

B A JOURNALISM (NEW MEDIA)

(Detailed semesterised syllabus for the programme in BA Journalism under the Choice Based Credit System (CBCSS - Model III))



Mahatma Gandhi University, Kottayam

2017

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1. Details of the Expert Committee in BA Journalism (New Media)

S.No.	Name	Official Address	
1.	Prof.Madavana Balakrishna Pillai	Hon. Professor & Director, Department of Communication & Journalism, MG University, Kottayam	Convenor
2.	Smt. Lijimol P. Jacob	Asst. Professor Department of Mass Communication & Journalism MG University, Kottayam	Member
3.	Smt. Smitha E K	Asst. Professor Department of Mass Communication & Journalism MG University, Kottayam	Member
4.	Smt. Deepamol Thomas	Asst. Professor Department of Mass Communication & Journalism MG University, Kottayam	Member
5.	Jilu Ani John	Associate Professor, Dept. of English St George's College, Aruvithura	Member

ACKNOWLEDGEMENT

With the advent of new media technologies and shift happened in the media organizations and social life, Journalism has been transforming for the last two decades into a more sophisticated, creative and dynamic discipline. This BA programme intends to explore these changes and update with the current global media scenario. Changing role played by various media forms in society is yet another area of interest in this course. Also, like other fields of life, convergence is taking place in media which creates serious concerns over convergent digital media and the resultant society. This course structure comprises of the major specializations in media. viz. print, broadcast and online.

So, one main objective of this course is to create skilled journalists for all streams of media who are socially responsible and committed to the issues of ethics and human rights. The syllabus of B.A. is designed to equip journalists with subject area expertise so that they may cover complicated issues in a professional and ethical manner. The ensuing graduates of this course will be equipped with the necessary knowledge and skills for a successful career in mass media as reporters, editors, producers, anchor, news presenter, photographers, cameramen, graphic designer, web designer etc.

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Convenor
Hon. Professor & Director,
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INTRODUCTION

Journalism is regarded as one of the most promising and challenging disciplines in today's world. It is widely identified within the community as a source of socialization, information collection, entertainment and education. Also, it is one of the mightiest pillars of any democracy.

With a long history spanning over two centuries, journalism has done a lot to the social, cultural, political and economic development of the society. Technological advancements, mainly in the information and communication have revolutionized journalism too. Changing faces of media, convergence and other questions on democracy, citizenship, information flow and access are addressed with utmost care and thrust in this academic curriculum along with the most advanced practical training in various journalistic productions. The exploration of the inter-disciplinarity of the various social science streams and the inherent technological qualities is an inevitable aspect of media learning in today's society.

Practical training in print, electronic and online journalism in an elaborate manner only can serve the purpose of the course. So, hands on training in Newspaper, Radio, Television and Online Journalism incorporating newest technologies and professional values have given a balanced vision in imparting this course.

The following syllabus in BA JOURNALISM (New Media) tries to impart an all-inclusive training in all streams of journalism.

1. Programme

The programme imparts both academic and professional training in the discipline of Journalism. It gives an opportunity for the students to develop the basic skills in the spheres of BA JOURNALISM such as communication, Print, Radio, TV and online Journalism, reporting and editing, photography, videography, specialized writing, research methodology, media laws and ethics, public relations and advertising, designing for web, film appreciation, media management, media training and anchoring etc.

Consolidated Scheme for B A Journalism (New Media)

S e m.	Course Code	Course Title	Course Type	Course Categor y	Credi t	Hrs / Wk
I	EN1CC01	1-1 English I #	Theory	Common	4	5
	MM1CRT01	1-2 Art and Visual Perception I *	Theory	Common	4	5
	MM1CRT02	1-3 Introduction to Communication *	Theory	Core	4	5
	JM1CRT01	1-4 Principles of Journalism	Theory	Core	4	5
	JM1CRP01	1-5 Reporting and Editing Practices	Project	Core	4	5
					20	25
II	EN2CC03	2-1 English II #	Theory	Common	4	5
	MM2CRT05	2-2 Art and Visual Perception II*	Theory	Common	4	5
	JM2CCP02	2-3 Photo Journalism	Project	Common	4	5
	JM2CMP02	2-4 Graphic Design for Publication I	Practical	Comple.	4	5
	JM2CRT03	2-5 Online Journalism	Theory	Core	4	5
					20	25
III	JM3CRT04	3-1 Introduction to Radio and TV Journalism	Theory	Core	4	5
	JM3CMP03	3-2 Introduction to Sound Recording	Project	Comple.	4	5
	JM3CRP04	3-3 Radio Journalism	Project	Core	4	5
	JM3CMP05	3-4 Graphic Design for Publication II	Practical	Comple.	4	5
	JM3CRP05	3-5 Writing for New Media	Project	Core	4	5
					20	25
IV	MM4CRP11	4-1 Editing Principles	Practical	Core	4	5
	JM4CRP06	4-2 Videography	Project	Core	4	5
	JM4CMT06	4-3 Media Laws and Ethics	Theory	Comple.	4	5
	JM4CCT07	4-4 Media Management	Theory	Common	4	5
	JM4CRP07	4-5 TV Journalism	Project	Core	4	5
					20	25
V	AG5CRT14	5-1 Environmental Studies and Human Rights #	Theory	Core	4	5
	JM5CRT08	5-2 Public Relations and Advertising	Theory	Core	4	5
	JM5CMP08	5-3 Film Appreciation	Project	Comple.	4	5
	JM5CRP09	5-4 Research Methodology and Dissertation	Project	Core	4	6
		5-5 Open Course		Open	3	4
	JM5OP1.1	A. Magazine Journalism	Project			
	JM5OP1.2	B. Business Journalism	Project			
	JM5OP1.3	C. Development Journalism	Project			
					19	25
VI	JM6OJP01	6-1 Internship	OJT		2	
	JM6CRP10	6-2 Radio Production	Project	Core	4	5
	MM6PRP07	6-3 ENG Production *	Project	Complim.	4	5
	JM6CRP11	6-4 Online Journalism Project	Project	Core	4	5
		6-5 Choice Based Course (TV Production)		Core	3	5
	MM6CBP1.1	A. Fiction**	Project			
	MM6CBP1.2	B. Documentary**	Project			
	MM6CBP1.3	C. Interview**	Project			
	JM6CMP12	6-6 Media Training and Anchoring	Project	Complim.	4	5
						21
					120	

Subjects denoted with * are common for B A Journalism (New Media) as well as B A. Multimedia. Subjects denoted with ** are common for B A Journalism (New Media), B A. Multimedia and B.A Visual Communication. Subject denoted with # are common for Animation And Graphic Design, Animation And Visual Effects, Visual Arts (I.D), Audiography And Digital Editing, Multimedia and Visual Communication.

