

KANNUR  UNIVERSITY

(Abstract)

Mass Communication & Journalism (MCJ) Programme - under Choice Based Credit Semester System in Departments- Revised Scheme, Syllabus and Model Question Papers Implemented with effect from 2015 Admission -Sanctioned - Orders issued.

ACADEMIC 'C' SECTION

U.O No. Acad/C1/5409/2015

Civil Station (PO), Dated, 15-10-2015

- Read:
1. U.O.No.Acad/C3/2049/2009 dated 11/10/2010
 2. U.O.No.Acad/C3/2049/2009 dated 05/04/2011
 3. Meeting of the Syndicate Sub-Committee held on 16/01/2015
 4. Meeting of the Curriculam Committee held on 10/04/2015
 5. U.O.No.Acad/C4/14536/2014 dated 29/05/2015
 6. Meeting of the Department Council held on 17/04/2015
 7. Letter from the Course Director, Dept.of Mass Communication & Journalism.
 8. Meeting of the Curriculam Committee held on 03/09/2015

ORDER

1. The Regulations for P.G. Programmes under Choice Based Credit Semester System were implemented in the Schools/Departments of the University with effect from 2010 admissions as per paper read (1) above and certain modifications were effected to the same vide paper read (2) .

2. The meeting of the Syndicate Sub- Committee recommended to revise the Scheme & Syllabus of all the PG Programmes in the University Departments /Schools under Choice Based Credit Semester System (CCSS) w.e.f. 2015 admission vide paper read (3) above.

3. As per the paper read (4) above, the meeting of the Curriculam Committee recommended to implement certain modifications/ additions to the Regulations for PG Programmes under Choice Based Credit Semester System and the Regulations were modified accordingly in the University w.e.f. 2015 admission vide paper read (5).

4. The Department Council vide paper read (6) above has approved the Scheme, Syllabus & Model Question Papers for Mass Communication & Journalism Programme under Choice Based Credit Semester System for implementation with effect from 2015 admission.

5. The Course Director, Dept.of Mass Communication & Journalism, vide paper read (7) above, has forwarded the Scheme, Syllabus & Model Question Papers for Mass Communication & Journalism Programme in tune with the revised Regulations for Choice Based Credit Semester System for implementation with effect from 2015 admission.

6. The meeting of the Curriculam Committee held on 3-09-2015 approved the Scheme, Syllabus and Model question papers for Mass Communication & Journalism Programme under Choice Based Credit Semester System in the Department vide paper read (8) above.

SB

(PTO)

7.The Vice Chancellor after considering the matter in detail and in exercise of the powers of Academic Council conferred under section 11 (1) of Kannur University Act 1996 and all other enabling provisions read together with has accorded sanction to implement the Scheme, Syllabus and Model Question Papers for Mass Communication & Journalism Programme under Choice Based Credit Semester System offered in the University Department with effect from 2015 admission subject to report before the Academic Council.

8. Orders are, therefore, issued accordingly.

9. The revised Scheme, Syllabus and Model Question Papers effective from 2015 admission are appended.

Sd/-
JOINT REGISTRAR (Academic)
For REGISTRAR

To

The Course Director, Dept.of Mass Communication & Journalism,
K.U.Campus,Mangattuparamba.

Copy to:

1. The Examination Branch (through PA to CE).
- 2.PS to VC/ PA to PVC /PA to R/ PA to CE
- 3.JR/AR 1(Acad).
- 4.The Computer Programmer (For uploading in the Website)
- 5.SF/DF/FC/

15/12/15



Forwarded/ByOrder

[Signature]
SECTION OFFICER

For more details; log on www.kannur university .ac.in

(U.O.No.Acad/C1/5409/2015 dtd.15-10-2015)



REVISED SCHEME AND SYLLABUS FOR

PG PROGRAMME

IN

MASS COMMUNICATION AND JOURNALISM (MCJ)

UNDER CHOICE BASED CREDIT SEMESTER SYSTEM

(CCSS)

FOR

DEPARTMENT OF

MASS COMMUNICATION AND JOURNALISM (MCJ)

KANNUR UNIVERSITY.

FROM 2015 ADMISSION ONWARDS

**PREPARED BY: DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM,
MANGATTUPARAMBA, KANNUR UNIVERSITY.**

MCJ Programme SYLLABUS for University Department Kannur University w.e.f 2015

MASTER OF COMMUNICATION AND JOURNALISM (MCJ)

The syllabi of MCJ programme offered in the MCJ Department of the University under semester system have been revised in the light of the direction of Syllabus Review Committee. The revised syllabi under Choice based Credit and Semester System shall apply only to Mass Communication and Journalism Department of Kannur University with effect from the academic year 2015-16 (2015 admission onwards).

1. Duration of the Programme: The duration of the MCJ Programme shall be 2years, each year comprising two semesters, each semester consisting of 400- 450 contact hours distributed over 90 days.

2. Eligibility: Candidate seeking admission to the programme shall be required to have obtained a Bachelor degree (under 10+2+3) of this university or any other Indian or foreign University recognized by Kannur University as equivalent thereto and has secured a minimum of 45% marks or equivalent grade in part III / core graduate course are eligible to apply. However, candidate belonging to other socially and economically backward communities are eligible for a relaxation of 5% marks in the qualifying examination. Those belonging to Scheduled Caste/Scheduled Tribe having secured a pass in the qualifying degree examination are eligible to apply for admission to the programme.

3. Admission: Admission to the course shall be made in the order of merit of performance of eligible candidates in the Entrance examination. The 3 hour Entrance examination will assess the candidate's language proficiency, general knowledge and aptitude for journalism field.

Mode of selection:

Based on Entrance Examination -100 marks

Weightage:

1. Holders of PG diploma in Journalism - 5marks
2. Three year degree holders with Journalism main -7 marks
3. Graduates with Journalism Complementary -5marks
4. Bachelors Degree holders in Multimedia Communication/Visual Communication/Film production/Video Production -5 marks.

Weightage will be added to the total marks of Entrance test to prepare Rank List.

Candidate will be given weightage in only one of the categories, whichever is higher, only on production of original certificates.

4. **Intake:** The intake shall be restricted to **25** for each batch. Reservation of seats for SC/ST and other backward community will be as per the reservation rules of the University.

5. **Course Structure:** Two kinds of courses are offered to the students in this programme. They are Core courses and Electives. Core courses are offered by the parent department offering the programme. Elective courses are offered either by the parent department or any other department.

6. Programme Structure & Subjects:

I Semester -from June to October

No	Core & Elective	Subject/Paper Code	Subjects.	Hours allotted per week	Credits	Marks			
						Internal	External	Total	
1	Core	MCJ 1C001	Introduction to Mass Communication	05	04	40	60	100	
2	Core	MCJ 1C002	News Reporting Principles and Practice.	04	04	40	60	100	
3	Core	MCJ 1C003	News Editing Principles and Practice.	05	04	40	60	100	
4	<i>Elective *</i>	MCJ 1E001	Media Product Design & Page Make-up.	05	04	40	60	100	
5	<i>Elective *</i>	MCJ 1E002							Health Communication
6	<i>Elective *</i>	MCJ 1E003							Political Communication.
7	Practical 1	MCJ 1C Pr. 01	Newspaper Production	04	04	10	20	30	
I- Semester Total				23	20	170	260	430	

** Select one subject from the Electives.

Practical-1. Students should produce and submit five single page newspapers for external valuation.

II Semester -from November to March

No	Core & Elective	Subject/ Paper Code	Subjects	Hours allotted per week	Credits	Marks		
						Internal	External	Total
1	Core	MCJ 2C 004	Advanced Communication Theory & Media Studies.	04	04	40	60	100
2	Core	MCJ 2C 005	Advertising Theory and Praxis.	05	04	40	60	100
3	Core	MCJ 2C 006	Broadcasting and Visual Media Production.	05	04	40	60	100
4	<i>Elective **</i>	MCJ 2E 00 4	Business Journalism and Financial Reporting	04	04	40	60	100
5	<i>Elective **</i>	MCJ 2E 005	Sports Journalism					
6	<i>Elective **</i>	MCJ 2E 006	Agricultural Journalism					
7	Practical. 2	MCJ 2C Pr. 02	PSA	3	2	10	20	30
8	Practical. 3	MCJ 2C Pr. 03	News Bulletin (TV)	3	2	10	20	30
II- Semester Total				24	20	180	280	460

** Select one subject from Electives

Practical-2 & 3. Students should produce and submit a Public Service Advertising (PSA less than 3minutes), and TV News bulletin for external valuation, groups can be formed and the duration should be 25-30 minutes.

III Semester -from June to October

No	Core & Elective	Subject/Paper Code	Subjects	Hours Allotted per week	Credits	Marks		
						Internal	External	Total
1	Core	MCJ 3C007	Public Relations and Corporate Communication.	04	04	40	60	100
2	Core	MCJ 3C008	Communication and Media Research Methodology.	04	04	40	60	100
3	Core	MCJ 3C009	Introduction to Film and Documentary.	05	04	40	60	100
4	<i>Elective **</i>	MCJ 3E007	Photography and Photo Journalism.	05	04	40	60	100
5	<i>Elective *</i>	MCJ 3E008	Magazine Journalism.					
6	<i>Elective **</i>	MCJ 3E009	Technical Writing.					
7	Practical. 4	MCJ 3C Pr. 04	Production of News Letter.	02	02	10	20	30
8	Practical. 5	MCJ 3C Pr. 05	Documentary or Short Film Production.	03	02	10	20	30
				23	20	180	280	460

** Select one subject from Electives.

Practical 4 & 5. Students should produce and submit a News Letter and a Documentary or Short Film (5 to 20 minutes, groups can be formed), for external valuation.

IV Semester- from November to March

No.	Core & Elective	Subject/Paper code.	Subjects	Hours allotted	Credits	Marks		
						Internal (CE)	External	Total
1	Core	MCJ 4C 010	Media Law & Ethics	05	04	40	60	100
2	Core	MCJ 4C 011	Development Communication	05	04	40	60	100
3	Core	MCJ 4C 012	New Media & Cyber Journalism	05	04	40	60	100
4	Viva Voce	MCJ 4C 013	Viva Voce	-----	04	-----	50	50
5	Project	MCJ 4Pro.	Dissertation +Internship	05	04	40 (30+10)	60	100
IV- Semester Total				20	20	160	290	450
Grand Total				Hrs. 90, Credits 80 , Marks. 1800.				

** Marks for internship should be allotted by the HOD.

Grand Total marks for MCJ Programme I to IV Semester- 1800.

Total marks for semester - I - 430
 Total marks for semester - II- 460
 Total marks for semester - III- 460
 Total marks for semester - IV- 450

Grand Total - Credits -80, Hours - 90 , Marks -1800.

(Core Subject Credits 68 + Elective Credits-12)

7. Credit Requirements:

The students are expected to do 3 core courses and 1 elective in I, II and III semesters, only 3 core courses, Dissertation, Viva and Internship in the 4th semester. However, the elective need not necessarily be one from the list given above as the department may change the electives from time to time depending on the availability and specialization of faculty and choice of the student.

8. REGISTRATION :

The students have to register for the required number of courses at the beginning of each semester before the classes begin. They have to complete the prescribed prerequisites for the course before registration. The student within a maximum of 10 working days after the commencement of the class can change the optional courses in consultation with their student advisor who is a faculty member, if the student feels that he/she has registered for more courses than he/she can handle. No student shall register for more than 24 credits and less than 16 credits in a semester.

9. SCHEME OF EVALUATION:

The evaluation of a course consists of two parts: Continuous Evaluation (CE) and End Semester Evaluation (ESE). The total marks allotted for each courses shall be 100, with a maximum of 40% marks for Continuous Evaluation and 60% marks for End Semester Evaluation. The duration of the End Semester Assessment (Written Examination) for each paper shall be for 3 hours. The minimum marks required for the successful completion of a course shall be 50%.

10. CONTINUOUS EVALUATION:

The maximum marks for continuous Assessment shall be 40 and shall be based on the following components:

Theory:

(a) Two Assignments 20% = 16(8+8)

(b) Two Class Tests 20% = 8(4+4)

(c) One Seminar 40% = 16

Practical

d) Practical Test 75% of 40 = 30

(e) Record 25% of 40 =10

Total Marks for Internal 40.

11. Dissertation:

In the fourth semester each student shall submit a dissertation on any topic of his/her interest. The dissertation aims at introducing the students with Research Methodology and to prepare them for doing further research. Students are required to do a dissertation on a topic relating to an area of study chosen in consultation with the faculty. However, the topics shall be approved by the Department Council. Each student shall be guided in his/her project by a member of the faculty. A board of examiners comprising not less than three members (One external examiner and internal examiners), constituted by the head of the department shall evaluate and decide the marks to be awarded to the student for the dissertation. The same board of examiners shall also conduct the final semester comprehensive Viva-voce examination based on dissertation.

12. VIVA:

A Viva Voce examination will be conducted at the end of IV semester covering the whole programme including the project. The Viva Board comprising not less than 3 members (One external examiner and internal examiners), and the Head of the Department as Chairperson will be in charge of the conduct of the Viva.

13. GRADING:

D). An alphabetical Grading System shall be adopted for the assessment of Student's performance in a Course. The grade is based on six-point scale. The following Table gives the range of marks grade points and the alphabetical grade.

Range of Marks	Grade Points	Alphabetical Grade
90-100	9	A+
80-89	8	A
70-79	7	B+
60-69	6	B
50-59	5	C
Below 50	0	F

A Minimum of grade point 5 (Grade C) is needed for the successful completion of the course. Performance of the student at the end of each semester is indicated by the Grade point average (GPA) and is calculated by taking the weighted average of grade points of the course successfully completed. The overall performance of a student is indicated by cumulative grade point average (CGPA). Based on the CGPA over letter grade of the student shall be in the following way.

CGPA	OVERALL LETTER GRADE
8.5 and above	A+
7.5 - 8.49	A
6.5 - 7.49	B+
5.5 - 6.49	B
4.5 - 5.49	C

II). A student who fails in a Course can reappear for the end semester examination of the same course along with the next batch, without taking re-admission or choose another course in the subsequent semesters

of the same Programme to acquire the minimum credits needed for the successful completion of the programme.

III). There shall not be provision for improvement of CE and ESE.

IV). Those who secure only the minimum credits for Core/Elective subject has to supplement the deficiency required for obtaining the minimum total credits required for the successful completion of the Programme from Core/Elective /Open Courses.

V). No student shall be allowed to take more than eight consecutive Semesters from the date of enrolment for completing the programme.

Department of Mass Communication and Journalism, Kannur University.

MCJ PROGRAMME SUBJECTS.

Semester 1
MCJ 1C 001

Introduction to Mass Communication

Module-1: Communication-Definitions, Meaning, Elements-source, message, channel, receiver, feedback, noise, Process, , Nature, Features & Scope.7'Cs of Communication, Functions and Dysfunctions, Early Forms of Communication, Human Communication-Verbal & Non Verbal, Grapevine Communication. Emergence of Mass Media, Mass Society & Culture.

