

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

**Programme** : **Journalism and Mass Communication**

**Production Core Course** : **Journalism**

**Vocational Course** : **Mass Communication and Video Production**

**Complementary Course** : **Creative Writing**

**Summary of the Course Structure**

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

**SEMESTER I**

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

**SEMESTER II**

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

**SEMESTER III**

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

**SEMESTER IV**

| Course Code | Course Title                 | Course Type             | Hrs/week | Credits |
|-------------|------------------------------|-------------------------|----------|---------|
|             | English IV                   | Language Course VI      | 5        | 3       |
| JC 1441     | PR & Corporate Communication | Core Course 5           | 4        | 4       |
| JC 1442     | Advertising                  | Core Course 6           | 4        | 4       |
| JC 1471     | Introduction to Cinema       | Vocational Course 5     | 3        | 2       |
| JC 1472     | Television Broadcasting      | Vocational Course 6     | 4        | 2       |
|             | English                      | Complementary Course IV | 5        | 4       |
| Total       |                              |                         | 25       | 20      |

**SEMESTER V**

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

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

### SEMESTER VI

| Course Code | Course Title                   | Course Type          | Hrs/week | Credits |
|-------------|--------------------------------|----------------------|----------|---------|
| JC 1641     | Development Communication      | Core Course 10       | 3        | 2       |
| JC 1642     | Business Journalism            | Core Course 11       | 4        | 3       |
| JC 1643     | Advanced Television Production | Core Course12        | 4        | 3       |
| JC 1671     | Introduction to New Media      | Vocational Course 9  | 4        | 3       |
| JC 1672     | Media and Society              | Vocational Course 10 | 4        | 3       |
| JC 1661.1   | Science Journalism             | Elective Course 2    | 3        | 2       |
|             | OR                             |                      |          |         |
| JC 1661.2   | Multimedia Production          | Elective Course 2    | do       | Do      |
| JC 1676     | Project                        |                      | 3        | 4       |
|             |                                | Total                | 25       | 20      |

**Total Credits of the Programme      120**

### Objectives of the FDP in JMC & VP

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

**SEMESTER I****JC 1141 INTRODUCTION TO MASS COMMUNICATION (Core Course 1)**

(3hrs – 3 credits)

**Course Objectives:**

1. To develop knowledge of basic elements of communication
2. To familiarize different perspectives exist in this faculty
3. To evaluate the concepts of communication and to apply in mass media applications
4. To acquaint students with various types of communication
5. To strengthen 7 C's of communication

**Module 1**

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

**Module 2**

Characteristics, functions and elements of mass communication – types of mass media: print, radio, film, TV, internet – a comparison of the scope and limitations of print and broadcast media, online media and its potential

**Module 3**

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

**Module 4**

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

**Assignment:**

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

**Course Outcome:**

1. Students would have a sound knowledge in elements of communication
2. Students would be familiar with different perspectives in this faculty
3. Students would learn the application level in mass media along with the concepts of communication
4. Students would be able to acquaint with various types of communication
5. Students would be able strengthen 7C's of communication

**Books for reference**

- Kumar, Keval J. (2010), Mass Communication in India, New Delhi, Jaico Publishers
- Hasan, Seema (2010), Mass Communication: Principles and Concepts, New Delhi, CBS Publishers
- Fiske, John (1996), Introduction to Mass Communication Studies, London, Routledge
- Mc Quail, Dennis (2000), Mass Communication Theory: An Introduction, London, Sage
- Baran, Stanley J. & Dennis K. Davis (2006), New Delhi, Cengage Learning India
- Vivian, John (2013), The Media of Mass Communication, New Delhi, PHI Learning
- Vilanilam, J. V. (2003), Growth and Development of Mass Communication in India, New Delhi, NBT

**REPORTING****Course Code: JC 1142**

Core Course 2

2 hrs, 3 credits

**Course objectives:**

1. To identify news worthy events, as well as determining news values
2. To understand the basics and types of reporting for print and electronic media
3. To familiarize students on newsroom operations and current trends in reporting
4. To equip students to report and to handle real life reporting situations
5. To have skills for live reporting

**Module 1**

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

**Module 2**

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

**Module 3**

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

**Module 4**

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

**Assignment:**

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

**Course Outcomes:**

1. Students would be able to determine the value of news and to identify newsworthy events
2. Students would be able to familiarize themselves with basics and types of reporting on both print and electronic media
3. Students would be able to create great understanding on newsroom operations and current trends in reporting.
4. Students would be able to report on multiple issues
5. Students will have live reporting experience from ground zero

