

**Mahatma Gandhi University**  
**Kottayam**

**M.C.J**

[Master of Communication & Journalism]

A Two-Year Post Graduate Course

(Four Semesters)

**For Affiliated Colleges**

**Mahatma Gandhi University**  
**Credit Format (Affiliated Colleges)**  
**Master of Communication and Journalism (MCJ)**

Semester	Teaching hours	Credits	Total Credits
<b><u>First Semester</u></b>			
PC 1 : Introduction to Communication	4	4	
PC2 : History and Development of Journalism	4	4	
PC3: Public Relations & Corporate Communication	4	4	19
PC4: News Reporting (Theory)	3	3	
Practicals : News Reporting	10	4	
<b><u>Second Semester</u></b>			
PC5: Media Management and Production <i>Anuja</i>	4	4	
PC6: Business Journalism	4	4	
PC7: Advertising Practice <i>Josei Sel</i>	4	4	19
PC8: Editing Techniques and Translation (Theory) <i>Praveen</i>	3	3	
Practicals : Editing and Translation <i>↓</i>	10	4	
<b><u>Third Semester</u></b>			
PC: 9 Media Law and Ethics	4	4	
PC:10 Malayalam Journalism/ Health Communication	4	4	
PC:11 Magazine Journalism	4	4	19
PC: 12 Radio, Television and Cinema(Theory)	3	3	
Practicals : Radio and Video Production	4	4	
<b><u>Fourth Semester</u></b>			
PE1 : Communication for Development	5	4	
PE2 : Research Methods for Media	5	4	
PE3: New Media, Feature and Technical Writing	5	4	
Practicals : Laboratory Journal	10	4	23
Dissertation		4	
Viva-Voce		3	

**GrandTotal : 80 Credits**

### Scheme of Examination

<b>First Semester MCJ</b>	<b>External Evaluation</b>	<b>Internal Evaluation</b>	<b>Duration of Examination</b>	<b>Total Credits</b>
PC 1: Introduction to Communication	75%	25%	3 hours	4
PC 2 : History and Development of Journalism	75%	25%	3 hours	4
PC 3 : Public Relations and Corporate Communication	75%	25%	3 hours	4
PC 4 : News Reporting (Theory)	75%	25%	3 hours	3
Practicals : News Reporting	100%		3 hours	4

**Total: 19 Credits**

<b>Second Semester MCJ</b>	<b>External Evaluation</b>	<b>Internal Evaluation</b>	<b>Duration of Examination</b>	<b>Total Credits</b>
PC 5: Media Management and Production	75%	25%	3 hours	4
PC 6: Business Journalism	75%	25%	3 hours	4
PC 7: Advertising Practice	75%	25%	3 hours	4
PC 8: Editing Techniques and Translation (Theory)	75%	25%	3 hours	3
Practicals : Editing and Translation	100%		3 hours	4

**Total: 19Credits**

<b>Third Semester MCJ</b>	<b>External Evaluation</b>	<b>Internal Evaluation</b>	<b>Duration of Examination</b>	<b>Total Credits</b>
PC 9: Media Law and Ethics	75%	25%	3 hours	4
PC 10 : Malayalam Journalism <b>OR</b> Health Communication	75%	25%	3 hours	4
PC 11 : Magazine Journalism	75%	25%	3 hours	4
PC 12 : Radio, Television and Cinema(Theory)	75%	25%	3 hours	3
Practicals : Radio and Video Production	100%		3 hours	4

**Total: 19 Credits**

<b>Fourth Semester MCJ</b>	<b>External Evaluation</b>	<b>Internal Evaluation</b>	<b>Duration of Examination</b>	<b>Total Credits</b>
PE1: Communication for Development	75%	25%	3 hours	4
PE 2: Research Methods for Media	75%	25%	3 hours	4
PE 3 : New Media, Feature and Technical Writing	75%	25%	3 hours	4
Laboratory Journal	100%			4
Dissertation	100%			4
Viva -Voce	100%			3

**Total: 23 Credits**

**Total Credits for Four Semesters: 80**

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# **MAHATMA GANDHI UNIVERSITY**

## **M.C.J**

### **(Master of Communication & Journalism)**

#### **Regulations, Subjects of Study and Syllabus**

##### **Introduction**

The M.C.J Course shall extend over a period of two academic years (Four Semesters). There shall be an examination at the end of each Semester. English shall be the medium of instruction, but for one paper, i.e. Malayalam Journalism, the medium should be Malayalam. Those who are not proficient in Malayalam can opt for Health Communication (self study) in lieu of this paper.