Module-2: Types of Communications- Intra Personal, Interpersonal, Participatory, Mediated Communication, Group, Crowd and Mass Communication-Nature, Scope. Barriers of communications, Opinion leaders, Gatekeepers, Persuaders. Sociological & Psychological needs & importance.

Module-3: Models of Communication-All major models, Aristotles, Claude E.Shanon & Warren Weavers, Wilbur Schramms, Harold D. Lasswells, Charles E. Osgoods, Gerbners, NewCombs, David Berlos, SMCR, Beckers, Riley & Rileys, De Fleurs, Westely &Maclean, Dance model, structure, functions, applications, merits & demerits.

Module-4: Concepts of Communication-Indian, Christian, Gandhian, Mass Media -Print-Newspapers, Magazine,-Electronic- Radio, -Visual-Television, Cinema,-Cyber- Internet-Nature, Scope, Pros & Con etc. Folk Media, Mainstream Media, Popular Media, Multi-mediality, Blogging. Mass Media effects- Violence, obscenity, attitude and behavioural changes, typology of audience & critical consumer.

Module-5: Normative Theories of Press- Authoritarian, Libertarian, Socialist-Communist, Social Responsibility, Development Media & Democratic Participant, Press Theories. Herbert Marshall McLuhan-Life, History, Contributions, Ideology, Books, Concepts -Mechanical Vs. Electrical Age, Global Village, Medium is the Message, Hot Media & Cool Media-Toronto School. Globalisation-Features, Trends, Challenges, Narrowcasting, Demassification, Convergence, Accessibility, Reach, Global Village, and International Information order.

Module-6: SITE, KHEDA, KCP, EDUSAT experiments, Indian Media & Emergency-Ownership patterns, Private Satellite Channels, Video & Cable TV in the Indian sky, (HDTV) High Definition Television, Educational Vs Instructional Television. INSAT Commercial Broadcasting, FM Radio, Indian Media in the Era of Convergence.

Books for Reference

1. Mass Communication - A Critical analysis - Keval J Kumar
2. Professional Journalism - M. V. Kamat
3. Theory and Practice of Journalism - B. N. Ahuja
4. Professional Journalist - John Hohenberg
5. Mass Communication - Wilbur Schram
6. Understanding Media - Marshall McLuhan
7. Folk Media for Development - N. Usha Rani
8. Theory & Practice of Journalism - B N Ahuja
9. Mass Media and National Development - Wilbur Schramm
10. Passing of Traditional Society - Daniel Lerner
11. Communication Theories, Origin, Methods, Uses - Werner Severin J and James W Tankard Jr., Longman Publications, 1988
12. Communication models for the study of Mass Communication - Denis Mc Quail and S. Ven Windah, Longman, Singapore Publications, 1981
13. Theories of Mass Communication - Melvin L Defluer and Sandra J Ball, Longman Publications
14. Educational TV in India: Challenges and Issues - N.Usha Rani- Discovery Publishing House, New Delhi, 2006.

Books for further reading

1. Joseph A Devito : Communicology: Introduction to the study of Communication
2. Joseph R. Dominick : The Dynamics of Mass Communication
3. Denis McQuail : McQuail's Mass Communication Theory
4. Melvin L. Defleur : Fundamentals of Human Communication
5. Denis McQuail and Swen Winhall : Communication Models
6. Aglee, Ault & Emury : Main Currents in Mass Communication
7. J. V. Vilanilam : Mass Communication
8. Melvin L Defleur & Sandra Ball-Rokach : Mass Communication Theory
9. Vir Bala Aggarwal, V. S. Gupta : Handbook of Journalism and Mass Communication

Marshall McLuhan	:Understanding Media
David K Berlow	:The Process of Communication
Kuppuswami	:Communication and Social Change
Keval J Kumar	:Mass Communication in India
D S Mehta	:Mass Communication and Journalism in India
Dr. J V Vilanilam	:Mass Communication in India

I. Continuous Evaluation: 40Marks

1. Class Tests : 16Marks

There shall be two internal examinations ,one, at the completion of module three and the second, at the completion of module five,

2. Assignment: 8 Marks (2x4)

3.Seminar Presentation: 16 Marks

II. End Semester Examination: 60 Marks.

Model Question.

MCJ Degree Examination

MCJ 1C 001:Introduction to Mass Communication

Time: 3 Hours

Max. Marks: 60

I. Write short notes on any 5 of the following:

1. Multimediality?
2. Demassification?
3. Global village?
4. Information Society?
5. Feedback?
6. Gatekeeper?
7. Grapevine communication?

(5x2=10)

Answer any 5 of the following:

II. Compare and contrast the characteristics of print media with electronic media.?

III. Describe the process of communication with the help of Berlo's model.?

IV. Bring out the differences between the libertarian theory and social responsibility theory?

V. Explain the functions and dysfunctions of mass communication.?

VI. Critically examine the uses and gratifications theory?

VI. Define communication and explain the types of communication?

VII. Discuss the models of communication process?

(5x10=50)

Semester 1
MCJ 1C 002
News Reporting Principles and Practice.

Module-1: Origin & Growth of International Journalism Scenario-Beginning of Journalism in India. The early Print Media in India. Vernacular Press Act of 1878. Contributions of J.A.Hickey, J.S.Buckingham, Raja Ram Mohan Roy, Gopala Krishna Gokhale, Surendranath Banerjee, B.G.Horniman, G.Subrahmaniya Iyer,Pattabhi Seetharamaiah, M.Chalapathi Rao, S.Sadanand, Kasturi Ranga Iyengar and Christian Missionaries.

Module-2: Indian Media in Pre Independence, Role of Press in Independence struggle. National leaders & the Media. Contribution of Gandhi, Nehru, Tilak etc. Post Independence era & Indian Journalism. - Bennett Coleman &Co - Times of India, Birla - Hindustan Times, Kasturi & Sons - Hindu, Ramanath Goenka - Indian Express,Deccan Herald,Statesman,Amrit Bazar & Anand Bazar Patrika, Pioneer, Telegraph etc.

Module- 3: News- Concepts, definitions, purpose, elements, value, forms. Ingredients of News classification & Types of News. Sources of News-Beats, techniques of News gathering & dissemination. Wire service, News factors; functions of News. News flow, kinds of News- Predictable & Unpredictable News; Soft News &Hard News, anticipated news, follow-ups.

Module- 4: News Story-Structure of news story-inverted pyramid and narrative styles. Principles of News writing. Intro & Lead, Body, back grounding, conclusions & their variations; 5W's & 1H, different kinds of Lead. Reporting speeches, seminars, conferences, press conferences, meet the press, briefings, demonstrations, rallies, agitations, press releases, court proceedings, legislature, councils & Parliament, govt. & non govt.; documentary materials & research.

Module-5: Reporter-Qualities, Qualifications, duties, functions, news gathering qualities of reporter-speed Vs accuracy, ethics Vs objectivity, news Vs views, truth Vs balance. Cultivation of news sources, social responsibility of a news reporter; Correspondents-stringer, moffusil, district, foreign, political, sports, legal, legislative, business & special correspondents. Transmission of News & Monitoring of Media.

Module-6: Specialised Reporting-Development news; science & technical news; business news, election news, sports news, accidents, death, disastrous, conflicts, obituaries, weather & human interest stories. Interviews-Definition, forms; Art of Interviewing, techniques & strategies for interviews, qualities & structure, types of interviews, categories, classifications, relevance, and significance.

Module-7: Concepts & Trends-Investigative, interpretative, interrogative, embedded, in-depth, cheque-book, third-page, aggressive, yellow, paparazzi, tabloid, precision, public service, laid -back and planting practices of journalism & reporting. -New Journalism.

Books for Reference

1. Melvin Mencher, **News Reporting and Writing**, New York, Oxford University Press, 2007
2. Jerry Lanson and Mitchell Stephens, **Writing and Reporting the News**, New York: Oxford University Press, 2008.
3. Fred Fedler and John Bender, **Reporting for the Media**, New York: Oxford University Press, 2001
4. Ambrish Saxena, **Fundamentals of Reporting and Editing**, New Delhi: Kanishka Publishers, 2007
5. Bob Franklin and Martin Hamer, **Key Concepts in Journalism Studies**, New Delhi: Vistaar Publications, 2006.
6. Tony Harcup, **Journalism: Principles and Practice**, New Delhi: Sage Publications, 2004.
7. Lynette Sheridan Burns, **Understanding Journalism**, New Delhi: Sage Publications, 2002.
8. Joan Clayton, **Interviewing for Journalists**, London: Piatkus Publishers, 1994
9. Hugo de Burgh, **Investigative Journalism: Context and Practice**, London: Routledge, 2000.
10. Straubhaar Larose, **Media Now**, New York: Thomson Wadsworth, 2004
11. Vanita Kohli-Khandekar, **The Indian Media Business**, New Delhi: Sage Publications, 2006
 - Tarun Kumar , Mukhopadhyay ; Hicky's Bengal Gazette : Contemporary life and event , Calcutta ; Subarnerekha , c.
 - Julie.F.Codell ; Imperial co-histories ; national identities and the British and colonial press , Madison ; Fairleigh Dickinson university press ; London ; Cranbury ; Associated University. Presses,c
 - Ranga swami Parthasarathy ; Journalism in India from the earliest times to the present day , Sterling pub.
12. N C Pant and J Kumar; Dimensions of modern journalism, Kanishka pub , New Delhi

Books for further reading

1. B.G. Verghese (Ed.), **Breaking the Big Story; Great Moments in Indian Journalism**, New Delhi: Penguin Books, 2003.
Books for Further Reading
2. David Randall, **The Great Reporters**, London: Pluto Press, 2005.
3. T.J.S. George, **Lessons in Journalism: The Story of Pothan Joseph**, New Delhi: Viva Books, 2007
4. Anita Pratap, **Island of Blood**, New Delhi: Penguin Books, 2002
5. B. G. Verghese, **Warrior of the Fourth Estate: Ramnath Goenka of the Express**, New Delhi: Penguin Books, 2005
6. Kuldip Nayar, **Scoop: Inside Stories from the Partition to the Present**, New Delhi: HarperCollins Publishers, 2006
7. Edward Herman & Noam Chomsky, **Manufacturing Consent: The Political Economy of the Mass Media**, New York: Vintage, 1994
8. Bob Woodward, **The Secret Man: The Story of Watergate's Deep Throat**, London: Simon & Schuster, 2005.
9. P. Sainath, **Everybody Loves a Good Drought**, New Delhi: Penguin Books, 2004.
10. Laurence Campbell and Roland Wolseley, **How to Report and Write the News**, New York; Prentice-Hall, 1961

I. Continuous Evaluation: 40Marks

1. Class Tests : 16Marks

There shall be two internal examinations, one at the completion of module three and the second at the completion of module five.

2. Assignment: 8 Marks (2x4)

3. Seminar Presentation: 16 Marks

II. End Semester Examination: 60 Marks.

Practical:-Each student should submit Five single page printed A3 size lab newspapers either in Malayalam or English as part of the Reporting and Editing practical.

Model Question.
MCJ 1C 002:
News Reporting Principles & Practice

Time: 3 Hours

Max. Marks: 60

PART-A:

I. Write short notes on any 5 of the following.

1. Press Conference?
2. Structure of news story?
3. Readers' Editor?
4. Chequebook Journalism?
5. Embedded Journalism?
6. Media Activism?
7. Third page Journalism?

(5X 2= 10 Marks)

II. Write answer any 5 of the following. Each question carries 10marks.

8. Today journalism all at once is a mission, a profession and a business. Substantiate the demands and constraints placed on the journalists in their career in the current scenario.

9. Investigative reporting presupposes persistence, painstaking research and perilous risks. Comment on the challenges involved in scoops and exclusives, with suitable examples.

10. The lead, the central part of a story can be written creatively with multifarious styles. Present any 12 popular innovative intros used in the newspapers today.

11. A journalist is neither a stenographer nor a historian, but is a reporter, a reformer and an activist. Comment on this statement explaining the prerequisites for a successful journalistic interview.

12. The heart of newsgathering for a newspaper is the beat and extracting information is an art. Explain the rudiments of beat reporting and cultivation of news sources.

13. Crime unreported is crime licensed and encouraged. Explain with examples the efficacy and challenges of crime reporting without going to the extremes of sensationalism.

14. To a journalist any event is a **STORY** to be reported. To a historian any event is a **FACT** to be recorded. Explain the contrast in the writing style of journalists and historians, with appropriate examples.

(5x10=50)

News Editing Principles and Practice.

Module-1: Growth of Language Press-Vernacular Regional Newspapers & Print Media-Beginning of Prominent Newspapers & Editors-Malayalam Press. Growth of Periodicals & Publishing Houses - Magazine Journalism. Press Commissions & Committees-Recommendations-A.K. Chanda, B.G Verghese, P.C. Joshi, Kuldip Nayar, Justice Manisana, RNI, Press Council, IIMC, Press Institute of India, PIB, PTI, UNI, INS, Publication Division, , AMIC, Prasar Bharati Act.

Module-2: Editing-Meaning, principle, need, purpose, functions, terminology. Editing & Proof Reading. Editing Process & Style Sheet/ Book-Art & Practice of Subbing-Selecting, Examining, Checking, Correcting, Condensing & Rewriting- facts, language, leads, stories, comments & news. Wire copy/News Agency copy Vs. Bureaus copy/Correspondent copy. Translation Vs. Transcreation, Translation Vs. Transcription -Principles, Techniques, Practice. Copy Reading Vs. Proof Reading. Sources & Copy Flow.

Module-3: Copy Desk-Role & Function- Headlines -types and functions of headlines; principles of headlining; subheads, captions and catchwords; traditional and modern headline styles - Newspaper, Magazine, Use of White Space, Space Saving, Copy Fitting. Editorial Page Contents- Editorial, Middle, Boxes, Cartoon segments,

Module-4: Fundamentals of Print Media Design-Principles of Page Makeup & Design. Traditional Vs. Contemporary Design, Computer Aided Design (CAD). Dummy preparation, pagination, space saving. Layout & Photo Editing-Photo selection, cutting, cropping, trimming, slashing, cutline, caption writing-Photo layout principles & types.

Module-5: News Management-Hierarchy & Organization-News Room set up- News Desk-Composition, organizational structure, functions, duties, roles, responsibilities-Chief News Editor (CNE), News Editor, Executive Editor, Resident Editor, Asst.Editor, Chief Sub Editor, Sub Editor-Emergence of Special Editors, Page Editors, Spot Editors, Readers Editor, News Ombudsman, News Casters.

Module-6: Editorial page - editorials, opinion pieces, middles and letters to the editor; principles of editorial writing; types of editorials; qualities of and responsibilities of leader writers; Electronic News Editing (ENE)-Application of Communication & Computer technology in Editing-Teletype setting, Facsimile, Satellite editions, Videotexts. Fundamentals of Electronic Editing, Logging principles.

