

MAHATMA GANDHI UNIVERSITY

Kottayam



PROGRAMME DETAILS, SCHEME, AND SYLLABUS

B.VOC – Broadcasting & Journalism

(Choice Based Credit System)

(2016-17 Admission onwards)

Acknowledgement

The B.VOC Programme –Broadcasting and Journalism is branded for its creative approach and distinctive topics discussed. This curriculum is inspired by the new world of modern Journalism after launching the B.VOC programmes by the U G C. The Syllabus tries to transmit most essential and updated information to students. The programme gives an opportunity for the students to develop basic skills in Broad Casting and Journalism fields.

For the Expert Committee

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SCHEME AND REGULATIONS FOR B.VOC- BROADCASTING AND JOURNALISM

INTRODUCTION:

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.VOC.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF (National skill Qualifications framework).The B.VOC Broadcasting and Journalism is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.VOC. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge

OBJECTIVE

The B.VOC –Broadcasting and Journalism is designed with the following objectives- To provide judicious mix of skills relating to Media activities for catering the needs of the society, To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme, To provide flexibility to the students by means of pre-defined entry and multiple exit points in the field of Electronic and Print media. The broadcastig and Journalism programme prepares the students for careers in television and radio broadcast news, law, non-profit advocacy, politics, business and other fields that require expressing oneself succinctly across various media platforms. Students learn skills to succeed as audio and video storytellers – gathering and editing audio and video, broadcast writing style, voice and diction for broadcast and reporting techniques.

ELIGIBILITY FOR ADMISSION

The eligibility condition for admission to B.VOC programme shall be pass in 10+2 or equivalent, in any stream. Eligibility of admission, Norms for admission, reservation of seats shall be according to the rules framed by the University from time to time.

DURATION

The duration of B.VOC- B&J shall be **6 Semesters**.

The duration of odd semesters shall be from **June to October** and that of even semesters from **November to March**. There shall be three days *semester break after odd semesters and two months vacation during April and May in every academic year*.

A Student may be permitted to complete the Programme, on valid reasons, within a period of 12 continuous semesters from the date of commencement of the first semester of the programme.

The certification levels will lead to Diploma /Advanced Diploma / B.VOC. Degree and will be offered under the aegis of the University as outlined in the Table given below

Award	Duration
B.VOC- BJ	6 semester

REGISTRATION

The strength of students for each course shall remain as per existing regulations, subject to the marginal increase. Each student shall register for the courses in the prescribed registration form in consultation with the Faculty Advisor within two weeks from the commencement of each Level of Award. Faculty Adviser shall permit registration on the basis of the preferences of the student and availability of seats. A student can opt out of a course/courses registered subject to the minimum credits requirement, within seven days from the commencement of the semester. Those students who possess the required minimum attendance and progress during an academic year/semester and could not register for the annual/semester examination are permitted to apply for Notional Registration to the examinations concerned enabling them to get promoted to the next class.

SCHEME

The B.VOC Programme shall include (a) General Courses (General Components) and (b) Core Courses (Skill Components).

Credit Transfer and Accumulation system can be adopted in the programme if the University agrees. Transfer of Credit consists of acknowledging, recognizing and accepting credits by an institution for programmes or courses completed at another institution. The Credit Transfer Scheme shall allow students pursuing a programme in one University to continue their education in another University without break.

STRUCTURE

The B. VOC .programme shall include:

- General Education Components
- Skill Components which include Core Courses, Project, Hands-on training (HOT) and On-Job Training (OJT)

Year	Skill Component Credits	General Component Credits	Exit point/Award
I	36	24	Diploma
II	36	24	Advance Diploma
III	36	24	B. VOC. Degree
Total	108	72	180

As per the UGC guidelines, there are multiple exit points for a candidate admitted to this programme. If he/she completes the first two semesters successfully, he/she will be awarded Diploma. If he/she completes the first four semesters successfully, he/she will be awarded Advanced Diploma. If he/she is completes all the six semesters successfully, he/she will be awarded B.VOC Degree.

EXAMINATIONS

The evaluation of each course shall contain two parts:

- (i) Internal or In-Semester Assessment (ISA)
- (ii) External or End-Semester Assessment (ESA)

The internal to external assessment ratio shall be 1:4, for all courses including practical (*Practical courses will be treated as independent courses*). There shall be a maximum of **80** marks for external evaluation and maximum of **20** marks for internal evaluation. For all courses (theory & practical), grades are given on a 07-point scale based on the total percentage of marks. (*ISA+ESA*) as given below

Percentage Of Marks	Grade	Grade Point
90 and above	A+ - Outstanding	10
80 and below 90	A – Excellent	9
70 and below 80	B - Very Good	8
60 and below 70	C – Good	7
50 and below 60	D – Satisfactory	6
40 and below 50	E – Adequate	5
Below 40	F – Failure	4
Absent	Absent	ab

Note: Decimal are to be rounded to the next whole number.

CREDIT POINT AND CREDIT POINT AVERAGE

Credit Point (CP) of a course is calculated using the formula

$$CP = C \times GP, \text{ where } C = \text{Credit}; GP = \text{Grade point}$$

Credit Point Average (CPA) of a Semester/Programme is calculated using the formula

$$CPA = TCP/TC, \text{ where } TCP = \text{Total Credit Point}; TC = \text{Total Credit}$$

Grades for the different semesters and overall programme are given based on the corresponding CPA as shown below:

CPA	Grade
<i>Above 9</i>	<i>A+ - Outstanding</i>
<i>Above 8, but below or equal to 9</i>	<i>A - Excellent</i>
<i>Above 7, but below or equal to 8</i>	<i>B - Very Good</i>
<i>Above 6, but below or equal to 7</i>	<i>C - Good</i>
<i>Above 5, but below or equal to 6</i>	<i>D - Satisfactory</i>
<i>Above 4, but below or equal to 5</i>	<i>E - Adequate</i>
<i>4 or below</i>	<i>F - Failure</i>

Note: A separate minimum of 30% marks each for internal and external (for both theory and practical) and aggregate minimum of 40% are required for a pass for a course. For a pass in a programme, a separate minimum of Grade E is required for all the individual courses. If a candidate secures **F** Grade for any one of the courses offered in a Semester/Programme only **F** grade will be awarded for that Semester/Programme until he/she improves this to **E** grade or above within the permitted period. Candidate who secures **E** grade and above will be eligible for higher studies.

MARKS DISTRIBUTION

The external examination of all semesters shall be conducted by the University at the end of each semester. Internal evaluation is to be done by continuous assessment. Marks distribution for external and internal assessments and the components for internal evaluation with their marks are shown below:

Components of the internal evaluation and their marks are as below.

a) Marks of Theory external Examination : 80

b) Marks of Theory internal evaluation : 20

Components of Internal Evaluation - Theory	Marks
Attendance	5
Assignment /Seminar/Viva	5
Test paper(s) (1 or 2) (1x10=10; 2x5=10)	10
Total	20

c) Marks of Practical – External Examination : 80

d) Marks of Practical – Internal Examination : 20

Components of Internal Evaluation - Practical	Marks
Attendance	4
Record	10
Lab Involvement	6
Total	20

* Marks awarded for Record should be related to the number of experiments recorded.

Project Evaluation: (Max. marks100)

Components of Project-Evaluation	Marks
Internal Evaluation	20
Dissertation (External)	50
Viva-Voce (External)	30
Total	100

Attendance Evaluation**For all courses without practical**

% of attendance	Marks
90 and above	5
85 – 89	4
80-84	3
76-79	2
75	1

a. For all courses with practical

% of Attendance	Marks for theory
90 and above	3
80--89	2
75--79	1

% of Attendance	Marks for practical
90 and above	4
85--89	3
80--84	2
75--79	1

ASSIGNMENTS

Assignments are to be done from 1st to 4th Semesters. At least one assignment per course per semester should be submitted for evaluation.

SEMINAR/VIVA

A student shall present a seminar in the 5th semester and appear for Viva-voce in the 6th semester.

INTERNAL ASSESSMENT TEST PAPERS

At least one internal test-paper is to be attended in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the college for two years and shall be made available for verification by the University. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teach the course.

Grievance Redressal Mechanism

Internal assessment shall not be used as a tool for personal or other type of vengeance. A student has all rights to know, how the teacher arrived at the marks. In order to address the grievance of students a three-level Grievance Redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

Level 1:Dept. Level: The department cell chaired by the Head; and Dept. coordinator and teacher in-charge, as members.

Level 2: College level: A committee with the Principal as Chairman, Dept. Coordinator, HOD of concerned Department and a senior teacher nominated by the College council as members.

Level 3: University Level: A Committee constituted by the Vice-Chancellor as Chairman and Pro-Vice-Chancellor, Convener - Syndicate sub-committee on Students Discipline and Welfare, Chairman- Board of Examinations as members and the Controller of Examination as member-secretary.

The college council shall nominate a senior teacher as coordinator of internal evaluations. This coordinator shall make arrangements for giving awareness of the internal evaluation components to students immediately after commencement of the semester

The internal evaluation report in the prescribed format should reach the University before the 4th week of October and March in every academic year.

EXTERNAL EXAMINATION

The external examination of all semesters shall be conducted by the University at the end of each semester.

Students having a minimum of 75% attendance for all the courses only can register for the examination. Condonation of shortage of attendance to a maximum of 10 days or 50 hours in a semester subject to a maximum of 2 times during the whole period of the programme may be granted by the University on valid grounds. This condonation shall not be counted for internal assessment.

Benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also.

Those students who are not eligible even with condonation of shortage of attendance shall repeat the course along with the next batch.

There will be no supplementary exams. For reappearance/ improvement, the students can appear along with the next batch.

A student who registers his/her name for the external exam for a semester will be eligible for promotion to the next semester.

A student who has completed the entire curriculum requirement, but could not register for the Semester examination can register notionally, for getting eligibility for promotion to the next semester.

A candidate who has not secured minimum marks/credits in internal examinations can re-do the same registering along with the University examination for the same semester, subsequently.

PATTERN OF QUESTIONS

Questions shall be set to assess knowledge acquired, standard application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. The question setter shall ensure that questions covering all skills are set. He/she shall also submit a detailed scheme of evolution along with the question paper

A question paper will comprise objective type, short answer type, short essay type /problem solving type and long essay type questions.