Candidates for the M.C.J course shall have passed any degree examination of Mahatma Gandhi University with 45% marks or any examination recognized by it as equivalent there to. 5% relaxation in marks is given for SC/ST candidates. They shall be required to pass an Entrance Test- written and oral for admission or any other methodology adopted by the University. The process of selection will be subject to the rules and regulations regarding reservation.

##### **Course Requirements:**

###### **Internship**

Students shall undergo internship in a recognized newspaper or news agency or advertising agency or public relations department or any other mass media organization approved by the Principal for four weeks during the MCJ course. Internship is compulsory.

###### **Seminars and assignments**

Participation in the students' seminars to be organized once in a week is compulsory. Students should turn in before deadline the class assignments given by the teachers from time to time. Internal assessment marks will be given to the students on the basis of assignments, class tests, general behaviours and attendance.

## **Project Work**

As part of the study, every student has to undergo a project work/ dissertation as supervised by the Principal/ H.O.D. and the other faculty. The work may be either by a research thesis/content analysis/indepth study. The project work is compulsory. The viva – voce is mainly based on the project work.

## **Attendance**

Students shall attend the classes regularly and those who do not put in 75% of attendance will not be permitted to appear for the examination.

The Principal/H.O.D. of the 'Institution' shall certify as to the completion of all the academic requirements of the students before they are permitted to appear for the examination.

## **Pass Minimum**

The pass and successful candidates in the examinations will be classified as per university guidelines ie from 12 (EXAMINATION) to 13.16. There shall be separate paper minimum pass. Candidates failing to secure the paper minimum need appear again only for that paper. In the case of the practical paper they will have to re-appear for the practical work.

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## SEMESTER- I

### PC1 - INTRODUCTION TO COMMUNICATION

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

**Module-2:** Types of Communication- Intra Personal, Interpersonal, Group and Mass Communication-Nature, Functions, Scope. Barriers to communications-remedies. Opinion leaders, Gatekeepers, Persuaders. Sociological & Psychological needs & importance.

**Module-3:** Models of Communication - Aristotle, Claude E. Shannon & Warren Weaver, Harold D. Lasswell, Wilbur Schramm, Charles E. Osgood, Gerbner, Newcomb, David Berlo, SMCR, Becker, Riley & Riley, De Fleur, Westely & Maclean-structure, functions, applications, merits & demerits.

**Module-4:** Concepts of Communication. Mass Media. Internet-Nature, Scope, merits & demerits. Folk Media, Multi-Mediality, Blogging. Social media as a new method of communication. Mass Media effects- Violence, obscenity, attitude and behavioural changes, typology of audience & critical consumer - culture and communication - Roland Barthes, Herbert Schiller, Noam Chomsky, Jacobson, Thompson.

**Module-5:** Normative Theories of the Press- Authoritarian, Libertarian, Communist, Social Responsibility, Development Media & Democratic Participant Press Theories. Marshall McLuhan- Ideology, Books, Concepts - Mechanical, Electrical Age, Global Village, Medium is the Message, Hot Media & Cool Media-Toronto School, Frankfurt School, critical studies. ICE-ICEET, Demassification, Convergence, Accessibility, Reach, New International Information Order, Present Scenario of Mass Media.

## References & Reading list

1. Introduction to Mass Communication - Emery,Ault,Agee
2. Many Voices, One World - UNESCO
3. Process & Effects of Mass Communication - Wilbur Schramm
4. Men, Messages and Media - Wilbur Schramm
5. Mass Communication & Journalism in India - Keval J.Kumar
6. New Media Technology - John V.Pavlik
7. Understanding Mass Communication - Melvin L. De Fluer & Evelette
8. Media, Communication&Culture - James Lull
9. Communication & Society - Kamlesh Mahajan
10. Principles & Function of Mass Communication - Dr.Jan R.Hakemulder
11. Mass Communication in India - Dr. J.V.Vilanilam
12. Communications - Berko & Wolvin
13. The Effects of Mass Communication - Joseph Klapper
14. Communication - Karl Erk Rosengren
15. The Media Reader - Hugh Mackay & Tim O Sullivan
16. Communication Studies - AndrewBeck,Peter Bennett,Peter Wall
17. Communication Models - Denis Mc Quail & Sven Windahl
18. Theories in Mass Communication - Denis Mx Quail
19. Introduction to Mass media - fred Fedler
20. Mass media - William Rivers et al.

