

Under Graduate (B.A) programme in Mass Communication & Journalism, M.G University, Kottayam

B.A. PROGRAMME IN MASS COMMUNICATION & JOURNALISM

(Under Choice Based Semester System) - Model I

RESTRUCTURED CURRICULUM – 2016 admissions onwards

Detailed Scheme and Syllabus of the Programme



Mahatma Gandhi University

Kottayam

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AIMS AND OBJECTIVES OF THE PROGRAMME

In the present global scenario, Mass Communication has emerged as one of the most 'sought after' subjects of study in Social Sciences as it proximately communicates with the shifting knowledge real and diverse needs of the society. In the light of the expanding prospects of knowledge, constant endeavours have been made to include communication studies in many of the universities in the world. In our university, this is the first endeavour in this regard.

The principal aims and objectives of the B.A. Mass Communication and Journalism programme are:

- To provide students a well-grounded education in Communication Studies;
- To provide structured curricula which support the academic development of students;
- To acquire an all-round perspective and clarity of understanding in the discriminative and effective use and design of audio - visual, film and journalistic media for communication
- To provide and adapt curricula that prepares our graduates for employment and further study as communication scholars;
- To provide the students with the opportunity to pursue courses that emphasise theoretical and practical aspects of Mass Communication;
- To provide programmes that allows the students to choose from a wide range of communication streams;

ELIGIBILITY:

- Eligibility for admission, norms for admission and reservation of seats for various Undergraduate Programmes shall be according to the regulations framed/orders issued by the University in this regard, from time to time.

COURSE DESIGN

The UG programme in B.A. Mass Communication and Journalism includes: (a) 10 common courses, (b) 14 core courses, (c) 4 complementary courses (d) 1 open course, (e) 1 choice based course and (f) 1 project. The students can select any choice based course offered by the department which offers the core courses, depending on the availability of teachers and infrastructural facilities in the institution. Open course shall be offered in any subject and the students shall have the option to do courses offered by other departments.

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Semester	Common/Core/Choice Based/Complementary Papers	Exam	Teaching Hours	Credits	Marks	
					Internal	External
S1	1.Common Course English I	S1	5	4	20	80
	2. Common Course English II	S1	4	3	20	80
	3.CommonCourse Second Language I	S1	4	4	20	80
	4. Core Paper I – (MC1CRT04) Introduction to Communication	S1	6	4	20	80
	5. Complementary Course I (MC1CMT05) History And Growth of Media in India	S1	6	4	20	80
S2	6. Common Course English III	S2	5	4	20	80
	7. Common Course English IV	S2	4	3	20	80
	8. Common Course Second Language II	S2	4	4	20	80
	9. Core Paper II (MC2CRT09) Online Journalism	S2	6	4	20	80
	10. Complementary Course II (MC2CMT10) Language and Communication	S2	6	4	20	80

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Semester	Common/Core/Choice Based/Complementary Papers	Exam	Teaching Hours	Credits	Marks	
					Internal	External
S3	11. Common Course English V	S3	5	4	20	80
	12. Common Course Second Language III	S3	4	4	20	80
	13. Core Paper III (MC3CRT13) Reporting & Feature Writing	S3	5	4	20	80
	14. Core Paper IV (MC3CRT14) Photo Journalism	S3	5	4	20	80
	15. Complementary Course III (MC3CMT15) Introduction to Computers	S3	6	4	20	80
S4	16. Common Course English VI	S4	5	4	20	80
	17. Common Course Second Language IV	S4	4	4	20	80
	18. Core Paper V (MC4CRT18) Editing, Design & Pagination for print	S4	4	4	20	80
	19. Core Paper VI (MC4CRT19) Radio Production	S4	6	4	20	80
	20. Complementary Course IV (MC4CMT20) Development Communication	S4	6	4	20	80

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Semester	Common/Core/Choice Based/Complementary Papers	Exam	Teaching Hours	Credits	Marks	
					Internal	External
S5	21. Core Paper VII (MC5CRT21) Television Production	S5	5	4	20	80
	22. Core Paper VIII (MC5CRT22) Specialized Journalism	S5	5	4	20	80
	23. Core Paper IX (MC5CRT23) Digital post-production	S5	5	4	20	80
	24. Core Paper X (MC5CRT24) Advertising	S5	5	4	20	80
	25. Generic Elective (MC5GE01/ MC5GE02/ MC5GE03) Event management / News Reporting & Editing / New Media	S5	5	3	20	80
S6	26. Core Paper XI (MC6CRT26) Media Management, Law & Ethics	S6	5	4	20	80
	27. Core Paper XII (M6CRT27) Film Studies	S6	5	4	20	80
	28. Core Paper XIII (MC6CRT28) P.R. & Corporate Communication	S6	5	4	20	80
	29. Core Paper XIV (MC6CRT29) Media, Culture & Society	S6	5	4	20	80
	30. Choice based Course (MC6CBT01/ MC6CBT02/ MC6CBT03) Documentary film production / Magazine Journalism / Business Journalism	S6	5	4	20	80
	31. Project (MC6PR31)	S6		3	20 (Viva voce)	80 (Project Report)

SYLLABUS OF COURSES

SEMESTER I

Core Course- I	INTRODUCTION TO COMMUNICATION
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Total Contact Hours: 108 Credits: 4

Objectives

1. To acquaint students with the perspectives of Mass Communication as a science of communication study.
2. To familiarize students with the different approaches to and concepts of media studies.
3. To enable students to see mass communication from the inter-disciplinary perspectives.

MODULE -I

Communication – history, definitions, scope, forms and purpose; Intra-personal, Interpersonal, mass, organizational, non-verbal and verbal. Communication – socio economic changes and the emerging trends in Communication.

MODULE -II

Communication process – sources, message, channel, receiver, feedback, Noise: types of noise - encoding and decoding process. Berlo, Lasswell, Shannon and Weaver models. Theories of communication – one step, two step, multi-step flow of information, hypodermic theory.

MODULE -III

Communication and Language — Evolution of human language — functions of language: Basics of Semiotics.