SEMESTER I

COURSE 1-1: ENGLISH I (THEORY)

SEMESTER I
COURSE 1-2: ART AND VISUAL PERCEPTION I (THEORY)

OBJECTIVE

To strengthen the artistic background of the student to a cognizable level.

MODULE I The nature and purpose of narrative art - Enjoyment of re-creation – Memory and imagination - Origin of Story - Verbal narration.

MODULE II Pre-historic attempts at re-creation - Attempts of the cave man – Pictorial origins of written language.

MODULE III Attempt at codification – Sagas & Epics – Mesopotamian, Indian, Roman and Greek epics

MODULE IV Art and Ancient civilization – Mesopotamian and Indian Civilization

MODULE V Art and Ancient civilization –Egyptian, Greek and Roman Civilizations

REFERENCE

- | | | |
|--|---|-------------------------|
| 1. Million And One Nights | : | Terry Ramsaye |
| 2. NatyaSastra (Bharath Muni) | : | Man Mohan Ghosh |
| 3. Necessity of Art | : | Ernest Fisher |
| 4. Social history of Art | : | Arnold Hauser |
| 5. Art and Visual Perception | : | Rudolf Arnheim |
| 6. Encyclopedia of World Art (Vol. 1 & II) | : | McGraw Hill Publication |
| 7. The Art of Pictorial Composition | : | Wolehonok |

SEMESTER I
COURSE 1-3 : INTRODUCTION TO COMMUNICATION (THEORY)

OBJECTIVES

- Understand and appreciate the role of communication in development media
- Acquire knowledge of different theories, barriers and forms of communication and their use in the process of social change; and to understand the relevance of communication in media and society

MODULE I Introduction to Communication / Definition and Objectives of communication /Need for communication – functions. /Types of communication. Barriers of Communication - Verbal – Non-Verbal Communication/Development Communication/ Influence of media on developmental Communication/Media: culture and values. History of Communication- Early History, Ancient, Medieval, Modern and Present.

MODULE II Communication Models – 7cs of Communication forms of Communication – sociological Theories of mass communication western models of communication/ Mass Communication – Definition – Mass Media – Different Mass Media – Influence and Types.

MODULE III Communication with Groups: lectures, forum, Brain storming, Guided discussion, Case study, Role play, Demonstration.

- a. Exhibitions – how to organize,
- b. Cinema, Television, Radio
- c. Print Media
- d. Theatre & Local or Folk Media
- e. Information Technology & World wide web.

MODULE IV Skill Training: Effective public Speaking, Meetings, Conference, Seminar, Effective Written Communication, Workshop on Theatre – Production.

MODULE V Media of Communication – Indian context – through different Mass Media – Print, Broadcast, Media, Multi-Media, Social Media - Issues

REFERENCE

- 1. Principles of Communication : Vijaya Somasundaram
- 2. Mass Communication in India : Keval J Kumar
- 3. Media/Society: Industries, Images and Audiences : David Croteau, Williams Hyones
- 5. Managing with Information, Prentice : Jerome Kanter
- 6. Art of Effective Communication: Conversion Control Skills for Managers: J. Charles
- 7. Media and Communication Management : C.S Rayude
- 9. Management of Public Relations and Communication : Sailesh Sengupta

SEMESTER I

COURSE 1-4: PRINCIPLES OF JOURNALISM (THEORY)

The paper intends to introduce the students to the basic concepts, history and scope of journalism. From the past to the present, from the West to India the students are taken through the whole array of what is in store for them in journalism.

MODULE I: A brief introduction to journalism- History and evolution; Definition; meaning and scope; Functions of journalism; Kinds of journalism and principles of journalism.

MODULE II: The pioneers of Indian journalism- James Hickey, Horniman, Raja Ram Mohan Roy, M. K. Gandhi; Growth of language press; Press before independence; Role of press in freedom struggle; Press after independence. Press during emergency; Indian press today.

MODULE III: Role of press in a democracy; concept of freedom of press; Theories of the press; Authoritarian, Libertarian, Social Responsibility and Soviet Communist; Additional press theories- development and democratic press theories; Freedom of the press and social responsibility; Press and ethics.

MODULE IV: Brief history of Malayalam press- Rajyasamacharam; Paschimodayam; GnanaNikshepam and other prominent newspapers of Kerala; Luminaries and visionaries of Malayalam journalism; Malayalam newspapers during freedom struggle; current trends in Malayalam journalism.

MODULE V: Concepts related to newspapers- anatomy of a newspaper- masthead, teasers, headlines, lead, body copy, bylines; hard news and soft news; editorial page- editorials; letters to the editor, middle; Op-ed page; political cartoons; ad-news ratio.

REFERENCE

1. Journalism in India : Parthasarthy & Rangaswami,
2. A Free and Responsible Press : Hutchins John. M.
3. India's Newspaper Revolution : Jeffery Robin
4. Four Theories of the Press : Siebert Peterson & Schramm

SEMESTER I

COURSE 1-5: REPORTING AND EDITING PRACTICES (PROJECT)

Reporting and Editing is a core paper for the journalism students. Here there is an attempt to introduce the various aspects of reporting to the student. From understanding how news is constructed to how to report various news stories, the paper gives an overview of the subject.

MODULE I: What is news – definitions, concepts, components, values; Sources for news; Qualities and characteristics of a good reporter; rights and responsibilities of reporter; Functional differences of reporters; special correspondents; foreign correspondents; columnists; freelancers; roving reporters; stringers.

MODULE II: Writing a news story - Lead and kinds of leads, Body, Back grounding and Conclusion; The inverted pyramid; Importance of 5Ws and an H; Beat Reporting; Getting the basics right; rules to develop a good style and avoid common mistakes; constructing clear sentences and paragraphs; using active and passive tenses; how to say exactly what you mean; dangers to avoid: verbosity, circumlocution, clichés etc.

MODULE III: Interview techniques - protecting a source; What every journalist needs to know about copyright laws, libel, slander, public figures, and invasion of privacy; accuracy and fairness.

MODULE IV: Features – definitions and scope: types of features; language and tools of feature writing; Magazine journalism; Features on travel and tourism.

MODULE V: Editorial organisation- roles and responsibilities of editors; assistant editors; news editors; chief editor and sub-editors; Sub-editor's kit: Style book, choice of spelling, honorific, titles, trade names, etc; Three C's of Editing: check, clarify and condense; Six R's of Subbing: read, remove, rectify, replace, rewrite and revise; Picture editing: selection of pictures, cropping of pictures, colour correction, visual ethics.

REFERENCE

1. Reporting- Principles & Practice : Prasad, Baba M.
2. Editing : Ahuja & Chhabra
3. Writing & Reporting the News : Stephens, Mitchell & Gerald Lanson
4. News Reporting & Writing : Mencher Melvin
5. News Editing : Westley Bruce
6. A News Writing : Hough George
7. News Writing & Reporting : Neal, James & Suzanne Brown

SEMESTER II
COURSE 2-1: ENGLISH II (THEORY)

SEMESTER II

COURSE 2-2 : ART AND VISUAL PERCEPTION II (THEORY)

OBJECTIVE

To provide the student with an opportunity of basic understanding of the growth of Art through ages.