**Books for reference**

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

**EDITING****Course code: JC 1171**

Vocational Course 1

3 hrs, 2 credits

**Course Objectives:**

1. To train and familiarize the student the basics and art of editing
2. To impart the technique of learning accuracy in writing
3. To understand the process of editing for various platform
4. To inculcate the knowledge of page design and layout
5. To create an understanding in editorial writing and preparing editorial team

**Module 1**

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

**Module 2**

News room operations – news processing – editing for clarity and accuracy – objectivity – fairness – style book – handling reporter's copies and agency copies – press releases – translation

### Module 3

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

### Module 4

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

#### Assignments:

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

#### Course Outcomes:

1. Students would be able to familiarize themselves with the basics and art of editing
2. Students would be able to develop skills for accuracy in writing
3. Students would be able to understand the process of editing for various platforms
4. Students will be able to understand page design and layout
5. Students would be able to write editorial, also will be able to form editorial team

#### Books for reference

- Westly, Bruce (1972), News Editing, New York, Houghton Mifflin Company
- Baskette and Scissors (1986), The Art of Editing, New York, McMillan Publishing Company
- Saxena, Sunil (2006), Headline Writing, New Delhi, Sage
- Saxena, Ambrish (2007), Fundamentals of Editing and Reporting, New Delhi, Kanishka Publishers
- Stepp, Carl Sessions (2007), Writing as Craft and Magic, New Delhi, OUP
- Evans, Harold (1984), Newsman's English, Handling Newspaper Text, News Headlines, Pictures on a Page & Newspaper Design (in 5 volumes), London, National Council for Training of Journalists

## METHODOLOGY AND THEORIES OF MASS COMMUNICATION

**Course code: JC 1121**

Foundation Course 1

2 hrs, 2 credits

#### Course Objectives:

1. To build a theoretical framework for students
2. To understand the different perspectives of media content in different context

3. To improve academic knowledge in communication studies
4. To introduce students the media effects and its practice in all media
5. To understand media dependency theory and normative theories of press

### **Module 1**

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

### **Module 2**

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

### **Module 3**

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

### **Module 4**

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

### **Assignment:**

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

### **Course outcomes:**

1. Students would be able to gain knowledge in theoretical framework
2. Students would be able to inculcate the perspectives of media content in different context
3. Students would be able to have sound academic knowledge in communication studies
4. Students would be able to understand the media effects and its practice
5. Students would gain a systematic approach to the study of the effects of mass media on audiences and of the interactions between media, audiences and social systems

### **Books for reference**

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



**SEMESTER II****JC 1241 INTRODUCTION TO ENVIRONMENTAL STUDIES (Core Course 3)**

(4 hrs – 4 credits)

**Course Objectives:**

1. To impart the values of environmental conservation
2. To create awareness about sustainable development and management hazards
3. To acquire skills to identify environmental problems and create solutions to help people
4. To develop an attitude of concern for the environment
5. To provide understanding how media professionals can contribute in creating awareness about environmental issues

**Module 1**

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

**Module 2**

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

**Module 3**

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

**Module 4**

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

**Module 5**

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

**Module 6**

Conduct of case studies of environment problems at the local level

**Assignment:**

1. Visit any area to document environmental resources – rivers/ forest / grasslands/ water bodies

2. Bring out a detailed report about a polluted site or environmental issue
3. Present a study about ecosystem on social media platforms and submit analytics of audience engagement

### Course outcomes:

1. Students would understand the values environmental conservation
2. Students would be able to create awareness about sustainable development and manage hazards
3. Students will be able to utilize media for different activities for protecting the environment
4. Students will use media for developing an attitude of concern in the society
5. Students will be able to know about the issues like global warming or climatic variation or changes

### Reference books

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

## BASICS OF AUDIO-VISUAL COMMUNICATION

**Course code: JC 1271**

Vocational Course 2

6 hrs, 4 credits

### **Course objectives**

1. To impart basic scientific knowledge in sound and visuals
2. To understand the audio-visual media tools in video production and broadcasting
3. To understand the basics of photography
4. To understand the importance of light and sound theory related with photography and videography
5. To develop the knowledge on fundamentals of graphics

### **Module 1**

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

### **Module 2**

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

### **Module 3**

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

### **Assignment:**

Visual story telling based on photos or video production on a topic

### **Course outcomes:**

1. Students would gain a good knowledge in sound and visuals
2. Students would have better understanding of using audio-visual tools along with video production and video production
3. Students will have good knowledge of photography
4. Students will understand the importance of sound and light in videography and photography
5. Students will gain knowledge in the fundamentals of graphics