MODULE -IV

Characteristics of mass communication- Functions of mass communication: information, education and entertainment – Dysfunctions of mass communication; Communication and public opinion: nature, meaning and process

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Books for Reference

1. Communicology: An Introduction to the Study of Communication — Joseph A Devito, Harper & Row Publishers, New York.
2. Mass Communication in India, Keval J. Kumar, Jaico Publishing House, New Delhi.
3. Development Communication — B.N. Ahuja and S.S. Chhabra.
4. English Language Teaching — Nagraj, Geetha, Orient-Longman, Hyderabad.
5. Fundamentals of Communication, Melvin L. Defleur.
6. Handbook of Social Psychology, Lindzey and Aronson.
7. Fundamentals of Media Effects: Bryant and Thompson.
8. Mass Media Research — An Introduction, Roger D. Wimmer and Joseph R. Dominick, Wadsworth Publishing Company, London.
9. International Encyclopedia of Communications, Mean Rumo, Oxford.
10. A Dictionary of Communication and Media Studies, James Watson and Anne Hill, Edward Arnold Group: London.
11. McQuail's Mass Communication Theory: Denis Mcquail, New Delhi.

I. Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

There shall be two internal assessment examinations within the semester:

2. Attendance: 5 Marks

Allotment of marks as per University Regulations.

3. Seminar Presentation: 5 marks

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester end examination: 80 Marks

Complementary Course I

History And Growth of Media in India

No. of Credits – 4 Total contact hours - 108

OBJECTIVE: The paper provides a social, political, economic and technological history of different mass media. The students will learn about print, radio, television, photography, film and the internet as it originated and as changing systems globally as well as in the Indian context. In addition each of these media is also historically analyzed in vast historical landscape and against historical events. They will be encouraged to apply this historical knowledge to the changing media contexts.

MODULE I

Historical Context of the Emergence of Mass Media Technologies

Media and Modernity: Print Revolution – Different stages, Emergence of technologies

Emergence of Mass Media in the Colonial Era with a focus on India

MODULE II

Print Media

History of the Press in India: Colonial Period, National Freedom Movement, Post-Independence Era, Emergency and Post Emergency Era, Changing Readership, Print Cultures, Language Press

MODULE III

Sound Media

The coming of Gramophone, Early history of Radio in India, History of AIR: Evolution of AIR Programming, Penetration of radio in rural India-Case studies

MODULE IV

Visual Media

The early years of Photography, Lithography and Cinema, From Silent Era to the talkies, Cinema in later decades, The coming of Television and the State's Development Agenda

Commercialization of Programming (1980s)

Invasion from the Skies: The Coming of Transnational Television (1990s)

Formation of Prasar Bharati

Suggested Readings:

- Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press, 2010) (Chapter 2 and Chapter 5)
- Parthasarthy Rangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).
- Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*, (New Delhi, Oxford 2003)
- Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1- 32
- Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) -39-57

- Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283)
- David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2, chapter 8 and Chapter 9.
- Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India,"
- *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarathi, G. Poitevin (Ed.) (Sage 2005)
- Parthasarathi, Vibhodh, "Constructing a 'New Media Market: Merchandising the Talking Machine" in
- *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarathi, G. Poitevin (Ed.) (Sage 2005)
- Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started,"
- John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage,2000).

SEMESTER II

Core Paper II	Online Journalism
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Total Contact Hours: 108 Credits: 4

Objective:

The course intends to introduce the students to internet and online journalism. It, however, does not delve into the technicality of the medium.

Module I

Internet as a medium of communication; history and evolution of internet

Module II

Features of online journalism- hypertext, multimedia; online aesthetics — content, design, colours, font, templates, navigation bars, and hyperlinks

Module III

Annotative reporting and strengths and limitations; participatory journalism; portals; blogging, podcasting, vodcasting, microblogging.

Module IV

Internet and convergence; culture, subjectivity and net; cyber-crime and regulations

Module V

World Wide Web- web pages, e-groups, e-governance, community and corporate sites.

Module VI

Technical writing - definition and types; objectives in technical writing; guidelines for effective writing - prewriting, writing and re-writing.

Books for Reference

1. Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
2. The New Media Handbook — Andrew Dewdney and Peter Ride
3. The Cyberspace Handbook — Jason Whittaker
4. Breaking News, Sunil Saxena, Tata McGraw-Hill

Books for Further Reading

1. Media and Power — James Curran
2. Media, Technology and Society — Brian Winston

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3. Journalism Online — Mike Ward
4. Managing Media Convergence — Kenneth C. Killebrew

I Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

There shall be two internal assessment examinations

2. Attendance: 5 Marks

Allotment of marks as per University regulations

3. Assignment: 5 Marks

Each student shall write a story on a subject allotted by the faculty, using web directories and search engines and submit for valuation.

II. Semester End Examination: 80 Marks

Complementary Course II	Language and Communication
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Total contact hours -108 Credits - 4

MODULE I : Language, Society and Communication

Inter – relationship of language, society and communication – definitions of language, society and communication – meaning, needs and means of communication – the process and types of communication – barriers for communication

MODULE II: Mass Media and Society

Characteristics of Mass Media – Print media – Newspapers – Magazines, periodicals, Advertisements, announcements and books – radio, television, cinema and photographic communication – mass media and society – language use in different media – modernization of language for use in different media – case studies.

MODULE III: Social Approach to the study of Communication

Communication and society – the role of mass communication and mass media on public opinion formation, national and social development, inter and intra group communication – Nature of audience – homogeneous and heterogeneous audience – communication in smaller and larger social groups – social development and communication.

MODULE IV: Language Use, Communication and Concept of Modernization

Language use – choice of styles, register words and other structures for specific purposes in communication and their special significance – formal and informal situation and communication patterns – emerging patterns of communication.

REFERENCES:

1. Guire, A 1974 Sociology of Mass Communication, Penguin; London
2. Hind, J (ed) Verbal and Nonverbal Communication. OUP: London
3. Miller, G A 1957 Language and Communication, McGraw Hill Co.: London
4. Bordern, G A 1971 An Introduction to Human Communication, Brown Company: Iowa

5. Cherry, Collin 1970 On Human Communication. MIT Press: Cambridge
6. Karunakaran K 1978 Modernization of Indian Languages in News Media.
7. 1980 Modernization of Tamil in Radio Broadcast, Ayyukkovai:4.2
8. Sivashanmugam, C 1976 Language of Radio; The Tamil Situation(A study of language use in mass communication)(unpublished M A Dissertation), Annamalai University, Annamalainagar.
9. Thyalan, V & Jeya, V 1989 Mass Communication (in Tamil), Jeya Pathippagam: Coimbatore
10. Thirumalai, M S 1990 Silent Talk. CIIL: Mysore.
11. Thirumalai M S 1991 Tamil Naavalkazil Talmozhi (Tamil) E.Mo.Na.Ni.: Mysore.

I Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

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

2. Attendance: 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation: 5 Marks

Each student shall present a seminar on a subject coming under module five in the syllabus allotted by the faculty and submit the paper for valuation.