MODULE I Classical Theatre forms - Greek and Sanskrit. Aristotelian concept of art - Imitation of Reality – Empathy. Indian concept on stage craft – Natyasastra.

MODULE II Introduction to Western Christian art – Byzantine, Gothic, Renaissance, Baroque, Rococo & Neoclassicism.

MODULE III Introduction to Western Art during 19th & 20th centuries - Romanticism, Impressionism ,Expressionism , Futurism , Dadaism, Surrealism, De Stijl, Pop Art, Op Art.

MODULE IV Introduction to Indian Art – Buddhist Art in India: Madhura, Gandhara and Buddhist architecture, Rock cut temples and structural temples in Indian.

MODULE V Introduction to Islamic art and Christian art in India, Kerala Mural Paintings

REFERENCE :

1. Poetics : Aristotle (Translated Version)
2. A Concise History of art : G.Buzin
3. The art of interior design : V.K. Ball
4. Film as Art : Rudolf Armheim
5. The Meaning of Art : Herbert Read
6. The Art of Composition : Michael Jacobs
7. The Art of Colour and Design : Mitland Graves

SEMESTER II

COURSE 2-3: PHOTO JOURNALISM (PROJECT)

OBJECTIVE

This course aims to train students in photojournalism and give them professional training to take photographs.

MODULE I : Introduction to photography – a short history of photo journalism – photography as a form of communication – Relevance of photography in journalism – world famous pictures

MODULE II : Study of different parts of camera – Focus – How to use manual focus – View finder – How to setup and use camera view finder correctly – White Balance – Colour Temperature - Kelvin Setting – Resolution – Pixels.

MODULE III : Exposure – how to set exposure – Reading the camera in-built meter for Exposure Setting - Aperture – Shutter Speed – Setting Shutter Speed – ISO – Depth of Field and Depth of Focus – Changing depth of field.

MODULE IV: Different types of lenses – Block lens and Zoom lens – Framing and Angles – Composition – Guidelines for Composition – Perspectives – Filters – Different types of filters.

REFERENCE

1. Practical Photo Journalism: A Professional Guide: Keene, Martin
2. The Focal Encyclopedia of photography : Richard Zakia & Leatie Stroebel
3. The Manual of Photography : Ralph E Jacobson, Geoffrey G Attridge & Sidney F Ray
4. The Photographers' Handbook : John Hedgecoe

SEMESTER II

COURSE 2-4: GRAPHIC DESIGN FOR PUBLICATION I (PRACTICAL)

OBJECTIVE

To help students learn graphic design principles and conceptualize ideas in visual design. Fundamental components of design theory are introduced in this course, so that students learn to use creative thinking to solve communication problems with the help of various tools.

MODULE I: Definition of Design - Approaches to Design - Elements and Principles of Design: Line – Shape - Space - Colour - Value- Size – Texture - Forms - Symmetry – Rhythm – Contrast – Balance – Mass - Scale – Proportion - The use of colours in design, composition with colour-Social and Psychological aspects of colour.

MODULE II: Concepts of Layouts: Hierarchy-Centre of visual Impact - How to read a page: Active and passive areas of design - How we view a screen: F Pattern - Inverted pyramid methods etc. Measurements-Absolute and Relative. Standard Sizes: Paper Sizes-Book And Poster Sizes Etc. Page Layout: Working Of a Grid System- Column, Margin, Gutter Spaces, Bleed, Registration and Trim. Paper: Paper Qualities, Paper Types and Print Quality. Binding/Folding: Type of Binding, Type of Fold.

MODULE III: Introduction to digital Images –raster VS vector- Image Resolution – RGB, CMYK, Lab And Other Colour Modes / Channels And Their Applications –Colour Palate And Swatches. Introduction to Raster graphic software Interface – Creating Documents – Toolbar – Panels - Using selection tools - Pen – Brush – Layers - Transform Tools - Dodge Tool – Colour Sampler – Gradient Tool – Type tool- Curves – Levels - Use of layers and channels – Masking –Blending – History – Filters – Photo Manipulation.

MODULE IV: Introduction to Vector graphic interfaces- Creating Objects - Selection Tools – Pen tool – Basic Shapes – Stroke – Fill – Type - Pathfinder – Magic Wand Tool - Object Oriented Designs-Vector Drawing Techniques – Node Editing – Tracing From Raster Images – Different Styles Of Vector Illustrations. Using Colour in Vector Graphics - application of mesh tool etc.

MODULE V: Practical exercises on Poster Design, Advertisement Design, Typographically Prominent Designs, Design Book Cover-Understanding Spine, Flap Etc. Design based on vector graphics-Digital Illustrations, Information visualisation etc. Practical exercise on digital image editing and colour correction.

REFERENCE

1. The Production Manual : Ambrose Harris,
2. Design Elements: A Graphical Style Manual : Timothy Samara
3. Layout Essentials: 100 Design Principles for Using Grids : Beth Tondreau
4. Inkscape Guide to a Vector Drawing Program : Tavnjong Bah
5. Adobe Photoshop Classroom In A Book : Adobe Creative Team
6. Adobe Illustrator Classroom In A Book : Adobe Creative Team

SEMESTER II

COURSE 2-5: ONLINE JOURNALISM (THEORY)

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: Introduction to Internet journalism – Internet as a medium of communication; history of internet; Impact of internet on family and society.

MODULE II: New media as medium Journalism- Blogs, websites, news portals, news agencies, E-mails, YouTube, social media and social networks, podcast etc.

MODULE III: Features of online journalism- immediacy, interactivity and universality; hypertext, multimedia; online aesthetics – content, design, colours, font, templates, navigation bars, and hyperlinks.

MODULE IV: Reporting and writing for the web – News as product to news as conversation; Online story telling forms; linear versus non-linear chunks of content; absence of agenda setting in online journalism; Editing news content for the web; Syndicating news stories from other sites; providing links from other sources.

MODULE V: Ethical issues in online journalism – obscenity and privacy, copyright and libel, cybercrime, cyber laws.

REFERENCE

1. Understanding Digital Culture : Vincent Miller
2. What is New Media? In The Language of New Media : Lev Manovich
3. Understanding New Media : Siapera Eugenia
4. Who Controls the Internet? Illusions of Borderless World: Goldsmith & Jack & Tim Wu

SEMESTER III

COURSE 3-1: INTRODUCTION TO RADIO AND TV JOURNALISM (THEORY)

OBJECTIVE

Students will understand the power of radio and television as a media of communication. They will learn about the journey of radio and television in India from independence to the current times. This will help them to understand the current scenario and content of Radio and TV Journalism.

