

UNIVERSITY OF KERALA

CAREER RELATED FIRST DEGREE PROGRAMME UNDER CBCS SYSTEM, **2(a)**

JOURNALISM, MASS COMMUNICATION & VIDEO PRODUCTION

2014 admission onwards

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

Programme : **Journalism, Mass Communication and Video 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
Elective Course	VI	1	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	History of Mass Media in India	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 1472	Television Broadcasting	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 1544	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	Elective Course 2	3	2
OR				
JC 1661.2	Multimedia Production	Elective Course 2	do	Do
JC 1644	Project		3	4
Total			25	20

Total Credits of the Programme	120
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Objectives of the FDP in JMC & VP

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.

SEMESTER I

INTRODUCTION TO MASS COMMUNICATION

Course code: JC 1141

Core Course 1

3hrs, 3 credits

Objective:

The course exposes the students to the basics of communication studies and familiarize them with different perspectives exist in this faculty. The concepts of the communication are discussed to evaluate and apply in Mass Media applications. The students are encouraged to build a foundation for themselves for advanced studies in communication through this course.

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

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

Module 4

Growth of communication technology – impact of technology in society – globalization and 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

Objective:

Skill development to identify news worthy events as well as knowledge in various concepts that determines news values are achieved through this course. Reporting for both print and electronic media, news room operations and current trends in reporting are discussed in this course to equip the students to handle real life situations.

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

Module 4

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

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

Objectives

1. To train the students in the art of editing
2. To impart the technique of learning accuracy in writing

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

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

Module 4

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

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

Objective:

This course builds a theoretical framework for students and helps them to understand the different perspectives of media content in different contexts. The course is a stepping stone to the academic knowledge in communication studies.

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

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

HISTORY OF MASS MEDIA IN INDIA

Course code: JC 1241

Core course 3

4hrs, 4 credits

Objective:

This course is designed to impart basic knowledge on the historical evolution of mass media in India. Thrust has been given to history of Malayalam journalism in this course.

Module 1

Brief history of printing – evolution of Indian press – origin of newspapers – James Augustus Hicky – James Silk Buckingham – Serampore missionaries – Raja Rammohan Roy – Indian press during the freedom movement – Gandhi as a journalist – the nationalist press – press in the post-independent period – growth of the language press – present status of the Indian press.

Module 2

Brief history of Malayalam press – Rajyasamacharam – Paschimodayam – Gnana Nikshepam – Malayalam newspapers during freedom struggle – current trends in Malayalam journalism

Module 3

Luminaries of Malayalam journalism Herman Gundert, Swadeshabhimani Ramakrishna Pillai, Devji Bhimji, Kesari Balakrishna Pillai, K. P. Kesava Menon, Kandathil Varghese Mappilai and C. V. Kunjiraman

Module 4

Brief history of broadcasting in India – AIR and its growth – FM broadcasting in India – emergence of TV in India – growth of satellite TV in the country

Book for reference

- Bhargava, G. S. (2012), The Press in India: An Overview, New Delhi, NBT
- Jeffry, Robin (2011), India's Newspaper Revolution – Capitalism, Politics and the Indian-Language Press, New Delhi, OUP
- Thomas, M. V. (2005), Bharathiya Pathracharithram, Thiruvananthapuram, KSLI

- Raghavan, Puthupally (1986), Kerala Pathrapravarthana Charithram, Thrissur, NBS
- Vijayakrishnan (2013), 'Malayala Cinemayude Katha, Kozhikodu, Mathrubhumi Books
- Gopalakrishnan, Chelangatt (2013), Loka Cinemayute Charithram, Thrissur, Current Books
- Kumar, Keval J. (2008), Mass Communication in India, Mumbai, Jaico Publishing

BASICS OF AUDIO-VISUAL COMMUNICATION

Course code: JC 1271

Vocational Course 2

6 hrs, 4 credits

Objective:

This course aims at imparting basic scientific knowledge in sound and visuals. The course will help the students to easily understand the audio- visual media tools which are used in broadcasting and video production.

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

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

Objective:

Different radio formats and their production aspects are studied through this course. The course also seeks to impart skills in writing for the ear and its co-existence with available technologies

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

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

4hrs, 4 credits

Objective:

Through this course students would be familiar with various writing styles for magazines, topic selection, new trends in feature writing etc. The narratives in journalism are discussed here.

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 infographics – colour selection

Module 5

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

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

Objective:

This course aims to train students in the fundamentals of photography and give them professional training to socialize in news 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

Books for reference

- Keene, Martin (1995), Practical Photo Journalism: A Professional Guide, Oxford Focal Press
- Ken Muse, Basic Photo Text
- Newnes, Basic Photograph
- Rothsteline, Photo Journalism
- 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

Objective:

The technical and aesthetic aspects of television production, steps involved in the production, from idea generation to telecast, are being discussed in this course. The course also covers video editing and the logic in weaving visuals to form a complete programme.

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

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

4hrs, 4 credits

Objective:

The course aims to train the students in the emerging fields of mass communication. The art of public relations is also thoroughly discussed in this course to enable the students to acquire knowledge and skills essential for job market.

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

Books for reference

- Joseph Fernandez, Corporate Communications
- Scott M. Cutlip and Allen, Effective Public Relations
- Alison Theaker, The Public Relations Handbook
- C. S. Rayadu and K. R. Balan, Principles of Public Relations
- B. N. Ahuja and S. S. Chhabra, Advertising and Public Relations

ADVERTISING

Course code: JC 1442

Core Course 6

4 hrs, 4 credits

Objective:

Advertising is a very specialized area in mass communication where the aspirants require a special set of skills which can be acquired through observation and synthesis. The course structures a frame work for students who have aptitude in similar areas.