II Semester End Examination: 80 Marks

SEMESTER III

Core Paper III	Reporting & Feature Writing
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Total Contact Hours 108 Credits 4

Objective:

- a) To impart writing and research skills required in reporting
- b) To foster an understanding of what is 'news' and how to approach different stories.
- c) To appreciate differences between report and feature / opinion writing
- d) Inculcate skills for effective feature writing
- e) To appreciate the role of opinion writing and its practice

Module 1: Writing reports

The style uses of simple language, impersonal, formal. Organizing the material. How to use quotes effectively. Leads - Writing effective leads; 6 Ws and 1 H. Different kinds of leads and their functions. Beat reporting: skills, sources, idea, story and examining major stories in Crime, Politics, Law, Industry, Labor, Education and Health

Module 2: Sources

Sources of the news press handout, press conference, new agency, government documents, and individuals; Rewriting press releases; how to develop sources; Gauging authenticity of sources and the importance of cross- checking; How to cover press conferences, public meetings, speeches, events.

Module 3: Feature

Difference between 'feature' and 'report' - Types of features; 'News' and 'Non-news'; examine the definitions in terms of what is considered news; Profiles, interviews, reviews, columns, trend stories.

Module 4: Skills

Skills for feature - interviewing, style, research, narrative. Interviewing - Research before the interview; technique. Understanding style and tone - Humorous, light, descriptive, sarcastic, ironic, reflective, factual, conversational, formal Research sources; How to prepare profiles, obituaries, page 3, gossips and reviews (books, plays, exhibitions, etc)

Module 5: Types

Columns, Types of stories, Editorial, Types of editorials.

Reference Books:

1. Mencher, Melvin; News reporting and Writing; (1997); 7th edition; Columbia University
2. Shrivastava, K. M.; News Reporting and Editing; (1987); Sterling Publication
3. Harris and Spark; Practical Newspaper Reporting, 2nd edition; (1993); Focal Press
4. Randall, David; The Universal Journalist; 2nd edition; (2000); Pluto Press
5. Paulos; A Mathematician reads the newspapers
6. Ed. Burgh, Hugode; Investigative Journalism; (2000); Routledge
7. Spark, David; Investigative Reporting; (1999); Focal Press
8. Scanlon, Paul; Reporting rolling stone style
9. Jenses, Carl; The News that didn't make the news and why
10. Woodward, Bob; The Watergate Story.
11. Blundell, Wriilliam; The Art and craft of feature writing; (1988); Penguin
12. Growers, Ernest: The Complete Plain Words; (1962); Pelican 3. Strunk and
13. White; Elements of Style;
14. Graves and Hodge; The Reader over your shoulder
15. Clayton, Joan; Interviewing for Journalists; (1994); Piatkus
16. Ed. Silvester, Christopher; The Penguin Book of Columnists; (1997); Penguin
17. Srinivasan. R; Crusaders of the 4th Estate; (1989); Bhartiya Vidya Bhavan

I. Continuous Assessment: 20 Marks

1. Class Tests : 5 Marks

There shall be two internal assessment examinations within the semester: One, at the completion of module four and the second, at the completion of module five.

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Interview Assignment : 5 Marks

Each student shall submit an interview story for assessment

4. Seminar Presentation : 5 Marks

Each student shall read a book on journalism selected by the faculty, make a 10-minute seminar presentation and submit the paper for valuation.

II. Semester End Examination: 80 Marks

Core Paper IV

Photo Journalism

Contact Hours 108 Credits 4

Objective

A basic understanding of photography is imparted to the students. The course also aims at imparting the use of photography for journalistic purposes both in print and electronic media.

Module I

History of photography; role of photography in communication and journalism; known Photojournalists

Module II

Definition, nature, scope and functions of Photo Journalism; qualifications and responsibilities of photojournalists; sources, covering issues, writing captions and cutlines for photo; legal and ethical requirements

Module III

Understanding the camera - types of camera, lens, films and filters.

Module IV

Focusing, shutter speed, aperture, depth of field, rule of thirds, exposure, lighting, composition, and flash photography

Module V

Types of photography - portrait, candid shot, news photo, photo feature, landscape, nature and wildlife, and sports; photo editing

Module VI

Digital camera - digital technology, digital effects and techniques and photoshop

Books for Reference

1. Photo Journalism, The Professionals' Approach, 5th Edition — Kenneth Koine
2. Complete Guide to Digital Photography — Rick Sammon
3. Basic Photo Text — Ken Muse
4. A Professional's Basic Photography — Nirmal Pasricha
5. The Photography Handbook — Terence Wright

Books for Further Reading

1. Visual Communication, Images with Messages, 3RI Edition — Paul Martin Lester
2. Photographic Composition — Tom Grill and Mark Scanlon
3. Basic Photography — Newnes
4. History of Photography — Cyernshem G R
5. Photo Journalism — Rothsteline
6. Photo Journalism Manual — Bergin

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7. Picture Editing — Stanley E Kalish and Clifton C Edom
8. Techniques of Photo Journalism — Mitten Feinberg
9. Encyclopedia of Photography — John Farndon, Editor
10. The Right Way to Use a Camera — Laurence Mallory
11. Pocket Guide to 35mm Photography — Editors of Eastman Kodak Company.

I. Continuous Assessment: 20 Marks

1. Class Tests :10 Marks
There shall be two internal assessment examinations.
2. Attendance :5 Marks
Allotment of marks as per University regulations.
3. Photography (SLR) assignment :5 Marks

II. Semester End Examination: 80 Marks

Complementary Course III	Introduction to Computers
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Contact Hours 108 Credits 4

Objectives

This course focuses on providing students with the basic knowledge of computers and the applications of those softwares that we normally use in academic and media worlds.

Module I:

History of computers.Computer hardware.Central Processing Unit. Input devices. Output devices. Storage devices.Communication devices.Accessories.Computer software. Introduction to Windows.Working in Windows.Desktop operations.Windows explorer. Manipulation of files and folders.Windows accessories.

Module II:

Fundamentals of MS – Office. Creating documents in MS- Word, DTP, preparing power point presentations

Module III:

The Internet — Basics and Applications. Meaning and scope of the Internet. Creating, sending and receiving e-mails using Outlook Express and hosting websites. Browsing the WWW. Downloading from and uploading to the Internet. FTP Online journalism, Cyber-crimes and cyber law, Trends in internet usage in India

Module IV:

Latest trends in computing – Augmented reality, Wearable computing, Internet of Things (IoT)

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Reference: The Required Textbook is:

Gupta, Vikas., Comdex Computer Course Kit, Dream Tech Press, New Delhi, 2006.