Books for Reference

1. Bruce Westley, **News Editing**, Boston: Houghton Mifflin Company, 1972
2. Harold Evans, **Newsman's English, Handling Newspaper Text, News Headlines, Pictures on a Page, Newspaper Design (A Five-Volume Manual of English, Typography and Layout)** London: National Council for the Training of Journalists, 1984.
3. Floyd Baskette and Jack Sissors, **The Art of Editing**, New York: Macmillan Publishing Co, 1986
4. Jerry Lanson and Mitchell Stephens, **Writing and Reporting the News**, New York: Oxford University Press, 2008
5. Sunil Saxena, **Headline Writing**, New Delhi: Sage Publications, 2006
6. Ambrish Saxena, **Fundamentals of Reporting and Editing**, New Delhi: Kanishka Publishers, 2007
7. Carl Sessions Stepp, **Writing as Craft and Magic**, New York: Oxford University Press, 2007 .
8. Robbin Jeffery ; India's newspaper Revolution , Oxford university press
9. Franklin , Bob et al; Key concepts of journalism studies ,Vistaar publications
10. Singh , Manorama ; History of journalism, Discovery publishing house, New Delhi
11. Navin Chandra and Chaughan ; Journalism Today , Kanishka pub , New Delhi.
12. Keval.J.Kumar ; Mass Communication in India , Jaico publication, New Delhi.
13. M.Rogers and Ana Aravind Singhlal ; India's information Revolution.

Books for Further Reading

1. T.J.S. George, **Editing: A handbook for Journalists**, New Delhi: Indian Institute of Mass Communication, 1989
2. M.L. Stein and Susan Paterno, **The News Writer's Handbook**, New Delhi: Surjeet Publications, 2003
3. George Hough, **News Writing**, New Delhi: Kanishka Publishers, 2004
4. Jan Hakemulder and Fay Jonge, **News Reporting and Editing**, New Delhi: Anmol Publications, 2002
5. Ron Smith and Loraine O'Connell, **Editing Today**, New Delhi: Surjeet Publications, 2004
6. M.K. Joseph, **Outline of Editing**, New Delhi: Anmol Publications, 2002

I. Continuous Evaluation: 40Marks

1. Class Tests : 16Marks (8x2)

There shall be two internal examinations, one at the completion of module three, and second at the completion of module five.

2. Assignments: 8 Marks (4x2)

3. Seminar Presentation: 16 Marks

II. End Semester Examination: 60Marks

Model Question

First Semester MCI Degree Examination

MCJ 1C 003: News Editing Principles and Practice

Time: 3 Hours

Max. Marks:60

I. Write short notes on any 5 of the following:

1. Stylebook?
2. Verbosity?
3. Middles?
4. Objectivity?
5. Moral Propriety?
6. Space Saving Techniques?
7. Opinion piece?

(5 X 2= 10 marks)

II. Write any 5 of the following

(5x10=50)

8.The headline is the reader's guide, compass and index. Explain the functions of a headline in terms of readers' utility with appropriate examples.

9.Newspaper is a teamwork that needs symphony and synchronization. Present the organizational structure of a newspaper, explaining the responsibilities of the key persons in the editorial department.

10.The sub-editor is the unsung hero in a newspaper. Comment on this statement on the challenges and responsibilities entailed in subbing.

11.The editorial reflects the stand of the newspaper on a given issue and therefore, it demands an in-depth research and analysis. Explain with examples the keys to punchy editorials.

12.Explain principles of page design?

13.Fundamentals of electronic editing and logging principles?

14.Comment on the challenges faced by the newspaper in the media industry?

Semester II

MCJ 2C 004

Advanced Communication Theory and Media Studies.

Module-1: Communication Theory-Origin, Definitions, Scope, Applications, Classification, Ideological, Political, Social, Psychological, Economical aspects. Role of Communication-Media, Society, Culture, Technology,-Semiotics-signs, symbols & meanings.

Module-2: Types of Theories-Stalagmite/Information Flow Theories-Single-step, Two-step & Multi-step Flow theory-Opinion Leaders-Role, functions, importance. Psychological Theories - Cognitive Dissonance-Selective Exposure, Selective Perception, Selective Retention theories, Personal Influence/Difference theories, Magic Bullet theory/ Hypodermic Needle theory. Sociological Theories-Play theory, Commercial theory, Uses & Gratification Theory, Cultivation theory, Dependency Theory, Agenda Setting theory.

Module-3: Social Theories -Communication & Media-Marxist Thoughts & Interpretations. Frankfurt School of Thoughts. Jurgeon Habermass-Public Sphere- Structuralism. Foucault-Discourse analysis. Contributions of Max Webber, Harold Lasswell, Schumpeter, Noam Choamsky, Robert Machesney, Alvin Toffler etc.

Module-4: Media Study & Analysis- Introduction-Credibility, Objectivity, Interactivity-Message-content, language, code, structure, treatment. Media Sphere, Reach & Access, Readership & Circulation, Listening & Viewing. Gate Keeping, Agenda Setting, Priming, Persuasive Programming, Cultural Aggression, Stereotyping, Convergence, Manufacturing Consent /Dissent, Audience Perception (passive/active), Observation Media Violence Theories-Observational Learning theory, Reinforcement theory, Catharsis theory, Cultivation theory, Stimulating Effect theory, Aggressive Cues Theory.

Module-5: International Communication-Modern Communication Technologies, Satellite Communication, Information Super High way, Global Village, New World Information-Communication Order, MacBride Commission, Third World Communication & Culture, Digital Divide, Non-Aligned News Pool, International News & Advertisement flow & structure.

Books for Reference

1. Stanley J. Baran & Dennis K Davis, **Mass Communication Theory: Foundations, Ferment, and Future**, Thomson & Wadsworth
2. Gerald Stone, **Clarifying Communication Theory**, Surjeet Publications
3. Denis McQuail, **McQuail's Mass Communication Theory**, Sage Publications

4. Denis McQuail, **McQuail's Reader in Mass Communication Theory**, Sage Publications
5. Bettinghus E P, **Persuasive Communication**
6. Melvin I. DeFleur, **Theories of Mass Communication**, David McKay Company
7. J.V. Vilanilam, **Mass Communciation: Theory and Practice**, Makhanlal Chaturvedi Rashtriya Patrakarita Viswavidyalaya, Bhopal
8. Srinivas R. Melkote& Sandhya Rao, **Critical Issues in Mass Communication**, Sage Publications
9. W. James Potter, **Media Literacy**, Sage Publications

I. Continuous Evaluation:40 Marks

1. Class Tests :16 Marks (8x2)

There shall be two internal examinations one, at the completion of module three, and the second at the completion of module five.

Allotment of marks as per University regulations.

2. Seminar : 16 Marks

3. Assignments : 8 Marks(2x4)

II. End Semester Examination: 60 Marks

Model Question
Semester II - MCJ 2C 004:
Advanced Communication Theory and Media Studies.

Time: 3 Hours

Max. Marks :60

I. Write short notes on any 5 of the following:

1. Public Sphere?
2. Convergence?
3. Virtual communities?
4. McBride Commission?
5. Streaming?
6. Spin?
7. Digital divide? (5x2=10)

Answer any 5 of the following.

II. 'Mass media have a uniform and direct effect on the society.' Examine the validity of this theory, with a post-mortem of the various media impact studies.

III. Examine the implications inherent in the cognitive dissonance theory for a communicator.

IV. The ethnic, religious and cultural conflicts in the world have their roots in ethnocentrism. Examine the relevance of intercultural communication competence in the 'global village'.

V. Information or innovation diffusion pattern changes with the advancement of technology. Substantiate it with scientific studies in the area.

VI. 'Media is the fourth estate.' Examine Edmund Burke's statement making an assessment of the performance of the media in a democracy.

VII. What are the key factors of persuasive communication?

VII. Comment on Third World communication and McBride Commission? (5x10=50)

Semester II.
MCJ 2C 005 -Advertising Theory & Praxis.

Module-1: Introduction to advertising-History, Evolution & Growth of Advertising. Definition, Functions & Relevance. Types of advertising, Classifications-product, service, institutional, classified, industrial, public service, political, govt., Role of advertising in the Marketing & Communication Process. Economic, social & psychological significance of advertising & criticisms- principles, nature, factors, character, functions.

Module-2: Structure of an Advertisement/Commercial-Elements-Body, copy/text, colour, slogans, headlines, illustrations, trade names, logos, copy themes, appeals, trademarks, Principles & Fundamentals of Layout, Design, Production processes in different media. Spots & jingles. Copy writing techniques & exercise in copy writing.

Module-3: Advertising Agency-system, structure, management, hierarchy, different departments, functions, operations. Prominent Advertising agencies & Personalities-O& M, Saatchi & Saatchi, McCann-Erickson, JWT, Lowe Lintas , Mudra, FCB-Ulka, Rediffusion-DYR-David Ogilvy, Alique Padamsee, R.K.Swamy, Piyush Pandey, Sam Balsara, Madhukar Kammath, Rajiv Balakrishnan etc. Indian Ad agencies Vs International Ad agencies. Cannes & Ad festivals.

Module-4: Advertising Media-Media selection, scheduling & Media Mix-Print, Radio, Television, Film & Internet, Telephone, SMS, Out door, Direct Mail & Web advertising, Mail order-AIDA,DAGMAR Advertising campaigns & Idea generation, analysis, planning, budgeting, programming, evaluation. Advertising Vs Public Relations, Publicity, Advertising & Consumerism- Legal & Ethical problems.

Module-5: Product analysis-USP-Brand building & positioning- awareness, recognition, identification, affinity. Professional Organizations- Code of Ethics-Media Laws relating advertising. ASCI and its code of conduct; case studies. Trends in contemporary Advertising.

Books for Reference.

1. S.A Chunnawalla, **Advertising: An Introductory Text**, Himalaya Publishing House
2. Subrata Banerjee, **Advertising as a Career**, National Book Trust
3. J.V. Vilanilam and A. K. Varghese, **Advertising Basics: A Resource Guide for Beginners**, Sage Publications
4. Wells, Moriarty and Burnett, **Advertising: Principles and Practice**, Pearson Education
5. George Belch, **Advertising and Promotion**, Tata McGraw-Hill
6. S.H.H. Kazmi and Satish Batra, **Advertising and Sales Promotion**, Excel Books

- 7 S.N. Murthy and Ubhojana, **Advertising: An IMC Perspective**
- 8 Littlefield and Kirkpatrick, **Advertising, Mass Communication and Marketing**
- 9 Otto Kleppner, **Advertising Procedures**
10. Sandage and Frybuger, **Advertising Theory and Practice**
- 11, Roger Barton, **Handbook of Advertising**

I. Continuous Evaluation: 40 Marks

1. Class Tests . : 16 Marks

There shall be two internal examinations within the semester: one, at the completion of module three and, the second at the completion of module five.

Allotment of marks as per University regulations.

3. Seminar :16 Marks

4. Assignments :8 Marks .(2x4)

II. End Semester Examination: 60 Marks.

Practical- Each student should produce a Public Service Advertisement (PSA) in visual format.

Model Question Paper
MCJ 2C 005: Advertising Theory and praxis

Time: 3 Hours

Max. Marks: 60

Write short notes on any 5 of the following.

1. Niche market
2. Yellow pages
3. Guerilla marketing
4. Off-line advertising
5. Media aperture
6. Jingles
7. DAGMAR?

(5 X 2=10 marks)

Answer any 5 of the following.

- I. Discuss the roles and functions of advertising within society and business. II. Critique the key ethical issues that challenge the practice of advertising. III. Describe how the consumer decision process works.
- IV. Explain the key concepts of media planning and buying
- V. Explain the basic stylistics of advertising copy
- VI. What are the ethical issues in advertising?
- VII. Prepare a print ad for a new English magazine to be launched shortly.

(5x10=50)

Semester II.

MCJ 2C 006: Broadcasting and Visual Media Production.

Module-1: History of Indian Radio Broadcasting-Evolution, growth. Yuva Vani, Radio Rural Forums, Agricultural, Educational, Science & Development Programs-Commercial Broadcasting-Vividh Bharathi-Radio relevance in the in the context of Media Convergence-Radio Clubs, Radio News, Talks, Drama, Documentary, , Radio News Room-reporting for radio, -AM, FM, Ham, Cellular, Satellite, Internet Radio Broadcasting & Research & TRP's.

Module-2: Basics of Broadcasting, News Writing-Radio/TV differences & similarities- History of Indian Television Broadcasting-Evolution & milestones-Doordarshan - SITE, ETV, STV - Trends in Television News Industry-Major TV channels- TAM ratings . Qualities & qualifications of broadcast journalists- Role of newscaster/anchor presenter-techniques of presentation-voice over & commentary. Newsroom structure operation. News cast, commentary, news bulletin- News Production-preparing the script-planning the angles Writing with words, pictures & sounds.

Module-3: Scripting & Writing for TV/Video-Visual Language, structure, style-Genre of scripts & program-Literary Scripting Vs Visual Scripting. Different stages of scripting-conceptualization of an idea/plot, one -line treatment, one-page treatment, detailed treatment, screenplay, shoot script, story board, characterisation-Script organization, opening, theme development, closing, consideration of target audience. Types of Scripts & Formats, docu-features, news programme, tale-films, serials, magazine programme, talk shows, interviews.

Module-4: Semiotic analysis of visuals, Shoot & Save-Fundamentals of TV/Video production Techniques-Kinds of Camera & Lens -Visualization of persons, place and events-Control of Camera-White & Black balance. Rules of Composition-Variou Kinds of Shots & Camera movements-Visual mixing-Single & Multi Cam shoots-Camera Formats & Tape Form-VHS, Video hi8, U-Matic, Beta & DV-cam.

Module-5: Light & Sound-Lights & Lighting-measuring light, outdoor & indoor lighting, use of filters. Sound Recording-Different types & format of microphones-, ambience, sound effects-music, dubbing. Editing & Studio-Post production-Logging, audio - video mixing, editing, special effects, animation, titling, graphics, preview. Offline & online editing, linear & non-linear editing.

Module-6: Global Television Movements , TV News Language-Pronunciation, voice delivery accent- newsgathering. CCTV, cable, DTH-social TV programs.TV Interviews-. Reporter on Camera-Breaking News, Live coverage, Instantaneous sound bites, ENG, SNG, OB Vehicle.