## **PC 2: HISTORY AND DEVELOPMENT OF JOURNALISM**

**Module 1:** Press: Its importance and significance. Origin and Growth of Journalism at global level. Beginning of Journalism in India. The early print media in India. India's first Newspaper. James Augustus Hicky. Indian Press in Nineteenth Century. Contributions of Christian Missionaries to Indian Journalism. Serampore missionaries. James Silk Buckingham. Early Journalism in Madras, Bombay & Calcutta.

**Module 2:** Indian media. Media in pre-independence Era. First war of Indian Independence. The Birth of Indian language journals. Raja Rammohun Roy. The birth of Indian National Congress. National leaders and their contributions to media.

**Module 3:** Indian Press and freedom struggle. Indian press after Independence. The History of English Daily Newspapers. Prominent Journalists in India. Indian Media & Emergency in India.

**Module 4:** History of language Press, Characteristics and growth of Malayalam Journalism-Prominent Newspapers and journalists in Malayalam. History of Indian Broadcasting-AIR-Doordarshan. Private Satellite Channels, Educational and Instructional TV, INSAT, Prasar Bharathi- Commercial Broadcasting, FM Radio, Satellite & Internet Radio.

**Module 5:** Press Commissions and Committees-Recommendations. A K Chanda, B G Varghese, P.C.Joshi, Kuldip Nayar, Justice Manisana. News agencies and syndicates, PTI, UNI, Professional Organizations, INS, RNI, Press Council of India, IIMC-Press Institute of India, PIB, Publication Division, AMIC, IFWJ. Kerala Press Academy.

## References & Reading List

1. History of the Press in India - S.Natarajan
2. Indian Journalism - Nadig Krishnamurthi
3. Communication History - John D.Steever
4. Mass Communication in India - Keval J.Kumar
5. History of Indian Journalism - J.Natarajan
6. Mass communication & Journalism in India - D.S.Mehta
7. The Indian Press - S.P.Sen
8. The Provincial Press in India - T.J.S.George
9. Journalism & India - Rangaswamy  
Parthasarathy
10. Television in India - P.C.Chatterji
11. Encyclopedia of Indian Cinema - Rajadhayksha
12. Indian Film - Eric Barnouw &  
S.Krishnaswamy
13. Broadcasting in India - G.C.Awasthy
14. Seventy Five Years of Indian Cinema - Firoze Rangoonwala
15. Broadcast Journalism - S.C.Bhat
16. The Press - M.Chalapathi Rau
17. Whose News? - Ammu Joseph
18. Television & Social Change in Rural India - Kirk Johnson
19. History of Indian Journalism - R. Parthasarathy
20. Folk media in India - Shyam Paramar

## **PC 3: PUBLIC RELATIONS & CORPORATE COMMUNICATION**

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

**Module-2:** Public Relations Tools- Preparing & planning-House Journals, News letters, Hand outs, Brochures, media releases, Lobbying, media conferences, Annual Meetings, Open houses, Exhibitions, Speeches, Seminars and Symposia, Demonstrations, Conducted Tours, Gossips, Rumours, Interviews, Publicity materials & Corporate Films.

**Module-3:** Public Relations Departments/Agencies, Publics-Internal and External-Organizational set up, functions. PR & Communication Flow-Formal, Informal (grapevine) -vertical, horizontal. PR Campaigns-steps-Fact Finding, Research, Planning, Implementing, Evaluation & Feedback.-Major P.R. Campaigns. PR Counseling & PR Consultancy Firms:

**Module-4:** Public Relations in Public and Private sectors, PR for Military, PR for Tourism Promotion, PR for Sports/Entertainment, PR for Charitable Institutions, Event Management.

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

## References & Reading list

1. Practical Public Relations
  2. Public Relations Handbook
  3. Lectures on Applied Public Relations
  4. Public Relations in India
  5. Public Relations Strategies & Tactics
  6. Effective Public Relations
  7. Public Relations Concepts & Practices
  8. How to be a Good PRO ?
  9. Public Relations Problem & Perspectives
  10. Hand Book of Public Relations in India
  11. Public Relations
  12. Management of PR& Communication
  13. Scientific Public Relation in India
  14. PR & Media Relations
  15. Ad-Ventures of a PR Man
  16. Principles of Public Relations
  17. The Challenge of Public Relations
  18. Successful Public Relations
  19. Handbook of Public Relations
  20. Public realtions in India
- Sam Black
  - Philip Lesley
  - K.R.Balan
  - J.M.Kaul
  - DenisL.Wilcox,  
Philip H.Ault, Warren K.Agee
  - ScottM.Cutlip, Allen H  
Centre, Glen M Broom
  - Raymond Simon
  - Narasimha Reddy
  - Anil Basu
  - D.S.Mehta
  - J.Jethwaney
  - Sailesh SenGupta
  - Scope
  - Dr.G.C.Banic
  - S.N.Surkund
  - C.S.Rayudu & K.R.Balan
  - C.K.Sardana
  - Jim Dunn
  - Leslie
  - Narasimha Reddy C.V.