### **Books for reference**

- Defleur, Melvin L., Fundamentals of Human Communication
- Dominick, Joseph R., The Dynamics of Mass Communication, New Delhi, Mc Graw Hill
- Massaris, Visual Persuasion
- Hearn D. & Baker P. M., Computer Graphics
- Alten, Stanley R. (2005), Audio in Media, New Delhi, Cengage Learning
- Mirzoeff, Nicholas, An Introduction to Visual Culture, London, Routledge

Slot G. (1960), Microphone to Ear, London, Mc Millan

**SEMESTER III**  
**RADIO BROADCASTING**

**Course code: JC 1321**

Foundation Course 2

3 hrs, 3 credits

**Course objectives:**

1. To understand different radio formats
2. To introduce the production aspects of radio broadcasting
3. To impart skills in writing for radio broadcasting and coexisting with available new technologies for presentation
4. To engage students in new trends in radio journalism
5. To acquaint students with the real world of radio production and transmission

**Module 1**

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

**Module 2**

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

**Module 3**

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

**Module 4**

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

**Module 5**

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

**Assignments:**

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

**Course outcomes:**

1. Students will understand different radio formats
2. Students will gain knowledge in production aspects of radio broadcasting
3. Students will be able to interview, make radio promos, jingles etc

4. Students can produce radio news bulletin
5. Students will be able to apply radio production in different formats

### **Books for reference**

- McLeish, Robert (2001), Radio Production, London, Focal Press
- Vinod Pavarala and Kanchan K Malik, Other Voices
- Michael Talbot, Sound Engineering Explained
- K. Tim Wulfeme, Radio-TV News Writing
- Paul Chantler, Basics Radio Journalism
- U. L. Baruah, This is All India Radio, New Delhi, Publications Division
- Hausman, Carl Benoit, Philip and O'Donnell, Lewis (2000), Modern Radio Production- Production and Performance, London, Wadsworth Thomson Learning
- Ted White, Broadcast News Writing, Reporting and Producing, London, Focal Press

## **MAGAZINE JOURNALISM**

**Course code: JC 1341**

Core Course 4

4 hrs, 4 credits

### **Course Objectives:**

1. To make students familiar with various writing styles for magazines, to picture selection.
2. To introduce the new trends in magazine writing
3. To gain knowledge of the different narratives in magazine journalism, online magazines etc.
4. To inculcate the knowledge in encompassing content creation, editing picture selection etc
5. To enable students to design magazine, cover page, different types of magazine using InDesign

### **Module 1**

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

### **Module 2**

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

### **Module 3**

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

### **Module 4**

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

## Module 5

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

### Assignment:

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

### Course Outcomes:

1. Students will be familiar with various writing styles and good in topic selection
2. Students will gain understanding in news trends in magazine writing
3. Students would be able to understand the different narratives in magazine journalism and for online magazines
4. Students will be able to create content, do editing and picture selection which is apt for the story
5. Students will be able to design cover page and magazine using InDesign

### Books for reference

- Summer, David E. & H. G. Miller (2006), Feature and Magazine Writing, New Delhi, Surjeet Publications
- Antony Davis (1988), Magazine Journalism Today, London, Heinemann Professional Publishing
- Robert Root (1996), Modern Magazine Editing, New York, Brown Publishers
- Roy Paul Nelson (1978), Articles and Features, New York, Houghton Mifflin Co.
- Jenny Mc Kay (2000), The Magazine Handbook, London, Routledge
- John Morrish (1996), Magazine Editing, London, Routledge
- Jill Dick (2004), Writing for Magazines, New Delhi, Unistar Books

## PHOTO JOURNALISM

**Course code: JC 1371**

Vocational Course 3

4 hrs, 4 credits

### Course objectives:

1. To train students the fundamentals of photography
2. To give professional training to socialize in news photography
3. Impart basic concepts and importance of visual story telling
4. Encourage creative skills and editing skills
5. Develop interest in photojournalism

## Module 1

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

**Module 2**

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

**Module 3**

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

**Module 4**

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

**Assignment**

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

**Course outcomes:**

1. Students will learn the fundamentals of photography
2. Students will become capable for professional photography
3. Students would be able to understand photo coverage and photojournalism
4. Students would know the importance of photo features
5. Students would know different branches of photography and may be self-employed

**Books for reference**

- Keene, Martin (1995), Practical Photo Journalism: A Professional Guide, Oxford Focal Press
- Ken Muse, Basic Photo Text
- Newnes, Basic Photograph
- Rothsteline, PhotoJournalism
- Laurence Mallory, The Right Way to Use a Camera
- Bergin, Photo Journalism Manual
- Milten Feinberg, Techniques of Photo Journalism