Additional Reading:

Sharma, D., Foundations of IT, Excel Books, 2008.

I Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation :5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

Semester End Examination: 80 Marks

SEMESTER IV

Core Paper V

Editing, Design & Pagination for print

Total Contact Hours 90 Credits 4

Objectives:

1. To train the students in verbal and factual accuracy.
2. To initiate the students to the art of editing and headlining.

Module I

Newsroom Operation - qualities and responsibilities of a sub-editor - organizational structure of an editorial department: editor, managing editor, associate editor, news editor, assistant editor, chief sub-editors and sub-editors- news processing; desk operation; editing terminology; readers' editor/ombudsman.

Module II

Fundamentals of Editing — copytasting; editing for verbal clarity and correctness; editing to save space; editing for accuracy, objectivity, consistency, fairness, taste and legal propriety; style book. Handling copies, editing handouts and press releases

Module III

Headlining - headline functions — headline language.
Types of headlines - banner, skyline, kicker, deck, strapline, label, editorial and feature headlines; captions and catchwords; traditional and modern headline styles.

Module V

Editorials - editorial page versus news pages: editorials, middles, features, columns and letters to the editor; types of editorials; qualities and responsibilities of a leader writer.

Module VI

Pagination - typography for legibility, harmony and white space; makeup versus design; principles of artistic design — balance, contrast, proportion and unity
Principles of page makeup, mechanics of dummies, Traditional and contemporary make-up concepts. Special effects — wraparounds and skews, photo cutouts, mortises and insets, screens and reverses, info-graphics, cartoons and caricatures

Module VII

Design and pagination softwares — QuarkXpress (page design), Photoshop, Corel Draw, Illustrator and Indesign

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

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 Assessment: 20 Marks

1. Class Tests : 5 Marks

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

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Assignment: 5 Marks

4. Seminar Presentation: 5 Marks

Each student shall present a 10-minute seminar comparing the same story reported differently by different newspapers and submit it for valuation.

Semester End Examination: 80 Marks

Core Paper VI

Radio Production

Contact Hours 90 Credits 4

Objective:

The course is intended to explore the art of audio production. The students are made familiar with the aesthetics of sound and its application in various radio programme formats.

Module I

History and evolution of radio; characteristics of the medium, Broadcasting and Narrow casting.

Module II

Introducing radio formats: radio talk, interview, radio drama, chat shows, phone-in/phoneout programmes, running commentary, news bulletins, features, and documentaries; special abilities required for each format; writing for Radio.

Module III

Radio news - news-room management, news coverage, news formats, news presentation and structure and content of news bulletins.

Module IV

Radio Programme Production - Theory of Sound - frequency, spectrum: AM, FM, SW, Long Wave, Sound Formats.
Recording software, sound effects, mixing and dubbing. Satellite Radio and Internet Radio.

Module V

Role of radio broadcaster -announcer, disc jockey, radio host; 'on-air' techniques performance, art of interviewing, speed, breathing, emphasis and pitch.

Books for Reference

1. Sound Engineering Explained, 2nd Edition — Michael Talbot-Smith
2. Radio Production, 3rd Edition — Robert McLeish
3. Other Voices — VinodPavarala and Kanchan K. Malik

Books for Further Reading

1. Basic Radio Journalism — Paul Chantler and Peter Stewart (Focal Press).
2. This is All India Radio — U. L. Baruah.
3. Broadcast Journalism, Techniques of Radio and Television News — Andrew Boyd.
4. Writing and Producing Radio Dramas — Esta De Fossard (Sage Publications).
5. Beginning Radio — TV News Writing, 4th Edition — K. Tim Wulfemeyer (Surjeet Publications).

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6. Radio — TV News Writing, A work book, 2m Edition — K. Tim Wulfemeyer (Surjeet Publications).

7. Modern Radio Production, Programming and Performance — Carl Hausman, Philip Benoit, Lewis B Donnell.

I Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation :5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

II Semester End Examination: 80 Marks

Complementary Course IV	Development Communication
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Total Contact Hours -108 Credits- 4

Objective

The course introduces the students to the issues of development and the specific role played by the media in development support communication.

Module 1

The meaning of development; first world, second world and third world; major development theories -dominant paradigm – its rise and fall –alternative paradigm – modernization approach

Module- 2

Development communication, theories of development communication, development and communication campaigns – diffusion of innovations research – social marketing of family planning, health and pro-social innovations

Module 3

Communication strategies for empowerment, participatory and sustainable development communication, folk media as a tool for development

Module 4

Development communication in action – international agencies and development aid – FAO, ILO, UNDP, UNESCO, UNFPA, UNICEF and WHO; SITE and Kheda experiments in India; and Kerala model of development

Module 5

Role of radio, television, internet, ICTs (Information and Communication Technologies) and print media for development in the current scenario.

Books for Reference

1. Development Communication – B. N. Ahuja and S. S. Chhabra.
2. Communication for Development in the Third World – Srinivas R. Melkote and H. Leslie Steeves.
3. Communication for Development and Social Change – Jan Servaes, Editor.
4. International and Development Communication, A 21st-Century Perspective – Bella Mody, Editor.

Books for Further Reading

1. Participatory Communication, Working for change and development – Shirley A. White, K. Sadanandan Nair and Joseph Ascroft.
 2. Development Communication and Media Debate – Mridula Menon.
 3. India, the Emerging Giant – Arvind Panagariya.
 4. Participatory Video, Images that Transform and Empower – Shirley A. White (Editor).
 5. The Art of Facilitating Participation – Shirley A. White (Editor).
 6. Television and Social Change in Rural India – Kirk Johnson.
 7. Communication, Modernization and Social Development – K. Mahadevan, Kiran Prasad, Ito Youichi and Vijayan K. Pillai.
1. Everybody Loves a Good Drought – P. Sainath.

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I Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation :5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

Semester End Examination: 80 Marks

SEMESTER V

Core Paper VII

Television Production

Total Contact Hours- 90 Credits- 4

Objectives

The course exposes students to the basic knowledge of television production, focusing on the aesthetics of production. It introduces various television programme formats and scripting style.

Module I

History and evolution of television - characteristics; how does it differ from other media like print, radio, and film

Module II

Visual language - types of shots and composition

Module III

Television Journalism - Television news gathering - TV news writing styles - TV News presentation.