## **PC 4: NEWS REPORTING**

**Module- 1:** News- Concepts, definitions, purpose, elements, values, News classification. Sources of News. Techniques of News gathering & dissemination. Wire service. News flow.

**Module- 2:** News Story-Structure of news story-inverted pyramid and other styles. Principles of News writing. Different kinds of Lead; changing styles of news writing. Reporting speeches, seminars, conferences, press conferences, demonstrations, rallies, agitations, court proceedings, legislative assembly, Parliament, govt. & non-govt.

**Module-3:** Reporter-Qualities, qualifications, functions, news gathering qualities of reporter- Cultivation of news sources, social responsibility of a news reporter; Correspondents-stringer, mofussil, district, foreign, political, sports, legal, legislative, business & special correspondents.

**Module-4:** Specialized Reporting-Development news; science & technical news; business news, election news, accidents, crime, war disasters. conflicts, obituaries, weather & human interest stories. Medical reporting, tourism reporting, agriculture reporting, Cultural Reporting. Art of Interviewing, types of interviews.

**Module-5:** Investigative, interpretative, embedded, in-depth, cheque- book, Page Three & Local Page, aggressive, yellow, paparazzi, tabloid, precision, citizen journalism and planting stories-sting journalism.

## References & Reading List

1. Fundamentals of Journalism - Spencer Crump
2. The Professional Journalist - John Hohenberg
3. Professional Journalism - M.V.Kammath
4. The Newspaper Handbook - Richard Keeble
5. Reporting - M.V.Charnley
6. Modern News Reporting - C.Warren
7. Reportorial Writing - Paul V.Sheehan
8. Indian Reporters Guide - R.Critchfield
9. The Complete Reporter - S.Johnson & J.Harris
10. How to Report & Write the News - Cambell & Wolseley
11. Reporting for the Print Media - P.Fedler
12. The Investigative Journalist - H.J.Dygert
13. News Writing & Reporting Public Affairs - C.R.Bush
14. Basic News Writng - Mencher Melvin
15. Investigative Journalism - Hugo De Burgh
16. Journalism made Simple - David Wainwright
17. Interpretative Journalism - C.D.Mac Dougal
18. Precision Journalism - Philip Mayer
19. Reporting for the Media - Rangaswamy Parthasarathy.
20. Investigative Reporting - David Anderson & Benjaminson Peter

## SEMSTER II

### PC 5: MEDIA MANAGEMENT & PRODUCTION

**Module-1:** Principles & concept of Newspaper Management. Factors of effective management Trends in modern management discipline - total quality management.

**Module-2:** Types of media ownership-advantages & disadvantages-sole proprietorship, partnership, private, public limited companies, trusts, cooperatives, religious institutions, franchisees (chains), corporations.

**Module-3:** Economics of Media –Budgeting & Finance, capital costs & investment, operation costs, source of revenue, expenditure, human resource. Advertising-marketing, circulation - readership, space selling - time selling, brand promotion - product promotion- ABC, NRS, DAVP, INS, RNI, RIND, ILNA, Editors' Guild -management problems of small, medium and large newspapers. Price war-trade unionism. Competition & Sales promotional methods campaigns & strategies. Production problems.

**Module-4:** Economic & administrative concerns of government owned electronic media- AIR, Doordarsan. Competition of private satellite TV channels. Public service broadcasting & Commercial broadcasting.

**Module-5:** Brief History of Printing-India and Kerala–Typography, typesetting methods, Desk Top Publishing. Printing process-Letter press, Offset, Gravure, Silk screen, Line blocks, Half tones, Multi colour process, types of paper stocks, Size of publication – colour positives – negatives – colour separation – digital printing, flexography.