Pattern of questions for external examination (for all courses)

	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
Section A	10	10	1	10
Section B	12	8	2	16
Section C	9	6	4	24
Section D	4	2	15	30
	35	26	x	80

Mark cum Grade Card

The University shall issue to the students grade/marks card (by online) on completion of each semester, which shall contain the following information:

- Name of University
- Name of the College
- Title & Model of the B. VOC Programme
- Semester concerned
- Name and Register Number of student
- Code, Title, Credits and Max. Marks (Int, Ext & Total) of each course opted in the semester
- Internal marks, External marks, total marks, Grade, Grade point (G) and Credit point in each course in the semester
- Institutional average of the Internal Exam and University Average of the External Exam in each course.

- The total credits, total marks (Max & Awarded) and total credit points in the semester (corrected to two decimal places)
- Semester Credit Point Average (SCPA) and corresponding Grade
- Cumulative Credit Point Average (CCPA)

The final Grade/mark Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme and shall include the final grade/marks scored by the candidate from Ist to 5th semester, and overall grade/marks for the total programme.

READMISSION

Readmission will be allowed as per the prevailing rules and regulations of the university.

There shall be **3 level monitoring** committees for the successful conduct of the scheme. They are: -

1. Department Level Monitoring Committee (DLMC), comprising HOD and two senior-most teachers as members.
2. College Level Monitoring Committee (CLMC), comprising Principal, Dept.Co – ordinator and A.O/Superintendent as members.
3. University Level Monitoring Committee (ULMC), headed by the Vice – Chancellor and Pro –Vice – Chancellor, Convenors of Syndicate subcommittees on Examination, Academic Affairs and Staff and Registrar as members and the Controller of Examinations as member-secretary.

TRANSITORY PROVISION

Notwithstanding anything contained in these regulations, the Vice Chancellor shall, for a period of one year from the date of coming into force of these regulations shall be applied to any programme with such modifications as may be necessary.

PROGRAMME SUMMARY OF B.VOC-BJ**SEMESTER 1**

Course Code	Course title	Credit	Total Hrs	Hrs/ Week	Internal	External
BJ1T01	Communication Skill in English	4	60	3	20	80
BJ1T02	Effective Communication	4	60	3	20	80
BJ1T03	Communication & Media	4	60	3	20	80
BJ1T04	History of Media	4	60	3	20	80
BJ1P05	Introduction to computer - Practical's	4	60	3	20	80
BJ1T06	Fundamentals of Journalism	5	75	5	20	80
BJ1P07	Visits to Media centers: Case study and report presentation	5	75	5	20	80

SEMESTER 2

Course Code	Course title	Credit	Total Hrs	Hrs/ Week	Internal	External
BJ2 T08	Critical thinking, academic writing and presentation	4	60	3	20	80
BJ2 T09	Media and Society	4	60	3	20	80
BJ2 T10	Photography	4	60	3	20	80
BJ2 T11	Picture editing	4	60	3	20	80
BJ2 T12	Reporting & editing for print	4	60	3	20	80
BJ2 T13	Print media production	5	75	3	20	80
BJ2 P14	Hands-on-training in photography & print media skill	5	75	3	20	80

SEMESTER 3

Course Code	Course title	Credit	Total Hrs	Hrs/ Week	Internal	External
BJ3 T15	Introduction to broad cast media	4	60	3	20	80
BJ3 T16	Media ethics and law	4	60	3	20	80
BJ3 T17	Advertising	4	60	3	20	80
BJ3 T18	Fundamentals of Audio-video editing	4	60	3	20	80
BJ3 T19	Lighting	4	60	3	20	80
BJ3 T20	Media writing, reporting & anchoring skills	5	75	5	20	80
BJ3 P21	Training & reporting: <ul style="list-style-type: none"> • Media writing & reporting • Advertisement creation • Anchoring skills 	5	75	5	20	80

SEMESTER 4

Course Code	Course title	Credit	Total Hrs	Hrs/ Week	Internal	External
BJ4 T22	Advanced broadcast media	4	60	3	20	80
BJ4 T23	Media ,gender and human rights	4	60	3	20	80
BJ4 T24	Advanced writing and reporting for broadcast	4	60	3	20	80
BJ4 T25	Photo journalism	4	60	3	20	80
BJ4 T26	Environmental education	4	60	3	20	80
BJ4 T27	Radio Production	5	75	5	20	80
BJ4 P28	Training in Radio Production	5	75	5	20	80

SEMESTER 5

Course Code	Course title	Credit	Total Hrs	Hrs/ Week	Internal	External
BJ5 T29	Introduction to new media	4	60	3	20	80
BJ5 T30	Indian politics and communication	4	60	3	20	80
BJ5 T31	Film appreciation	4	60	3	20	80
BJ5 T32	Creative writing and translation for media	4	60	3	20	80
BJ5 T33	TV journalism	4	60	3	20	80
BJ5 T34	Documentary production	5	75	5	20	80
BJ5 P35	Training in Documentary Production	5	75	5	20	80

SEMESTER 6

Course Code	Course title	Credit	Total Hrs	Hrs/ Week	Internal	External
BJ6 T36	Communication research and methods	4	60	3	20	80
BJ6 T37	Communication & disaster management	4	60	3	20	80
BJ6 T38	Media industry & management	4	60	3	20	80
BJ6 T39	Sports Journalism	4	60	3	20	80
BJ6 T40	Multimedia production	5	75	5	20	80
BJ6 P41	On-Job training in multi media	5	75	5	20	80
BJ6 D42	Project & report & viva	4	60	3	20	80

BVoc – Broadcasting and Journalism

BJ1T01 : COMMUNICATION SKILLS IN ENGLISH

1. AIM OF THE COURSE

- To develop the students' ability to use English language accurately and effectively by enhancing their communication skills.

2. OBJECTIVES OF THE COURSE

- To introduce the students to the speech sounds of English in order to enable them to listen to English and speak with global intelligibility.
- To enable the students to speak English confidently and effectively in a wide variety of situations.
- To help the students to improve their reading efficiency by refining their reading strategies.

3. COURSE OUTLINE

MODULE – I

Speech Sounds

18 hours

Phonemic symbols - Vowels - Consonants - Syllables - Word stress - Stress in polysyllabic words – Stress in words used as different parts of speech - Sentence stress – Weak forms and strong forms – Intonation – Awareness of different accents: American, British and Indian – Influence of the mother tongue

MODULE – II

Listening

18 hours

Active listening – Barriers to listening – Listening and note taking– Listening to announcements – Listening to news on the radio and television

MODULE- III

Speaking

36 hours

Word stress and rhythm – Pauses and sense groups – Falling and rising tones –Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills and telephone skills

MODULE – IV**Reading****18 hours**

Reading: theory and Practice – Scanning - Surveying a textbook using an index - reading with a purpose – making predictions – Understanding text structure – Locating main points – Making inferences - Reading graphics - reading critically – Reading for research

4. CORE TEXT

V.Sasikumar, P Kiranmai Dutt and Geetha Rajeevan, . *Communication Skills in English*. Cambridge University Press and Mahatma Gandhi University.

FURTHER READING

Sl.No	Title	Author	Publisher & Year
1	<i>A Course in Listening and Speaking I & II</i>	Sasikumar V.,Kiranmai Dutt and Geetha Rajeevan	New Delhi: CUP, 2007
2	<i>Study Listening: A Course in Listening to Lectures and Note-taking</i>	Tony Lynch	New Delhi: CUP, 2008
3	<i>Study Speaking: A Course in Spoken English for Academic Purposes</i>	Anderson, Kenneth, Joan Maclean and Tony Lynch	New Delhi: CUP, 2008
4	<i>Study Reading: A Course in Reading Skills for Academic Purposes</i>	Glendinning, Eric H. and Beverly Holmstrom	New Delhi: CUP, 2008
5	<i>Communication Studies</i>	Sky Massan	Palgrave Macmillan
6	<i>Effective Communication for Arts and Humanities Students</i>	Joan Van Emden and Lucinda Becker	Palgrave Macmillan

5. MODEL QUESTION PAPER (To be incorporated)

BJ1T02 EFFECTIVE COMMUNICATION SKILLS**Credit 4****Hours 60**

Objectives:

The module shall focus on functional and operational use of language in media. With the specific aim of use in media,

it will equip students with competence in language structure, abilities in reading and writing and skills of:

- Close, critical reading of informative and discursive texts in Malayalam or Hindi and English
- Effective presentation in writing (concise statement, use of appropriate organizational and rhetorical patterns and style) Malayalam or Hindi and English
- Efficient oral communication in Malayalam or Hindi and English
- To equip students with structured and analytical thinking skills
- To teach presentation skills and effective use of presentation aids in Malayalam or Hindi and English

Topic	No. of lectures
Reading (Malayalam or Hindi and English)	15
Writing (Malayalam or Hindi and English)	15
Editing & Summarizing (Malayalam or Hindi and English)	10
Oral Communication (Malayalam or Hindi and English)	10
Critical Thinking	10

BJIT03 COMMUNICATION AND MEDIA**CREDIT 4****HOURS 60****UNIT 1 INTRODUCTION TO COMMUNICATION**

Definition , Functions and processes of communication & Barriers

Forms of communication (Verbal, non verbal, paralanguage, iconic, semiotic etc.)

Levels of communication (interpersonal, intrapersonal, group, public, mass com)

Communication as Subversion (silence, satire, subterfuge)

UNIT II DETERMINANTS AND SHIFTING PARADIGMS

Culture and Communication

Semiotics and Communication

Ideology and Communication

Digital Communication(SMS, E mail, Facebook, Whats App)

UNIT III MASS MEDIA AND MASS COMMUNICATION

Normative Theories and the Public Sphere

Affect and Effect (Agenda Setting, Limited effect, Cultivation, Spiral of Silence)

Encoding and Decoding

Effective Communication (noise, codes, culture, technology)

Roll of leading mass communicators

UNIT IV USES AND GRATIFICATION: FOUR MODELS

Publicity Model

Ritual Model

Convergence Model

Reception Model

UNIT V AN OVER VIEW OF MEDIA EVELUTION FROM GUTENBERG TO INTERNET

IMPACT OF MASS MEDIA IN INDIAN MASS MOVEMENT

Books for Reference

- a. Bel, B.et al.(2005) Media and Meditation, Sage, New Delhi.
- b. Bernet, John R, (1989) Mass Communication, an Introduction, Prantice Hall
- c. Baran and Davis, Mass Communication Theory.
- d. Cyber Mohalla from Sarai Reader: Shaping Technologies, 187 and page 190-191.
- e. Fiske, John 1982, Introduction to Communication Studies, Routledge.
- f. Gupta, Nilanjana ed.(2006) Cultural Studies, World view Publishers.
- g. MeQuail, Dennis.2000, (fourth Editionb) Mass Communication Theory, London, Sage.
- h. Miller, Katherine, (2004), Communication theories:perspectives, processes and contexts, McGrow Hill
- i. Michael Ruffner and Michael Burgoon, Interpersonal Communication.
- j. Narula, Uma(2001), Mass Communication- Theory and Oractice, Har-Anand Publications, New Delhi
- k. Saraf, BabliMoitra. "In Search of the Miracle Women: Returning the Gaze." Translation and Interpreting Studies(TIS),
l. Vol.Nos.1&2, Spring Fall 2008
- m. Small, Suzy.2003"SMS and Portable Text" in Sarai Reader 03:Shaping Technologies.
- n. Williams, Kevin.Understanding Media Theory.