MODULE I: History and evolution of radio; Characteristics, functions and role of radio as a mass medium; Development of radio in India- All India Radio; AIR organisation and structure; AIR regional broadcasting; Brief history of Radio in Kerala; Major Radio services in public sector and private sector.

MODULE II: Radio Transmission- Analog Transmission: AM and FM; Growth of private FM channels in India; Community Radio; Campus Radio; Digital radio: Internet radio, satellite radio, visual radio.

MODULE III:History and evolution of television - characteristics; how does it differ from other media like print, radio, and film? Television as a medium of communication, its strengths and weaknesses; Role and functions of television in society; Early experiments with TV in India; History of Television in Kerala.

MODULE IV: New Era in Indian Broadcasting: From Terrestrial transmission to introduction of Cable TV in India; Cable TV Act; Conditional Access System, DTH and Internet TV; Pay per view and View on demand.

MODULE V: Broadcast Industry: Doordarshan - Organisation structure; Doordarshan Kendras; Policy on TV Broadcasting, Broadcasting Bill, Private Television Ownership and control in India; Television revenue and TRPs; Ethics of Telecasting; Current trends in television broadcasting.

REFERENCE

1. This is All India Radio: A Handbook of Radio Broadcasting in India: Publications Division, Ministry of Information and Broadcasting, Government of India
2. Handbook of Journalism & Mass Communication : Vir Bala Aggarwal & V S Gupta
3. Understanding Radio : Andrew Crisell
4. Television in India: Satellites, Politics and Cultural Change: Nalin Mehta
5. Broadcast Television: A Complete Guide to the Industry: Walter McDowell
6. Mass Communication in India : Keval J Kumar
7. Broadcasting in India : P C Chatterji
8. Transnational Television, Cultural Identity and Change: When STAR Came to India: Melissa Butcher
9. Satellites over South Asia: Broadcasting, culture and the Public Interest: David Page & William Crawley

SEMESTER III

COURSE 3-2: INTRODUCTION TO SOUND RECORDING (PROJECT)

OBJECTIVE:

To provide the student the scientific aspect regarding Production and Reproduction of Sound.

MODULE I: Sound an introduction: A vibrating source - Characteristics of sound - Sound travels in air - Simple and complex sound - Phase Free and reverberant field - Echoes and Early reflections

MODULE II: Human Ear and Principles of Microphone – Different types of Microphones – Multi directional, Bi-directional, Uni- directional, Wireless Microphone – Rifle Microphone – Lapel Microphone etc – Studio Microphones – Location Microphones.

MODULE III: Principles of Loudspeakers – Cone Type and Horn Type Loudspeakers – Loudspeakers in Studio – Loud Speakers in Open Space – Feedback – Distortion – Resonance – Echo.

MODULE IV: An introduction to radio production: FM and AM broadcast –internet radio broadcast - Public and community radio broadcast

MODULE V: Introduction to sound editing software. How to open a session, Different tools, importing audio files, Introductions to Basic Editing and mixing. Editing Practicals.

REFERENCE

1. Sound : Efron
2. Acoustics : Mackenzie
3. From Microphone to Ear : G. Slot
4. The Tape Recorder : Nijsen
5. Sound and Recording (6th Edition): Francis Rumsey and tim McCormick

SEMESTER III

COURSE 3-3: RADIO JOURNALISM (PROJECT)

OBJECTIVE

To emphasize the power of sound in Communication

MODULE I: Radio as a medium: Characteristics of Radio; Functions and role of radio communication; Evolution of radio as a mass medium; Development of Radio in India.

MODULE II: Radio News: News Format; News writing; News presentation; structure of news bulletins; News room operation.

MODULE III: Radio Programming: Talks and Discussions; Commentary on public events; Radio drama; Interviews; Documentary; Comedy and light entertainment; Music; Educational programmes; Phone-in programmes; Quiz Demo etc.

MODULE IV: Programme Recording: Acoustics, quality of audio signal, Types and use of microphones, Recording of programs, selection of sound effects; dubbing; editing and mixing techniques, voice quality, modulation and pronunciation

MODULE V: Radio for Development: Open broadcasting-unorganized audience; Instructional radio-organized learning group; Radio rural forums-decision group; Radio schools-the non formal learning group; Radio and animation-participating group.

REFERENCE

1. All India Radio, New Delhi : Audience Research Unit, Prasar Bharti
2. This is All India Radio: A handbook of radio broadcasting in India: Publications Division, Ministry of Information and Broadcasting, Government of India.
3. Mass Communication in India (4th edn): Keval J Kumar
4. Handbook of Journalism & Mass Communication: Vir Bala Aggarwal and VS Gupta
5. Understanding Radio (2nd edn) : Andrew Crisell
6. Radio's Role in Development: Five Strategies of Use: Emile G. McAnany

SEMESTER III

COURSE 3-4: GRAPHIC DESIGN FOR PUBLICATION II (PRACTICAL)

OBJECTIVE

This course examines the graphic designer's role in the layout and design of publications. Practical works cover historical and current practices and technologies used to produce multi-page publications. Students create visualization for several publications using the design elements and their art skills.

MODULE I: Layout Elements -structure of a newspaper: logo, nameplate, Headlines: - super head, kicker, hammer, Deck etc. Document Text, Byline, Body Copy, Initial and Drop Caps, Pull Quotes, Headers and Footers, Captions, Sidebars, Teasers, artworks, info graphics, Rules, Boxes and Borders, Bullets, Dingbats etc. Margins and gutters, frames, columns and white space.

MODULE II: Application of grids in layout design: consistency in design –design style guide. Single column grid, multicolumn grid, hanglines, modular grid, base line grid etc. Selection of typefaces in layout-display type and text type.

MODULE III: Overview of pagination design application- setup a document- Layers and palette, Understanding colour- colour swatches and mixing of colours- spot and process colour. Link palette -link with images, text etc. Page palette- managing pages: moving, adding and deletion of pages. Concept of master pages. Treatment of text-Alignment, Justification, Leading etc. Concept of page layout: design with grid – grid and text, text flow options. Working with graphical frames and images– wrap options, image masking etc. Setting Paragraph styles, character styles and nested styles. Creation of a table: Table and text orientation etc. Preparation for printing: preflight checking, ink manager, treatment of spread pages etc. Saving and exporting of document.

MODULE IV: Concept of Electronic Publishing: Selection of typefaces and grid system. Interactive elements-Linking with other document or web portals, embed audio and video etc.

MODULE V: Practical Exercise on layout for different type of publications.

REFERENCE

1. The Big Book of Layouts : David E. Carter
2. Layout Essentials: 100 Design Principles for Using Grids: Beth Tondreau
3. Best of Newspaper Design : Society of News Design
4. Designing for Newspapers and Magazines : Chris Frost.
5. Layout Workbook : Kristin Cullen,
6. Designing Books: Practice and Theory : Jost Hochuli and Robin Kinross
7. Adobe In Design Class Room in a Book, Adobe Press: Adobe Creative Team
8. The Official Scribus Manual : Gregory Pittman and Christoph Schäfer

SEMESTER III

COURSE 3-5: WRITING FOR NEW MEDIA (PROJECT)

It gives students an understanding of the new trends in journalism and enable students to practice journalism using new media.