Books for reference:

1. Andrew Boyd, **Broadcast Journalism, Techniques of Radio and Television News**, Focal Press
2. Ted White, **Broadcast News Writing, Reporting and Production.**
3. Browssard and Holgate, **Broadcast News**
4. Fletcher, **Professional Broadcasting**
5. Robert L. Hilliard, **Writing for Television, Radio, and New Media**, Wadsworth, 2004
6. Rick Thompson, **Writing for Broadcast Journalism**, Routledge.
6. Robert McLeish, **Radio Production**, Focal Press
7. Vanita Kohli-Khandekar, **The Indian Media Business**, Response Books.
8. Paul Chantler and Peter Stewart, **Basic Radio Journalism.** Focal Press
9. U. L. Baruah, **This is All India Radio.**
10. Andrew Boyd, **Broadcast Journalism, Techniques of Radio and Television News**
11. Esta De Fossard, **Writing and Producing Radio Dramas**, Sage Publications
12. K. Tim Wulfemeyer, **Beginning Radio-TV News Writing**, Surjeet Publications
13. K. Tim Wulfemeyer, **Radio-TV News Writing Workbook**, Surjeet Publications
14. Carl Hausman, Philip Benoit and Lewis Donnell, **Modern Radio Production, Programming and Performance**
15. Robert L. Hilliard, **Writing for Television, Radio, and New Media**, Wadsworth
16. **Encyclopaedia of Broadcasting: Television and Radio, Vol. I, II & III**

Books for Further Reading

1. Stanley J. Baran, *Introduction to Mass Communication*, McGraw Hill, 2006.
2. Vanita Kohli-Khandekar, **The Indian Media Business**, Response Books, 2006.
3. Zettl, **Television Production Handbook**, Wadsworth, 2000.
4. Ken Dancyger, **The Technique of Film and Video Editing, History, Theory, and Practice**, Focal Press, 2007.
5. Robert L. Hilliard, **Writing for Television, Radio, and New Media**, Wadsworth, 2004.
6. Arthur Asa Berger, **Scripts: Writing for Radio and Television**, Sage Publications, 1990
7. Ralph Donald and Thomas Spann, **Fundamentals of Television Production**, Surjeet Publications, 2004.
8. Anthony Friedmann, **Writing for Visual Media**, Elsevier, 2006.
9. Ivan Cury, **Directing and Producing for Television**, Focal Press, 2007.
10. Joe Nicholas, John Price and Ben Moore, **Advanced Media: Communication and Production**, Nelson, 1996.

11. Bhaskar Ghose, **Doordarshan Days**, Penguin, 2005.
12. G.C. Awsathy, **Broadcasting in India**
13. K.S. Mullick, **Tangled Tapes: The Inside Story of Indian Broadcasting** .

I. Continuous Evaluation : 40 Marks

1. Class Tests :16Marks

There shall be two internal examinations, one at the completion of module two and the second, at the completion of module four.

The Department should provide basic training in videography to students.

Allotment of marks as per University regulations.

1. Seminar :16 Marks

3. Shooting and Editing Assignment : 8 Marks (2x4)

II.End Semester Examination: 60 Marks

Practical:- Students shall be divided into groups of 5 member, each should produce a video of their choice, limited to five minutes, during the semester and submit it for valuation.

Model Question Paper

MCJ 2C 006 Broadcasting and Visual Media Production

Time: 3 Hours

Max. Marks: 60

PART-A

Write short notes on any 5 of the following:

1. Satellite Television
2. Continuity editing
3. Chroma Key
4. Switcher
5. SITE
6. Floor Plan
7. Special effects

(5 X2= 10 marks)

PART-B

Write any 5 of the following.

8. Write a script for a PSA on child labour.
9. Differentiate between linear and non-linear editing with suitable examples of their functioning.
10. Enumerate the importance of lighting in television production and explain three-point lighting.
11. Detail the hand-signals used by the floor manager in a television production.
12. What are the major differences between single camera and multi-camera productions?
Corroborate with suitable examples.
13. Trace the history of television in India.
14. Comment on the new trends in television programmes
15. Write three scene, and prepare a shooting script covering all angles and shots of TV production.

(5x10=50)

Semester III,
MCJ 3C 007:

Public Relations & Corporate Communication.

Module-1: Public Relations-Definitions, concept- Origin & Development. PR Vs. Propaganda, PR vs. Publicity, PR Vs. Public Opinion, PR Vs. Advertising, PR Vs. Persuasion. PR functions, process, roles, aims, objectives, PR Codes, Ethics & Regulations, PR Manager/Practitioner, functions, responsibilities, practice, qualifications, training. History & Development of Public Relations in India. PR Professional Organizations, Associations & Conferences -IPRA, PRSI, PIB, DPR, DAVP Films Division, Directorate of Field Publicity, Song & Drama Division.

Module-2: Public Relations Tools, Instruments, Channels-Preparing & planning-House Journals, News letters, Hand outs, Brochures, Meet the press, Press releases, Lobbying, Press conferences, Annual Meetings, Open houses, Exhibitions, Speeches, Seminars, Symposiums, Demonstrations, Information Dockets, Conducted Tours, Gossips, Rumours, Interviews, Advertorials & Publicity materials etc.

Module-3: PR & Communication Flow-Formal, Informal (grapevine) -vertical, horizontal, lateral, downward, upward-Barriers of Communication-Art of PR Writing-PR & Positive coverage. PR Campaigns steps-Fact Finding, Research, Planning, Implementing, Evaluating & Feedback.-

Module-4: Public Relations sectors-PR Policy-Public Vs Private sectors, Organizations Vs Industrial, Business Vs Service/NGO, Central Vs State Govt., Institutional Vs Local Bodies. PR & Management, PR & Crisis Management, PR & Image Building, PR & Corporate Identity, PR & Philanthropy, PR & Social Communication.

Module-5: Public Relations & Mass Media-Print, Radio, Film, Television, Video, Traditional Media, Photographs, Internet. Media relations-Customer relations-Employee/Labour relations-Community relations-Industrial/Business relations-Investor/Shareholder relations. PR & Corporate Communication- Public Relations through New Media. Contemporary Trends in Public Relations.

Books for Reference:

1. Anil Basu, Public Relations: Problems & Prospects with Case Studies, Image Publications
3. CEOs of leading PR Firms, The Art of Public Relations, Vision Books.
4. B.N.Ahuja & S.S. Chhabra, Advertising & Public Relations, Surjeet Publications
6. Scott.M. Cutlip & Allen H.Center, Effective Public Relations, Prentice Hall
7. India Business Yearbook, Vikas Publications
8. Organizational Communication- Gary L.Kreps
9. Inside Organizational Communication- Gary L.Kreps
10. Corporate Communications - Argenti

11. Corporate Communication - Paul A.Argenti
12. Managerial Communication: Strategies and Applications - Geraldine E. Hynes and Geraldine Hynes
13. The Power of Corporate Communication: Crafting the Voice and Image of Your Business - Paul A.Argenti
14. Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications - Shel Holtz
15. Corporate Communications: Theory and Practice - Joe P. Cornelissen
16. Essentials of Corporate Communications and Public Relations - Harvard Business School Press (Author) and Society for Human Resource Management (Author)

I. Continuous Evaluation : 40 Marks

1. Two Class Tests : 16 Marks

There shall be two internal examinations within the semester: one, at the completion of module three and, at the completion of module five.

Allotment of marks as per University regulations.

2. Seminar :16 Marks

3. Two Assignments : 8 Marks (2x4)

II. End Semester Examination: 60 Marks

Model Question
MCJ 3C 007: Public Relations and Corporate Communication.

Time: 3 Hours

Max. Marks: 60

I. Write short notes on any 5 of the following:

1. Grapevine
2. E-marketing
3. Lobbying
4. Institutional advertising
5. Muckrakers
6. Open House
7. Proactive PR

(5x2=10marks)

Answer any 5 of the following

II. Differentiate between PR, advertising, publicity and propaganda.

III. What is the role of corporate communication in the image building of an organization?

IV. Public relations is today defined as “the deliberate management of public image and information in pursuit of organizational interests.” Discuss.

V. Describe the organizational set-up of a PR department in the public sector and the function of its PR personnel.

VI. How does public relations influence public opinion? Discuss some of the ethical issues involved while executing PR campaigns.

VII. Assess the role of PR in crisis management.

VIII. Critically comment on the PR works done by the BJP in the last Lok Sabha election?

(5x10=50 marks)

Communication & Media Research Methodology.

Module-1: Introduction to Research- Concept, origin, definitions, elements, growth, nature, scope, classifications, significance of Research. Types of Research-Qualitative Quantitative, Historical, Descriptive, Exploratory, Explanatory, Fundamental, Applied, Scientific, Analytical, Experimental, Action Research & Holistic Research. Methods of Research -Survey, Case Study, Content Analysis, Census Method, Observation Method, Clinical Studies. Significance of Statistics in Research.

Module-2: Elements of Research-Concepts & Constructs, Variables & Measurements, Reliability & Validity, Process & Precision. Research Process-Identification of the Problem, Review of Literature, Hypothesis Formulation, Conceptualization & Theory Building, Research Design, Sampling Techniques, Measurement Methods, Procedures, Data Collection, Application of Statistical Tests, Analysis of Data & Interpretation, Research Reporting, Conclusions & Recommendations. Application of Computer in Research & Usage of SPSS, BIBLIO and other statistical packages etc.

Module-3: Tools of Research-Sampling-Need for Sampling, Different Types of Sampling, Sampling Techniques-Questionnaire Construction, Interview Scheduling, Tabulation, Frequency Distribution. Measures of Central Tendencies-Computation of Mean, Medium & Mode. Measures of Dispersion-Range, Mean Deviation & Standard Deviation. Measures of Variance. Skewness & Kurtosis, Correlation Tests-use of Chi-square, F-tests, T-tests and ANOVA. Parametric & Non-Parametric Tests of Significance. Significance of Statistical Tests.

Module-4: Thesis Writing-Styles & Norms-MLA Handbook, American Psychological Association Style-Bibliography, Indexing, Abstracting, References, Citations, Appendix, Manuscript Preparations. Dissertation Formats & Submission.

Module-5: Development & Relevance of Communication & Media Research-Meaning & Concept, Scope & Potentials-Media Research, Market Research, Public Opinion Research, Readership & Audience Survey. Social Science & Communication Research. Research & Communication Theories. Areas of Research in Communication & Media-Source Analysis, Audience Analysis, Process Analysis, Effects & Impact Analysis, Control & Content Analysis, Reach & Access Analysis, Image Analysis, Thematic Analysis, Perception Analysis, Cognitive Analysis-Newspaper, Magazine, Radio, Television, Video, Advertising, Internet, Recent Trends in Communication & Media Research.

Books for Reference.

1. Roger D. Wimmer & Joseph R. Dominick, **Mass Media Research**, Thomson
2. Barrie Gunter, **Media Research Methods**, Sage
3. Arthur Asa Berger, **Media Research Methods**, Sage
4. John Adams, **Research Methods for Graduate Business and Social Science Students**, Response
5. Arthur Asa Berger, **Media and Communication Research Methods**, Sage

6. Anders Hansen et al., **Mass Communication Research Methods**, Macmillan
7. Gerianne Merrigan & Carol Logan Huston, **Communication Research Methods**, Thomson
8. Klaus Krippen Dorff, **Content Analysis: An Introduction to its Methodology**, Sage
9. Susanna Horning Priest, **Doing Media Research: An Introduction**, Sage
10. David Dooley, **Social Research Methods**, Prentice Hall

I. Continuous Evaluation: 40 Marks

1. Two Class Tests : 16 Marks

There shall be two internal examinations ,one at the completion of module four and the second, at the completion of module seven.

Allotment of marks as per University regulations.

3. Seminar : 16 Marks

4. Two Assignments : 8 Marks(2x4)

II. End Semester Examination: 60 Marks

MCI Degree Examination
MCI 3C 008:
Communication and Media Research Methodology.

Time: 3 Hours

Marks: 60

I. Write short notes on any 5 of the following:

1. Likert Scale
2. T-test
3. Independent variable
4. Snowball sampling technique
5. Standard deviation
6. Normal curve
7. Null hypothesis 5x2=10

Answer any 5 of the following.

- II.** What are experiments? Differentiate between laboratory experiments and field experiments.
- III.** Define probability sampling and explain three most commonly used probability sampling methods.
- IV.** Define content analysis. Explain the steps involved in analyzing development news in two Malayalam dailies of your choice.
- V.** Prepare a questionnaire to collect data on college students' demographic variables and their TV viewing habits with special reference to Malayalam TV. Channels. The items in the questionnaire should be structured to assess the popularity of the channels as well as the popularity of the programmes broadcast by the channels.
- VI.** Explain the salient features of nominal, ordinal and interval data in communication research.
- VII.** Evaluate the status of communication research in India.
- VIII.** Find the standard deviation for the following frequency distribution of scores:

Class Interval	f
17 - 19	1
14 - 16	2
11 - 13	

3

8 - 10

5

5 - 7

4

2 - 4

2

(5x10=50)

Semester III
MCJ 3C 009:
Introduction to Film and Documentary.

Module I

Lumiere Brothers, the era of silent movies, evolution of sound films and major cinema movements - German expressionism, Soviet montage, Italian neo-realism and 'French New Wave'; Hollywood cinema, Japanese cinema; Indian new wave cinema; Current trends: in Latin American, South Korean, and Iranian cinema.

Module II

Film genres - romantic comedies, romantic drama, cops and robbers, gangsters, sci-fi fantasy, detective, funny, spoofs, thrillers, horror, religious, suspense, courtroom, musicals, history, epics, war and others. Film terminology; characteristics, potentials and limitations of cinema; types of films - feature films, documentaries, short films, animations and others; art versus commercial cinema;

Module III

Film direction - qualities and responsibilities of a film director, world's great directors; acting - challenges and responsibilities, world's great actors. Scripting for short films and documentaries - format, scripting steps, storyboarding, shooting script and script breakdown.

Module IV

Brief history of documentary; characteristics and functions of documentary; Types: cinema direct, cinema verity, interactive documentary, observational documentary, expository documentary, and reflexive documentary.

Module V

Production management in cinema-shooting schedule, budgeting, casting, sets, props, wardrobe and makeup; location management. Visual editing - editing techniques and transition devices; sound editing - spotting, on-screen sounds, ambient sounds, off-screen sounds, synchronous and asynchronous sound, background and foreground music, dialogue tracks, sound effects, music tracks and re-recording.

Movies For Viewing And Analysis.

Movies by Lumiere Brothers:

Arrival of a Train
Gardener with a watering hose
Workers Leaving the Factory
Demolition of a wall
Breakfast scene.

Other Movies

1. A Trip to Moon by George Melies
2. The Birth of a Nation by D.W. Griffith
3. The Cabinet of Dr. Caligari by Robert Wiene
4. Battleship Potemkin by Sergei M. Eisenstein
5. Modern Times by Charles Chaplin
6. The Grand Illusion by Jean Renoir
7. Citizen Kane by Orson Welles
8. Bicycle Thieves by Vittorio De Sica
9. Rashomon by Akira Kurosawa
10. Roman Holiday by William Wyler.
11. Pather Panchali by Satyajit Ray
12. Wild Strawberries by Ingmar Bergman.
13. The Godfather by FrancisFord Coppola.
14. Pyaasa by Guru Dutt.
15. Hiroshima, mon amour by Alain Resnais.
16. Breathless by Jean-Luc Godard.
17. Knife in the Water by Roman Polanski.
18. Bhuvan Shome by Mrinal Sen.
19. Jules and Jim by François Truffaut.
20. Ankur by Shyam Benegal.
21. OnewhoflewovertheCuckoo's Nest by Milos Forman.
22. Elipathayam by Adoor Gopalakrishnan.
23. Nayakan by Mani Ratnam.
24. Amma Ariyaan by John Abraham.
25. Piravi by Shaji N. Karun.
26. Through the Olive Treesby Abbas Kiarostami.
27. Postino by Michael Radford.
28. The Cyclist by Mohsen Makhmalbaf.
29. Gulabi Talkiesby Girish Kasaravalli.
30. Spring, Summer, Fall, Winter... and Springby Kim Ki-duk.
31. Veedu by Balu Mahendra.
32. Run Lola Run by Tom Tykwer.
33. The Day I Became a Woman by Marzieh Meshkini.
34. Thoovanathumbikal by P Padmarajan.
35. Traffic by Rajesh Pillai.