BJ1T04 HISTORY OF THE MEDIA

Credit:4

Hours-60

Course contents:

UNIT I HISTORY OF PRINT MEDIA**10 LECTURES**

Media and Modernity:

Print Revolution, Telegraph, Morse code

Yellow Journalism, Evolution of Press in United States, Great Britain

and France History of the Press in India:

Colonial Period, National Freedom Movement

Gandhi and Ambedkar as Journalists and

Communicators

UNIT II MEDIA IN THE POST INDEPENDENCE ERA**10 LECTURES**

Emergency and Post Emergency Era

Changing Readership, Print Cultures, Language

Press

UNIT III SOUND MEDIA**14 LECTURES**

Emergence of radio Technology,

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

Patterns of State Control; the Demand for

Autonomy FM: Radio Privatization

Music: Cassettes to the Internet

UNIT IV VISUAL MEDIA**16 LECTURES**

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 Prasarbharati.

Student Presentation

1. A comparative study of a Community Radio project and any of AIR's Local Radio stations.
2. A case study of radio programmes like Faujibhaiyonkeliyeandbehnokakaryakramandkutchmahila radio
3. Trace the transformation of certain traditional musical genres like devotional music, ghazalsand folk songs with the advent of cassette technology.
3. Compare the history of Cinema with the history of other visual media.
4. Do a visual presentation on cartoons that appeared in Indian Newspapers during the period of Emergency and the debate around censorship of media by the Indian state.
5. Presentations on the importance of archiving. The state of archives of Indian cinema, News papers, music and photographs.
6. A discussion on digital archives.

B.Voc – Broadcasting and Journalism

BJ1P05 Introduction to Computers

Credit -4

Hours 60

Objectives:

- To equip the students with a general understanding of computer basics for everyday use.
- To train them to use this understanding to supplement their presentation skills.

Topic	No. of lectures
Computer Basics	10
Networking Basics	05
Introduction to internet	05
Text and Documents Editing and Presentation, Microsoft Word	06
MS Excel	03
PowerPoint	06
Introduction to designing	10
Page Layouts (Pagemakerindesign and QuarkXPress)	10
Photoshop	10
Introduction to Corel Draw	10

Practical's: Related practical exercise in all topics dealt with, in theory section

BJ1T06: Fundamentals of Journalism

CREDIT 5

HOURS 75

Objective:

This course aims at imparting basic understanding in journalism. The course will help the students easily understand the news, news values, news structure and editorial hierarchy in news organization particularly in newspapers.

UNIT I: Introduction to Journalism

What is journalism? Principles and functions of journalism. Journalism as a profession role And responsibilities of a journalist. Ethics of journalism. How to start a publication?

UNIT II: Newspaper Organization

Organizational structure of a newspaper: business, mechanical and editorial departments.

Editorial hierarchy- responsibilities and qualities of chief editor, news editor, chief subeditor, bureau chief, reporters – freelance journalism.

UNIT III: Newspaper Content

Contents of a newspaper – definition and types of news- news determinants – features – editorial –interviews – reviews – cartoons – columns readers – letters. photojournalism.

UNIT IV: News Reporting

The news process

From the event to the reader- meaning, definition and nature of news, space, time Brevity & Dead lines, five WS and HS inverted pyramid, sources of news, use of archives, use of internet-

Reporting practices news - story structure – inverted pyramid style hour

glass style lead and body – beats

press conferences – meet the press – news releases - news sources – principles of reporting.

UNIT V: News Editing

Principles of editing – role and responsibilities of a subeditor – editing process - headlines

and headlining - newspaper layout and design style - book typesetting and printing methods: DTP and offset printing.

Books for Reference

1. K.M Shrivastava: '**News reporting and editing**', Sterling publishers Pvt. Ltd.
2. M.V Kamath: '**Professional Journalism**', Vikas publishing House.
3. VirBalaAggarwal: '**Essential of Practical Journalism**', concept publishing Company.
4. Bruce Itule, and Douglas Anderson: '**News Writing and Reporting for Today's Media**', McGraw Hill.
5. Julian Leiter, '**The Complete Reporter**', Macmillan.
6. Harold Evans, '**Newsman's English**' William Hainemann Ltd.
7. Baskette,Floyd K., Sissors,Jack Z., Brooks, S: '**The Art of Editing**', Macmillan Publishing Co.Inc.
8. Bruce Westly: **News Editing.**
9. M.L. Stein. and Susan F Paterno: '**The News Writer's Hand book**', Surjeet Publications.
10. Franklin: '**Key Concepts in Journalism Studies**', Vistaar Publications

BJ1OP07-Skill Course-VISITS TO MEDIA CENTRES**Credit 5****HOURS 75**

Visit Media Centres(Print, audio, video)

Case study on any one media

Reporting &Presentation of case studies

SEMESTER 2: BJ2T08: Critical Thinking, Academic Writing and Presentation

1. AIM OF THE COURSE

- To develop the critical and analytical faculty of students and to improve their proficiency in reading, writing and presentation.

2. OBJECTIVES OF THE COURSE

- To make the students aware of the fundamental concepts of critical reasoning and to enable them to read and respond critically, drawing conclusions, generalizing, differentiating fact from opinion and creating their own arguments.
- To assist the students in developing appropriate and impressive writing styles for various contexts.
- To help students rectify structural imperfections and to edit what they have written.
- To equip students for making academic presentations effectively and impressively.

3. COURSE OUTLINE

MODULE – I

Critical Thinking **18 hours**

Introduction to critical thinking – Benefits - Barriers – Reasoning - Arguments - Deductive and inductive arguments – Fallacies - Inferential comprehension- Critical thinking in academic writing - Clarity - Accuracy – Precision - Relevance

MODULE – II

Research for Academic Writing and the Writing Process **18 hours**

Data collection - Use of print, electronic sources and digital sources -Selecting key points - Note making, paraphrasing, summary – Documentation - Plagiarism – Title – Body paragraphs - Introduction and conclusion – Revising - Proof-reading

MODULE – III**Accuracy in Academic Writing****18 hours**

Articles - Nouns and prepositions - Subject-verb agreement - Phrasal verbs - Modals - Tenses - Conditionals – Prefixes and suffixes – Prepositions - Adverbs – Relative pronouns - Passives - Conjunctions - Embedded questions - Punctuation – Abbreviations

MODULE – IV**Writing Models****18 hours**

Letters - Letters to the editor - Resume and covering letters - e-mail - Seminar papers - Project reports - Notices - Filling application forms - Minutes, agenda - Essays

MODULE – V**Presentation Skills****18 hours**

Soft skills for academic presentations - Effective communication skills – Structuring the presentation - Choosing appropriate medium – Flip charts – OHP - PowerPoint presentation – Clarity and brevity - Interaction and persuasion - Interview skills –Group Discussions

4. CORE TEXT

Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen. *Critical Thinking, Academic Writing and Presentation Skills*. Pearson Education and Mahatma Gandhi University.

BJ2T9:Media and Society

Credit :4

Hours-60

Objective:

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

UNIT 1

Media as an institution of society – roles – functions – effects of media – construction of reality – press as ‘Fourth Estate’ –

UNIT II media freedom – public service broadcasting – mediapower and accountability
Mass society – media culture – globalisation – media as cultural industry – cultural imperialism – hegemony – identity –

UNIT III gender and media – communication technology
Determinism, Mass media and civil society – politics, democracy and media

UNIT IV

new media communication – interactivity in virtual community – new media and social change – digital divide

Books for Reference

1. Elihu Katz, Mass media and social change
2. John Hartley, Communication Cultural and Media Studies
3. RatneshDwivedi (2013), Mass Media and Communication in Global Scenario, Kalpaz Publication
4. Maya Ranganathan and Usha M. Rodrigues (2010), Indian Media in a Globalised World, New Delhi, Sage

BJ2T10: Photography

Credit:4

Hours :60

Course contents:

UNIT I Introduction to Photography

A brief History of Photography- Camera Obscura to the daguerreotype process
 Technical history of photography: Persistence of Vision, Camera Obscura,
 Muybridge Experiment (Leaping horse).
 The photographic process (The Silver Halide Photography Process)
 A brief glimpse into the Dark Room Development of a Photograph
 Modernization of Photography and its use in Mass Media

UNIT II Understanding the mechanisms of Photography

Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)
 Lenses (types and their perspective/angle of view)
 Aperture (f-stop & T-stop)
 Shutters (Focal plane & Lens shutter)
 Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot &
 Metrics) and FOCUS AND DEPTH OF FIELD

UNIT III Understanding Light and Shadow

Natural light and Artificial Light
 The Nature of Light- Direct Light, Soft light, Hard light, Directional Light.
 Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes
 Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors,etc)
 Three Point Lighting Technique and Metering for Light
 Filters and Use of a Flash Unit

UNIT IV DIGITAL Photography and Editing

Sensor Sizes , Formats and Storage
 Introduction to Editing and Digital Manipulation
 Brightness, Contrast, Mid tones, Highlights, Colour tones
 Basics of Photoshop
 Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe
 Photoshop Elements, Photoshop CC (Creative Cloud). Correcting imperfect images : picture
 orientation .

Books for Reference

1. Camera Lucida: Reflections on Photography- Roland Barthes On Photography- Susan Sontag
2. The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson
3. Basic Photography- Michael Langford.
4. All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010
5. New Delhi.
6. Practical photography by O.P. SHARMA HPB/FC (14 March 2003.
7. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.
8. "Best ever photography tips by Richard I". Arison published by Lonely Planet.

BJ2T11: PICTURE EDITING**Credit:4****Hours- 60****Unit I**

How to edit, enhance and get creative photographic images, photo editing programs.