## References & Reading List

1. Newspaper Organisation & Management - William & Rucker
2. Newspaper Management - Frank Thayer
3. Newspaper Management in India - Gulab Kothari
4. Newspaper Economics & Management - T.N.Sindhwani
5. Management–Task, Responsibility & Practices - Peter F.Ducker
6. Modern Newspaper Production - Woods
7. Newspaper Organization & Management - J.Goulden
8. Elementary Typography - Bernard & Roger
9. An Outline of Newspaper Typography - Allen Hutt
10. Managing in the Media - Pater Block,William Housely & Ron Southwell
11. Financial Management for Media Operations - Richard E.Van Deusen
12. Electronic Media Management - Pringle, F Star & McCavit
13. Promotion & Marketing for Broadcasting - Eastman, Ferguson, Klein
14. Film Production Management - Bastian Cleve
15. Film & Video Budget - Michael Wiese
16. Indian Journalism - Nadig Krishnamurthy
17. Communication Networks Management - Terplan
18. Media Management in India - Dibakar Panigrahy & P K Biswasroy
19. Modern Trends in Printing Technology - V.S.Krishnaswamy
20. History of Printing in India - B. S. Keshavan

## **PC 6: BUSINESS JOURNALISM**

**Module-1:** Fundamentals of business journalism growth role, styles,trends,prospects & drawbacks. National and International Business Journals.

**Module-2:** History of Indian Business Journalism & Financial Reporting- roles, styles, trends-Factors contributed for the growth of Indian Business Journalism. Green Revolution, white revolution, blue revolution, population policy, bank nationalization, Information Technology, Bio-Technologyand Telecommunication policies- New Economic Policy (NEP)-LPG-Liberalization, Privatization, Globalization, FDI.-Commercial Banks & Non Banking Financial Institutions.

**Module-3:** Money & Markets-Financial Instruments-Equity, Stock, Share, Bond, Debenture, Loans, Subsidies. Stock Exchanges-Wall Street, Bullion Market, Dalal Street,NASDAQ,NSE, BSE, Online Trading-Bear, Bull, brokers & sub brokers-SEBI, Reserve Bank of India, NABARD, IDBI. International Financial Institutions-IMF,WTO,WorldBank,ADB,European Union,G9 and G11.

**Module-4:** Indian Economy-salient features, strengths, weakness & approaches. Concept of Planning- Five Year Plans-Role of Public & Private Sectors-Review of Indian Economic policies. India's position in the World Economy & Market.

**Module-5:** Kerala Scenario-Business Journalism & Financial Reporting in Kerala- Business Publications in Kerala-Kerala Budget-Budget Reporting-State Planning- Content analysis of major financial newspapers in English and Malayalam in India

## References & Reading List

1. Economic & Business Journalism - E.C.Thomas
2. How to Excel in Business Journalism - R.J.Venkiteswaran
3. New Business Dictionary - Shyansal Banerjee
4. Oxford Dictionary of Business - Oxford IBH
5. The Penguin Dictionary of Economics - Graham Bannock & R.E.Bovcter etal.
  
6. Business Communication - Asha Kaul
7. Business Communication : Process & Product - Mary Ellen Guffy
8. Business & the Media - Craig E.Aronoff
9. Business Writing for Results - Jane E.Cleland
10. Corporate Financial Reporting Theory & Practice - Andrew Higson
11. Media Markets & Democracy - C.Edwin Baker
12. Financial Reporting in Pacific Asia Regions - Ronald Ma
13. International Financial Reporting Standards - Hennie Van Grenning
14. Quality Financial Reporting - Paul Miller
15. Rich Media & Poor Democracy - Robert McChesney
16. Monetary Economics - Suraj B Gupta.
17. Icons from the World of Business - Devangshu Dutta
18. Business Communication - Kaul
19. Banking - M.L.Jhingan
20. Annual Economic Survey Reports - The Hindu

## **PC 7 : ADVERTISING PRACTICE**

**Module-1:** Introduction to advertising- Evolution of Advertising in USA, India. Advertising -Definition, Functions and Relevance. Classification of advertising. Role of advertising in Marketing, Marketing mix.

**Module-2:** Structure of an Advertisement/T.V.Commercial. Fundamentals of Layout, Design, Production processes in different media. Spots & jingles. Copy writing techniques & exercise in copy writing. scripting and storyboard preparation for commercial. Advertising campaigns. Land mark ad campaigns. Corporate Film making.

**Module-3:** Advertising Agency-system, structure and functions. Prominent advertising agencies & personalities. Accreditation system. Major Publications. Media planning

**Module-4:** Advertising Media-Media selection, scheduling & Media Mix-Print, Radio, Television, Film & Internet, Outdoor, Direct Mail & Web advertising mobile phones. Informercials, Webmercials, Advertorials.