MODULE I: Introduction to New Media- the different kinds of new media; Cyber Journalism; E-newspapers; Internet TV; Internet Radio; New Media terminologies; Cyber culture.

MODULE II: Writing for online newspapers- principles of writing for online newspapers; The do's and don'ts.

MODULE III: E-mail- purpose, principles; online communication- chat, online films; Linear writing vs. non-linear writing.

MODULE IV: Blogs- nature, purpose and features; How to create blogs, how to manage blogs; how to write for blogs; Principles of blog writing; Corporate blogs.

MODULE V: Mobile and social media communication – Mobile as a tool for practicing journalists; Mobile as a tool of newsgathering, recording the bytes; Messages and SMS text; the language and grammar of SMS/message; Emoticons; Picture messages and purpose; Question of legality; online marketing.

REFERENCE

1. Understanding Digital Culture : Vincent Miller
2. What is New Media? In The Language of New Media : Lev Manovich
3. Understanding New Media : Siopera Eugenia
4. Personal Connections in the Digital Age : Baym Nancy K.
5. Who Controls the Internet? Illusions of Borderless World : Goldsmith Jack & Tim Wu

SEMESTER IV

COURSE 4-1: EDITING PRINCIPLES (PRACTICAL)

OBJECTIVE

The objective of this paper is to develop a basic skill with the concepts of editing as well as tools and techniques available in standard Nonlinear video editing Software.

- MODULE I** Editing- Need of editing- Role of editor- Linear editing, Non linear editing- Stages of Editing process. Factors for good edit-understanding the footage, Matching eye line. Continuity in Cinema- Physical continuity & Emotional Continuity-plot line-Story structure- sound.
- MODULE II** Time concept – Real time and Filmic time- Cut and editing principles- Jump cut, match cut, cross cut, reverse cut, cut away, cut in. Constructive editing- meaning and emotion in juxtaposing fragments of action, Concept of unity of time and unity of actions.
- MODULE III** Different Types of cables and connectors- Fire wire, HDMI, SDI, AV, Thunderbolts. Different Media formats- Film, VHS, DV, HD DVD, CD Blue Ray.
- MODULE IV** Introducing a Non Linear Editing Software- Project setting- Introducing interface, Continuity Editing-Match cut, cross cut, jump cut, Dialogue overlapping, L-Cut, J-Cut, Slow motion Fast motion, Synchronizing and mixing Video and Audio
- MODULE V** Working with effects, Adding different transitions and effects to Video- Working with Key frames, Compositing, Colour Correction, Titling, Exporting to different Video formats

REFERENCE

1. Non linear Editing : Bryce Button
2. Notes on Digital Film Editing : Gerhard Schumm
3. Grammar of edit (Second edition) : Roy Thompson
4. Make the cut : Lori Jane Coleman. A.C.E & Diana Friedberg.

SEMESTER IV

COURSE 4-2: VIDEOGRAPHY (PROJECT)

OBJECTIVE

Enable students to shoot a sequence, incorporating the concept of continuity and composition rules.

MODULE I: Tripod – How to use the tripod effectively – Camera movements using tripod –Pan – Tilt – Basic Camera Functions and Settings.

MODULE II: Different Shot types – Framing - Zoom – Practice for effective zooming – Manual and Servo zoom – Zoom combined with Panning – Zoom combined with tilting.

MODULE III: Guidelines for Composition - White Balance in Video Camera – Colour Temperature – Kelvin – Concept of Continuity – 180° – Script – Idea – Synopsis – treatment – Shooting Script.

MODULE IV: Introduction to Hand-held Camera movements – Pan and Tilt – Zoom combined with Pan – Zoom combined with Tilt.

REFERENCE

1. Single Camera Video Production : Robert B. Musburger
2. Film Directing Shot by Shot : Steven D. Katz

SEMESTER IV

COURSE 4-3: MEDIA LAWS AND ETHICS (THEORY)

OBJECTIVE:

Provide students with the basic concepts of ethics and its application to the field of media.

MODULE I: Ethics - An Overview: Definition of ethics and its branches; Classic theories of ethics; Stages of ethical development; Moral duties and loyalties; Code of ethics, Notion of moral law and origin of Conscience.

MODULE II: Media Ethics: Journalism Ethics; Ethics of Cinema; Ethics of Broadcasting; Ethics in Advertising; Ethics of photography; Ethical perspectives in animation and graphic design.

MODULE III: Media and Society: Mass Media and Family; Children and Media; Representations of Women in Media; Media and Consumerism; Sex and Violence in Media and its impact on society; the need for media education.

MODULE IV: Ethics in Cyberspace: New media and ethical issues; Internet addiction and pornography; computer games and social behaviour of children; online deception and cybercrimes; internet and information overload.

MODULE V: Constitution of India: fundamental rights, freedom of speech and expression and their limits; Specified press laws: History of press laws in India; Civil and Criminal Laws of Defamation, libel and slander; Official Secrets Act, 1923; Right to Information Act; Press and Registration of Books Act, 1867; Working journalists and other newspaper employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Cinematograph Act, 1953; PrasarBharati bill and Act; Copyright Act, Cyber Laws etc.

REFERENCE

1. Mass Media and the Moral Imagination : Philip J Rossi
2. Digital Media Ethics : Charles Ess
3. The Ethical Journalist : Gene Foreman
4. Media Ethics: Key Principles for Responsible Practice: Patrick Lee Plaisance
5. Media Ethics: Cases and Moral Reasoning : Clifford G. Christians
6. Introduction to the Constitution of India : Durgadas Basu

SEMESTER IV

COURSE 4-4: MEDIA MANAGEMENT (THEORY)

OBJECTIVE

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

MODULE I: Management: Concept and scope; Principles of management; Theories of management; Human resource of management; Finance management; New trends in management.

MODULE II: Media Management: Concept, need and Scope; Principles of Media management; Media as an industry and profession; New trends and legal issues in media management.

MODULE III: Print Media: News Management; function of various departments of the newspaper organization; Editorial Management; Structure, Ownership patterns of mass media in India.

MODULE IV: Electronic media management: Organizational Structure; Financial Management; Audience Research; Programming Strategy; Marketing; News management; Role of public relations in Electronic Media management; Foreign Equity in Indian Media; Press commission on Indian newspaper management structure.

MODULE V: New Media: Information management; Technology and Electronic media management; E-publishing management.