Unit II

Photo retouching techniques , Layers, file formats, program, screen lay out, tool box and tool options, palettes, selection tools, crop, layer properties, transforming, quick fixes, using bridge to tag and organize photos.

Unit III

Adobe Photoshop elements, Compositing Images, panoramas, HDR.

Unit IV

Understand managing image files.....savings, opening, uploading, posting, etc, Electronic images .their scaling and use : imaging for the Internet

Unit V

Creating original works of digital art that use photo manipulation, drawing /painting, text/images, and various other combinations.

REFERENCE:

- The Adobe Photoshop Lightroom 3 Book for Digital Photographers by Scott Kelby
- Photoshop Elements Drop Dead Lighting Techniques by Barry Huggins
- Professional Portrait Retouching Techniques for Photographers Using Photoshop by Scott Kelby.

BJ2T12 Reporting and Editing for Print

Credit:4

Hours-60

UNIT 1: Covering news

Reporter- role, functions and qualities

General assignment reporting/ working on a beat; news agency reporting.

Covering Speeches, Meetings and Press Conferences

Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports;

UNIT 2: Interviewing/Types of news leads

Interviewing: doing the research, setting up the interview, conducting the interview

News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification

Articles, features, types of features and human interest stories, leads for features, difference between articles and features.

UNIT 3: The Newspaper newsroom

Newsroom, Organizational setup of a newspaper, Editorial department

Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures

Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents

Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader

Opinion pieces, op. Ed page

UNIT 4:

Trends in sectional newsWeek-end pullouts,Supplements, Backgrounderscolumns/columnists

UNIT 5: Understanding media and news

Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers.Objectivity and politics of newsNeutrality and bias in news

Books for Reference

1. The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
2. Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
3. .News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson,

McGraw Hill Publication

4. Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
5. Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
6. The Newspaper's Handbook, Richard Keeble, Routledge Publication
7. Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
8. News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
9. Mass Communication Theory, Denis McQuail, Sage Publications
10. Reporting for the Print media'. (2nd ed) .;Fedler, Fred. Harcourt, BruceJovanovich Inc., NY. 1979

Internal Assessment:

Internal assessment may be based on covering the beats and writing reports / interviewing personalities, celebrities etc. Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc. Discussions on current affairs, tests, debates and tests may be held regularly.

BJ2T13 Print Media Production

Credit: 5

Hours- 75

Unit 1 : Trends in Print Journalism (10hrs)

Agenda setting Role of Newspapers – Ownership, Revenue, Editorial Policy, Citizen Journalism, Investigative Journalism; Sting Operations and Journalism; Ethical debates in Print Journalism; Impact of Technology on Newspapers and Magazines

Unit 2: Specialized Reporting (10 hrs)

Business, Economics; Parliamentary/Political; Agricultural/ Rural; International Affairs; Entertainment.

Unit 3: Production of A Newspaper (10 hrs)

Principles of layout and design: Layout and Format, typography, copy preparation. Design process – size, anatomy, grid design. Plotting text: headlines, editing pictures, captions, advertisements. Page making: (print and electronic copy) front page, editorial page, supplements.

Unit 4: Technology and Print

Technology and pagemaking techniques: layout, use of graphics, photographs. Printing process: Traditional, modern Desk Top Publishing (DTP): Software for Print (Quark Express, coral draw, Photoshop, Adobe, Indesignetc). Picture editing and caption writing.

Unit 5: Advanced Newspaper and Magazine Editing

Classification of newspapers and magazines. Current trends in Newspapers and Magazines with respect to content. Photographs and cartoons in Newspapers and Magazines.

Books for Reference

1. Editing: A Handbook for Journalists – T.S.George, IIMC, New Delhi, 1989.
2. News Reporting and Editing – Shrivastava, K.M. (1991) Sterling Publishers, New Delhi
3. Professional Journalism – M.V.Kamath, Vikas Publications
4. Groping for Ethics in Journalism – Eugene H.Goodwin, Iowa State Press.
5. Journalism: Critical Issues – Stuart Allan, Open University Press.
6. Modern Newspaper Practice – Hodgson, F.W. Heinemann London, 1984.
7. Principles of Art And Production – N.N.Sarkar. Oxford University Press.

BJ2P14: Hands-on-Training

Credit:5

Hours-75

Two Weeks Training and Reporting

- Photography
- Print media skills

SEMESTER 3**BJ3T15:Introduction to Broadcast Media****Credit: 4****Hours- 60****O****bjectives**

- To familiarize the students with the basic elements of broadcasting.
- To motivate the students to take up further studies and careers in broadcast media.

UNIT I : Introduction to broadcasting – definition of broadcasting; broadcast technology: earthstation, teleport, uplinking, downlinking, transmission, cable, terrestrial and satellitetransmission.

UNIT II : Elements of audio visual communication – evolution of sound – ear and brainexperiments with sound Theoryof sound – components of sound – frequency – pitch –amplitude – sound wave – wave length – basics of acoustics – audio elements – voicemusic– sound effects – role of silence
Elements of visual communication – theory of light – visual perception – eye and brain in visual decoding – colour – form – depth – movement – visual language – fundamentals of graphics

UNIT III : Characteristics of Radio and Television Organizationalstructure of radio and television stations

UNIT IV : History of radio – Maxwell, Hertz, Marconi, Nicolas Tessla, Jagdish Chandra Bose, Lee De Forest, Charles Fesenden and others; radio as a military/naval communication instrument; radio becomes part of mass media; growth of radio up to 1950s; advent of television; revival of radio in the fragmented postmodernsociety ,Private FM &community radio. History of radio in India from 1921Indianradio and colonial legacy;radio in the post-independenceera.

UNIT V :Evolution and growth of television till date – *Doordarshan*, SITE, terrestrial, cable,satellite and DTH broadcast; history of Malayalam television.

Books for Reference

1. Joseph A Devito : Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Agee, Ault & Emery : Introduction to Mass Communications, Harper and Row, New York, 1985.
4. Spencer Crump : Fundamentals of Journalism, McGraw Hill Book Company.
5. Oxford : International Encyclopedia of Communications.
6. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.
7. John Vivian : The Media of Mass Communication, Allyn and Bacon.
8. Andrew Boyd : Broadcast Journalism, Techniques of Radio and Television News, Focal Press, London.

Books for Further Reading

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
3. D S Mehta : Mass Communication and Journalism in India.
4. Dr. J V Vilanilam : Mass Communication in India.
5. Andrew Beck & Peter Bennet : Communication Studies.
6. Rogers and Singhal : India's Communication Revolution.
7. G.C. Aswathy : 'Broadcasting in India'.
8. Mehra Masani : 'Broadcasting and the People'

BJ3T16: Media Ethics and Law

Credit : 4

Hours - 60

Course contents

Unit 1 Ethical Framework and Media Practice

Freedom of Expression (Article 19(1)(a) and Article 19(1)(2); Freedom of Expression and Defamation – Libel and Slander; Issues of Privacy and Surveillance in Society; Right to Information; Idea of Fair Trial/Trial by Media; Intellectual Property Rights; Media Ethics and Cultural Dependence.

Student Presentations:-

Photocopied Material for Study Packs in India; Aaron Swartz. Attack on Freedom of Artists and authors.

Unit 2 Media Technology and Ethical Parameters

Live Reporting and Ethics; Legality and Ethicality of Sting Operations, Phone Tapping etc, Ethical Issues in Social Media, (IT Act 2000, Sec 66A and the verdict of The Supreme Court); Discussion of Important Cases – eg – Operation Westend. Some related laws – Relevant sections of Broadcast Bill, NBA Guidelines

Student Presentations:-

Tehelka's Westend; School Teacher Uma Khuranna case.

Unit 3 Representation and Ethics

Advertisement and Women; Pornography; Related Laws and Case Studies – Indecent Representation of Women (Prohibition Act), 1986 and Rules 1987; Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc.

Student Presentations:-

Students will submit on above mentioned topics.

Unit 4 Media and Regulation

Regulatory Bodies, Codes and Ethical Guidelines; Self Regulation; Media Content – Debates on Morality and Accountability; Taste, Culture and Taboo; Censorship and Media Debates

Unit 5 Media and Social Responsibility

Economic Pressures; Media Reportage of Marginalized Sections – children, Dalits, Tribals, Gender; Media Coverage of Violence and Related Laws – Inflammatory Writing (IPC 353), Sedition – incitement to Violence, hate Speech; Relevant Case Studies – Muzaffarpur Riots, Attack on Civil Liberties of Individuals and Social Activists.

Books for Reference

1. Thakurta, ParanjyGuha. Media Ethics. Oxford University Press, 2009
2. Barrie Mc Donald and Michael Petheran. Media Ethics. Mansell, 1998.
3. Austin Sarat. Where Law Meets Popular Culture (Ed). The University of Alabama Press, 2011
4. VikramRaghavan. Communication Law in India. Lexis Nexis Publication. 2007.
5. IyerVekat. Mass Media Laws and Regulations in India. AMIC 2000
6. William Mazzarella. Censorium: Cinema and The Open Edge of Mass Publicity.
7. RaminderKaur, William Mazzarella. Censorship in South Asia: Cultural Regulation from Sedition to Seduction.
8. Linda Williams. Hard Core: Power, Pleasure and the “Frenzy of the Visible.”

BJ3T17: Advertising

Credit:4

Hours-60

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.

UNIT I (10 hrs)

Definition, features, evolution and functions of advertising, kinds of advertising, advertising Agencies, trends in global advertising pattern.

UNIT II (10 hrs)

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

UNIT III (10 hrs)

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

UNIT IV (10 hrs)

Print ads – principles and components television, advertising – principles, components and production, radio advertisement – principles components and production, internet advertisement – principles and components.

UNIT V (10 hrs)

Visualization copywriting for print, radio, television and online advertisements.

UNIT VI

Effects of advertising, Advertising and cultural values, economic, social and ethical issues of advertising professional organizations and code of ethics – ABC, ASCI, AAI and others.

Books for Reference

1. S.A Chunnawalla, 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

- George Belch, Advertising and Promotion, Tata McGrawHill.
- S.H.H. Kazmi and SatishBatra, Advertising and Sales Promotion, Excel Books.
- Wells Burnett Moriarty, Advertising: Principles and Practice, PearsonEducation.
- S.N. Murthy and U bhojana, Advertising; An IMC Perspective

BJ3T18: Fundamentals of Audio Video Editing**Credit:4****Hours - 60****UNIT 1****What is sound** – sound characteristics, pitch, tone, loudness, psychoacoustics, audio

recording techniques and technologies, mics, sound mixers/synthesizers, audio recording devices, noise signal ratio.