**Module-5:** Advertising Research-Scope, objectives & methods. Professional Organizations. ASCI and its code of conduct; Advertising as a communication. AIDA,DAGMAR principles. Advertising and Public Relations, Publicity. Economic and social aspects of advertising. Trends in contemporary advertising.

## References & Reading List

1. Advertising - Frank Jeffkins
2. Ogilvy on Advertising - David Ogilvy
3. Unpublished Ogilvy - David Ogilvy
4. Advertising Management: Concepts & Cases - Manendra Mohan
5. Advertising Management - B.S.Rathore
6. Advertising Theory & Practice - Chunnawala and Setha
7. Advertising Made Simple - Frank Jeffkins
8. Advertising - Watson, Rinehart & Winston
9. Advertising : Theory & Practice - Sandage & etal.
10. Advertising Procedure - Otto Cleppner, Glenn Verrill, Thomas Russell
11. Advertising: Its Role in Modern Marketing - Watson S.Dunn
12. Advertising & Popular Culture - Jib Fowles
13. Copywriting - Philip Stabe
14. Cases in Advt. & Communication Mgt. in India - Subrato Sen Gupta
15. Handbook of Advertising - Roger Bantz
16. Copywriting - Pat Quinn
17. The Business Of Advertising - Robert W.Jones
18. Spending Advertising Money - Simon Broadbent
19. Advertising Research - I.S.Peerbhoy
20. Modern Advertising - Hepner

## **PC 8: EDITING**

**Module-1:** Editing-Introduction, principles, need, functions, symbols, tools, terminology. Line editing, creative editing and design editing. Style sheet. Editing Process -Selecting, Examining, Checking, Correcting, Condensing, slanting stories, integrating copy from different sources. Rewriting- leads and stories. Editing and translating news copy, managing developing stories. The mode of transmitting news stories to the editorial desk.

**Module-2:** (HL) Headlines- Types, Functions & Trends-Writing Heads & Sub Heads-Unit Counts. Writing editorials and middle pieces.

**Module-3:** Fundamentals of Print Media Design-Principles of Page Makeup & Design. Traditional, Contemporary Design, Computer Aided Design (CAD). Dummy preparation, pagination. Use of White Space, Copy Fitting, Teasers. Colour schemes. New trends in pagination. Layout & Design of local pages, Editorial Page, pullouts, special pages, supplements & Weekend magazines. Photo Editing- Photo selection, cutting, cropping, trimming, slashing, cutline, caption writing-Photo layout principles & types.

**Module-4:** News Processing-Organizational hierarchy-News Room setup. News Desk- Editorial duties and functions.

**Module-5:** New trends in editing - Emergence of Special Editors, Page Editors, Spot Editors, Readers Editor, News Ombudsman, news councils.

## References & Reading List

1. Art of Editing - Baskette, Scissors, Brooks
2. News Editing - Bruce Westley
3. Editing in the Electronic Era - Martin L. Gibson
4. The Active News Room - International Press Institute
5. News Headlines - Harold Evans
6. Handling Newspaper Text - Harold Evans
7. Newspaper Design - Harold Evans
8. Design & Makeup of Newspapers in Electronic Era - Albert & Shutton
9. Newsman's English - Harold Evans
10. The Sub Editors Companion - Michael Hides
11. Professional Journalist - John Hohenberg
12. Copy Editing - Judith Butcher
13. Editing - T.J.S. George-IIMC
14. The Magazine Publishing Industry - Charles P. Daly, Patrick Henry, Ellen Ryder
15. Modern Newspaper Design - E.C. Arnold
16. The Art of Editing News - R.C. McGriffert
17. Doing it in Style - Leslie Sellers
18. A Handbbok of Journalists - M.V. Kamath
19. Professional Journalism - M.V. Kamath
20. Scholastic Journalism - Spencer and Crump

## SEMESTER III

### P C 9 MEDIA LAWS AND ETHICS

**Module-1:** Indian Constitution-Salient features, Fundamental Rights and Directive Principles. Freedom of Press & Parliamentary Privileges. Powers of President & Governor. Case studies with regard to Freedom of Speech & Expressions.

**Module-2:** Hierarchy of Courts, (Civil and Criminal), Cognizable & Non Cognizable cases, Anticipatory bail, Bailable & Non Bailable offences, defamation, sedition, types of writs.

**Module-3** Press Legislations in India. The Press & Registration of Books Act of 1867. Drug & Magic Remedies (Objectionable Advertisement) Act of 1954- The Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act of 1955. Press Council Act of 1978- Cable Television Networks (Regulation) Act of 1995. Video and Audio piracy. Information Technology Bill. Cyber Laws-Censorship guidelines-Press Accreditation Rules etc.