## INTRODUCTION TO TELEVISION PRODUCTION

**Course code: JC 1372**

Vocational Course 4

4 hrs, 4 credits

### **Course objectives:**

1. To understand the technical and aesthetic aspects of TV production
2. To introduce steps involved in production
3. To generate ideas to telecast
4. To cover video editing and the logic in weaving visuals to form a complete programme
5. Students will know the procedure and techniques of different programme formats

### **Module 1**

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

### **Module 2**

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

### **Module 3**

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

### **Module 4**

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

### **Module 5**

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

### **Module 6**

Television production – pre production – production – post production

### **Assignments:**

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

### **Course outcomes:**

1. Students will be able to cover events and news based stories using mobile phones and video cameras
2. Students would acquire skills and techniques of television media production
3. Students will learn to put ideas into programmes
4. Students will be able to do the editing for both offline and online programmes of television by



using the required softwares

- Students will be able to write scripts of TV news stories, special stories and on spot reporting

### **Books for reference**

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

## **SEMESTER IV**

### **PR & CORPORATE COMMUNICATION**

**Course code: JC 1441**

Core Course 5

4 hrs, 4 credits

#### **Course objectives:**

- To provide knowledge in definitions and concepts of PR, propaganda and persuasion
- To identify difference between PR and corporate communications
- To understand basic tools of PR
- To impart sound knowledge on fundamentals of PR writing
- To learn the ethics and laws of PR

#### **Module 1**

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

#### **Module 2**

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

#### **Module 3**

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

#### **Module 4**

PR campaigns – stages of PR campaigns – crisis management – media relation – community relation – PR code – public sector and private sector PR – professional organizations – IPRA – PRSI

**Assignments:**

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

OR

Create a PR campaign based on nature conservation, health etc

**Course Outcomes:**

1. Students would learn the definitions, concepts of PR, propaganda and persuasion
2. Students would know the difference between PR and corporate communications
3. Students would gain knowledge about the tools of PR
4. Students would learn the basics of PR writings
5. Students would have clear understanding basic ethics and laws of PR

**Books for reference**

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

**ADVERTISING****Course code: JC 1442**

Core Course 6

4 hrs, 4 credits

**Course objectives:**

1. To impart basic concepts of advertising and its development
2. Inculcate the knowledge of economy and social aspects of advertising
3. To gain knowledge in elements of advertising and role of advertising in mass communication
4. To gain knowledge of functions of advertising agencies and marketing role
5. Role of professional organizations and code of ethics

**Module 1**

Evolution of advertising – definitions – functions – types of advertising

**Module 2**

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

**Module 3**

Elements of advertising – principles of copy writing – visualization – advertisement script writing for visual media – radio advertisements

#### **Module 4**

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

#### **Module 5**

Professional organizations – code of ethics – advertising as mass communication

#### **Assignment:**

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

#### **Course outcomes:**

1. Students would learn the development of advertising and basic concepts
2. Students will gain knowledge of economy and social aspects of advertisements
3. Students will have the knowledge of self-employment inn advertising
4. Students would know about the advertising agencies
5. Students would know about advertising industry, its functioning, role and ethics

#### **Books for reference**

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

## **INTRODUCTION TO CINEMA**

**Course code: JC 1471**

Vocational Course 5

3 hrs, 2 credits

#### **Course objectives:**

1. To explore films historically and critically
2. To learn the basic steps in film making
3. To learn the aesthetic aspects of film production
4. To understand pre-production, production and post-production
5. To know the importance of film language and film appreciation

### **Module 1**

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

### **Module 2**

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

### **Module 3**

Production – camera – sound – art – cast

### **Module 4**

Post-production – visual editing – sound editing – distribution

### **Module 5**

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

### **Assignment:**

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

### **Course outcomes:**

1. Students would be able to analyse films historically and critically
2. Students understand the techniques of film making process
3. Students will have a good understanding on aesthetic aspects
4. Students will gain knowledge about all aspects of production
5. Students will have good understanding on film language and appreciation

### **Books for reference**

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

## **TELEVISION BROADCASTING**

**Course code: JC 1472**

Vocational Course 6

4 hrs, 2 credits

### **Course objectives:**

1. To evaluate the characteristics of Television
2. To know the production of programmes
3. To have research inputs based on different TV programmes
4. To plan and write a news story for a TV programme

### **Module 1**

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

### **Module 2**

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

### **Module 3**

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

### **Module 4**

Current trends in television broadcasting

### **Assignment:**

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

### **Course Outcomes:**

1. Students would learn the characteristics of television
2. Students would have good knowledge on production of programmes
3. Students will understand the inputs required for output of a programme
4. Students would gain knowledge for television writing
5. Students will have understanding in broadcast planning and execution

## Books for reference

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

## Learning INTERNSHIP

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

## SEMESTER V

### JC 1541 MALAYALAM JOURNALISM

(Core Course 7)