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

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

Objective:

To enable the students explore films historically and critically. The course also introduces the basic steps in film making.

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

Books for reference

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

TELEVISION BROADCASTING

Course code: JC 1472

Vocational Course 6

4 hrs, 2 credits

Module 1

Television genres – general entertainment channel – soap opera – reality shows – game shows – youth programme – travelogue – film based shows etc – Infotainment channels – educational TV programmes – news & current affairs channels – business channels

Module 2

Programme research-source of information – historical document – statistical document – professional journals – observation and interview – quantitative information – stages of scripting – ideas – one line treatment – detailed treatment – screenplay – shooting script – story board – script organization – opening – theme

Module 3

Planning a news story – writing news stories for television – writing to pictures – case studies – intro – opening shot – SOT's – teasers – PTC – voice over – packaging etc – run down and panel production of news bulletins – TV news room structure – ENG – live broadcasts, planning and execution

Module 4

Current trends in television broadcasting

Books for reference

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

INTERNSHIP

One month Internship in any media firm after the second academic year of the programme during the vacation is an essential requirement for the completion of the course. The Internship Report along with candidates evaluation and certificate from media firm shall be submitted to the department.

SEMESTER V**MALAYALAM JOURNALISM****Course code: JC 1541**

Core Course 7

5 hrs, 4 credits

Module 1

Present status of the newspapers and magazines in Malayalam – new trends in circulation strategies – organization of fairs and other events – prizes to readers – insurance policies – campaign programmes – hyperlocal journalism – city/metro publications and pullouts on various subjects – hourly updating of websites – influence of w.w.w in content management and design – tabloidization

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

Agenda setting by the print media – privileges of journalists – pressrooms in legislature and IPRD – press accreditation

Books for reference

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

MASS MEDIA MANAGEMENT**Course code: JC 1542**

Core Course 8

3 hrs, 3 credits

Objective:

The course provides a basic know-how in modern management concepts and it further moves on to the managerial aspects of mass media. Those who are seeking a career in the management structure of mass media may get a good opportunity to expose themselves to this emerging field.

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

Books for reference

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

MEDIA LAWS AND ETHICS

Course code: JC 1543

Core Course 9

3 hrs, 3 credits

Objective:

To create awareness among students on various ethical issues involved in day-to-day journalism and provide a thorough understanding on the legal frame work within which mass media functions in India.

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

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

4hrs, 4 credits

Objective:

The course provides theoretical knowledge on the historical evolution of documentary films and the current trends in this genre. It also discusses production aspects and hands-on training on documentary film making. This course improves the capability of students to approach a subject critically and make it into a comprehensive television documentary.

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

Books for Reference

- Wolverton, 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

3 hrs, 2 credits

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

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 2 3 hrs, 2 credits

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.

Books for Reference

Inter-cultural Communication Theory- Gudykunst(ed)Global Communication – John MerrillHandbook of Inter-cultural Communication – Asante et al (ed)Electronic Colonialism – Thomas L.McPhailMedia and the Third world – UNESCO

SEMESTER VI

BUSINESS JOURNALISM

Course code: JC 1641

Core Course 10

4 hrs 3 credits

Objective:

This course provides the basic knowledge on how business journalism is being practiced in newspapers, television channels and magazines. It also introduces the basic structure of Indian and Kerala economy with a global perspective. The students are exposed to the fundamentals of financial market operations through this course.

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

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

INTRODUCTION TO NEW MEDIA

Course code: JC 1642

Core Course 11

4 hrs, 3 credits

Objective:

This course discusses the developments in communication and media technologies, convergence of media and its applications in journalism.

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

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

ADVANCED TELEVISION PRODUCTION

Course code: JC 1643

Core Course 12

4 hrs, 3 credits

Objective:

The course discusses in-depth understanding of production aspects of various television formats and on-screen presentations.

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

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

DEVELOPMENT COMMUNICATION

Course code: JC 1671

Vocational course 9

3 hrs, 2 credits

Objective:

The course introduces major theories of development and development communication and builds a perspective for development journalism. It also discusses the role of media in development and shares some experiences from India and abroad.

Module 1

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

Module 2

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

Module 3

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

Module 4

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

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*

MEDIA AND SOCIETY

Course code: JC 1672

Vocational Course 10

4 hrs, 3 credits

Objective:

The course touches upon various issues pertaining to mass media practices, the operational framework of institutions and societal interaction of mass media.

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

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

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 and Usha M. Rodrigues (2010), Indian Media in a Globalised World, New Delhi, Sage

SCIENCE JOURNALISM

Course code: JC 1661.1

Elective Course 1

3 hrs, 2 credits

Objective:

The course provides specialized knowledge and skills in reporting science related matters and gives an overview of the methods to be adopted in analyzing subjects related to science.

Module 1

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

Module 2

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

Module 3

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

Module 4

Specialised reporting – environmental journalism – reporting on agriculture, medicine, information, technology, biotechnology etc.

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 Hisoty (4 Volumes), Massachussetts, 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

Elective Course 2

3 hrs, 2 credits

Module 1

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

Module 2

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

Module 3

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

Module 4

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

Module 5

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

Module 6

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

Module 7

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

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