REFERENCE

- | | | |
|---|---|-----------------------|
| 1. Indian Media Business | : | Vinita Kohli Khandeka |
| 2. Political Economy of Communications in India | : | Pradip Ninan Thomas |
| 3. Strategic Management in Media | : | Lucy Kung |
| 4. Media Management in the age of Giants | : | Dennis F. Herrick |

SEMESTER IV

COURSE 4-5: TV JOURNALISM (PROJECT)

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: Video Formats and Resolution: PAL-NTSC-SECAM; HD, UHD; Film Formats & Different Aspect Ratios.

MODULE II : Different formats of TV programmes: TV News, News gathering methods, Sting Operation, Bites, Interviews, Panel Discussions, Chat shows with audience, Quiz programs, Reality Shows, Coverage of Festivals and Events; Planned Shootings : Educational Films, Propaganda Films, Promotional Videos, Creative and Sponsored Documentaries; Actualities.

MODULE III: Pre-Production-Screenplay; Shooting Script; Storyboard; Concept of Time and Space; Continuity, Mis-en-scene and Montage; Studio Productions and Floor Charts.

MODULE IV: Production-Studio Productions: Role of functionaries, Planning Studio Programmes, Cue's and commands; Multi Camera Setup; Chroma Keying, Online Editing; Methods of Sound recording, Location recording, Pilot track, and Direct sound- Single and multi-track recording.

MODULE V: Post production-Non Linear Editing: Meaningful Use of Transitions - Cut, Dissolve, Fade, Wipe; Digital Effects and Titling. Sound Mixing, Sound Transitions.

REFERENCE

1. Television Production : Wurtzel Allan
2. Electronic Moviemaking : Gross S. Lynn& Larry W. Ward
3. Film Scheduling : Singleton Ralph
4. Journalism and Mass Communication Radio and TV Journalism : Kumar S

SEMESTER V

COURSE 5-1: ENVIRONMENTAL STUDIES AND HUMAN RIGHTS (THEORY)

OBJECTIVE

Environmental Education helps students to understand how their decisions and actions affect the environment, builds knowledge and skills necessary to address complex environmental issues, as well as ways we can take action to keep our environment healthy and sustainable for the future. It encourages character building, and develop positive attitudes and values.

MODULE 1

Multidisciplinary nature of environmental studies: Definition, scope and importance - Need for public awareness.

Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. **a) Forest resources:** Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effects on forest and tribal people. **b) Water resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. **c) Mineral resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies. **d) Food resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. **e) Energy resources:** Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies. **f) Land resources:** Land as a resource, land degradation, man induced landslides, soil erosion and desertification - Role of individual in conservation of natural resources - Equitable use of resources for sustainable life styles.

Ecosystems: Concept of an ecosystem - Structure and function of an ecosystem - Producers, consumers and decomposers - Energy flow in the ecosystem - Ecological succession - Food chains, food webs and ecological pyramids - **Introduction, types, characteristic features, structure and function of the given ecosystem:** - Forest ecosystem

MODULE 2

Biodiversity and its conservation: Introduction – Bio-geographical classification of India - Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values -India as a mega-diversity nation - Hot-spots of biodiversity - Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts - Endangered and endemic species of India

Environmental Pollution: Definition - Causes, effects and control measures of: - (Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution) - Nuclear hazards - Solid Waste Management: (Causes, effects and control measures of urban and industrial wastes) - Role of an individual in prevention of pollution - Pollution case studies - Disaster management: floods, earthquake, cyclone and landslides.

Social Issues and the Environment : Urban problems related to energy - Water conservation, rain water harvesting, watershed management - Resettlement and rehabilitation of people: its problems and concerns, Case studies - Environmental ethics: Issues and possible solutions - Climate change, global warming, acid rain, ozone layer depletion , nuclear accidents and holocaust, Case studies - Consumerism and waste products - Environment Protection Act -Air (Prevention and Control of

Pollution) Act - Water (Prevention and control of Pollution) Act - Wildlife Protection Act -Forest Conservation Act -Issues involved in enforcement of environmental legislation - Public awareness

MODULE 3

Sound Pollution: Dynamic range of hearing– Amplitude, frequency, Threshold of hearing, threshold of pain. Causes of Sound pollution – Industrialization, poor urban planning, social events, Transportation, Construction activities, Household chores, Effect of Sound pollution - Hearing problem, Health issue, Sleeping disorder, Cardiovascular issues, Trouble communicating, Effect on wild life. Prevention of Sound pollution

MODULE 4

Media and environment: Media coverage of environmental issues; Agenda setting of environmental risks and its presentation, Role of various media in establishing and maintaining perspectives on environment; tendencies and limitations of green journalism; Media as bridge between science and public.

MODULE 5

Human Rights– An Introduction to Human Rights, Meaning, concept and development, Three Generations of Human Rights (Civil and Political Rights; Economic, Social and Cultural Rights).

Human Rights and United Nations – contributions, main human rights related organs UNESCO, UNICEF, WHO, ILO, Declarations for women and children, Universal Declaration of Human Rights.

Human Rights in India – Fundamental rights and Indian Constitution, Rights for children and women, Scheduled Castes, Scheduled Tribes, Other Backward Castes and Minorities

Environment and Human Rights - Right to Clean Environment and Public Safety: Issues of Industrial Pollution, Prevention, Rehabilitation and Safety Aspect of New Technologies such as Chemical and Nuclear Technologies, Issues of Waste Disposal, Protection of Environment

Conservation of natural resources and human rights: Reports, Case studies and policy formulation. Conservation issues of western ghats- mention Gadgil committee report, Kasthuriengan report. Over exploitation of ground water resources, marine fisheries, sand mining etc.

Internal: Field study

- Visit to a local area to document environmental grassland/ hill /mountain
- Visit a local polluted site – Urban/Rural/Industrial/Agricultural Study of common plants, insects, birds etc
- Study of simple ecosystem-pond, river, hill slopes, etc

Reference

1. Text Book of Environmental Studies for undergraduate Courses: Bharucha Erach,
2. Marine Pollution: Clark.R.S

3. M.T.2001 Environmental Encyclopedia: Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth
4. Dc A.K.Environmental Chemistry, Wiley Eastern Ltd.(Ref)
5. Down to Earth, Centre for Science and Environment (Ref)
6. Global Biodiversity Assessment 1140p (Ref) : Heywood, V.H & Watson, R.T
7. Jadhav.H & Bhosale.V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284p (Ref)
8. Mekinney, M.L & Schock.R.M. 1996 Environmental Science Systems & Solutions. Web enhanced edition 639p (Ref)
9. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. (TB)
10. Odum.E.P 1971. Fundamentals of Ecology. W.B. Saunders Co. USA 574p (Ref)
11. Rao.M.N & Datta.A.K. 1987 Waste Water treatment Oxford & IBII Publication Co.Pvt.Ltd.345p (Ref)
12. Rajagopalan. R, Environmental Studies from crisis and cure, Oxford University Press, Published: 2016 (TB)
13. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut (Ref)
14. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell
15. Science (Ref)
16. Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Stadards, Vol I and II, Enviro Media (Ref)
17. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (Ref)
18. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p (Ref)
19. (M) Magazine (R) Reference (TB) Textbook

Human Rights

1. Amartya Sen, The Idea Justice, New Delhi: Penguin Books, 2009.
2. Chatrath, K. J.S., (ed.), Education for Human Rights and Democracy (Shimla: Indian Institute of Advanced Studies, 1998)
3. Law Relating to Human Rights, Asia Law House,2001.
4. Shireesh Pal Singh, Human Rights Education in 21st Century, Discovery Publishing House Pvt.Ltd, New Delhi,
5. S.K.Khanna, Children And The Human Rights, Common Wealth Publishers,1998. 2011.
6. Sudhir Kapoor, Human Rights in 21st Century,Mangal Deep Publications, Jaipur,2001.
7. United Nations Development Programme, Human Development Report 2004: Cultural Liberty in Today's Diverse World, New Delhi: Oxford University Press, 2004.