(5 hrs – 4 credits)

#### Course objectives:

1. To strengthen the knowledge in history of Malayalam press
2. To make aware of present status of the newspapers and magazines in Malayalam
3. To understand the new trends in circulation strategies and competition for Malayalam magazines
4. To inculcate the knowledge of translation and syndication
5. Have an understanding about the pioneer journalists in Malayalam

#### Module 1

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

#### Module 2

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

#### Module 3

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

## Module 4

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

### Assignments:

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

### Course outcomes:

1. Students will gain the knowledge about the history of Malayalam press
2. Students would be able to comprehend the present status of the newspapers and magazines in Malayalam.
3. Students will be able to assess and understand new trends in circulation strategies and the competition in the market
4. Students will understand the process of translation and syndication in news
5. Students will be aware of writing style of prominent journalists in Malayalam

### Books for reference

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

## MASS MEDIA MANAGEMENT

Course code: JC 1542

Core Course 8

3 hrs, 3 credits

### Course objectives:

1. To strengthen the knowledge in modern management concepts
2. To learn all managerial aspects of mass media and entrepreneurship
3. To get a perspective on the managerial positions in media industry
4. Comprehensively understand the business challenges in news organization
5. To have an updated perspective about business side of media industry and evolving business models

## Module 1

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

**Module 2**

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

**Module 3**

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

**Module 4**

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

**Module 5**

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

**Assignments:**

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

**Course outcomes:**

1. Students would get familiar with modern management concepts
2. Students will be able to understand managerial aspects and functions of mass media organizations
3. Students will have good knowledge regarding the career choices and progression in media organizations
4. Students should be able acquaint themselves with business challenges and to tackle them in media organizations.
5. Student will have a sound knowledge regarding the business and entrepreneurial prospects in media industry

**Books for reference**

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



## MEDIA LAWS AND ETHICS

**Course code: JC 1543**

Core Course 9

3 hrs, 3 credits

### **Course objectives:**

1. To give a total awareness on the legal framework
2. To make the future journalists aware about the legal impact in reporting, writing news, code of ethics etc
3. To give better understanding on concepts of freedom of press and the Constitution
4. To give a clear understanding on judicial structure and role of fourth estate.
5. To acquaint students with various types of contempt, defamation, right to information relevant for journalism

### **Module 1**

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

### **Module 2**

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

### **Module 3**

Defamation – libel and slander – possibilities and challenges

### **Module 4**

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

### **Module 5**

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

### **Assignments:**

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

### **Course outcomes:**

1. Students would gain knowledge on the legal framework
2. Students enhance their understanding about legal impact of journalism
3. Students would have better understanding about concepts of freedom of press and the constitution

4. Students will acquaint with judicial structure and role of fourth estate
5. Students would be able clearly understand the laws regarding contempt of court as per the Constitution

### **Book for reference**

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

## **DOCUMENTARY FILM**

**Course code: JC 1571**

Vocational course 7

4hrs, 4 credits

### **Course objectives:**

1. To provide theoretical knowledge on the historical evolution of documentary films
2. The current trends in documentary genre
3. To discuss production aspects and to elevate the capability of students to critically approach a theme
4. To learn the basic of scripting for documentary film
5. To provide hands-on training on documentary film making

### **Module 1**

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

### **Module 2**

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

### **Module 3**

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

### **Module 4**

Production of documentaries – shooting and editing patterns

### **Assignments:**

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

### **Course outcomes:**

1. Students would learn theoretical knowledge on historical evolution of documentary films

2. Students would gain understanding on the current trends in documentary genre
3. Students would be able to analyse the subject critically
4. Students will be able to shoot themselves for documentary making
5. Students would be capable to be an independent documentary maker

### Books for Reference

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

### VIDEO PROJECT (Practicals)

#### Course Code: JC 1572

Vocational Course 8

4 Hrs 4 Credits

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

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

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

The video programmes should be:

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

### Evaluation Scheme

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

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

Marks will be awarded in a viva voce examination conducted by the external examiner in the respective colleges and expenses for the examination including the remuneration for the examiner should be borne by the respective college.