**Module -4:** The Cinematograph Act of 1952, Young Persons (Harmful Publications) Act of 1956, Copyright Act of 1957, Contempt of Court Act, Consumer Protection Act. Right to Information Act, 2005-Intellectual Property Right.

**Module-5:** Media ethics- print and broadcasting- code of Ethics for AIR and Doordarshan. Official Secret Act, 1923- Press Ombudsman

## References & Reading List

1. PressLaws - A.N.Grover
2. Freedom of Press in India - A.G.Noorani
3. Law of the Press - Durga Das Basu
4. The Press in India - R.C.Sarkar
5. Press Laws in India - K.L.Umrigar
6. Press Laws - Js. Mudholkar
7. Law of the Press in India - Durgadas Basu
8. Essential Laws for Journalists - L.C.J.Momae & R.M.Taylor
9. Human Rights of the World - P.K.Singh
10. Introduction to the Constitution of India - Durga Das Basu
11. Freedom of Information - Js.V.R.Krishna Iyer
12. Human Rights & Communications - J.V.Vilanilam
13. Electronic Media Law - Roger L.Sadler
14. Copyright & Trademarks for Media Professionals - Arnold Lutzker
15. Journalists Guide to Media Law - Mark Pearson
16. Media Law - Rex S.Heinke
17. Media Law - Rhonda Baker
18. Internet Law: Text & Materials - Chris Reed
19. Ethics & Journalism - Karen Sanders
20. Ethical Issues in Journalism & MassMedia - AndrewBelsey& RuthChadwick

## **PC 10: MALAYALAM JOURNALISM**

**Module-1:** -Origin, growth, development, characteristics, of Malayalam Print Media in Kerala. Beginning of Printing & Publishing in Kerala-contributions of Missionaries. Malayalam Journalism during pre- Independence period & Renaissance period. Malayalam Media & Indian Independence struggle-role, contributions. Herman Gundert, Swadeshbhimani Ramakrishna Pillai, Nidherikkal Mani Kathanar, Kesari Balakrishna Pillai, Kandathil Verghese Mappillai, C.V.Kunniraman, K.P.Keshava Menon, - Malayalam Journalism and Literature. Socio-Political Movements in Kerala.

**Module-2:** Edit page – Letters to Editor, Editorial, Middle, survey and campaign – Translation of News copy from English to Malayalam. Headlines and caption writing, news writing, re writing the given copy. Feature writing. Writing for Malayalam Web Portals.

**Module-3:** .Emergency & Malayalam Media. Emergence of Political Press & New Generation Newspapers in Kerala. Magazines and Tabloids-specialised publications for Women, Sports, Film, Health, Automotives. Cartooning, Column writing, Internet and foreign editions.

**Module-4:** Emergence of Broadcasting & Electronic Media in Kerala-AIR/ Doordarshan, Satellite Channels- FM Radio & Commercials.

**Module-5:** Contemporary Trends in Malayalam Journalism. Regional & Local Newspapers Problems & Prospects – Media and Malayalam Language.

## References & Reading List

1. Malayala Pathra Charitram - Chummar Chundal & Sukumaran Pottekkadu
2. Vrithanta Pathra Pravarthanam - K.Ramakrishna Pillai
3. Swa Le - M.K.Menon
4. Patrabhasaha - Kerala Press Academy
5. Kerala Pathra Charitram - Perunna K.N.Nair
6. Mathrubhoomiyude Charitram - V.R.Menon
7. Malayala Manorama-Samskara Tharangini - Murkothu Kunhappa
8. Pathrangal Vichithrangal - K.P.Vijayan
9. Vivarthanam - Kuttikrishna Marar
10. Malayala Pathrathinte Katha - Perunna K.N.Nair
11. Kerala Pathrapravarthana Charitram - Puthupally Ragavan
12. Aranoottandilude - P.Narayanan Nair
13. Kandathil Varghese Mappila - A.D.Harisharma
14. Oru Pathrapravarthakante Ormakuruppukal - V.M.Nair
15. Nambiar Pinneyum Munnil Nilkkunnu - P.Sreedharan
16. Madyamangalum Malayalasaahithyavum - Kerala Bhasha Institute
17. Bhashayum Madhyamavum - V.K.Narayanan
18. Pathralokam - T.Venugopalan
19. Innu Innalathelum Bhedam - K.Mohandas Radhakrishnan
20. Manorama Smaranakal - Malayala Manorama Publications
21. Kerala PathraPravarthanam Suvarnaadyangal - G.Priyadarshanan
22. Malayaliyude Rathrikal - K.C.Narayanan
23. Aalokam, Eelokam - J.V. Vilanilam

OR

## PC 10: HEALTH COMMUNICATION

**Module-1:** Concept of Health & Disease-Evolution of the concept of Modern Medicine-Status of Health Problems in India-National Health Policy. Primary Health Care-National Health Programs. Concept of small family- India's Population Problem & Policy. Role of Communication in Health & Population programs.