Documentaries for Viewing and Analysis:

1. **Born into Brothels**, directed by Ross Kauffman and Zana Briski.
2. **Bowling for Columbine**, directed by Michael Moore.
3. **Fahrenheit 9/11**, directed by Michael Moore.
4. **The Fog of War**, directed by Errol Morris.
5. **March of the Penguins**, directed by Luc Jacquet.
6. **The Man with the Movie Camera**, directed by Dziga Vertov.
7. **Ram Ke Naam**, directed by Anand Patwardhan.
8. **Bombay Our City**, directed by Anand Patwardhan.
9. **Hey Ram!! Genocide in the Land of Gandhi**, directed by Gopal Menon.
10. **The Fire Within**, directed by Shri Prakash.
11. **PAPA 2**, directed by Gopal Menon.
12. **Have you seen the arana?** (Ningal aranaye kando?), directed by Sunanda Bhat.
13. **Salesmen**
14. **Glass**
15. **Zoo**

Books for Reference

1. Bernard F Dick, **Anatomy of Film**, St. Martin Press, New York, 1978
2. John Russo, **Making Movies**, Dell Trade, 1989.
3. Susan Hayward, **Key concept in Cinema studies**, Routledge, 2004.
4. Louis Giannetti, **Understanding Movies**, Simon and Schuster Company, USA
5. Nathan Abrlams, Ian Bell and Jan Udriş, **Studying Film**
6. J. Dudley Andrew, **Major Film Theories: An Introduction**.
7. Tom Holden, **Film Making**
8. Brain Brown, **Cinematography: Theory and Practice**.
9. Stanley J. Baran, **Introduction to Mass Communication**
10. Keval J. Kumar, **Mass Communication in India**, Jaico Publishing House
11. Anwar Huda, **The Art and Science of Cinema**, Atlantic Publishers
12. H.N. Narahari Rao, **The most Memorable Films of the World**, Prism Books
13. Sheila Curran Bernard, **Documentary Storytelling**, Focal Press, 2007.
14. Jag Mohan, **Documentary Films and Indian Awakening**, Publications Division, Films Division, 1990.
15. Michael Rabiger, **Directing the Documentary**, Focal Press.
16. Arthur Asa Berger, **Script Writing for Radio and Television**, Sage Publications.

Books for Further Reading

1. James Monaco, **How to Read a Film**, Oxford University Press, 2000.
2. Nick Lacey, **Introduction to Film**, Palgrave Macmillan, 2005.
3. Shohini Chaudhuri, **Contemporary World Cinema**, Edinburgh University Press, 2005.
4. Yves Thoraval, **The Cinemas of India**, Macmillan, 2000.
5. David K. Irving and Peter W. Rea, **Producing and Directing the Short Film and Video**, Focal Press, 2006.
6. Mike Wolverton, **Reality on Reels: How to Make Documentaries for Video/Radio/Film**, Surjeet Publications, 2005.
7. Rajiv Mehrotra, **The Open Frame Reader: Unreeling the Documentary Film**

I. Continuous Evaluation: 40 Marks

1. Two Class Tests : 16 Marks

There shall be two internal examinations, one at the completion of module three and, at second the completion of module six.

Allotment of marks as per University regulations

1. Two Assignments : 8 Marks (2x4)

Each student shall make a critical study of a celebrated filmmaker and make a power-point presentation.

2. Seminar : 16 Marks

II. End Semester Examination: 60 Marks

Practical:- Students shall be divided into groups ,each shall produce either a documentary or a short film of 15-minutes duration, in Malayalam or English, during the semester and submit it for valuation.

Model Question
MCJ 3C 009: Introduction to Film and Documentary

Time: 3 Hours

Max. Marks:60

PART- A

I. Write short notes on any FIVE:

1. Mise-en-scene
2. Expressionism
3. Avant-garde
4. Classical cutting
5. Montage
6. Cinema verity
7. New Wave

(5 X 2= 10 marks)

PART-B

Answer any 5 of the following. Each question carries 10 marks.

II. Compare and discuss 'Born into Brothels' and 'Bombay Our City.'

III. What is docudrama and how does it differ from other forms of documentary?

IV. Prepare a proposal for a documentary film with all the required stages of documentary filmmaking on any one of the following topics:

2. Kuttanad: The Rice Bowl of India
3. A Self-help Group in Kerala

V. Comment on the father of documentary, elucidating his contributions.

VI. Analyse and compare any two movies/ documentaries of a director of your choice.

VII. Trace the history of Malayalam cinema, with its ups and downs. .

VIII. Explain the differences between the production process of documentaries and short films.

(5x10=50)

Semester IV
MCJ 4C 010
Media Law & Ethics

Module-1: Constitution of India-Salient Features & Overview-Fundamental Rights & Duties, Freedom of Speech & Expression, Directive Principles of State Policy, Freedom of Press & Media-Restrictions. Provisions of declaring Emergency, Provisions of amending Constitution, Provisions for Legislature Reporting, Parliamentary Privileges of Media, Basic structure-union & states. Election Commission & Provisions. Covering Court proceedings.

Module-2: History of Press/Media Laws in India-Lord Wellesely's Press Regulation of 1799-Press Act of 1835-Gagging Act of 15th June 1857-Press & Registration of Books Act of 1867-Lord Lytton's Vernacular Press Act of 1878-Lord Minto's Newspapers (incitement to offences) Act of 1808-Indian Constitution Enacted 26th January 1950-Freedom of Press as Fundamental Right-Article 19(1)(a), Article 19(2).

Module-3: Major Press/Media Acts -The Press & Registration of Books Act of 1867-The Official Secrets act of 1923-The Press (objectionable matters) Act of 1951-The Cinematograph Act of 1952- Drug & Magic Remedies (Objectionable Advertisement) Act of 1954- Delivery of Books & Newspapers (Public Libraries) Act of 1954- Young Persons (Harmful Publications) Act of 1956 -Copyright Act of 1957- Contempt of Courts Act of 1971-Press Council Act of 1978-Search Light Case Prasar Bharathi Act of 1990-Cable Television Networks (Regulation) Act of 1995. Civil & Criminal Laws of Defamation, Libel, Slander-Relevant Provisions of Indian Laws dealing with Obscenity. Copy Right Act, Information Technology Bill, -Cable Television Act, Cyber Laws- Video Piracy Act -Censorship guidelines-Press Accreditation Rules etc.

Module-4: Legal Bodies & Commissions-Press Council of India-Advertising Standard Council of India-Indian Press Commissions-Press Ombudsman-Legal Bodies- Guidelines & Broadcast Codes-Suggestions, Editors Guild.

Module-5: Ethical Issues relating to Mass Communication & Press Freedom-Media ethical problems-privacy, Right to Reply, Right to Information, communal writing, sensationalism, yellow journalism, slanting, bias, ethical issues related with media ownership & commitment. Accountability, transparency, independence & credibility of Media.

Books for Reference

1. Karean Sanders, **Ethics & Journalism**, Sage Publications.
2. Naresh Rao & Suparna Naresh, **Media Laws, an appraisal**, Premier Publishing Company, Bangalore.
3. Kundra S, **Media Laws & Indian Constitution**, Anmol Publications, New Delhi
4. Vakul Sharma, **Handbook of Cyber Laws**, Macmillan
5. Nirmala Lakshman, **Writing a Nation: An Anthology of Indian Journalism**
6. Nalinin Rajan, **Practising Journalism**, Sage Publications
7. Hamid Monlana, **International Information Flow**
8. Shanti Saroop Singh, **The Press and the Indian Parliament**, Classical Publishing Company, New Delhi.

For Further Reading

1. Aravind Singhal & Everett M.Rogers, **India's Communication Revolution**, Sage Publications
2. Edward S. Hrman & Noam Chomsky, **Manufacturing Consent**, Vintage
3. Dr. Jan R. Hakemuldr, **Principles & Ethics of Journalism**, Anmol Publications.
4. Patrick Lee Plaisance, **Media Ethics**, Sage Publications

I. Continuous Evaluation 40 Marks

1. Class Tests :16Marks

There shall be two internal examinations, one at the completion of module two and the second, at the completion of module five.

Allotment of marks as per University regulations.

3. Seminar : 16Marks

4. Assignments : 8Marks(2x4)

II. End Semester Examination: 60 Marks

Model Question Paper

MCJ 4C 010: Media Law and Ethics

Time: 3 hours

Marks: 60

All questions carry equal marks.

I. Write short notes on any 5 of the following:

- a) Potter box?
- b) Puffery ?
- c) Plagiarism ?
- d) Freebies ?
- e) Human sentiment ?
- f) Categorical Imperative?
- g) Libel and Slander?

5x2=10

II) Answer any 5 of the following:

- I) What are the implications of the Official Secrets Act for a journalist?
- II) What are the precautions to be taken while reporting linked with the defamation laws?
- III) Propose a comprehensive code of ethics for the media personnel.
- IV) How relevant is RTI in journalism? Explain with examples
- V) How can a journalist strike a balance between public interest and invasion of privacy?
- VI. "Journalism was originally a mission. Gradually it became a profession. Today it is a business."
Comment
- VII. "RTI "and its socio-political impact?.

(5x10=50)

Development Communication.

Module-1: Concept of Development-Origin, definitions, meaning, characteristics, indicators & obstacles of development-Approaches to development, problems & issues in development-Characteristics of developing societies- Dichotomies & disparities of development- (developed Vs. third world, self sustainable Vs. self limiting, balanced Vs. unbalanced, development Vs. growth, industry Vs. agriculture, tradition Vs. modernization) Under development-reasons & remedies. Socio-politico-economic-cultural outlooks of Development-(poverty, illness, illiteracy, lack of housing, drinking water shortage, inequality, unemployment, malnutrition, exploitation.)

Module-2: Development Communication-Origin, meaning, concept, definition, philosophy, process, theories, trends, future. Role of communication, information, technology & mass media in development. Role & strategies of Mass media in development Communication Use of Folk Media & New Media for Development-ICT & ICEET. National Communication Policy. Development Communication Agencies & Organizations-UN, UNESCO, Oxfam, Greenpeace, etc.

Module-3: Major Theories & Models of Development Communication-History, growth, metamorphosis, contributions, scope, Theories of Dominant Paradigm-Rostow's Stages of Growth-Theory of Modernization-Diffusion of Innovation Theory-Gandhian Model of Development-Panchayathi Raj-Marxist -Socialist concept of Development-Participatory Development-Demassification. Kudumbasree- Development Communication programs-Kerala Model of development.

Module-4: Approaches to Modern Concepts of Development-Rural development-problems & solutions-IRDP, PMRY, NABARD, KSSP, SHG's, NAPM, NBA etc. Agriculture, Health, Population, Family Planning & Welfare, Education, Community Development & Extension Activities. Indian Mode of Development-Green & white revolution, SITE, KHEDA, Radio Rural Forums & STV. Development & Empowerment, Decentralization, Sensitization, Participation, Representation. Five Year Plans & Indian Development, NITI Ayog, objective, & its structure, planning Commission.

Module-5: Development Journalism & News-Concept & Types of Development News-Role of print, radio, television, Internet in news & information dissemination & Multi Media Campaigns. Contemporary issues in Development-Tribes, Gender, Minorities, Pollution, AIDS, NGO's, War, Migration & Immigration, Environmentalism, Human Rights, Globalization. Contributions of Daniel Lerner, Wilbur Schramm, Dennis Goulet, Everett M.Rogers, Alex Inkeles, Sreenivas Melkote, Prof. Yashpal, Verghese Kurien, Baba Amde, Dr.J.V.Vilaniam, P.Sainath.

Books for Reference

1. Wilbur Schramm, **Mass Media and National Development**
2. Lerner, **The Passing of a Traditional Society**
3. Dube S.C., **India's Changing Villages: Human Factors in Community Development**
4. Srinivas Melkote & Leslie Steeves, **Communication for Development in the Third World**
5. Kuppaswamy, **Social Change in India**
6. Y.V.L. Rao, **Communication and Development**
7. Cheng, **Media Policies and National Development: Characteristics of 16 Asian Countries**
8. Majid Tehranian, **Communication Policy for National Development**
9. Thomas Friedman, **The World is Flat**
10. Singhal Rogers, **India's Communication Revolution: From Bullock carts to Cyber Marts**
11. J.P. Yadav, **Television and Social Change, Vol. I & II**
12. P. Sainath, **Everybody Loves a Good Drought**
13. Joseph Tharamanagalam, **Kerala: The paradoxes of Public Action and Development**
14. P. Surendran, **The Kerala Economy: Development, Problems and Prospects**

I. Continuous Evaluation: 40Marks

1. Class Tests :16Marks

There shall be two internal examinations, one, at the completion of module three and the second, at the completion of module five.

Allotment of marks as per University regulations

3. Seminar :16Marks
4. Assignments :8 Marks(2x4)

II. End Semester Examination: 60 Marks

MCJ Degree Examination

MCJ 4C 011: Development Communication

Time: 3 Hours

Max. Marks: 60

I. Write short notes on any 5 of the following.

1. Kheda Communication project
2. Radio rural forum?
3. Define Development communication?
4. Krishi Darshan?
5. NABARD?
6. Extension communication?
7. IT and development?

(5x2=10)

Answer any 5 of the following.

- II. Discuss with the help of examples the potential of radio as a medium for rural development in India.
- III. Critically evaluate Lerner's model of development communication.
- IV. What are the criticisms levelled against the dominant paradigm of development?
- V. Discuss the merits and demerits of the Kerala Development Model.
- VI. What are the indicators of development? How can they be applied universally?
- VII. Critically analyze W.W. Rostow's five-stage theory of growth.
- VIII. Summarize the major theories of development communication proposed by Wilbur Schramm.

(5x10=50)

New Media and Cyber Journalism.

Module-1: New Media & Cyber Journalism- Concept, origin, features, scope, Cyber Technology Trends-Overview of current technology trends in information, communication & entertainment. Mainstream Media/Journalism Vs. New Media/Cyber Journalism. New Media Cyber Journalists-Profession, practice, qualifications,. Major Indian & Malayalam Newsportals-History, overview & analysis

Module-2: DeskTop Publishing (DTP) Tools, Office Suites, Offline Techniques (CD- ROM authoring) Online Techniques; E-newspapers, journals, books. Concept of ICE, ICT, Virtual Reality, Information SuperHighway/Grid/Glut, Information Society, Global Village, Digital Convergence, Digital Divide, & Netizens Introduction to Internet-WWW: Web search engines- Professional web sites, web servers / web administration, Internet Service Providers (ISP's)-Web Programming tools.