## **FILMAPPRECIATION**

**Course code: JC1551.1**

Open Course 1

3 hrs, 2 credits

### **Course objectives:**

1. To have an insight into the evolution of cinema and its origin
2. To learn the language of cinema and its visual components
3. To learn the basics of film editing and evolution of montage theory
4. To study the history of India cinema
5. To learn history of Malayalam cinema and how to adapt Malayalam literary works

### **Module 1**

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

### **Module 2**

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

### **Module 3**

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

### **Module 4**

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

### **Module 5**

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

### **Module 7**

Malayalam cinema – brief history of Malayalam cinema, adaptation of Malayalam literary works

**Assignments:**

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

**Course outcomes:**

1. Students would gain insight into the evolution cinema and its origin
2. Students will have good knowledge on cinema language and its visual components
3. Students would have knowledge on film editing and montage theory
4. Students will gain knowledge in the history of Indian cinema
5. Students would have knowledge of Malayalam cinema and to adapt Malayalam literary works

**Books for reference**

- Andrew Dixx (2005), Beginning Film Studies, New Delhi, Viva
- Gerald Mast (1985), A Short History of the Movies, Oxford, OUP
- Arthur Asa Berger (1998), Seeing is Believing: An Introduction to Visual Communication, New York, Mayfield
- Rudolf Arnheim (1957), Film as Art, Los Angeles, University of California Press
- Susan Hayward (2005), Cinema Studies: Key Concepts, London, Routledge
- Bill Nichols (1976), Movies and Methods, Los Angeles, University of California Press
- Joseph V. Mascelli (1965), The Five C's of Cinematography, Los Angeles, Silman James Press
- Bruce Mamer, Film Production Technique, New York, Thomas Wadsworth
- Bernard F. Dick (1978), Anatomy of Films, New York, St. Martin's Press
- Louis G. (2004), Understanding Movies, New York, Simon & Schuster Co.
- Badwen, Liz-Anne (1976), Oxford Companion to Film, New York, OUP
- Paul Rotha & Richard Griffith (1960), Film Till Now, New York, T-Wayne
- Gerald Mast (1979), The Comic Mind: Comedy and the Movies, Chicago, University of Chicago Press
- Siegfried Kracauer (1959), From Caligari to Hitler, New York, Noonday
- Jay Leyda (1960), Kino: History of the Russian and Soviet Film, New York, MacMillan
- Andre Bazin (1971), What is Cinema (2 Volumes), Los Angeles, University of California Press
- Erik Barnow & S. Krishna Swamy (1963), The Indian Film, New York, Columbia University Press

**OR**

**INTER CULTURAL COMMUNICATION**

**Course code: JC 1551.2**

Open Course 1

3 hrs, 2 credits

**Course objectives:**

1. To study culture as a social institution
2. To learn value systems based on Eastern and Western perspectives

3. To provide knowledge about mass media as vehicles of intercultural communication
4. To impart knowledge on mass media as cultural institutions, its effects, impacts on culture
5. To acquaint knowledge on promotion of intercultural communication and national relations and effects of globalization on mediated culture

### **Module 1**

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

### **Module 2**

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

### **Module 3**

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

### **Module 4**

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

### **Module 5**

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

### **Assignments:**

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

### **Course outcomes:**

1. Students would be able to enhance understanding of culture as a social institution
2. Students would be able to understand value systems on Eastern and Western perspective
3. Students would be able to acquaint themselves about mass media as a vehicle of intercultural communication
4. Students would gain knowledge on mass media as cultural institutions, effect and impacts
5. Students would be able to understand the promotion of intercultural communication and international relations

### **Books for Reference**

Inter- cultural Communication Theory- Gudykunst(ed)

Global Communication – John Merrill

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

Electronic Colonialism – Thomas L. McPhail

Media and the Third world – UNESCO

**SEMESTER VI**  
**BUSINESS JOURNALISM**

**Course code: JC 1641**

Core Course 10

4 hrs 3 credits

**Course Objectives:**

1. To provide basic knowledge on evolution of economic thinking and current perspectives
2. To understand how business journalism is used for newspapers, television, magazines and online platforms
3. To impart basic understanding for reporting financial and economic news supported with data and figures
4. To understand the operations of financial markets, trade and commerce
5. To develop good writing skills for exceling in business content writing

**Module 1**

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

**Module 2**

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

**Module 3**

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

**Module 4**

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

**Assignments:**

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

**Course outcomes:**

1. Students understand the evolution of economic thinking and its current perspectives
2. Students will know how business journalism is used in newspapers, magazines, television and online platforms
3. Student would have good insight to report financial and economic news based on data and figures.
4. Students will acquire knowledge about national and global changes in economy and business
5. Students develop skills to excel with business writing