Module IV

The television camera - movements and angles; types of cameras; the lens system; camera mounting equipment.

Module V

Lighting - purpose of lighting, indoor/ outdoor lighting, types of light, light intensity, three point lighting, white/black balancing and colour temperature.

Module VI

Sound - sound presence and perspective, ambiance sound, dubbing, spot sound, background music, types of microphones, audio console and its functions, DAT (digital audiotape)recorder, lip-sync and sound mixing.

Module VII

Editing - evolution of editing, principles, functions, basic transition devices, linear and nonlinear editing, on-line and off-line editing and concept of continuity editing.

Module VIII

Script writing - Idea to script, stages of script development, shooting scripts and storyboard.

Module IX

TV production - different stages: preproduction, production and Postproduction; single camera and multi-camera production; studio production and outdoor production; programme format.

Books for Reference

1. Television Production Handbook, 7th Edition — Herbert Zettl
2. Directing and Producing for Television, A Format Approach — Ivan Cury
3. Writing for Visual Media, rd Edition — Anthony Friedmann

Books for Further Reading

1. Video Production Handbook — Gerald Millerson
2. Fundamentals of Television Production — Ralph Donald and Thomas Spann
3. The Art of the Storyboard, 21111 Edition — John Hart
4. Cinematography, Theory and Practice — Blain Brown
5. The Technique of Film and Video Editing-History, Theory, and Practice, 4th Edition — Ken Dancyger
6. Writing TV Scripts — Steve Wetton
7. Scripts, Writing for Radio and Television — Arthur Asa Berger (SAGE Publications)

Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester. One, at the completion of module four and the second, at the completion of module nine.

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Shooting and Editing Assignment :5 Marks

II. Semester End Examination: 80 Marks

Core Paper VIII	Specialized Journalism
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Contact Hours 90 Credits- 4

MODULE I

MAGAZINE

Definition and types of magazines - news, special interest, general, lifestyle, glamour, Gossip. Brief history of the development of the magazine; reasons for its success internationally and in India; the magazine boom in India and the glorious years of the new magazine. Magazine

formats and their difference from other media; magazine formats within a genre and unique features that are developed.

MODULE II

ECONOMICS:

Introduction – wealth, welfare and scarcity views on economics- positive and normative economics- definition – scope and importance of business economics – WTO, IMF, IDA, IFA, ABRD, ADB, UNCTAD and UNIDO. Tax System In India – Meaning And Types, IT ACT, PAN, VAT.

MODULE III

SPORTS:

Definition of sports reporting, language of sports journalism, editing sports news and feature, sports columns, interviewing technique, sports photography, examples of great sports writers- ethical issues.

MODULE IV

BUSINESS:

Definition of business journalism; nature and scope of business, trade, commerce, stock market and agriculture. Planning commission; reserve bank of India - economic policies and their impact on the common man. The origin, growth and role of business journalism in India; different sectors of business journalism including IT, oil, power finance agriculture, steel infrastructure industries, traditional and modern industries. Stock market- raise and fall; raise of the market trends-scams-SEBI. Finance-banking-micro and micro finance- non-performing assets- self-help group-personal finance-insurance-mutual funds- bonds.

MODULE V

POLITICAL REPORTING:

Political reporting an overview- main sources-local, state, national & international public services- bias- ethics- political advertising- covering political parties – political meetings.

SUGGESTED READINGS

1. Ammu Joseph and Kalpana Sharma ed., *Whose News?: The Media and Women's Issues* reprint, New Delhi, Sage, 2006
2. Kiran Prasad, *Women and Media: Challenging Feminist Discourse*, Delhi, The Women Press, 2005
3. Kiran Prasad, *Women, Globalisation and Mass Media; International Facets of Emancipation*, Kiran Prasad, Delhi, The Women Press, 2006
4. Muktaguptha, *Women, Child Welfare and Media*, New Delhi, Sarup, 2000
5. Julia Leslie and Mary McGee, *Invented Identities; The Interplay of Gender, Religion and Politics in India*, Delhi, OUP, 2000
6. *The Sports Writing Handbook*: Thomas Fensch.
7. *Media Sport*: edited by Lawrence A. Wenner, London & New York

Core Paper IX	Digital post production
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Total Contact Hours -90 Credits - 4

Module 1: Introduction to Non Linear Editing (NLE)

History of editing. Principles of editing. Introduction to NLE Software: Basic concept, Various windows, Importing video clip, Organizing clips using bins, creating a rough cut, Timeline window tools, Trimming clips.

Module 2: Starting a project

Starting a project, removing unused clips from project, naming, finding and deleting items, working with palettes

Module 3: Capturing the video

Getting source material for a project, connecting video source, preparing for analog and DV capture, recording or replacing time code (DV only), capturing clips with & without device control, batch capturing video.

Module 4: Editing Video, Transition

Monitor window and timeline window, editing In and Out points, using markers, editing clips, creating counting leader. Introduction, Transition palette, Creating Transitions, Replacing transitions, Changing transition settings.

Module 5: Audio Filters

Audio processing, adjusting fade and Cross Fade, Fades in timeline, Audio mixer window, Non-linear fades, Muting and swapping channels in a stereo clip, viewing audio clips.

Module 6: Superimposing and Compositing, Animating a clip

Transparency, Video fade control, using keys to superimpose and create composites, superimposing two or more clips, chroma keying, creating split screens.

Moving a clip across the frame , rotating zooming , delaying and distorting, controlling motion effects, alpha channel and color options, motion settings.

Module 7: Applying Effects

Understanding key frames, applying and controlling effects, audio and video effects included with premiere, Sony Vegas etc.

Module 8: For TV, WEB

Rendering , Rendering Techniques, encore DVD , Export technique, exporting a video, file types, exporting video for WEB, exporting still images , sequences, Batch processing , Printing to videotapes.

Reference Books :

Adobe Premiere Pro Cs3 Classroom in a book Adobe Press by Hardcover

Adobe Premier Pro 2 Bible – Adele Droblas

I Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation :5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

Semester End Examination: 80 Marks

Core Paper X

Advertising

Total Contact Hours -90 Credits- 4

Objectives

- * To provide students with an understanding of key areas of advertising.
- * To provide the basis for career choices in advertising
- * To provide training in ad copy writing for different media.

Module I

Definition, features, evolution and functions of advertising; kinds of advertising; advertising Agencies

Module II

Media planning — market analysis, product research, media reach and frequency, scheduling, segmentation, positioning, media mix and support media planning, Ad campaign.