UNIT II**Audio recording** – basic functions of a microphone, types of microphone, cables and connectivity.**UNIT III****Introduction to audio editing software** – file formats, data selection, audio formats,

MP3s, basics of audio editing, conversion of files from one format to another, spectrum analysis

UNIT IV**Introduction to digital audio workstation** - MIDI and digital sounds, audio special effects – audio plugins, sound processing software.**UNIT V****Introduction to video editing software** – features and characteristics, importing and

organizing video clips, timeline tools, clips trimming, batch capturing, capturing with and without device controls

UNIT VI**Video editing techniques** – transition devices and effects & using video and audio channels, muting/swapping channel, titling techniques, compositing, animating clips, motion setting, alpha channel and colour option, video effects and rendering

Books for Reference

1. Gerald Millerson (1999), Television Production, Focal Press, London
2. Gary H. Anderson (1993), Video Editing and Post Production, Focal Press, London
3. John Villamil & Louis Molina (2001), Multimedia: An Introduction, Prentice –Hall, New Jersey
4. Hearn D. & Baker P. M. (2001), Computer Graphics, Prentice – Hall, New Jersey
5. Charles Poynton (2002), Digital Video and HDTV, Focal Press, London
6. R. G. Gupta (2003), Audio and Video Systems, Tata McGraw – Hill, New Delhi
7. Ben Long (2001), Digital Film Making Handbook, CRMIC, Rockland, MA

BJ3T19: LIGHTING

Credit:4

Hours-60

Unit I

Lighting: types of Lighting- directional and diffused light, Color temperature, light sources- sunlight, measuring light, artificial light, broken spectrum sources, day light fluorescent tube, warm-white fluorescent, color balanced fluorescent lamps and other types of discharge lights. TV set and video monitor color balance, colour bars, light intensity, light meters-reflected and incident, controlling light intensity, inverse square law.

Unit II

Lighting techniques- continuous action Lighting, studio set Lighting, cameo Lighting, silhouette Lighting, chroma key area Lighting, controlling eye and boom shadows. Contrast, Three point Lighting, Lighting rations, Lighting plot. Style of lighting-naturalism, pictorialism and expressionism.

Unit III

Lighting equipment: Spot light/Fresnel spot, bank, Cye light, fluorescent, external reflector, sun gun, internal lamps, reflector boards, cutter, diffuser, barn form HML, Dimmer, parch boards, circuits.

Unit IV

Pipe grid, Motorized grid, mounting instruments, operation of studio light and safety precautions, location survey, using colored gels.Lighting in the field, ENG/EFP Lighting, Interview Lighting.

Unit V

Objectives TV lighting, various types of Lights (baby, Junior, Senior, etc..) colour temperature, lighting for different situations (interviews, indoor, out-door), types of lighting (Back, Front, full, semi, etc..)

Books for Reference

- Motion Picture and Video Lighting, Blain, Focal Press, 1996
- Film and Video Terms and Concepts: Ferncase, Richard K. Boston: Focal Press, 1995
- Television Production Handbook: Zettl, Herbert Published 2005, Thomson Wadsworth
- TV Production: Gerald Millerson Published 1993, Focal Press

Paper IV

PROJECT

- Students will have submit scripts for a short film and a documentary
- Students will have to arrange the light for indoor programmes

BJ3T20: MEDIA WRITING,REPORTING OR ANCHORING SKILL

Credit-5

Hours-75

UNIT 1

Media writing: News, News judgment, News values/qualities. Changing concepts of news.Basic news story.Fairness and language of news, story ideas, story organization, information selection. Story organization story forms written and online sources. On-line and library research.Public relations writing.

UNIT II

Introduction to reporting-Functions and responsibilities .News elements vis-a-visReportage . Qualities of a Reporter Reporting Types and Techniques- news gathering technique ,Reporting-Accident, Courts, Society, Culture , Politics, Sports and Education. Reporting- Conferences /Seminars/Workshops.

UNIT III

Anchoring: target audience and research in public speaking. The voice and the Microphone: breathing & articulation, voice and its function, Pitch/tone/intonation infection, fluency.

- Voice Over : Rhythm of speech, Breathing, Resonance, VO for TV commercials/corporate videos.
- Body language, studio autocue reading & Recording the voice
- Talk show Host/Moderator-legal pitfalls (What NOT to Say)

UNIT IV

Reporting from the field, Peace to camera-meaning importance and use.Vox Pop-meaning use.Techniques of TV interview.

UNIT V

Media ethics, plagiarism.Fabrication, Multi cultural sensitivity.

Media Law, Libel, Privacy, Privilege, Accuracy, Correction.

Books for Reference

- Herbert Zettl, Television Production Handbook.
- Allen, Robert c and Hill Annette Hill, The Television Reader, Routledge, Ed-2004
- News Bulletins in English and Hindi on National and Private Channels (as teaching material).
- Debates and Talk Shows on National and Private Channels (as teaching material)

BJ3P21: Training and Reporting

Credit: 5

Hours – 75

- Media Writing and reporting
- Advertisement Creation
- Anchoring skills.

SEMESTER 4

BJ4T22: Advanced Broadcast Media

Credit 4

Hours 60

Course contents:

Unit 1 – Public Service Broadcasting

Public service model in India (Policy and Laws)

Global overview of Public service Broadcasting; Community radio, community video; Participatory communication; Campus Radio.

Unit 2 – Private Broadcasting

Private broadcasting model in India; Policy and Laws; Structure, functions and working of a broadcast Channel; Public and Private Partnership in Television and radio Programming (India and Britain case studies)

Unit 3 – Broadcast Genres

“Why Am I The Idiot Box?” – Debates, issues and concerns of television genre; Various evolving contemporary television genres: Drama, soap opera, comedy, reality television, children’s television, animation prime time and day time.

Unit 4 – Advanced Broadcast Production – Radio

Writing and Production for radio; Public service Advertisements; Jingles; Radio Magazine shows

Unit 5 – Advanced Broadcast Production II – Television

Mixing genres in television production; Music video for social comment/ as documentary; Mixing ENG and EFP; Reconstruction in news based programming.

Suggested Projects:-

- Script writing
- Presentation of experimental genre in Radio/TV
- Presentation about PSBT and such organizations
- Script on music presentations
- Presentation of commercial channel functions
- Presentation on global broadcasting models & Indian broadcasting models

Books for Reference

Glen Creeber, Toby Miller and John Tulloch. The Television Genre Book. London: British Film Institute, 2009.

Robert B Musburger and Gorham Kindem. Introduction to Media Production. Elsevier; Focal Press. Pg 95-133, 179-212.

Ambrish Saxena, Radio in New Avatar – AM to FM. Delhi: Kanishka. Pg 92-138; 271-307.

Ted White and Frank Barnas. Broadcast News, Writing Reporting & Producing. Elsevier: Focal Press, 2012. Pg 3-17; 245-257; 279-286.

Herbert Zettl. Television Production Handbook. Delhi: Akash Press, 2007. Pg 190-208.

Vinod Pavarala. Kanchan K. Malik. Facilitating Community Radio In India. Profiles of NGO's and their community radio initiatives Other Voices. New Delhi: Sage, 2007.

Mc Leash, Robert. Radio Production. US: Taylor & Francis.

BJ4T23:Media, Gender and Human Rights

Credit -4

Hours 60

Course Contents:-

Unit I - Media and the social world

Media impact on individual and society; Democratic polity and mass media; media and cultural exchange; rural urban divide in India: grass roots media.

Unit II – Gender

Conceptual frameworks in Gender Studies; Feminist Theory; History of Media and Gender debates in India (case studies); Media and Gender – Theoretical Concerns; Media and Masculinity.

Unit III – Media: Power and Contestation

Public sphere and its critique; “Public sphere’ of the disempowered?; Media and social difference: Class, gender, race etc; Genres – Romance, Television, Soap opera, sports.

Presentation: a) Watch a Indian TV Soap opera/ reality show for a week for representation of family; b) Project on use of internet by the marginalized groups.

Unit IV – Media and Human Rights

Human rights – Theoretical perspectives, Critique; Universal declaration of Human Rights; Human Rights and Media (Case Studies)

Presentation: Representation of Human Rights issues and violatios in International and National media

Books for Reference

1. Bannerjee, Menon & Priya eds. Human Rights, gender and Environment, Person & Co.
2. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. As media studies: essential introduction.
3. Rajagopal, Arvind, ed. The Indian Public Sphere: Readings in Media History, New Delhi: Oxford University Press, 2009. 278-290
4. Curran, James. "Rethinking mass communication." Cultural studies and communications. London: Arnold (1996)
5. Balnaves, Mark, Stephanie Donald, and Brian Shoosmith, Media theories and approaches:
6. Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011

BJ4T24:Advanced Writing & Reporting for Broadcast & Web

Credit 4

Hours 60

Course Description:

In this course, the learner will expand his/her knowledge of broadcast news writing and reporting for on air and online. He/she will develop sources, as well as generate, research, pitch and complete news reports on deadline. He/she will learn to produce newscasts to air on TV and webcasts for a channel. He/she will develop a greater understanding of the critical role of ethical broadcast and web journalists in Indian society, the concepts and theories of news, plus the importance of accuracy, fairness and deadlines.

Students who successfully complete this course should be able to:

- Demonstrate knowledge and use of fundamentals of broadcast and web writing, including concepts and theories
- Work ethically, truthfully and accurately
- Think critically, creatively and independently
- Research and evaluate information based on industry standards
- Write accurately, clearly, concisely in styles and formats for on air and online
- “Write to” audio and video, combining information, sound bites and natural sound
- Generate and pitch story ideas, turning them into well written broadcast and web reports
- Have an understanding of media ethics
- Understand the importance of diversity in broadcast and web news
- Develop a clear sense of “newsworthiness”
- Meet deadlines
- Apply appropriate tools and technologies
- Understand the Freedom of Information Act and the Texas Public Information Act
- Understand and appreciate the critical role of journalists in Indian society

Reading requirements:

Textbook: *Aim For The Heart: Write, Shoot, Report and Produce for TV and Multimedia*, Tompkins. Second Edition. 2012. CQ Press, Washington, DC

BJ4T25:Photojournalism

Credit 4

Hours 60

This course is designed to introduce newsgathering and visual reporting skills, including those in Broadcast, Print, and Photography, and to develop understanding of visual storytelling for the journalist. The learner will learn how to capture and edit video for news reports, and to understand television news standards and visual storytelling concepts.