**Books for reference**

- Jay Taparia (2003), *Understanding Financial Statements: A Journalist's Guide*, Marion Street Press
- Chris Roush (2010), *Show Me the Money: Writing Business and Economics Stories for Mass Communication*, Routledge. (second edition)
- Terri Thompson (Ed.) (2000), *Writing About Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism*, Columbia University Press.
- Conrad Fink (2000), *Bottom Line Writing: Reporting the Sense of Dollars*, Iowa State University Press
- Robert Reed and Glenn Lewin (2005), *Covering Business: A Guide to Aggressively Reporting on Commerce and Developing a Powerful Business Beat*, Marion Street Press
- Kenneth Morris and Virginia B. Morris (2004), *The Wall Street Journal Guide to Understanding Money & Investing*, Lightbulb Press Inc
- Chris Roush (2010), *Profits and Losses: Business Journalism and Its Role in Society*, *Marion Street Press* (second edition)
- Chris Roush and Bill Cloud (2010), *The Financial Writer's Stylebook: 1,100 Business Terms Defined and Rated*, Marion Street Press

**INTRODUCTION TO NEW MEDIA****Course code: JC 1642**

Core Course 11

4 hrs, 3 credits

**Course objective:**

1. To know the developments in communication and media technologies
2. To understand convergence of media and its applications in journalism
3. To understand the working pattern of new media platforms
4. To familiarize the fundamentals of computer technologies and web page design
5. To develop the knowledge of content development and page makeup technologies supporting new media

**Module 1**

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



**Module 2**

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

**Module 3**

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

**Module 4**

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

**Module 5**

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

**Assignments:**

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

**Course outcomes:**

1. Students would gain understanding in communication and media technologies
2. Students will be able to understand convergence of media and its application in journalism
3. Students will understand the working pattern of electronic and media platforms
4. Students will be having knowledge of hardware, software including open source solutions and applications of computer technologies and web page design
5. Students will have understanding of new technologies and its evolutions

**Books for reference**

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

## **ADVANCED TELEVISION PRODUCTION**

**Course code: JC 1643**

Core Course 12

4 hrs, 3 credits

### **Course objectives:**

1. To have an in-depth understanding of production aspects of various television formats
2. To understand the techniques of on screen presentations
3. To have a good knowledge in video production, operations, multi camera production and mobile production units
4. To learn direction, script analysis, composition and related techniques
5. To understand on-screen appearance, anchoring, content generation for graphics and also for television

### **Module 1**

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

### **Module 2**

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

### **Module 3**

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

### **Module 4**

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

### **Assignments:**

Produce a TV programme of any kind (Group assignment)

### **Course objectives:**

1. Students would be able to understand production of various television formats
2. Students will have knowledge to do an on-screen presentation
3. Students will get an overall knowledge to do video production, operations, multi camera skills etc
4. Students would gain knowledge to produce a TV programme

**Books for Reference**

- Boyd, Stewart & Alexander (2008), Broadcast Journalism: Techniques of Radio and Television News, New Delhi, Elsevier
- Donald & Spann (2004) Fundamentals of Television Production, New Delhi, Surjeet Publications
- Belavadi, Vasuki (2013), Video Production, New Delhi, OUP

**DEVELOPMENT COMMUNICATION****Course code: JC 1671**

Vocational course 9

3 hrs, 2 credits

**Course objectives:**

1. To impart basic concepts of theories, meaning and models of development and paradigm shift
2. To familiarize the role of media in development
3. To make students aware about problems and issues of development
4. To know the functioning of media in development of coverage
5. Understanding development communication campaigns and participatory communication

**Module 1**

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

**Module 2**

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

**Module 3**

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

**Module 4**

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

**Assignments:**

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

**Course outcomes:**

1. Students will understand the concepts, meaning and models of development and paradigm shift
2. Students acquire knowledge regarding roles of media in development
3. Students would be able to understand the problems and hurdles in development

communication

4. Students acquire knowledge about different programmes and policies of the development
5. Learner will know and understand development communication campaigns and importance of participatory communication

### **Books for reference**

- Srinivas R Melkote and H Leslie Steeves (2007), Communication for Development in the Third World: Theory and Practice for Empowerment, New Delhi, Sage
- D.V.R. Murthy (2007), Development Journalism- What Next? An Agenda for the Press, Hyderabad, Kanishka
- Dipankar Sinha (2013) Development Communication: Contexts for the 21<sup>st</sup> Century, New Delhi, Orient BlakSwan
- Maya Ranganathan and Usha M. Rodrigues (2010), Indian Media in a Globalised World, Sage
- Linje Manyozo (2012) Media, Communication and Development: Three Approaches, New Delhi, Sage
- Ratnesh Dwivedi (2013) Mass Media and Communication in Global Scenario, Kalpaz Publication
- Mridula Menon (2007), Development Communication and Media Debate, Kanishka
- P Sainath, Everybody Loves a Good Drought
- Jan Servaes, Communication Development and Social Change
- Kirk Johnson, Television and Social Change in Rural India