Module III

Brand awareness and attitudes, brand identity, brand equity, brand image, brand loyalty, and Rossiter-Percy Model

Module IV

Print ads — principles and components; television advertising — principles, components and production; radio advertisement — principles, components and production; internet advertisement — principles and components

Module V

Visualisation - copy writing - copy formats.

Module VI

Effects of advertising; advertising and cultural values; economic, social and ethical issues of advertising; professional organizations and code of ethics

Books for Reference

- 1.S.AChunnawalla, Advertising: An Introductory Text. Mumbai, Himalaya Publishing House.
2. Subrata Banerjee, Advertising as a Career, New Delhi: national Book Trust
3. J.V. Vilnilam and A. K. Varghese, Advertising Basics: A Resource Guide for Beginners, New Delhi: Sage Publications

Books for Further Reading

1. George Belch, Advertising and Promotion, Tata McGraw-Hill
2. S.H.H. Kazmi and SatishBatra, Advertising and Sales Promotion, Excel Books
3. Wells Burnett Moriarty, Advertising: Principles and Practice, Pearson Education
4. S.N. Murthy and U bhojana, Advertising; An IMC Perspective

I Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation :5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

Semester End Examination: 80 Marks

Generic Elective

Generic Elective	Event management
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Total Contact Hours -90 Credits- 3

Module I

Conceptual foundations of events; Major characteristics; Five C's of event Management - Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society; Broad classification of Events.

Module II

Events venues: concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.

Module III

Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.

Module IV

Incentive tour- characteristics, its organizing and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business. Human resource requirements.

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Text Books:

1. Coleman, Lee &Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
2. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.
3. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions: VNR, New York
4. Hoyle, L.H., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA

Additional Reference Books:

1. Coleman, Lee &Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
2. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.

I Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation :5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

Semester End Examination: 80 Marks

Generic Elective	News Reporting and Editing
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Total contact hours -90 Credits -3

Module I

Organizational structure of a newspaper - business, mechanical and editorial departments; editorial hierarchy -departmental chart, responsibilities and qualities of chief editor, managing editor, assistant editor, news editor, bureau chief, chief sub-editors, chief photographers, reporters and sub-editors.

Module-II

Contents of a newspaper – news - definitions of news, types of news, news determinants; features - definition and types of features; articles; editorials; interviews; reviews; profiles and columns.

Module III

Reporting practices - news story structure, headlines, lead and body; inverted pyramid style; types of reporting - general assignments, beats and specialties; principles of reporting, cultivating news sources; national and international news agencies; investigative journalism; sting operation - principles of translation.

Module IV

Process of editing - general principles of editing, writing headlines subheads and captions, design and pagination; pagination softwares

Books for Reference

1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980.
3. VirBalaAggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.
4. Bruce D. Itule, and Douglas A. Anderson. 'News Writing and Reporting for Today'sMedia', McGraw Hill, New Delhi, 2003
5. Julian Harris, Kelly Leiter, Stanley, Johnson, 'The Complete Reporter', MacmillanPublishing Co, New York.
6. Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972.
7. Baskette, Sissors and Brooks, S., 'The Art of Editing', Macmillan Publishing Co.Inc., NewYork,1982.
8. Bruce Westly, News Editing.
9. M.L. Stein. and Susan F Paterno,, 'The News Writer's Han
10. George A Hough, ' News Writing', Kanishka Publishers, New Delhi, 2006.

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11. Joseph M.K., 'Outline of Reporting', Anmol Publications, News Delhi, 2002.

12. Franklin, et al., 'Key Concepts in Journalism Studies', Vistaar Publications, New Delhi, 2005.

13. Jan R. Hakemulder, 'News Reporting and Editing', Anmol Publications, New Delhi, 1998.

I Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance: 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation: 5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

Semester End Examination: 80 Marks

Generic Elective	New Media
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Total contact hours -90 Credits -3

Module I

Introduction to new media – internet as a medium of communication; history and evolution of internet, characteristics of online journalism - immediacy, interactivity and universality; difference between websites and portals

Module II

Blogs, blogosphere, vlog, webisodes, podcast and search engines; online sites of leading media organizations

Module III

Online reporting - language and style of online journalism; tools for newsgathering; news determinants in cyberspace; dos and don'ts of internet reporting; new media terminologies.

Module IV

Online editing - editing requirements; content, layout, clarity, style, conciseness, online Headlining -website design

Module V

Ethics in Online Journalism -ethical issues in online journalism, obscenity and privacy, copyright and libel, cyber laws

Books for Reference

1. Sunil Saxena , ‘Broadcasting News: The craft and technology of online Journalism’.
2. Jason Whittaker, ‘Web Production for writers and journalists’.
3. Anna Evertt, John T. Caldwell, ‘NewMedia:Theories and practice of Digitexuality’.
4. Stephen Quinn, ‘Digital Sub editing and Design’.
5. NaliniRajan (ed.), ‘21st Century Journalism in India’, Sage, 2007
6. AravindSinghal& Everett M. Rogers, ‘India’s Communication Revolution’
7. Tapas Ray, ‘Online Journalism – A Basic Text’, Foundation Delhi, 2006.

I Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance: 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation: 5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

Semester End Examination: 80 Marks

SEMESTER VI

Core Paper XI

Media Management, Law & Ethics

Total Contact Hours -90 Credits- 4

Objectives

1. To provide students with an understanding of the basic legal concepts and press laws.
2. To give an over view of the ethical issues in the current media scenario.

Module I

Management in Media organization – Structure – nature and process of management – levels of management – skills, functions and management roles.

Module II

Basic Legal concepts - Judicial system in India, fundamental rights; directive principles. Freedom of the press - evolution of the concept of freedom of the press — freedom of speech and expression in Indian Constitution: article 19 (1) (a) and reasonable restrictions

Module III

Defamation — libel, slander and defenses of media professional;

Module IV

Press Laws: Official Secrets Act, Press & Registration of Books Act, Copyright Act, Contempt of Court Act, Young Person's Harmful Publication Act, Indecent Representation of Women's Act, Drug & Magic Remedies Act, Working Journalists Act, Wage Boards, Film Certification Rules, Intellectual Property Rights, Privacy and Cyber laws. Right to Information Act.