SEMESTER V

COURSE 5-2: PUBLIC RELATIONS AND ADVERTISING (THEORY)

Public Relations and Advertising is an introductory paper to acquaint the final year students with the scope the individual fields of communications offer. As many students would like to explore the adjunct areas of Journalism, this is paper has been added.

MODULE I: Public Relations- origin and definition; Growth of PR in India; Public Relations, Publicity, Propaganda and Public Opinion; PR as a management function.

MODULE II: Stages of PR- planning, implementation, research, evaluation; PR practitioners and media relations; press conference, press release, newspapers, magazines, radio, outdoor, new media, television and other PR tools.

MODULE III: Advertising- need and meaning; Definitions and historical development; Growth in the Indian context; Social and economic benefits of advertising; Mass media and advertising- the interdependency; Criticism of advertising; Ethics in Advertising; Types of Advertising, ASCI Code (Advertising Standard Council of India Code)

MODULE IV: Advertising- target audience; Brand and branding; Brand image and positioning; Advertising strategies; Sales promotion.

MODULE V: Advertising Agency- structure and functions; Creativity- media selection, copy writing and advertising production techniques; Strategy, planning, media budget; Campaign planning; Practical exercises in advertising; Copy presentation.

REFERENCE:

1. Effective Public Relations : Cutlip & Center & Broom
2. Foundations of Advertising Theory and Practice : Chunawala, S.A & K.C. Sethia
3. This is PR- the realities of PR : Newsom & Turk & Kruckeberg
4. Branding- a practical guide to planning your strategy: Randall Geoffery
5. Effective Public Relations- A Practical Approach : Shelburne Merry
6. Contemporary Advertising : Arens William

SEMESTER V

COURSE 5-3: FILM APPRECIATION (PROJECT)

OBJECTIVE

The course will focus on some important trends and genres in world cinema, along with key concepts in film studies. It aims to make participants familiar with some major international cinematic figures and films.

MODULE I: Cinematic language – shot, scene, sequence, cuts and transitions, mise- en scene and montage; key production roles.

MODULE II: Character in cinema, Plot in Cinema- Conflict as a plot element- Character as a plot element, Editing in Cinema- Montage, Jump-cut

MODULE III: Film Genres (Dudley Andrews&Rick Altman) - The Western (The Westerns of Sam Peckinpah, the Myth of the American West), Film Noir, Melodrama (Cinema of Douglas Sirk), Gangster Cinema, Genre Blending and Genre Bending

MODULE IV:Classic and New Hollywood (Major filmmakersMajor texts), German Expressionism, Italian Neo-Realism (Italian Masters), French new wave (French Masters), Japanese Cinema (Major FilmmakersMajor Trends), Chinese Cinema, Indian Cinema

MODULE V: Semiotics of Films, Ideology in Cinema, Auteur Theory, Films aboutMedia, Counterculture and cinema.

REFERENCE:

1. The Major Film Theories: An Introduction: Andrew, Dudley
2. Film/Genre : Altman, Rick
3. What is Cinema? : Bazin Andre
4. The Art of Watching Films : Boggs Joseph M.& Petrie & Dennis W.,
5. Film Theory and Criticism : Braudy Leo & Cohen Marshall
6. A History of Narrative Film : Cook David A
7. The Cinema Book : Cook Pam
8. Cinema 1 &2 : Deleuze Giles
9. Understanding Film Theory : Etherington-Wright & Christine & Doughty Ruth

SEMESTER V

COURSE 5-4: RESEARCH METHODOLOGY AND DISSERTATION (PROJECT)

OBJECTIVE

To impart insights on Mass media research and analysis techniques

MODULE I: Research: Definition and objectives of research; Scope and importance of mass communication research; Classification of research; Benefits of research.

MODULE II: Research Process: Research design; Selection of the method of investigation; Collection of primary and secondary data; Formulation of Hypothesis; Data Processing; Analysis and interpretation of Data; Research Report.

MODULE III: Tools and Methods of Data Collection: Observation; Interview; Telephone interview; Mail survey; Tests; Analysis of media source; Books, Questionnaire; Schedule; Diary method; Field studies; Pilot study; Focus group; On-line polls; Sampling: Probability and non-probability sampling.

MODULE IV: Types of Research in Print and Electronic Media: Evaluation; Feedback and feed forward studies; Media habits; Readership Surveys; Public opinion surveys; Pre-election studies and exit polls; Market research in media fields; Development of trends and recent trends in communication research; Ethical perspectives of mass media research.

MODULE V: Writing Theses and Dissertations: Choosing a topic; Writing the Proposal; Preparing the schema; Conducting research; The writing process, Referencing and Bibliographies; Abbreviations, acknowledgments and appendixes.

REFERENCE

1. Research Methodology : N. Thanulingom
2. Media Research Methodology : D. Sahay
3. Media research : M. Poonia
4. Mass Media Research: An Introduction : R. D. Wimmer & J. R. Dominick,

SEMESTER V

COURSE 5-5: OPENCOURSE

A. MAGAZINE JOURNALISM (PROJECT)

OBJECTIVE

This course introduces the students to the various aspects 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: weekly/fortnightly news magazines, national and regional magazines, special interest magazines – women's, men's, children's, teen, cine, science and technology, business, consumer Magazines; and academic or scholarly magazines, leisure time and entertainment magazines, little magazines, PR magazines and House journals, literary Magazines, New trends like glossy magazines, Online and Web magazines.

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

MODULE V: Magazine Design –format, layout, typography, colour, photos, illustrations, info graphics and blurbs.

REFERENCE

1. Feature and Magazine Writing : David E. Sumner & Holly G. Miller.
2. The Art of Feature Writing : Humed Contractor.
3. Inside the Writer's Mind : Stephan G. Bloom.
4. Writing for Magazines : Jill Dick.