Reading requirements:

Textbook: *Videojournalism – Multimedia Storytelling Kenneth Kobre, 2012.*

Students will be graded on their knowledge and understanding of the language of video storytelling, the quality of the video and audio recorded, the use of natural sound, editing techniques, and meeting deadlines.

- Adobe Premiere3 Pro Tutorials 1-6,12 (Adding, adjusting audio).
- How to use a digital SLR camera.
- Camera Composition. Chapter 5.
- Camera Sequencing. Chapter 10.
- Shooting Assignment #1
- Camera basics – pass test in class.
- Shooting scenes. Chapters 6,7.
- Interviewing. Chapters 1, 2 &11.
- Interviewing practice in class.
- Shooting Assignment#2
- Determining topic for Final Project.
- Begin shooting/writing for Final Project.
- Editing Assignment#2
- Shooting Assignment#3
- Begin recording audio/editing for Final Project.
- Editing Assignment #3
- Continue editing Final Projects.

BJ4T26:Environmental Education

Credit 4

Hours 60

UNIT 1 (15hrs)

Objectives, Scope and Nature of Environmental Education

Meaning, definition and characteristics of environmental education – content; Importance, objectives and scope of environmental education; Factors of degradation of environment – adverse socio – economic impacts of degradation of environment. Environmental education at Primary, Secondary and Higher Education level. Constraints for implementation. National resource center for environmental education. Impact of Science and technology on environment – degradation of resources – Role of individual in conservation of natural resources- Role of information technology in environmental and human health.

UNIT 2 (15hrs)

Environmental Pollution, Management and Protection

Meaning and definition of Environmental hazards and pollution – Types of environmental hazards and disaster – Types of pollution: Land, Air, Water, Noise, and Radiation- Green house effect- Ozone layer depletion. Need for environmental management – function and characteristics of environmental management – dimensions of environmental management. Factors responsible for flora and fauna extinction – Measures to conserve flora and fauna.- causes for forest fire- measures of prevention

UNIT 3 (15hrs)

India and Environmental Issues, Policies and Movements

Major environmental problems in India – Environmental protection and polices inIndia – Need and objectives of conservation – Environmental conservation measures taken in India – Constitutional amendments made and Environmental laws. Environmental movements in India. Strategies for sustainable development in India.

UNIT 4 (15hrs)**International Efforts for Environmental Protection**

The Stockholm conference 1972 – Brundtland commission 1983 – Nairobi conference 1982 –
 The Rio Summit 1992 – the Rio Declaration at the earth charter – Major achievements of the
 Rio Summit – Main features of the Rio Declaration – Kyoto conference and part on Global
 Warming 1997.

Books for Reference

1. Kumar, A. (2009). A text book of environmental science. New Delhi: APH Publishing Corporation.
2. Singh, Y. K. (2009). Teaching of environmental science. New Delhi: APH Publishing Corporation.. Sharma, V. S. (2005). Environmental education. New Delhi: Anmol publication.
3. Reddy, P. K., & Reddy, N. D. (2001). Environmental Education. Hyderabad: Neelkamal publications.
4. Harrison R.M. 1993. Pollution: Causes, Effects and Control. Royal Society of Chemistry.
5. Marquata K. Hill. 1997. Understanding Environmental pollution. Cambridge University Press. IV-
6. Sharma, R. A. (2008). Environmental Education. Meerut: R.Lall Books Depot.
7. Sharma, B. L., & Maheswari, B. K. (2008). Education for Environmental and Human value. Meerut:
8. R.Lall Books Depot.
9. Singh, Y. K. (2009). Teaching of environmental science. New Delhi: APH Publishing Corporation.
10. Sharma, V. S. (2005). Environmental education. New Delhi: Anmol publication.
11. Reddy, P. K., & Reddy, N. D. (2001). Environmental Education. Hyderabad: Neelkamal publications.
12. Kelu, P. (2000). Environmental education: A conceptual analysis. Calicut: Calicut University.
13. Joy, P., & Neal, P. (1994). The handbook of environmental education: London, New Fetter Lane
14. Sharma, R. G. (1986). Environmental Education. New Delhi : Metropolitan Book Co., Pvt. Ltd.
15. Ian Paulford., Hugh Flowers., 2006. Environmental Chemistry at a Glance. Blackwell.
16. Marquata K. Hill. 1997. Understanding Environmental pollution. Cambridge University Press.
17. Harrison R.M. 1993. Pollution: Causes, Effects and Control. Royal Society of Chemistry.
18. Jogdand S.N., 1995. Environmental biotechnology and industrial pollution management. Himalaya
19. Publishing House.

BJ4T27: RADIO PRODUCTION

Credit 5

Hours 75

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

UNIT 1 Growth of Radio:

Evolution of radio- Ametear and HAM to FM and digital, Radio broadcasting in India, Radio democracy- participatory, communication, distress and disaster.

UNIT II Radio Frequency Spectrum

AM-FM-short wave long wave-satellite radio internet radio frequency-pitch-amplitude-timbre.

UNIT III The Grammer& Aesthetics of Radio:

Radio formats: simple & complex-radio talk, drama, chatshows, phonein/phone out programmes running commentary, news bulletins, interview, talk show, discussion, jingles, public service advertisements and other radio commercials, features and documentaries, Radio magazines

Special abilities required for each format writing for radio.

UNIT IV Broadcast production techniques:

Working of a production control room & studio, Types and functions-Acoustic, input and output chain, studio console:recording& mixing.Theory of sound, sound formats, programme,Rerecording-radio studio, various types of microphones-speakers-headphones-recording software.Sound effects-special effects mixing and dubbing.

UNIT V Personnel in the production process:

Role and responsibilities of radio broad-caster-announcer dise, jokey radio, host 'on air' techniques performance.Art of interviewing-speed-breathing, emphasis and pitch

UNIT VI Stages of Radio Production:

Pre-production-idea, research, radio script story boarding, proposal writing, budget, floor plans, pilot- Production-Creative use of sound Listening recording, using archived sounds, (execution, requisite, challenges) Editing, creative use of sound editing.

Books for Reference

1. Aspinall, R.(1971) Radio Production, Paris:UNESCO.
2. Flemming, C.(2002) The radio Handbook, London:Routledge.
3. Keith, M.(1990) Radio Production, Art& Science, London:Focal Press.
4. McLeish R.(1988) Techniques of Radio Production, London: Focal Press
5. Nisbelt A(1994) using microphones London,focul press
6. REESE.D.E & GROSS L.S 1997 Radio production work London.Focal Press
7. SIEGEL E H 1992 Creative radio production, London Focal Press
8. Indicative Reading List
9. Chatterjee, P.C.The adventures of Indian Broadcasting, Konark.
10. Luthra, H.R.Indian Broadcasting, Publication Division.
11. McLiesh, Robert.Radio Production, Focal Press
12. Saxena,Ambrish, Radio in New Avatar-AMTO FM, Kanishkapublishgers, New Delhi.

BJ4P28: Hands –on-training in Radio Production

Credit 5

Hours 75

Training in radio production unit for 2 weeks & reporting

SEMESTER 5**BJ5T29:Introduction to New Media****Credit: 4****Hours- 60****Course Contents****Unit I : Key concepts and Theory**

Defining new media; terminologies and their meanings – Digital media, new media, online media et al: Information society and new media, Technological determinism, Computer mediated communication (CMC);Network society.

Unit II – Understanding Virtual cultures and Digital Journalism

Internet and its beginnings, Remediation and new media technologies, online communities, user generated content and web 2.0: network journalism, alternative journalism: social media in context, activism and new media.

Unit III - Digitalization of Journalism

Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open source, Digital archives, New Media and ethics.

Unit IV – Overview of web writing

Linear and non linear writing; Contextualised Journalism; Writing techniques; Linking multimedia; Story telling structures.

Unit V – Visual and content design

Website planning and visual design; content strategy and audience analysis; brief history of blogging; creating and promoting a blog.

Books for Reference

1. Vincent Miller. Understanding Digital Culture.Sage Publications, 2011.
2. Lev Manovich. “What is New Media?” In The Language of New Media. Cambridge: MIT Press. 2001. Pg 19-48.
3. Siapera, Eugenia. Understnding New Media.Sage, 2011.Introduction.
4. Baym, Nancy K. Personal Connectors In The Digital Age. Polity, 2011. Chapter 3

5. Goldsmith, Jack and Tim Wu. Who controls the internet? Illusions of Borderless World. US: Oxford University Press, 2006.
6. O'Reilly, Tim. What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-2.0html>.
7. Grossman. "Iran Protests: Twitter, the Medium of the Movement."
8. Lenmann, Nicholas. Amateur Hour: Journalism without Journalists. 2006.
9. Xiang, Bio. Gender, Dowry and the Migration System of Indian Information Technology Professionals. Indian Journal of Gender Studies. 12: 357-380.

BJ5T30:Indian Politics and Communication

Credit: 4

Hours-60

UNIT I

Political reporting from Colonial legacy; National Movement legacy; basic features and provisions of the Indian Constitution; linguistic organization of the States; regionalism.

UNIT II

Communication after independence: The Nehru era – major political parties and leaders, Congress and the Opposition; regional parties.

UNIT III

Political Communication: From Sastri to Indira Gandhi; Indira era – J.P. Movement and Emergency, Janata Coalition Government

UNIT IV

Media's role as political communicator: The Rajiv Years Bofors and its aftermath;

National Front Government; Pokhran II and Kargil War

UNIT V

Political agendas and reporting: Jammu and Kashmir; Punjab crisis; Mandal

Commission, Babri Masjid, Godhra riots, 2G Spectrum scam and current issues.

Land reforms; agrarian struggles; green revolution; globalization, liberalization and privatization

UNIT VI

Reporting Kerala politics – a critique on major political parties and their leaders in

Kerala; an analysis of performance of political parties in Legislative and Lok Sabha

elections; constituencies and members of legislative assembly; a critique of the Coalition

Governments; profile on Kerala Chief Ministers.