Module V

Media Ethics and Issues - code of ethics for media personnel; Press Council of India; censorship versus self-regulation; privacy versus public good; embedded journalism and sting journalism

Books for Reference

1. Naresh Rao & Suparna Naresh, 'Media Laws, an appraisal', Premier Publishing Company, Bangalore.
2. Kundra.S, 'Media Laws & Indian Constitution', Anmol Publications Ltd, New Delhi.
3. Vakul Sharma, 'Handbook of Cyber Laws', Macmillan, 2002.
4. Nirmala Lakshman, 'Writing a Nation, an Anthology of Indian Journalism',
5. Nalinin Rajan, 'Practising Journalism', Sage Publications,
6. Hamid Moulana, 'International Information Flow',

7. Karen Sandars, 'Ethics & Journalism', Sage Publications

Books for Further Reading

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

I Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

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

2. Attendance: 5 Marks

Allotment of marks as per University regulations.

3. Assignment: 5 Marks

Each student shall present a paper on one of the ethical issues connected with the media, suggested by the faculty and submit it for valuation.

II Semester End Examination 80 Marks

Core Paper XII	Film Studies
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Total Contact Hours 90 Credits 4

Objective:

The course exposes the students to a brief theoretical background in order to facilitate film appreciation. The students are introduced to the techniques and stages of short filmmaking.

Module I

A brief history of movies; the major cinema movements — German expressionism, Soviet montage, Italian neo-realism, French new wave, Latin American cinema, Hollywood cinema, Japanese cinema, African cinema and Indian cinema

Module II

Defining short film and film language — shot, scene, sequence, cuts and transitions, mise- en-scene and montage; key production roles

Module III

Stage One — Pre-production — idea, treatment, script, storyboard, schedule, budget, crew, location, art direction, casting and rehearsals

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Module IV

Stage Two — Production: set Procedures, camera, sound, art and cast

Module V

Stage Three — Post-production: visual editing, sound editing, marketing and distribution

Module VI

Film analysis and appreciation: practical lessons

Books for Reference

1. Producing and Directing the Short Film and Video, 3rd Edition — David K. Irving and Peter W. Rea.
2. Studying Film — Nathan Abrams, Ian Bell and Jan Udris.
3. Short Films 101, How to Make a Short Film and Launch Your Filmmaking Career — Frederick Levy.

Books for Further Reading

1. Major Film Theories, An Introduction — J. Dudley Andrew.
2. How to Read a Film, 3rd Edition — James Monaco.
3. Film Studies, The Basics — Amy Villarejo.
4. Film Making — Tom Holden.
5. Cinematography, Theory and Practice — Blain Brown.
6. Directing, Film Techniques and Aesthetics, 4th Edition — Michael Rabiger.
7. Introduction to Mass Communication, 4th Edition — Stanley J. Baran.
8. A Guide to Filmmaking with Software Tools, Adobe Premiere and SoundForge.

I. Continuous Assessment: 20 Marks

1. Class Tests :10 Marks
There shall be two internal assessment examinations.
2. Attendance :5 Marks
Allotment of marks as per University regulations
3. Seminar/Film appreciation :5 Marks
Each student shall present a study evaluating a film

II End Semester Examination: 80 Marks

Core Paper XIII

PR & Corporate Communication

Total Contact Hours -90 Credits- 4

Objectives

- * To initiate the students into the world of corporate communications, public relations and technical writing.
- * To pave the way for the students to choose the career of professional corporate communicators.

Module I

Introduction to Public Relations — definitions, origin and development of public relations; public relations as a refined business; objectives and functions of public relations; qualities of a PRO

Module II

PR campaigns, Propaganda and public relations, publicity and public relations, advertising versus public relations; PR techniques; public opinion in PR; PR and social responsibility

Module III

PR management tools, media relations and crisis management tools; code of ethics for PR; IPRA and PRSI; PR in public sector and private sector

Module IV

Definition of corporate communication; scope, nature, role and evolution of corporate communications; internal and external audience

Module V

Corporate identity — key concepts of corporate identity, corporate identity planning, corporate image, corporate personality, branding the corporate, corporate functions and corporate tools

Module VI

Business Communication - Writing memos; report writing; writing proposals

Books for Reference

1. Joseph Fernandez, *Corporate Communications A 21st Century Primer*. New Delhi- Response Books.
2. C.S. Rayadu & K.R. Balan, *Principles of Public Relations*. Bangalore-Himalaya Publishing House.
3. CEOs of leading PR Firms. *The Art of Public Relations*. New Delhi, Vision Books.
4. Sharon Gerson, *Technical Writing: Process and Product*, Pearson Education

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Books for Further Reading

1. B.N.Ahuja&SSChhabra, *Advertising & Public Relations*. Delhi, Surjeet Publications.
2. Alison Theaker. *The Public Relations Handbook*.New Delhi-Vikas Publishing House Pvt. Ltd.
3. Scott.M. Cutlip, Allen H.Center. *Effective Public Relations*.NewJersy-PenticeHall.Books

I Continuous Assessment: 20 Marks

1. Class Tests :10 Marks

There shall be two internal assessment examinations.

2. Attendance :5 Marks

Allotment of marks as per University regulations.

3. Assignment : 5 marks

Each student shall visit a private or public sector organization, prepare a 4-page A4 size PR newsletter for the external audience and submit for valuation.

II Semester End Examination 80 Marks

Core Paper XIV	Media, Culture & Society
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Total Contact Hours- 90 Credits- 4

Objective:

The basic objective of this paper is to develop an understanding of how media operates within the societal contexts and the role of media in cultural and cross-cultural discourses.

MODULE I: Culture: culture as a social institution. The Culture Industry, Popular culture and Mass Media. Inter-cultural Intra cultural communication. Barriers in inter-cultural communication.

MODULE II: Medium as the Message. Mass media as a culture manufacturing industry.Mass media as a cultural institution. Mass culture typologies – criticism and justification.Media, technology and culture.

MODULE III: International communication. Communication and information as a tool of equality and exploitation. International news flow. Communication as a human right.International news agencies and syndicates, satellite communication.MacBride Commission’s report.

MODULE IV: Issues in international communication. Mass Communication prompted cultural Imperialism. Effects of globalization on media systems transnational media ownership.

Core Readings

- John B. Thompson, *Ideology and Modern Culture: Critical Social Theory in the Era of Mass Communication*, Stanford University Press: 2000.
- Michael Gurevitch & Tony Bennett, *Culture, Society and the Media*, Routledge: 1990.
- Meenakshi Gigi Durham, *Media and Culture Studies*, Blackwell Publishing: 2000.
- MacBride Commission, *Many Voices One World*, UNESCO: 1980.
- John Hartley, *Communication, Cultural and Media Studies: The Key Concepts*, Routledge: 2011.