SEMESTER V

COURSE 5-5: OPENCOURSE

B. BUSINESS JOURNALISM (PROJECT)

OBJECTIVES

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

MODULE I: Understanding Economy: Basic principles of economy, important economic terms; Growth and development, environment concerns, employment generation, Price rise and inflation; Economics of agriculture and rural economy, Urban economy, manufacturing and service sector, small scale industry and micro-enterprises, Share, securities and commodity markets, Bullion market.

MODULE II: 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 III: 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 IV: 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 V: 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

REFERENCE

1. Wealth of Nations : Adam Smith
2. General Theory of Employment, Interest and Money: John Maynard Keynes
3. Capitalism, Socialism and Democracy : Joseph Schumpeter

SEMESTER V

COURSE 5-5: OPENCOURSE

C. DEVELOPMENT JOURNALISM (PROJECT)

OBJECTIVE

Introduce students to the basic concepts of social development enabling them to use journalism for the integral development of the society with a human face.

MODULE I: Concept of Development: The meaning of development; first world, second world and third world; models of development, major development paradigms -dominant paradigm – its rise and fall –alternative paradigm – participatory approach.

MODULE II: Development Journalism: Definitions, nature and scope, evolution of development journalism, agriculture extension, development support communication, information dissemination and education, behavior change, social marketing, social mobilization; Communication for social change, media advocacy, new age media and development journalism;
Participatory development journalism, development journalism pre and post liberalization

MODULE III: Development stories: Development with a human face, content, development message, development news story and features, writing headlines and captions, innovative leads. Research and planning, developing a strong news sense, recognizing a good story, packaging of the development story, development features writing; Conflict of interests, mobilizing support for development.

MODULE IV: Media specific development coverage: The differences in approach between print and broad cast development journalism, packaging attractive ideas, visuals and documentation; Folk media, community radio for local development, newspapers and magazines, Development communication agencies and websites.

MODULE V: Issues in development: Economic development, liberalization, privatization and globalization; Environment and climate change, impact on agriculture and food security, energy security, environmental sustainability, mass displacements and migration; Urban and rural development, water and waste management, health, education, employment, housing, transport.

REFERENCE

1. Manual of Development Journalism : Alan Chalkley.
2. Participatory Communication, Working for change and development: Shirley A, White, K Sadanandan Nair and Joseph Ascroft.
3. Development Communication and Media Debate : Mridula Meneon.
4. India, the Emerging Giant:Arvind Panagariya.
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.
8. Everybody Loves a Good Drought : P. Sainath.

SEMESTER VI
COURSE 6-1: INTERNSHIP

OBJECTIVE

To acquire practical industry based experience

Internship is on the job training to assimilate the professionalism in a career. Internships offer students a period of practical experience in the industry relating to their field of study.

The students will have to undergo an Internship in a News Paper/ News Agency/Radio/ TV Channel/ Advertising agency/Web design company for a fortnight at the beginning of the sixth semester.

The students would prepare individual reports after the Internship and the same should be attested by the organization under which the student did the internship. The students' comprehensive report will be submitted to the HOD for evaluation. A faculty member will monitor the students during the internship.

SEMESTER VI

COURSE 6-2: RADIO PRODUCTION (PROJECT)

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: Broadcast Formats - Public service advertisements; Jingles; Radio magazine; Interview; Talk Show; Discussion; Radio editorial; Feature; Documentary.

MODULE II: Broadcast Production Techniques; Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing; Personnel in Production process – Role and Responsibilities.

MODULE III: Pre-Production - Idea, research, RADIO script.

MODULE IV: Production–Creative use of Sound; Listening, Recording, using archived

MODULE V: Editing, Creative use of Sound Editing and mixing.

REFERECE

1. Radio Production : Aspinall R.
2. The Radio Handbook : Fleming C
3. Radio Production, Art & Science : Keith M.
4. Techniques of Radio Production : McLeish R.
5. Creative Radio Production : Siegel E.H

SEMESTER VI

COURSE 6- 3: ENG PRODUCTION (PROJECT)

OBJECTIVE

To provide the student with the basic requirement of electronic journalism as a satisfying profession.

- MODULE I** TV Production: Writing and Producing for TV
- MODULE II** Handling ENG equipments - Camera, Recording and editing. Adding basic graphics and information graphics, scrolls and other on-screen objects.
- MODULE III** Production of news stories – Reporting - TV Interviews - Various Programme formats - News reading and Announcing
- MODULE IV** Practical Training: Voice training – Announcing and News reading for TV, using teleprompter.
- MODULE V** Facing the camera - Gestures and speech - Facial expression, lip movement, eye movement - Stress, intonation and pauses.

REFERENCE

1. Broadcast Journalism: Technique of TV & Radio News : Andrew Boyd
2. News Interview : Akiba A. Cohen
3. The technique of TV Production : G Millerson
4. Television Production of Hand Book : Herbert Zettl

SEMESTER VI

COURSE 6-4: ONLINE JOURNALISM PROJECT (PROJECT)

OBJECTIVE

This course intends to give training to students in the field of online journalism and online promotion.

SCOPE

Students should create and maintain a news blog as a part of the online journalism project. They are required to update the blog on a regular basis. They should also promote the blog through various social media. The project will be evaluated on the basis of its content, color, design, visual appeal, timely completion and update. At the end of the project, students are required to submit a detailed report of the creation and maintenance of the blog in a record book.

SEMESTER VI
COURSE 6- 5: CHOICE BASED COURSE (TV PRODUCTION PROJECT)

OBJECTIVE

To provide an insight into the core concepts associated with film and television production.

MODULE I Different stages in Pre-production – From idea to Shooting Script

MODULE II Location Hunting, Casting and Storyboarding. Preparing a shooting plan and Script breakdown. Preparing call sheets.

MODULE III Budgeting for a film. Preparing Production schedule.

MODULE IV Preparing continuity log sheet, ok shot list...etc

MODULE V Post production – editing and sound design. Releasing a film.

Project: Prepare a ten-minute TV program on any one of the following choices

Choices

- 1) Fiction
- 2) Documentary Film
- 3) Interview

REFERENCE

- | | | |
|----------------------------|---|----------------|
| 1. Films and the Director | : | Don Livingston |
| 2. Lens and its entire job | : | Roy Fidney |
| 3. Techniques of TV | : | JonsBoder |

SEMESTER VI

COURSE 6-6: MEDIA TRAINING AND ANCHORING (PROJECT)

OBJECTIVE

This course is intended to give training in anchoring for TV shows and conducting interviews, panel discussions and talk shows.

SCOPE

Students are required to conduct TV interviews and panel discussions and shoot them with multi camera. Anchoring, reporting, editing, sound mixing and other journalistic and non-journalistic aspects of TV programmes should be carried out by the students. The project should be worked and carried out through the stages of preproduction, production and post-production of a TV programme after the final approval from the supervising faculty. The final work will be evaluated on the basis of the journalistic and technical quality.