Module-3: Design of Online Sites- Web Page Design using HTML/XML: HTML do's & don'ts. Three types of sites-Design consideration Linear Vs. non-linear presentations-Integration of design, page design tools, front-page designFile & Edit commands, Formatting commands. Layout & design commands-graphic commands-Page making software-page making commands-computer layout.

Module-4: Electronic News Gathering-Tools & Techniques-Introduction to Online Journalism-Major News portals-Online Newspapers, journals/ periodicals-Online editions of National & Vernacular Newspapers-features,. PSTN - Interactive multimedia-Multimedia-Teleconferencing-Videoconferencing-WAN-LAN & Intranet-Television & computer convergence-DTH Video. MoJo.

Module-5: Editing Online Reports -Inverted pyramid in Cyberspace-Basic units of cyber texts-software for Print Media. Introduction to Mobile & Wireless News Dissemination (WAP, WMIM services) Internet Radio, streaming Radio. Terminology- Site mapping-Page Design Tools-Front Page-Picture editing software-GIF/JPEG/PDF formats.

Books for reference.

1. Producing for the Web (Media Skills)- **Jason Whittaker, 2000.**
2. Writing for Multimedia and the Web - A practical guide to content development for interactive media - **Timothy Garrand.**
3. The Digital Designer: 101 Graphic Design Projects for print, the web, multimedia, and motion graphics - **Stephen Pite.**
4. Absolute beginner's guide to computer basics- Michael Miller.

5. Discovering Computers 2007: A Gateway to Information, Complete - **Gary B.Shelly, Thomas J.Cashman and Misty E.Vermaat.**
6. Clear Blogging: How People blogging are changing the world and how you can join them - **Bob Walsh.**
7. Hands on guide to video blogging and podcasting - **Damien Stolarz.**
8. Journalism and New Media - **John V.Pavlik.**
9. 21st century journalism - a practical guide - **Andras Nyiro and others..**
10. The Idea of Public Journalism - **Theodore L.Glasser**

Books for further Reference

1. Allan, Stuart : Online News
2. Bakardjieva, Maria: Internet Society
3. Jagdish, Chakravarthy: Cyber Media Journalism, Emerging Technologies
4. Jones G Steven: Cyber Society
5. Whitaker, Jason : The Internet, The Basics

I. Continuous Evaluation: 40 Marks

1. Class Tests : 16 Marks

There shall be two internal examinations, one, at the completion of module three and the second, at the completion of module five.

Allotment of marks as per University regulations

3. Seminar : 16 Marks

4. Assignments : 8 Marks(2x4)

II. End Semester Examination:60 Marks

Model Question Paper

MCJ 4C 012: New Media and Cyber Journalism

Time: 3 Hours

Max. Marks:60

Write short notes on any 5 of the following.(5x2=10)

1. Information Highway?
- 2 .E-newspapers?
- 3 .E-zine?
4. What's App?
5. Blog writing?
- 6 .Ethical Hacker?
7. MoJo?

Answer any 5 of the following (5x10=50)

- II. Explain the advantages and disadvantages of Web Journalism?
- III. Explain relevance of Internet in Print, Broadcast Media and Films?
- IV. Duties and responsibilities of On-line Editors'
- V .Illustrate Web radio and Web TV?
- VI. Explain digital divide?
- VII .what are the challenges faced by online journalism in India?
- VIII. what is Participatory Journalism? Explain with suitable examples?

MCJ- ELECTIVE PAPERS.

Semester I: Elective Paper

MCJ 1E 001: Media Product Design and Page Make-up.

Module-1: Design & Make Up- Basic Concepts, principles, practices, significance, need & trends. Media Products Design & Make Up-Newspaper Front Page, Magazine Cover, Television Signature & Montage & Websites Opening Page. Weblog, Blogging, Bloggers,-Types of Faces, Fonts & Sizes-Classification & Measurement, Tones & Contrasts-White Space & Black Elements-Spacing & space saving Techniques.

Module-2: Basic Word Processing-MSWord-Page Layouts & DTP-Adobe Page Maker-Text Editing, text importing, multilingual data, using types, text formatting, inline graphics, importing graphics, page lay outing with different purpose, creating PDF file, printing composite & separate pages.

Module-3: Bitmap Graphics-Adobe Photoshop-Introduction to Bitmaps, An overview of Adobe Photoshop, looking at the work area, working with colour, working with photos, selecting, transforming & retouching, drawing painting, using channels & masks, using layers, applying filters for special effects, Graphics & Lay Outing-Adobe In Design-Advanced page lay Outing Techniques.

Module-4: Vector Graphics-Corel Draw-Introduction to Vector Graphics, advantages & disadvantages of Vector graphics, workspace & tool bars, creating graphic objects, creating text objects, handling Bitmaps, converting between Bitmaps & Vectors. Web Development-Macromedia Dream Weaver-Web & Graphics, creating Web Pages, Hosting Web Sites, Regular Site Maintenance. Essential Graphics & PC Operations-PC as a creative Tool, basic computer operations, data entry & fonts, different graphic file formats, DTP & pre press,.

Module-5: Soft Ware Practical Training-Basics & Principles-Knowledge & Training-MS Word, Power Point, Page maker, In Design, Adobe Photoshop, Adobe Illustrator, Corel Draw, Final cut Pro, Insciber, Premier.

References:-

1. New media Language - Aitchison Lewis.
2. Design culture Now -Donald Albrecht Etal
3. Moving Image Theory -Joseph D Anderson, Barbara Fischer.
4. The Best News Paper design -Society of News Design.
5. A model System for Designs - Allen Hurlbart.
6. Graphic Communication Today - William E.Rayan.

- 7. Graphic Design as Communication -Malcolm Bernard.
- 8. Becoming a Graphic Designer - Stevan D.Allen
- 9. Graphic Design Solutions - Robin Landa.
- 10. Head First Design Patterns -Elizabeth Freeman Etal.
- 11. Design Basics - David Laner , Stephan Pentak.
- 12. Design for Communication -Elizebeth Resmik.
- 13. Universal principles of Design -William Lidwell.
- 14. Instruction to Design Theories
and Models -M.Charles.
- 15. Typographic Design:
Form & Communication - Rob Carter, Ben Day.

Continuous Evaluation: 40 Marks

1. Class Tests : 16 Marks

There shall be two internal examinations, one, at the completion of module three and the second, at the completion of module five.

Allotment of marks as per University regulations

3. Seminar : 16 Marks

4. Assignments : 8 Marks(2x4)

II. End Semester Examination:60 Marks

Model Question Paper
MCJ 1E 001: Media Product Design and Page Make-up.

Time: 3 Hours

Max. Marks:60

I. Write short notes on any 5 of the following.(5x2=10)

1. Page Make -up?
2. Weblog?
3. Prosummers?
4. Type Faces?
5. White Space?
6. Bitmaps?
7. Vector graphics?

II. Answer any 5 of the following (5x10=50)

8. Explain the principles of page make-up?
 9. Explain various software using in page design?
 10. Explain the essential graphics & PC operations in designing?
 11. Comment on the new trends in newspaper desingn?
 12. Info-graphics and its advantages in page make-up?
 13. Explain new trends in magazine cover pages?
 14. Critically compare page designing of national dailies with regional dailies?
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Semester I, Elective Paper
MCJ 1E 002
Health Communication

MODULE- 1

Introduction to health Communication- Concept of health and Disease, Role of communication and campaigns in health and population programs.

MODULE -II

Communication process and principles applied to Health & population; various health policies of Indian governments and its communications via Mass media.

MODULE- III

Media and Journalist: roles in health coverage; Non-traditional Media; Health Magazines; Print , Radio and Television: Health Information in News and Entertainment programs; Health Communication: in Blogs, podcasts and other e-media innovations; Risk and crisis of health communication in the media. Health writing for print media: features, articles and columns.

MODULE -IV

Communication Campaign -steps for conducting campaign- content and treatment of message; selection of the media, audience variable -monitoring feedback& evaluation-Preparation of stickers, posters, bill boards.

MODULE -V

Health and family welfare programs in community-World Health Organization, UNICEF, Health campaigns in India- National health policy, India's population problem and National family welfare programs ;Campaign against Polio, AIDS/HIV, Malaria, Smallpox, Female infanticide, child mortality ,mother and baby care vaccinations.

Books for references.

1. Health communication: Theory and Practice - Dianne Berry
2. Case studies in Health communication - Eileen Berlin Ray
3. Health and the New Media: Technologies transforming personal and public health - Linda M. Harris
4. Communication and Disenfranchisement: Social health issues and implications - Eileen Berlin Ray
5. Health communication: From theory to practice - Renata Schiavo
6. Effective health communication - Danteshwari Bhaskar B. Sumalata
7. HIV and AIDS in South Asia - The World Bank

8. IT and Rural health care – Murli D.Tiwari and Kamlesh N.Agarwala

Books for further Reading

- 1 Danger, fear and insecurity by Seale, Clive. (2002): Chapter 4 in Media and Health, p 67-92,Sage.
- 2.Mass Communication and Public Health: Complexities and Conflict by Charles Atkin, & Larry Wallack (Eds.),Sage
- 3.Health Communication: From Theory to Practice by Renata Schiavo (2007), Jossey Bass, San Francisco
4. Handbook of Health Communication by Teresa L. Thompson.
5. Health Communication Message Design: Theory and Practice byHyunyi Cho, Sage

Continuous Evaluation: 40 Marks

- 1. Class Tests : 16 Marks**

There shall be two internal examinations, one, at the completion of module three and the second, at the completion of module five.

Allotment of marks as per University regulations

- 3. Seminar : 16 Marks**

- 4. Assignments : 8 Marks(2x4)**

II. End Semester Examination:60 Marks

Model Question Paper
MCJ 1E 002 - Health Communication

Time : 3Hours

Maximum Marks : 60

I. Write answer for any 5 of the following.

1. National Population policy?

2. UNICEF?

3. ASHA?

4. Child mortality?

5. WHO?

6 'Aarogyam'?

7 "Prakashadhara"

(5x2=10)

Answer any 5 of the following

II. Analyze content of two health magazines.?

III. Explain the role of radio in promoting health campaigns.?

IV. Explain the crisis faced by the media while reporting health campaign in India.?

V. Prepare a poster for any polio campaign.?

VI. Detail the role of Television in spreading awareness about family welfare programmes.?

VII. Explain the major components of health communication?

VIII. Explain various health programmes of radio and TV?

(5x10=50)

I Semester Elective, Paper
MCJ 1E 003- Political Communication

Module: 1. Meaning, nature and scope of political communication -politics, democracy and media- Political communication theories and effects - Media effects of political communication- political marketing : advertising and political PR

Module: 2. Role of media in political communication - Agenda setting theory- Spiral of Silence - Consensus Gatekeeping vs Propaganda models – Four theories of press - Normative theories of press.

Module: 3. Public opinion - polls, reliability and validity of public opinion polls - conducting of public opinion -public opinion and audiences- Guiding public policies - media and foreign policy of the government-Media and policymaking.

Module: 4. Political ideology -left, right and centre media and terrorism - Media power in politics - Role of Media in Elections and its impact -media and political campaigns.

Books for reference

- 1 An introduction to political communication - Brian McNair
2. Political communication in a new era: a cross national perspective - Gadi Wolfsfeld, Philippe J.Maarek.
3. Mediated politics: communication and the future of democracy-W. Lance Bennett
4. Comparing political communication:Theories, Cases and Challenges - Frank Esser, Barbara Pfetsch
- 4 Politics, media and modern democracy - David L.Swanson, Paolo Mancini
- 5 Politics and the Press : the news media and their influences - Pippa Norris
- 6 The media , politics and public life - Geoffrey Craig
- 7 Comparing media systems-Daniel C.Hallin, Paolo Mancini
- 8 Four theories of the press-Fred Seaton Siebert, Theodore Peterson, Wilbur Schramm
- 9 Normative theories of the media Journalism in democratic societies - Clifford G.Christians,
10. Theodore Glasser, Dennis Mc Quail, Kaarle Nordenstreng, Robert A.White

- 11 Mass communication theory : Foundations, Ferment and Future -Stanley J.Baran, Dennis K.Davis.
- 12.Democracy and the media : a comparative perspective - Richard Gunther, Anthony Mughan.
- 13.Political communication-Sтивен Foster
- 14.Key concepts in Political communication - Darren G.Lilleker
- 15.Media power in politics - Doris A.Graber

Continuous Evaluation: 40 Marks

1. Class Tests : 16 Marks

There shall be two internal examinations, one, at the completion of module second and the second, at the completion of module four.

Allotment of marks as per University regulations

3. Seminar : 16 Marks

4. Assignments : 8 Marks(2x4)

II. End Semester Examination:60 Marks

Model Question Paper 1
MCJ 1E 003- Political Communication

Time: 3 Hours

Total Marks: 60

I. Write short notes on any 5. (5x2=10)

1. Electoral college?
2. Politics?
3. Socialist society?
4. Opinion Poll?
5. Democracy?
6. Exit Poll?
7. Election Commission?

II. Answer any five of the following (5x10=50)

8. Meaning and nature of political communication?
 9. Explain political communication theories and effects?
 10. Political marketing, political advertising and political PR?
 11. Role of media in political communication?
 12. New media and political campaign?
 13. "Media are the opinion makers"- comment?
 14. Explain Normative Theories of Press?
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SEMESTER-II
Elective Paper-
MCJ 2E 004-
Business Journalism & Financial Reporting.

Module-1: Business-Finance-Economics-Commerce-Origin, Definitions, elements, features, growth, developments, functions, importance,. Agro Economy, Industry, Electronics, Automobiles, Tourism, Banking, Entertainment, IT. Business Journalism & Financial Reporting-Origin, definitions, elements, principles, features, growth, developments, functions, importance,

Module-2: History of Indian Business Journalism & Financial Reporting-Origin, Definitions, elements, features, growth, developments, functions, importance, bank nationalisation, Information Technology, Bio Technology, Telecommunication policies- (NEP) New Economic Policy,-LPG-Liberalization, Privatization, Globalization, FDI.-Commercial Banks & NBFI.

Module-3: Money & Markets-Financial Instruments-Equity, Stock, Share, Bond, Debenture, Cheques, Draft, Credit Card, ATM, Loans, Subsidies. Stock Exchanges-Wall Street, Bullion Market, Dalal Street, NASDAQ, NSE, BSE, Online Trading-Origin. Elements of Stock Exchanges-Bear, Bull, Sheep-Brokers & Sub Brokers-SEBI, Reserve Bank of India, NABARD, ICICI- Indian Financial Market-Money Market-Capital Market-Organization, structure, elements, features, Finance Ministry & Financial Policies- Instability, International Financial Institutions-IMF, WTO, World Bank, ADB, European Union, G7etc.