Additional Readings

- John Fiske, Henry Jenkins, *Introduction To Communication Studies*, Routledge: 2010.
- Daniel A. Wagner, *Literacy, Culture and Development*, Cambridge University Press: 1994.

I. Continuous Assessment: 20 Marks

1. Class Tests :10 Marks
There shall be two internal assessment examinations.
2. Attendance :5 Marks
Allotment of marks as per University regulations
3. Seminar :5 Marks

II End Semester Examination: 80 Marks

Choice Based Course	Documentary Film Production
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Total Contact Hours- 90 Credits- 4

Module 1

A short history of documentary film making, status of documentary film production in India, Scope and relevance of documentary film making.

Module 2

Functions of documentary as a medium. Types of documentaries - narrative, investigative, biographic, scientific, historical.

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Module 3

Writing for documentaries – structure and approach - research for documentaries – treatment and scripting

Module 4

Production of documentaries - shooting and editing. Eminent documentary makers in India.

I Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation :5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

Semester End Examination: 80 Marks

Choice Based Course	Magazine Journalism
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Total Contact Hours 90 Credits 4

Objective:

This course introduces the students to the nuances of magazine journalism, feature writing and reviews.

Module I

A brief history of magazine journalism, global scenario and current trends in magazine journalism in India; magazine journalism versus newspaper journalism

Module II

Types of magazines- general interest magazines, special audience magazines, public relations magazines, literary magazines, Sunday magazines and journals; online magazines- e-zines, web-zines, web-edition magazines; a review of leading general interest magazines in English and Malayalam

Module III

Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology

Module IV

Cover and cover story – functions of the cover- cover design formats – coverblaze - coverlines; contents page; cover story selection criteria: length, strength, importance, promotability and illustratability.

Module V

Magazine articles- features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers.

Module VI

Magazine Design –format, layout, typography, colour, photos, illustrations, infographics and blurbs .

Books for Reference

1. Feature and Magazine Writing – David E. Sumner & Holly G. Miller, Surjeeth Publications (2006)
2. The Art of Feature Writing – Humed Contractor, Icon Publications Pvt. Ltd. (2004)
3. Inside the Writer’s Mind – Steephan G. Bloom, SurjeethPublications (2004)
4. Writing for Magazines – Jill Dick, UnistarBooks(2004)

Books for Further Reading

1. Magazine Editing – John Morrish, Routledge (1996)
2. The Language of magazines – Linda mcloughlin, Inter Text.(2001)
3. Handbook of magazine article writing – Michelle Ruberg, Writer’s Digest (2005)
4. Magazine Journalism Today – Antony Davis, Heinemann professional publishing (1988)
5. The Art of Feature Writing – East R. Hutchison, Oxford University Press (2008)

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6. The Editor in Chief – Benton Rain Patterson & Coleman E. P. Patterson, Surjeeth Publications(2005)
7. The Magazine Hand book – Jenny Mckay, Routledge (2000)
8. Modern Magazine Editing – Robert Root, WMC. Brown Publishers (1966)
9. Feature Writing for News Paper and magazines – Edward Jay & John Lee, Harper and Row Publishers (1988)
10. Articles and Features – Roy Paul Nelson, Houghton Mifflin Company (1978)
11. Beyond the Facts – Louis Alexander, Surjeeth Publications (2003)

I Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation :5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

Semester End Examination: 80 Marks

Choice Based Course	Business Journalism
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Total Contact Hours -90 Credits- 4

Objectives

1. To provide the basics of business journalism in business newspapers, magazines, news agencies and television channels.
2. To provide the theoretical frame work for the analysis of financial markets
3. To introduce the basics of global, Indian and Kerala economy

MODULE I

A foundational course on economics, covering all major schools of modern economic thinking - Classical, Neo-classical, Marxian, Keynesian and Monetarist

MODULE II

Institutional framework of modern economy, covering the institutions, which play a key role in shaping economic policies as well as implementing them at the national and the global levels - Emergence of Breton Woods Institutions, GATT and WTO, United Nations agencies like Unctad, Unido and ILO, Planning Commission of India, Ministry of Finance and Commerce and Planning Boards at the state level.

MODULE III

Milestones of Indian economy - Brief account of Indian economy on the eve of independence, process of the finalization of first five-year plan, general overview of Nehruvian model, bank nationalization, green revolution, control and permit raj and liberalization of the 1990s

MODULE IV

Business reporting and editing - corporate reporting; banking; policy-making institutions; market reporting -stock market, currency exchange markets and commodity markets; regulatory bodies; company law; budget; trade policies

MODULE V

Business newspapers, magazines, news agencies and television channels - A straight narrative on business dailies and magazines in the country as well as abroad - Wall Street Journal, Financial Times (London), The Economic Times, The Financial Express, Business Line, Economist, Fortune, Outlook Money, Outlook Business, Business Today, Business World and Business India; 24x7 television channels dedicated to business – CNBC, NDTV Profit and others; financial and data service wire agencies - NewsWire18, Reuters, Bloomberg, Dow Jones and others.

MODULE VI

Salient features of Kerala economy on a national and global perspective - debate on Kerala model of development and the linkages of the state's economy with global markets; Cash crops in Kerala; Role of Major dailies like Manorama, Mathrubhmi and the Hindu in covering business stories linked to Kerala; specialized business journals like Dhanam, and Business Deepika

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

Under Graduate (B.A) programme in Mass Communication & Journalism, M.G University, Kottayam

4. Joseph Schumpeter, Capitalism, Socialism and Democracy

Books for Further Reading

- 1: Paul M Sweezy, The Theory of Capitalist Development (It is a classic text on understanding Marxist political economy)
- 2: 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)
- 3: Robert Shiller, Irrational Exuberance (It is another work taking a close look at the functioning of financial markets)
- 4: 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.
- 5: 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.
- 6: 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.
- 7: John Bellamy Foster, The Great Financial Crisis is a very good book on the 2008 global financial crisis.

I Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation :5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

Semester End Examination: 80 Marks

PROJECT WORK

Every student shall carryout a project, at the end of 6th semester. The project has to be a type-written report, in not less than 25 pages, of a visit to a media firm of the student's choice. The report must contain the organisational structure, characteristics, content creation patterns, functioning and the brand position of the firm.

Each student of the B.A. Mass Communication & Journalism programme should undergo a project work (3 credits) for 2 weeks (40 hrs) under the supervision and guidance of a faculty member in the concerned department. The student should submit two bound copies of the project certified by the supervising teacher before the commencement of the sixth semester theory examination.