Books for Reference

1. Bipan Chandra, India after Independence, Penguin Books, 2000
2. Ramachandra Guha, India after Gandhi, Macmillan, 2007

3. Zoya Hasan, Parties and Party Politics in India, Oxford India, 2004
4. R. K. Pruthi, Prime Ministers of India, Indiana Publishers, 2006
5. Nandan Nilekani, Imagining India, Penguin Books, 2008
6. K. C. John, Kerala Rashtriyam, Oru Asambandha Natatakam, Pen Books, 1999
7. Cherian Philip, Kaal Nootandu

BJ6T31:Film Appreciation

Credit: 4

Hours-60

UNIT 1

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

Indian cinema – brief history;great masters of Indian cinema –Satyajit Ray, MrinalSen, RitwikGhatak, ShyamBenegal, G. Aravindan, AdoorGopalakrishnan, Mani Kaul, Balachandar&GirishKasaravally;popular and middle cinema;film society movement

UNIT VI :Malayalam cinema – brief history of Malayalam cinema, adaptation of Malayalam literary works

Books for reference

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

BJ5T32: Creative Writing and Translation for Media

Credit: 4

Hours-60

UNIT I

Introduction to Writing

Rhetoric's play, Writing as teaching, Figures of Speech, Capturing ideas, Challenges to Writers
Indifference, rival media, Kitsch, Displacement activity, Fantasy, Sexist and disordered language.

UNIT II

Defining Creative Writing

Elements of Creative Writing: Fluency, Flexibility, Originality and Elaboration, How
does Creative Writing differ from other types of writing? Processes of creative
writing—Preparing, Planning, Incubation, Beginning, Flowing, The silence reservoir,
Breakthroughs and finish lines, Issues in creative writing: Deadlines as lifelines,
Restrictions of an Open field, Reflective criticism, Creativity and Resistance, Art and
Propaganda.

UNIT III

Form and structure

Modes of Narration, News Feature versus fiction, Dreaming a fictional continuum, Character sketching,
Story making, Writing screenplays, Creative nonfiction Accuracy and art, Speaking with the reader,
Writing about yourself, Writing about people and the world, Fieldwork and interviews, online – hypertext
textual and visual limitations – language and style multimedia support

UNIT IV

Feature Writing

Types of features, Feature writing – sourcing the feature – getting ideas – collection of
facts – language and structure, Market for features, Editorials, Middles, Columns, writing
for a target audience – content variety and style – music competition – technological
factors in writing for electronic media, Reviews – book, film, theatre. Writing for children.

Books for reference

1. AnjanaNeiraDev, A Marwah& S Pal : Creative Writing A Beginners Manual
2. Andre Fontaine : The Art of Writing Nonfiction
3. Arthur T Turnbull & Russell N Baird : The Graphics of Communication
4. Brain Nicholas : Features with Flair
5. Chilton R Bush : Editorial thinking and writing
6. David Morley : The Cambridge introduction to creative writing
7. G N.S. Raghavan : Broadcasting in India
8. S.Natarajan : A History of the Press in India
9. Susan Pape and Sue Featherstom : Feature Writing

BJ5T33 TELEVISION JOURNALISM

Credit:4

Hours-60

Unit I Television in India

News, Information and Entertainment – Doordarshan Audience Segments and Cultural Impact
Satellite TV and Private TV Channels
24 X 7 News

Unit II Television News Gathering The Camera – News for TV
Finding the Story and Sources
Packaging Ethical issues in TV Journalism

Unit III Formats and Types for TV programmes,

Theories of Visual Literacy: Gestalt, Semiotics
Reporting Skills, Research and Editing
Use of graphics and special effects, Positioning the Camera for TV shots

Unit IV The Construction of Real Life Presenting

Reality News/Debates/ Opinions, Breaking News Interviews The Soap
Constructing Reality in Reality Shows, Consuming Television
Measurement of Viewership: TAM, TRP etc

Books for reference

1. 1.Boyd, Andrew. Broadcast Journalism, Oxford. Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc. 1981.
2. Kumar, Keval J. Mass Communication in India, Jaico Publishing House.
3. Lawrence Lorenz, Alfred & Vivian John. News Reporting and Writing,
4. Pearson Education. Manekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999.
5. Trevin, Janet, Presenting on TV and Radio, Focal Press. Yorke, Ivor, Television News (Fourth Edition), Focal Press.

BJ5T34:Documentary Production

Credit:5

Hours-75

UNIT I Introduction to documentary:

- Understanding the documentary
- Six modes of documentary representation-participatory, expository, observational, performative, reflexive and poetic.
- Ethics and presentations

UNIT II Documentary Production:

- Pre-production- Researching in documentary
- Mode of research-Library, Archives, Location, Life stories ethnography-
- Writing a concept: telling a story
- Script writing, treatment
- Writing a proposal and budgeting

UNIT III Production: People and technique :

- The documentary crew, equipment, scripting, sound for documentary
- Video documentary-location search, technologies & techniques: documentary camera, shooting style, shooting schedule, shot breakdown & call list, production details and logistics production team, meetings, checklist, editing style.

UNIT IV Post Production

Grammar of editing, transition:

Scenic realism & sound effects, visual effects language, duration, marketing of DVD & issues of piracy.

UNIT V : Practical Exercise

- Writing a concept : telling a story, proposal, budgeting, structure & scripting documentary, shooting, editing.
- Shooting a film/documentary (5-10 mins.) & editing the same.

Books for reference

1. Erik Barnow and Krishnaswamy Documentary
2. Charles Musser "Documentary" in Geoffrey Nowell Smith ed The Oxford History of World Cinema Oxford University Press: 1996, 322-333
3. Michael Renov "The Truth about Non Fiction" & "Towards a poetics of Documentary" in
4. Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London: Routledge: 1993, 1-36
5. Trissa Das How to Write a Documentary
7. Double Take by PSBT
8. Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington.

Suggested Screenings:

- Michael Moore: Roger and Me
- Nanook of the North by Robert J Flaherty
- Nightmail by Basil Wright
- Bombay Our City by Anand Patwardhan
- Black Audio Collective
- City of Photos by Nishtha Jain
- Films by PSBT

BJ5 P35: Training in documentary Production

Credit: 5

Hours- 75

- Production of a short documentary. (5 minutes)
- Presentation and evaluation of its quality.

SEMESTER 6**BJ6T36:Communication Research and Methods**

Credit:4

Hours-60

Unit 1 – Introduction to Communication Research

Definition, Role and Function
 Basic and Applied Research
 Role of Theory in Research
 Ethical issues and Questions

Unit 2 – Some Research Methodologies

- Quantitative – Qualitative Methods
- Content analysis
- Archival Methods
- Ethnographic Methods

Unit 3 – The Survey: Readership, Audience, Consumers

- Survey: Schedule, Sample
- Focus Groups, Questionnaire Design
- Field work, Telephone polls, Online polls
- Primary and secondary data

Unit 4 – Presenting Research

- Writing a proposal – research question, thesis statement
- Tools of data collection
- Data Analysis: Statistical =coding and tabulation, non – statistical descriptive and historical
- Bibliography and citation.

Unit 5 – Ethnographic and other methods

- Readership and audience surveys
- Etnographies, Textual analysis
- Ethical perspectives of mass media research.

Books for reference

1. Research Methodology : C.R Kothari
2. Mass media research : Roger D.Wimmer & Joseph R. Dominick
3. Theory & Research in Mass Communication : David K. Perry
4. The content Analysis Guide Book : Kimberi A. Neuendorf

BJ6 T37 Communication and Disaster Management

Credit:4

Hours-60

Unit I Introduction

Disaster and Disaster Preparedness. The Politics of Disaster The Economy of Disaster
Response: Rescue, relief and rehabilitation

Unit II Technology and Disaster communication, Emergency Response HAM radio and community radio, internet, email, mobile, social media, blogging; Information Communication Technology (ICT) - computer, television, radio, applications like distress communication and deploying biosurveillance etc. ICT systems are also used for modelling and predicting outcomes based on real data. Geo-Informatics Technology (GIT), GIS. GPS

Unit III Natural Disaster and role of Media

- Chennai floods The Nepal Earthquake of April 2015 The Kashmir Floods Oct 2014
The Orissa Cyclone 2014? Uttarakhand Disaster 2013

Unit IV Man-made Disaster and role of Media –a case study

Bhopal Gas Tragedy/Chernobyl/Holocaust/ Hiroshima

Books for reference

1. Disaster Communications in a changing media world – George D. Haddow and Kim.S Haddow
2. Encyclopedia of Disaster Management: Volume II – Alfred Scott
3. Communication Technology in Disaster Management During Disasters- Denise walker
4. Disaster 2.0 –The application of social media systems for modern emergency management – Adam Crowe

BJ6 T38Media Industry and Management

Credit:4

Hours-60

Unit 1 – Media management: Concept and perspective

Concept, origin and growth of media management, Fundamentals of management. Insight, practices, issues and challenges; Ethical–legal perspectives

Unit 2 – Media Industry: Issues and Challenges

Media industry as manufacturers – manufacturing consent, news and content management; Market forces, performance evaluation (TAM,TRP,BARC,and HITS) and market shifts; changing ownership patterns=

Unit 3 – Structure of news media organization in India

Role responsibilities and hierarchy; Workflow and need of management; Shift patterns, circulation and guidelines.

Unit 4 – Media economics, Strategic management and marketing

Understanding media economics – Economic Thought, Theoretical foundations, issue and concerns of media economics; capital inflow, Budgeting; Financial management and personal management; Strategic management; Market forces

Unit 5 – Case studies

Visionary leadership – Media entrepreneurs, Qualities and functions of media managers; Indian and international media giants – Case studies.

Books for reference

- VinithaKohliKhandeka, Indian media Business, Sage.
- PradipNinan Thomas. Political Economy of Communication in India. Sage.
- Lucy Kung. Strategic Management in media. Sage.
- Dennis F.Herrick. Media Management in The Age of Fiants. Surjeet Publications.
- Jennifer Holt and Alisa Peren. Ed. Media Industries – History, Theory and Method. Wiley – Blackwell.
- John M.Iavine and Daniel B.Wackman. Managing Media Organizations.