Module-4: Indian Economy-Salient features, nature, strengths & weakness. Concept of Planning-Five Year Plans-goals, objectives, -Concept of Mixed Economy-Role of Public & Private Sector-Review of Economic policies with special reference to Agriculture, Industry, Banking, Insurance, Telecommunication, Transportation, Tourism & Service sectors etc. Indian Trade-Export& Import,

Module-5: Kerala Scenario-Business Journalism & Financial Reporting in Kerala- Origin, Definitions, elements, features, growth. Geographical, social, political, cultural, economic features & structure of Kerala. Early Business Dailies & Magazines-Business Deepika, Dhankaryam, Dhanam, etc. English Business Dailies, Budget Reporting-State Planning-Kerala Model of Development-Agriculture, Industry, Service sector, Human Resource.

Books for Reference:

1. Adam Smith, *Wealth of Nations*

2: Karl Marx, *Das Capital*

3: John Maynard Keynes, *General Theory of Employment, Interest and Money*

4) Joseph Schumpeter, *Capitalism, Socialism and Democracy*

5. Paul M Sweezy, *The Theory of Capitalist Development* (It is a classic text on understanding Marxist political economy)

6. Michael Lewis, *Liar's Poker* (It is a roller-coaster description of what really happens in Wall Street, the Mecca of Global financial markets. A good read for any aspiring journalist)

7. Robert Shiller, *Irrational Exuberance* (It is another work taking a close look at the functioning of financial markets)

8. Nouriel Roubini, a professor at Stern School of Business is widely credited with predicting the 2008 global financial crisis. He is a much sought after economist at present. *Political Cycles* and *Marco Economy and Bailout and Bail-in* are two books by him, which provide a perspective on economic meltdowns.

9. C.T. Kurien, *Global Capitalism and Indian Economy*, provides a good understanding of Indian economy on a global perspective. *Rethinking Economics*, reflections based on a study of Indian economy is also a good work for students.

10. Jagdish Bhajwati, a professor of Columbia University, long considered as a potential candidate for Nobel Prize in economics, is an ardent supporter of the liberalization, privatization and globalization theme. His book, *In Defense of Globalization*, is a good read.

Books for further reading.

1: John Bellamy Foster, *The Great Financial Crisis* is a very good book on the 2008 global financial crisis.

2: Robert McChesney, *The Political Economy of Media* It is a very good book on linkages between big business groups and media in the U.S. The methodology used by McChesney could be extended to analyze media situation even in our country.

3. *Dollars and signs* is a very good internet site on business journalism

4. Robert Brenner, *The Boom and the Bubble: The US in World Economy* provides a lucid account of the role of American economy in driving global developments

5: Dr. K. K. George, *Limits to Kerala Model of Development* provides a good introduction to the chronic problem of fiscal deficits in Kerala

I. Continuous Evaluation: 40 Marks

1. Two Class Tests : 16 Marks each

There shall be two internal examinations, one, at the completion of module three and, second at the completion of module five.

Each student should prepare and submit 10 pages financial magazine for external valuation.

Allotment of marks as per University regulations

3. Seminar : 16 Marks

4. Two Assignments : 8 Marks (2x4)

II. End Semester Examination: 60 Marks

Model Question
MCJ 2 E 004
Business Journalism and Financial Reporting

Time: 3 Hours

Max. Marks: 60

I. Write short notes on any 5 of the following:

1. Business Cycle
2. SEBI
3. Sensex
4. NIFTY
5. FMC
6. Credit Policy
7. Wall Street

5x2=10

Answer any 5 of the following

II. Trace the origin and development of modern stock exchanges.

III. "Economic planning is not the best way for achieving rapid economic growth"

Do you agree with this statement in the context of the history of Indian economic growth?

IV. Write an essay on the significance of credit policy of Reserve Bank of India

V. Elucidate the role of World Bank and IMF as multi-lateral funding agencies

VI. What are the merits and de-merits of futures trading in agriculture commodities?

VII. Detail India's union budget making process

VIII . Explain the role of business television networks in spreading awareness about financial markets to a larger audience

(5x10=50)

Second Semester: Elective Paper
MCJ 2E 005: Sports Journalism

Module I

History of organized sports and sports journalism with special emphasis on India - ancient and modern sports, Olympics, cricket, tennis, hockey, football, volleyball and athletics; sports journalism as a specialized field of activity in India. Its fledgling days, its growth with the Asian Games in 1951, the jump with India's Prudential Cup victory, and the future.

Module II

Rules and regulations of major sports events; sports statistics; sports institutions - international, national and local; professional sports academies.

Module III

Sports desk operation; qualities of a sports reporter; structure of sports writing - types of sports writing - match reports, interviews, features and profiles; choosing the right subject matter and angle; interviewing skills and techniques; feature styles, intro, middle and end; investigative reports; writing for the tabloid, broadsheet, internet, radio and television.

Module IV

Impact of sports on society; ethics and the sports journalist: balance and impartiality; sports and politics; drug abuse and sports; violence in sports; sports as business and entertainment. Perception of sports in mass media - influence of the new media on print, reporting turning analytical; scripting sports stories for television and radio; preparing reviews, and interviews for television and radio; television and radio sports commentary; live sports reporting.

Module V

Sports columns; ghost writing; sports photography; sub-editing and design; analysis of sports pages of English and Malayalam newspapers; a critique of English and Malayalam sports magazines; analysis of sports channels; popular sports analysis programmes on television.

Books for Reference:

1. Stanley Woodward, **Sports Page**
2. Brad Schultz, **Sports Media: Reporting, Producing and Planning**
3. Rajan Bala, **The Covers Are Off**
4. Ramachandra Guha, **The States of Indian Cricket**
5. Raymond Boyle, **Sports Journalism: Context and Issues**
6. Boria Majumdar, **Indian Cricket Through the Ages**
7. Conrad Fink, **Sports Writing**
8. R.G. Goel, **Encyclopedia of Sports and Games**
9. Goodwill, **Great Sports Personalities of the World**
10. Ray Stubbs, **Sports Book**
11. Garry Whannel, **Media Sports Stars**

I. Continuous Evaluation: 40 Marks

1. Class Tests : 16 Marks

There shall be two internal examinations, one, at the completion of module three and the second, at the completion of module five.

Allotment of marks as per University regulations

2. Seminar : 16 Marks

4. Assignments : 8 Marks(2x4)

II. End Semester Examination: 60 Marks

MCJ Degree Examination/Elective

MCJ 2E 005: Sports Journalism

Time: 3 Hours

Max. Marks: 60

I. Write short notes on any Five: (5x2=10)

1. Curtain-raiser
2. Neo Sports
3. Colour Pieces
4. Ghost writing
5. Underlay
6. Upsound
7. Inquest Pieces

Answer any five of the following (5x10=50)

II. Write a review of a Malayalam sports magazine.

III. Prepare a profile of Sania Mirza.

IV. Critically analyze the sports pages of two English newspapers.

V. "Indian media is obsessed with cricket." Comment.

VI. How is radio commentary different from television?

VII. Discuss the challenges faced by print and broadcast sports journalists in the context of the new media environment.

VIII. Examine the impact on sports journalism with the ongoing commercialization of the sports industry and media corporations

Second Semester: Elective Paper

MCJ2E 006: Agricultural Journalism

Module I

Meaning, Nature, Scope and Characteristics of agricultural Journalism; Agricultural Movement in India, Media and Green Revolution; Role and Significance of Media in Agrarian Society; Status of Agricultural Journalism in India

Module II

Present Status of Production and Economic Condition of Farmers in India, The Present Agricultural Policy of India , Services and Implementation of Agriculture Related Departmental Programs; Agriculture and Indian economy.

Module III

Agricultural Media Reporting, Features, Interviews Articles, Analytical Stories, Techniques and Terminologies, Agricultural programs on TV Channels: Agricultural training centres - Communication program for farmers, extension training, Krishi mela and exhibition, loan mela, agricultural TV channel; Kisan TV, Kisan Vani, Agricultural radio program- Krishi ranga; Print: *Down to Earth* magazine.

Module IV

Agricultural supplements of Daily Newspapers, Agricultural Journals & Eminent Agricultural Scientists scientists Dr. M.S. Swaminathan, Dr. M. Mahadevappa (Paddy), L.Lakshmanaiah (Ragi), Dwarkanath (Extention technology) S.V. Rangaswamy, Narayana Reddy.

Module V

Recent trends and developments in Agricultural Journalism.

Reference Books :

1. Writing for farm families by Kamath,M.G
2. Mass Communication & Journalism in India .(2006) By Mehta D.S
3. Farm Journalism (2004) By Mukhopadhyaya
- 4 Claron Burnet: Agricultural news writing.
5. Nelson Antrim Cragard: Agricultural journalism.
- 6 Rodney Fox: Agricultural and Technical.
- 7 Agricultural news writing - Claron Burnett
- 8 Agricultural and Technical Journalism- Rodney Fox
- 9 The invisible farm - Thomas F Pawlick
- 10 Pioneer agricultural journalists - William E. Ogilvie
- 11.Agricultural journalism - Nelson Antrim Crawford 12.One Straw Revolution - Fukuoka Masanobu

I. Continuous Evaluation: 40 marks

1. Class Tests: 16 marks

There shall be two internal examinations, one, at the completion of module three and the second, at the completion of module five..

2. Seminar: 16 marks

3. 2 Assignments: 8 marks (2x4)

II. End Semester Examination:60 marks

Model Question Paper
MCJ 2E 006 Agricultural Journalism

3 hrs.

Marks:60

I. Answer any 5 of the following (5x2=10).

- a) Dr. M.S. Swaminathan
- b) Agrarian society
- c) Karshaka Sree
- d) P.Sainath
- e) Krishidershan
- f) 'One-Straw revolution'.
- g) Vargheese Kurian

Answer any 5 of the following. (5x10=50)

II. Explain agricultural movements in India.

III. How Green Revolution helped Indian agricultural sector?

IV. Explain the role of media in agricultural development.

V. Write on Varghese Kurian and his contributions to White Revolution.

VI. Write on Agriculture and Indian economy.

VII. Meaning, nature, scope and characteristics of agricultural journalism.

VIII. Comment on various threats faced by Kerala Agriculture sector.

Semester -III, Elective Paper
MCJ 3E 007 : PHOTOGRAPHY AND PHOTO JOURNALISM.

Module I

Introduction to photography- history and development, Types of Cameras- Single Lens Reflex (SLR), Twin Lens Reflex (TLR), Rangefinder Cameras, View Cameras, Polaroid Cameras, Super wide-Angle Camera, Panoramic Camera, Aerial Camera, Sub-miniature Camera; Digital Photography, Photography basics.

Module II

Lenses- focal length, Focus and Magnification; Lenses of normal, short and long focal length; enlarging, perspective, supplementary, zoom and Macro lenses; Lenses and Composition- Aperture Settings, Shutter Speed and Depth of field.

Module III

Visualization of a Photograph- Characteristics of A Photograph, Composition, Point of View, Framing, Horizontal and Vertical Format, Centre of Interest, Horizontal Line, Near-Far Relationship, Candid photography; Lighting-Front, Side, Back And Revealing Lights; Shooting in Artificial and Mixed Light

Module IV

Scope and Significance of Photojournalism, News Photographs, Advertisements Photographs, Wild Life Photographs, Sports Photographs; Review of Photography Magazine; Leading Photojournalists in India; International Photojournalists; Ethics in Photo Journalism; Paparazzi Journalism; Photo Essay; Freelance Photography.

Module V

Editing Photographs- Transferring Photographs to a personal Computer; Photo Selection, Cropping, Scaling and toning; Photo Editing Software.



Books for References:-

Arthur Rostein	: Photo Journalism
B K Deshpandey	: Photo Journalism
Huy	: Photo Journalism (the visual approach)
Jonathan Hilton	: Action photography
Lewis	: Photo journalism: Content and technique
Lizwells	: The photography reader
Loup langton	: Photo journalism and today's news
Rick Samon's	: Complete guide to Digital photography
Salomon	: Advertising photography
Scharf	: Pioneers of photography
Steve Bavister	: Digital photography
Walden	: Photography and Philosophy

I. Continuous Evaluation: 40 Marks

1. Class Tests : 16 Marks

There shall be two internal examinations, one, at the completion of module three and the second, at the completion of module five.

Allotment of marks as per University regulations

2. Seminar : 16 Marks

3. Assignments(2) : 8 Marks(2x4)

III. End Semester Examination: 60 Marks

III Sem. Model Question Paper

MCJ 3E 007: Photography and photo Journalism

Time: 3 Hours

Total Marks: 60

I. Write short notes on any 5. (5x2=10)

1. Portraits
2. Shutter speed
3. Filters
4. Depth-of-field
5. Colour balance
6. Rule of the Thirds.
7. Cropping?

Answer any 5 of following. (5x10=50)

- II. Trace the history of photo journalism
 - III What are the salient features of advertisement photography?
 - IV Explain the challenges in sports photography.
 - V. Briefly analyse the traits and qualities of a wild-life photographer
 - VI. "Photographs are the paintings with light" -discuss the creative side of photography.
 - VII. Explain the various types of camera lenses used for special tasks.
 - VIII. Evaluate the scope of photography and editing in the digital world.
-

Third Semester: Elective Paper
MCJ 3E 008: Magazine Journalism.

Module I

Origin and growth of magazines; pioneers of magazine journalism - John Dunton, Addison, Steele, Edward Cave; organizational structure of a magazine; A survey of English and Malayalam magazines

Types of magazines - specialized magazines - general interest and specialized magazines, academic journals and Sunday magazines, e-zines, web-zines and web-edition magazines; Coffee table magazine; Magazine Journalism- terminology.

Module II

Qualities and responsibilities of a magazine editor; ingredients of a magazine article; editorial mix; cover story selection criteria, cover design and cover lines, and comparison of cover stories in the mainstream magazines.

Module III

Film reviewing, advertising, criticism and rhetoric; essential elements of a film review - condensed plot synopsis, background information, abbreviated arguments about the film and evaluation; book reviewing. Feature versus news story, feature versus article, feature structure, feature headlines, feature leads, classification of features and steps in writing feature

Module IV

Profile versus biography and profile requisites; writing columns; preparing photo features; writing for specialized magazines; current trends and challenges in magazine journalism-narrative journalism

Module V

Magazine design and layout, photographs, illustrations, info-graphics, typography and whitespace; magazine design softwares.

Books for Reference

1. John Morrish, **Magazine Editing**, Routledge, 1996
2. Linda McLoughlin, **The Language of Magazines**, Routledge, 2001
3. Michelle Ruberg, **Handbook of Magazine Article Writing**, Writer's Digest, 2005
4. Antony Davis & Heinemann, **Magazine Journalism Today**, Professional Publishing, 1988
5. East R. Hutchison, **The Art of Feature Writing**, Oxford University Press, 2008
6. David E. Sumner & Holly G. Miller, **Feature and Magazine Writing**, Surjeeth Publications, 2006
7. Benton Rain Patterson & Coleman E. P. Patterson, **The Editor in Chief**, Surjeeth Publications, 2005
8. Jenny McKay, **The Magazine Handbook**, Routledge, 2000

Books for Further Reading

1. Humed Contractor, **The Art of Feature Writing** , Icon Publications, 2004
2. Steephan G. Bloom, **Inside the Writer's Mind**, Surjeeth Publications, 2004
3. Jill Dick, **Writing for Magazines**, Unistar Books, 2004
4. Edward Jay & John Lee, **Feature Writing for Newspapers and Magazines**, Harper and Row Publishers, 1988
5. Paul Nelson, **Articles and Features** , Houghton Mifflin Company, 1978
6. Louis Alexander, **Beyond the Facts**, Surjeeth Publications, 2003
7. Theodore Peterson, **Magazines in the Twentieth Century**, University of Illinois, 1956 .