## **MEDIA AND SOCIETY**

**Course code: JC 1672**

Vocational Course 10

4 hrs, 3 credits

### **Course objectives:**

1. To understand various issues pertaining to mass media practices
2. To understand the operational framework of institutions and societal interaction of mass media
3. To inculcate the relation media and society
4. To understand mass media and civil society
5. To know the new media and social change and importance of understanding digital divide

### **Module 1**

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

### **Module 2**

Mass society – media culture – globalisation – media as cultural industry – cultural imperialism – hegemony – identity – gender and media – communication technology determinism

### Module 3

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

#### Assignments:

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

#### Course outcomes:

1. Students would be able to understand problems pertaining in mass media practices
2. Students will be able to understand the operational framework of institutions and societal interaction of mass media
3. Students would understand the relation with media and society
4. Learner will know more about mass media, government and administration
5. Students would understand new media and social change along with the relevance of digital divide

#### Books for Reference

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

### SCIENCE JOURNALISM

**Course code: JC 1661.1**

Open Course 2

3 hrs, 2 credits

#### Course objectives:

1. To provide specialized knowledge and skills in reporting of science and technology
2. To give an overview of the methods to be adapted in analyzing subjects related to science
3. To understand the use of scientific data for the accuracy of reporting
4. To create awareness in reporting environmental, agricultural, medical, technology and scientific research
5. To understand to report information of science and technology for common man

#### Module 1

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

#### Module 2

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

**Module 3**

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

**Module 4**

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

**Assignments:**

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

**Course outcomes:**

1. Students would be able to understand specialized knowledge and acquire skills in reporting science and technology
2. Students would be able to inculcate the methods adapted in analyzing subjects related to science
3. Students would know to interpret scientific data to accurate reports
4. Students develop great understanding in common topics related with science to prepare reports
5. Students acquire skills to report scientific information for common man

**Books for Reference**

- Burkett D.W., Writing Science News for Mass Media
- Hildenbrand Joel, Science in the Making
- Vilanilam J.V. (1993), Science Communication and Development, New Delhi, Sage
- Rahman, A. (1984), Science and the Human Condition in India and Pakistan, New York, Rockefeller University Press
- Bernal, J. D. (1971), Science in Hisoty (4 Volumes), Massachussetts, MIT Press
- Mukherji, S. K. & B. V. Subbarayappa (1984), Science in India: A Changing Profile, New Delhi, INSA
- Nelkin, D. (1987), Selling Science: How the Press Covers S & T, New York, Freeman & Co.
- Cox Robert, Environmental Communication and the Public Sphere
- Stuart Allan (2002), Media, Risk and Science, Open University Press

**OR**

**MULTIMEDIA PRODUCTION**

**Course code: JC 1661.2**

Open Course 2

3 hrs, 2 credits

**Course objectives:**

1. To learn about multimedia and its architecture
2. To understand visual language and design principles
3. To know multimedia file formats, image enhancing and designing techniques

4. To learn about graphics, multimedia productions, animation softwares, tools and testing
5. To learn about use of audition, sound booth, Photoshop, Flash, Adobe Premier etc

### **Module 1**

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

### **Module 2**

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

### **Module 3**

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

### **Module 4**

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

### **Module 5**

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

### **Module 6**

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

### **Module 7**

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

### **Assignments:**

1. Create and interactive website OR multimedia program on a DVD ( single work for whole batch)
2. Create a 5 minute video with all multimedia enhancements and techniques, graphic and animations ( single work for whole batch)

### **Course outcomes:**

1. Students would be able to understand multimedia and architecture
2. Students will be familiar visual language and principles
3. Students will have good understanding of all design techniques
4. Students acquire skills for audition, sound booth operation and softwares required for multimedia projects

**Books for reference**

- Rao, Bojkovic & Milovanovic (2009), *Multimedia Communication Systems*, New York, Phi Learning
- Andrew Dewdney & Peter Ride (2006), *New Media Handbook*, London, Routledge
- Lisa Brenneis & Michael Wohl (2011), *Final Cut Pro*, Peachpit Press
- Peter Wells (2007), *Digital Video Editing: A User's Guide*
- Richard Williams (2009), *The Animator's Survival Kit*, New York, Faber & Faber
- D. S. Sherawat & Sanjay Sharma (2010), *Multimedia Applications*, New Delhi, SS Kataria & Sons
- Judith Jeffcoate, *Multimedia in Practice*, New Delhi, Pearson Education
- J. Nielson (1995), *Multimedia and Hypertext*, London, Academic Press.



# UNIVERSITY OF KERALA



**CAREER RELATED FIRST DEGREE  
PROGRAMME UNDER CBCS SYSTEM  
IN JOURNALISM, MASS COMMUNICATION**

**&**

**VIDEO**

**PRODUCTION**

**2(a)**

**2014 admission onwards**