BJ6T39:Sports Journalism

Credit: 4

Hours: 60

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

Impact of sports on society; ethics and the sports journalist: balance and impartiality; sports and politics; drug abuse and sports; violence in sports; sports as business and entertainment

UNIT V

Perception of sports in mass media influence of the new media on print, reporting turning analytical; scripting sports stories for television and radio; preparing reviews, and interviews for television and radio; television and radio sports commentary; live sports reporting

UNIT VI

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

Books for Reference

1. Stanley Woodward, Sports Page
2. Br3. Rajan Bala, **The Covers Are Off**
4. Ramachandra Guha, **The States of Indian Cricket**
5. Raymond Boyle, **Sports Journalism: Context and Issues**
6. Boria Majumdar, **Indian Cricket Through the Ages**

7. Conrad Fink, **Sports Writing**
8. R.G. Goel, **Encyclopedia of Sports and Games**
9. Goodwill, **Great Sports Personalities of the World**
10. Ray Stubbs, **Sports Book**
11. Garry Whannel, **Media Sports Stars** and Schultz, **Sports Media: Reporting, Producing and Planning**

BJ6T40:Multimedia Production

Credit: 5

Hours: 75

UNIT 1

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

UNIT VI

Multimedia authoring tools – pagebases; iconbases;timebasedand objectorientedtools; testing and evaluation of the project

UNIT VII

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

Books for reference

1. Rao, Bojkovic&Milovanovic (2009), Multimedia Communication Systems, NewYork, Phi Learning

2. Andrew Dewdney & Peter Ride (2006), *New Media Handbook*, London, Routledge
3. Lisa Brenneis & Michael Wohl (2011), *Final Cut Pro*, Peachpit Press
4. Peter Wells (2007), *Digital Video Editing: A User's Guide*
5. Richard Williams (2009), *The Animator's Survival Kit*, New York, Faber & Faber
6. D. S. Sherawat & Sanjay Sharma (2010), *Multimedia Applications*, New Delhi, SSKataria & Sons
7. Judith Jeffcoate, *Multimedia in Practice*, New Delhi, Pearson Education
8. J. Nielson (1995), *Multimedia and Hypertext*, London, Academic Press

BJ6 P41:On job training

Credit:5

Hours-75

On the job training in a Multimedia Production Unit (3weeks) & reporting

BJ6 D42:Project, Report & viva

Credit:4

Hours-60

To design and develop a TV/radio production of professional quality. Description of the project to be finalized by the committee of instructors.

		Marks																	
		Awarded	Max					Credit				CCPA							Grade

Annexure 1g - Reverse side of the Mark cum Grade Card (COMMON TO ALL SEMESTERS)

Description of the Evaluation Process

Table 1

Grade and Grade Point

The Evaluation of each Course comprises of Internal and External Components in the ratio 1:4 for all Courses.

Grades and Grade Points are given on a 7-point Scale based on the percentage of Total Marks (Internal + External) as given in Table 1

(Decimals are to be corrected to the next higher whole number)

%Marks	Grade	Grade Point
90 and above	A+ - Outstanding	10
80 and Below 90	A - Excellent	9
70 and below 80	B - Very Good	8
60 and below 70	C - Good	7
50 and below 60	D - Satisfactory	6
40 and below 50	E – Adequate	5
Below 40	F – Failure	4
	Ab (Absent)	

Credit point and Credit point average

Grades for the different Semesters and overall Programme are given based on the corresponding CPA, as shown in

Table 2

CPA	Grade
above 9	A+ - Outstanding
above 8 but \leq 9	A - Excellent

Credit point (**CP**) of a Course is calculated using the formula

$$CP = C \times GP, \text{ where } C = \text{Credit}; GP = \text{Grade Point}$$

Credit Point Average (**CPA**) of a Semester or Programme etc. is calculated using the formula

$$CPA = \frac{TCP}{TC}, \text{ where } TCP = \text{Total Credit Point};$$

TC = Total Credit

above 7 but \leq 8	B - Very Good
above 6 but \leq 7	C - Good
above 5 but \leq 6	D - Satisfactory
above 4 but \leq 5	E - Adequate
\leq 4	F - Failure

NOTE

A separate minimum of 30% marks each for internal and external (for both theory and practical) and aggregate minimum of 40% are required for a pass for a course. For a pass in a programme, a separate minimum of **Grade E** is required for all the individual courses. If a candidate secures **F Grade** for any one of the courses offered in a Semester/Programme **only F grade** will be awarded for that Semester/Programme until he/she improves this to **E GRADE** or above within the permitted period. Candidates who secure **E grade** and above will be eligible for higher studies.

BVoc. Broadcasting and Journalism

2016-17 admission onwards

MAHATMA GANDHI UNIVERSITY
Kottayam



MODEL QUESTION PAPER

B.VOC – Broadcasting & Journalism

(Choice Based Credit System)

(2016-17 Admission onwards)

MODEL QUESTION PAPER

B.VOC. IN BROADCASTING AND JOURNALISM

First Semester Degree Examination-,2016

BJ1T03: COMMUNICATION AND MEDIA

Time: 3 hours

Maximum: 80 marks

Part A

Very Short Answer Questions- Answer **all** questions briefly

Each question carries 1 mark

1. Define mass media
2. What is new media
3. What is non verbal communication

4. Define communication
5. What is gate keeping
6. Basic concept of Riley and Riley model
7. Who is Ferdinand de Saussure
8. Comment on 'mass as audience'
9. Mention the normative theories
10. Marshall McLuhan

(10x1=10)

Part B

Short answer questions- Answer **any Eight** questions

Each question carries 2 marks

11. Functions of communication
12. What is the significance of silence in the communication process
13. Define subterfuge in the communication process with a suitable example
14. Explain with two different examples, the verbal communication
15. What are the characteristics of print media
16. What are the functions of mass media
17. How semiotics is connected with the communication processes
18. How far the new media advanced the communication process
19. State the difference in communication process while using E-mail and Facebook
20. Define encoding and decoding
21. Define iconic form of communication with suitable examples
22. Define the barriers in the communication process (8 x 2 = 16)

Part C

Answer **any Six** questions

Each question carries 4 marks

23. Explain publicity model in detail
24. Define the characteristics of mass communication
25. Explain in detail with suitable examples the forms of communication
26. Explain in detail with suitable examples the levels of communication
27. Define communication as subversion
28. Relation between culture and communication
29. Describe effective communication
30. Authoritarian theory
31. Affect and effect in communication

(6x4=24)

Part D

Long answer questions- Answer **any Two** questions

Each question carries 15 marks

32. Explain the typology of audiences. Examine the characteristics of audience in the new media environment
33. Detail the uses and functions of communication models
34. What are normative theories of the press
35. What are the trends in new media

(2x15=30)

MODEL QUESTION PAPER

B.VOC. IN BROADCASTING AND JOURNALISM

First Semester Degree Examination-,2016

BJ1T04: HISTORY OF THE MEDIA

Time: 3 hours

Maximum: 80 marks

Part A

Very Short Answer Questions- Answer **all** questions briefly

Each question carries 1 mark

1. Comment on Harijan

2. Comment on Kandathil Varghese
3. What is telegraph
4. Significance of Prasar Bharati in India
5. Expansion of HDTV and one of its uses
6. Comment on the act that regulates publications in India
7. What is second press commission
8. What is official secrets act
9. Mathrubhumi newspaper
10. Indiavision news channel

(10x1=10)

Part B

Short answer questions- Answer **any Eight** questions

Each question carries 2 marks

11. Describe inland magazines
12. Define about Kerala Press Academy
13. Write about India's first newspaper
14. Rajaram Mohan Roy
15. Mention the early attempts in Indian Press
16. What are the contributions of the British to Indian Journalism
17. Define AIR
18. Distinguish between readership and circulation
19. What is the significance of photography in Press
20. Define the coming of Gramophone
21. What is commercialization
22. Contributions of TV

(8x2=16)

Part C

Answer **any Six** questions

Each question carries 4 marks

23. Ambedkar as Journalist
24. Describe Vernacular press
25. Detail the contributions of Early Malayalam newspapers to the freedom movement
26. Explain the new trends in Malayalam media world
27. How did digital technology influence newspaper industry in Kerala
28. What was the status of the press under emergency. Explain your observations
29. Discuss the development of radio broadcasting in India
30. Explain the contributions of Mahatma Gandhi as a Journalist

31. Identify the major news agencies and syndicates in India

(6x4=24)

Part D

Long answer questions- Answer **any Two** questions

Each question carries 15 marks

32. Write an essay about the level of advancement of Investigative Journalism in Malayalam

33. Mark the contributions of Missionaries in the History of Press

34. Describe the standard of programmes by the FM Radio channels in Kerala

35. How far does the `localisation' influence the newspapers in Kerala

(2x15=30)

MODEL QUESTION PAPER

B.VOC. IN BROADCASTING AND JOURNALISM

First Semester Degree Examination-2016

BJ1T06 FUNDAMENTALS OF JOURNALISM

Time: 3 hours

Maximum: 80 Marks

Part A

Very Short Answer Questions- Answer all questions briefly

Each question carries 1 mark

- 1) Briefly describe the factors determining news values.
- 2) Describe Banner.
- 3) Distinguish between by-line and catch-line.
- 4) Define who is a stringer.
- 5) What are the contents in the editorial page?
- 6) What is a style book?
- 7) Define freelance journalism.
- 8) Briefly list out the contents of a newspaper.
- 9) What are the different types of news?
- 10) Give two definitions for news.

(10x1=10)

Part B**Short answer questions. Answer any Eight questions. Each question carries 2 marks.**

- 11) Explain news releases and meet the press.
- 12) What are news sources? How does it differ from news releases?
- 13) What are the main functions of headlines?
- 14) Briefly describe the contents of a news story in the order of importance.
- 15) What are the factors that should be kept in mind while conducting an interview?
- 16) What is 'editorial'? How is it written?
- 17) Explain hour glass style of news writing.
- 18) Mention the editorial hierarchy of a newspaper.
- 19) Mention the principles of editing.
- 20) Distinguish between sports page and business page.
- 21) Analyse 'Kunjukurup' in Malayala Manorama
- 22) What are intros? Mention the different types of intros.

(8 X 2 = 16)

Part C**Answer any six questions
Each question carries 4 marks**

- 23) Explain the significance of political stories in newspapers
- 24) Explain inverted pyramid style and hourglass style of news writing.
- 25) Write a note on any one of the policies of the central government
- 26) Explain the principles of editing.
- 27) Who is a proofreader? Explain his functions
- 28) How would you edit news agency copy?
- 29) Explain the difference between circulation and readership with suitable examples.
- 30) Discuss the prominence of wire service in the contemporary journalistic era.
- 31) Explain
 - a. Deadline
 - b. Cropping

- c. Slug
- d. Mofussil

(6 X 4 = 24)

Part D

Long answer questions- Answer any Two questions.

Each question carries 15 marks

- 32) What are the duties and characteristics of a sub-editor?
- 33) What are the functions of headlines? Discuss various types of headlines with suitable example.
- 34) Describe different elements in selecting a picture. How would you prepare a photograph for publishing?
- 35) Analyze the advantages and limitations of the Inverted Pyramid format.