I. Continuous Evaluation: 40 Marks

1. Class Tests :16 Marks

There shall be two internal examinations, one, at the completion of module four and the second, at the completion of module seven.

Allotment of marks as per University regulations.

2. Seminar : 16 Marks

Assignments : 8 Marks(2x4)

III. End Semester Examination 60 Marks

Model Question
MCJ 3E 008: Magazine Journalism

Time: 3 Hours

Max. Marks: 60

I. Write Short Notes on Any FIVE

1. E-zines
2. Freebies
3. TOT
4. Typography
5. White Space
6. Pull-quote
7. Gatefold

(5 X 2= 10 marks)

II. Write any Five of the following. Each question carries 10 marks

8. "A magazine's success is in its cover, cover lines and cover story." Substantiate.
9. "A feature is an imperishable commodity that no reader can miss." Elucidate the recipe for a feature with suitable examples.
10. "A magazine editor's role is like that of a conductor in a concert." Elaborate on the Herculean task of manning a magazine.
11. "With the onslaught of television news channels, television is today what newspaper was yesterday, newspaper is today what magazine was yesterday, and magazine is today what tabloid was yesterday." Comment on the current trends and survival tactics in the magazine industry today.
12. "A film review is basically a critique, arousing curiosity but sustaining suspense." Explain with an appropriate example.
13. "A profile is a life-sketch but not a chronological biography; it is like a garland intertwined with twists and emotional roller coasters." Explicate with examples.
14. Critically evaluate the new trends in Magazine Journalism?

(5x10=50)

Semester III : Elective Paper

MCJ 3E 009: Technical Writing

Module I

Technical writing: definition- technical writing and other forms of writing, roles and functions of technical communicators in software and IT companies- Roles and responsibilities of technical writers and editors.

Module II

Stages in the preparation of a technical document - pre-writing, writing and post-writing; audience and task analysis; technical writing techniques - data collection methods, working with Subject Matter Experts (SMEs), collecting and organizing information, drafting information verbally and visually, working with images and illustrations and storyboarding.

Module III

Technical Writing Style Guide-Technical editing process: editing for accuracy, language and style; technical writing software tools.

Module IV

End products of Technical writing: reports, memos, proposals, letters, abstracts and user manuals.

Module V

Technical writing practice: ethics and other issues.

Books for Reference

1. Raman Sharma, **Technical Communication**, Oxford University, 2004
2. Barry J. Rosenberg, **Technical Writing for Engineers and Scientists**, Massachusetts, May 2005.
3. Paul V. Anderson, **Technical Communication A reader centered Approach**, New Delhi, Rahul Print O Pack, 2007.
4. Riordan Pauley, **Technical Report Writing Today**, Biztantra, 2004
5. Donald W Bush & Charles P Campbell, **How to Edit Technical Documents** Universities Press, 1995
6. Jason Whittaker, **Web Production for Writers and Journalists**, Routledge, 2002
7. Straubhaar La Rose, **Media Now**, Thomson Wadsworth, 2004
8. Stephen Quinn, **Digital Sub-editing and design**, Focal Press, 2001

I. Continuous Evaluation: 40 marks

1. Class Tests : 16 marks

There shall be two internal examinations, one, at the completion of module three, and the second at the completion of module five.

2. Seminar : 16 marks

3. Assignments : 8 marks(2x4)

End Semester Examination: 60 Marks.

Model Question Paper
MCJ3E 009: Technical Writing

Time: 3 Hours

Marks: 60

I. Write short notes on any five: (5x2=10)

1. JPEG and MPEG?
2. FTP?
3. Field Reference?
4. Usability?
5. TIFF and GIFF?

6. Storyboard?
7. Post writing?

Answer any five of the following: (5x10=50)

II. Explain the various stages involved in the preparation of technical documents.

III. "Technical writing is a team work." Elucidate.

IV. Explain the different software tools used in Technical writing

V. Elaborate the quality parameters required in preparing documents?

VI. Explain the basic principles of Technical writing

VII. Explain the role of project manager in preparing project documents.

VIII. User manuals are the interfaces between laymen and technology. Substantiate.

DISSERTATION GUIDELINES.

1. Topic

Arrive at a topic in which you are keenly interested. Do not embark on a research project just for a degree.

Usually, the newcomer to the research field will think of a vast area of knowledge and mistake it for a research topic. The first step is to bridle your enthusiasm and narrow your area of interest to a manageable topic.

Remember, you have only six months at the most for:

- a) Writing a proposal and getting it approved by the faculty;
- b) Reviewing existing literature;
- c) Gathering specific data;
- d) Analyzing the data;
- e) Writing the various chapters;
- f) Getting the chapters typed for the first draft;
- g) Getting the first draft approved by your research guide;
- h) Getting the final copies made;
- i) Binding and printing; and
- j) Submission of the bound copies.

So narrow your topic down. You cannot grab a vast area of knowledge and master it in a short time. You can expand your field of interest even after taking your degree.

Examples: suppose your area of interest is advertising and its impact on children: do not start with the idea of investigating all kinds of advertising on all types of children. Limit your study to the impact of say, radio advertising of children's health between the ages of 10 and 15.

If you are surveying the music preferences of Malayalis (that is, people of all ages/occupatic etc) survey a small area in the city. If you wish to study villages, continue your study to a nearby village. Remember, you have to look at the cost of your research before starting it.

Writing a proposal

After arriving at a suitable topic of research, write a proposal including the following information in sequence.

A. Title.

The title need not be too narrow. For example, if you are studying the impact of advertising on children, use the title: **A Study of the Impact of Radio Advertising on Children.** Do not include the age range of the children in the topic. Details can be given in the first chapter. If there is an identifiable method of study, you may include that in the title; for example: **A Questionnaire Survey of the Impact of Advertising on Children.** If the method is content analysis for the study of newspaper content, the title may read: **"A Content Analytical study of....."** If the method is historical, say: **"A Historical study of....."** Experimental, say: **An Experimental study of.....**If the study is Sociological use that term in the title.

B. Introduction

Forming bulk of the first chapter, this section should introduce your topic of research, with reference to its background, and mention how you got interested in your topic; what personal reasons prompted you to take up the topic; what idea/ideas existing literature gave you the inspiration to do this work, etc.

After introduction and background (usually three or four pages) come to the purpose of your study.

C. Purpose of the study.

The purpose of the study should be set very clearly. You may divide the purpose into two sections, if necessary: General and specific. Under this heading, you may mention the aims and objectives of your study. Enumerate the specific problems you are going to tackle in your study. Explain also the importance of finding solutions to these problems.

Here you can point out the social significance of your study with emphasis on who will benefit from your findings, how and why.

The aims and objectives can be enumerated in sub-sections, a, b, c, etc.

Scope and limitations: in this section, please mention the scope of your study: i.e., mention the boundaries of your study and what you are excluding from your specific area of research. In other words, indicate the limitations of your study.

D. Review of literature.

The newcomer to the research field will sometimes mistakenly believe that she/ he is doing something that is totally new and that nobody has done anything like before or nobody will do anything similar in the future. Remember, several of our problems have been studied before by researchers in our own country or elsewhere. (For example, the population question was examined by Plato more than two thousand years ago!) Knowledge is like an ocean. You are just a child with a small spoon trying to empty the ocean. Several children like you have tried before; and several will try later. What you are doing or proposing to do new is an infinite simply small exercise, although it may be important to the current and future generations. Thus mapping your research area is extremely important. It is quite likely that someone else has travelled your path before. This can be verified only through an intense and comprehensive scanning of the field of your interest. For this you have to go to the treasuries of knowledge - the libraries, where you can go through the card catalogues, reference books, and other sources (get the help of the librarians while doing this) and make acquaintance with what has been already done. Perhaps your specific topic was not done before, but similar studies were certainly done in the past. The review of literature will expand the horizon of your knowledge of the specific topic; also give you ideas about how well you can do your job. It will educate you on the method of study and help you adapt existing methods to your specific needs. You can also improve upon existing methods and add to existing knowledge. Above all, you get an opportunity to state how your study is similar or dissimilar to previous studies.

E. Methodology.

Give details of the method you are adopting for your study. Explain why you consider your method the most suitable for your purpose. Connect the method with your purpose. Cite examples from existing literature to show that your method is the most suitable for your purpose.

Under this heading, you must also define your terms. General definitions and specific operational definitions are necessary. For example, the term **development news** is open to different interpretations. You have to tell the reader what you mean by this term. Citing examples make clear what exactly you mean by development news. Categories of development news can be given. Each category and sub- category can be defined. Assume that your reader does not know many of the terms you are using and explain every term from that point of view. **But do not try to explain or define the obvious!**

If there are formats for analysis, please give samples in this section.

If any **statistical test of significance** is going to be used, give an indication of that test. If necessary, give examples.

If a **questionnaire survey** is being used, give sample **questionnaire** in this section.

Explain your **sampling procedures**.

Indicate how you are going to satisfy yourself about the **reliability** and **validity** of what you are doing.

Hypotheses (singular, hypothesis): For any research project, there should be certain hunches connected with your purpose, aims and objectives. State those hunches in clear, logical terms. Such statements become your hypotheses. Enumerate your hypotheses.

The hypotheses are connected to your findings or expected findings (at the proposal stage). Your hypotheses may or may not be proved by the actual findings. **But you have to start with some hypotheses, based on your general knowledge about your field of research.**

F. Footnote citation.

Cite books, articles, and other documents you have referred to while preparing the proposal.

For articles, the following style of documentation is to be used: Name of author (in the natural order), title of article in “quotation marks”, name of the **journal** (underline it), vol.....No..... year (and month, if given) Page number or page numbers (e.g., p.31 or pp.112-115).

For books, name of author, title of **book** (underline it), city of publication: Name of publisher, year of publication, page number or page numbers (e.g., p.31 or 112-115).

When you use the exact words of an author, put those words/sentences in quotation marks and give a citation number (superscript) just above the last quotation mark, and footnote it with the same number(start with one).

When you are not using the exact words of the author but paraphrasing the author, do not use quotation marks, but give a citation number and footnote it. Give the citation from articles and books in the above form. Please do not claim other's words and ideas as your own. If you do so, you are plagiarising and liable for legal action. Plagiarism is as serious as stealing.

G. Bibliographic list.

This is more applicable to the final dissertation than to the dissertation proposal. When you present a bibliographic list, you can have several sections: Articles, Books, Bibliography of Bibliographics, UN/UNESCO publications, Films, Film Reviews, Documentaries, Cassettes, Tapes, Videotapes etc.

Follow the style of documentation as in F, but alphabetise your bibliographic list. While alphabetizing, put the name of the author in the reverse order, i.e., last name first. If the name is Sathia Narayana Rao, put Rao first, and use initials; S.N. If the name is Sathinarayana Rao, put Rao first, and use initial, S.

If there are two or three authors, put the last name of the first author alone in the reverse order and give the short names (starting with initials) of the other author/s. If there are more than three authors, use the first author's name in the reverse order and say 'et al' or 'and others'.

If an author is an editor of a book, put (ed.) after his name. If two authors are editing the same book, put (eds.), after the names of the authors given in the above form.

The next two pages are meant for the final dissertation presentation.

PRESENTATION OF THE DISSERTATION

Usually, your dissertation is presented in four chapters:

What the study is about and why (use present and future tense).

1. Background and introduction.
2. Purpose (Aims, Objectives, Problems) general and specific.
3. Social significance of the study.
4. Scope and limitations.
5. Review of Literature and how the study differs from others.

How the study was conducted (use past tense)

1. Methodology, Definition of terms
2. Explanation of the method (Sampling Procedures, etc.)

3. Design (Formats, Questionnaire etc.)
4. How existing method has been adapted for the specific needs.
5. Hypotheses and expected findings.

Results (Findings) (use past tense)

(Divide the findings logically, according to purpose of the study)

Tables, charts, graphs.

(Try to consolidate tables wherever possible, instead of using too many tables. Enumerate the tables: Table I, Table II etc. And use meaningful captions for them. Tables should help the reader to grasp the significance of your study at one glance. Use charts and graphs sparingly and effectively to illustrate the text.)

1. Interpretation of data, reliability and validity of findings.
2. Summary of findings.

Conclusions and Recommendations.

1. Discussion of results connecting them with hypotheses, aims and objectives.
2. Overall findings and conclusions.
3. Recommendations for future studies
4. Bibliography

Since journalists are supposedly good communicators, language is of utmost importance. Spelling errors, syntactical and grammatical errors, and all such mistakes in the use of language will have to be avoided at all costs. Drafts of each chapter should be given to the guide for editing/correction/change. Before giving the manuscripts for final typing, please give it to your guide for a final evaluation.

Typing should be done in double space on one side of the sheet with '15' spaces on the left margin and 10 on the right, top and below of every page. All periodicals and books in the text and footnotes should be underlined. Bibliography should be in the proper form. (Alphabetised and properly documented)

Each chapter should start on a fresh page.

Note: Three copies of your dissertation will have to be presented for submission

to the department, and one for your personal library.

The typed pages should be bound and wrapped with a printed cover page as follows:

Title of the Dissertation

Dissertation Submitted to the department of Mass Communication and Journalism

Kannur University

in partial

fulfillment of

the requirements for

the master of communication and journalism degree

by

Name of the candidate

Department of Mass Communication and Journalism

Kannur University

Kannur

Year

The same printed matter may appear on the first inside page with the additional matter:

Certified bona fide work

(Space for signature of Supervisor).

This page may be followed by a page for acknowledgement by the candidate of her/his indebtedness to the faculty and others who helped in the completion of the dissertation.

The third inside page will carry a list of contents and page numbers.

The fourth page will be a blank, typed with just chapter I in the centre.

The fifth page will start with the introduction.

Other chapters will be preceded by a blank page with just the chapter number. Sample formats, etc. may be given in the separate section marked: Appendices (After the Bibliography).

Reference:

1. Introduction to Research Methods
Robert B. Burns
Sage
2. An Introduction to Qualitative Research - Owe Flick, Sage
3. Applications of Case Study Research - Robert K. Yin, Sage
4. Hand Book of Communication Science -Charles R Berger, Micheal E Roloff, David R Roskos
(Sage)
5. Dictionary of Statistics and Methodology : a nontechnical guide for the social sciences.
6. W. Paul Vogt, Sage
7. Mc Quails's Mass Communication theory- Dennis Mc Quail - Sage
8. Research Methods, Donald H. Mc Burney
9. Social Research, Philips Bernards.

“Imagination is more important than knowledge”

-Albert Einstein.

**Prepared and offered by: Department of Mass Communication and Journalism,
Kannur University.**
