. (2008). *Handbook of Technical Writing*. Sage Publications
3. Haile, J.M. (2001). *Technical style: Technical Writing in a Digital Age*. Macatea Productions.
4. Harty, K. J. (2007). *Strategies for Business and Technical Writing (2nd ed)*. Pearson Education.
5. Lipson, C., & Day, M. (2002). *Technical Communication and the World Wide Web*. Mahwah: Lawrence Erlbaum Associates Inc.
6. Pfeiffer, W. S. (1997). *Technical Writing: A Practical Approach (3rd ed.)*. Englewood Cliffs:

Prentice-Hall.

7. Samson, D. C. (1993). *Editing Technical Writing*. Oxford University Press.

8. Sides, C. H. (1999). *How to Write and Present Technical Information (9th ed)*. Cambridge University Press.