**Module-2:** Communication Process & Principles applied to Health & Population-Interpersonal & Mass Media Sources-Source Credibility Factors-Opinion Leaders & Change Agents-Content & Treatment of Message-Health & Family Welfare Communication Campaigns-World Health Organization-UNICEF-Campaigns against Polio-AIDS/HIV, Malaria, Small Pox, Female Infanticide-

**Module-3:** Hurdles in Health Communication Campaign. Resistance to change. Overcoming the Hurdles. Role of Opinion Leaders. Role of Primary Health Centres & Anganwadi - ASHA.

**Module-4:** Message preparation for health campaign. Message structure. cultural adaptation. preparation of stickers, posters, bill boards.

**Module-5:** Channel for Health Campaign. Media selection. Advantages of traditional media, mass media and New media. National Rural Health Mission (NRHM)- a critical assessment.

## References & Reading List

1. Mass Communication & Public Health - Charles K. Atkin
2. Managing Communication In Health - Mark Darley
3. Effective Communication Skills for Health Professionals - Philip Burnard
4. Handbook of Health Communication - L. Teresa
5. Global Public Health Communication - Muhiuddin Haider
6. Internet & Health Communication - Ronald E. Rice
7. Designing Health Communication Campaigns - Thomas E. Backer
8. Public Health Communication - Robert C. Hornik
9. Communication & Health - Eileen Berlin
10. Health Communication - Shane Alex
11. Making Health communication Program Works - UN
12. Strategic Communication in HIV/AIDS Epidemic - Jane T. Bertrand
13. Designing Health Messages - Edward Mai Back
14. Annual Reports - UNICEF and WHO
15. National Health Reports - Government of India

## **PC 11: MAGAZINE JOURNALISM**

**Module-1:** Classification of Magazines by content- Professional & Technical magazines, News Magazines–Little magazines - Political, Current Affairs, Women's, Society, Literary, Automobile, Business, Health, IT, Science, Sports, Film, Children, Agriculture, Medicine, Real Estate, Travel & Tourism, Management, Career, Photography, Interiors & Design, Architecture, Leisure & Entertainment, Crime. General magazines, Specialized magazines, Tabloids, e-Publishing. Trends in Magazine Journalism. On-line Magazines & their Future.

**Module-2:** Production of Magazines-Design, Layout, Cover, Format, Illustration Principles, Graphics, Typography, Infographs, Contents, Cartoons, Columns, Photographs. Principles of Magazine Editing, Photo Editing Rules, Use of Colour, Major e-magazines.

**Module-3:** Special issues & Supplements. Economics & Business of Magazine Publishing. Factor of competition-Planning & Launching a Magazine. Readership surveys, content studies–Market Research, subscription drives, Circulation & Readership Drive, Newsstand sales, promotional strategies & techniques, market trends.

**Module-4:** -Magazines – Major publishing houses and Magazines in India.

**Module-5:** - Magazines in Kerala. Prominent Editors, Publishing Houses & Major Magazines in Kerala.

## References & Reading List

1. Understanding Magazines - Roland E.Wolsely
2. How to write small Magazine Articles - Ray Paul Nelson
3. The Magazine Publishing Industry - Charles P.Daly,Patrick Henry, Ellen Ryder.
4. Magazines in the Twentieth Century - T.Peterson
5. The Magazine World - R.E.Wolsley
6. Editing the small Magazines - Rowela Ferguson
7. Magazine Design - Maclean
8. The Changing Magazine - R.E.Wolsley
9. Magazine Publishing & Production in India - Narendra Kumar
10. Magazine Writing the Inside Angle - Art Spikol
11. Careers in Magazine Publishing - Toni L.Rocha
12. Media, Home & Family - Steewart M.Hooner
13. We the Media - Dan Gillinor
14. The Magazine Article - Peter P.Jacobs
15. Magazine Editing - John Morrish
16. History & Memory in American Magazines - Carolyn L.Kitch
17. Electronic Magazines - William C.Spragens
18. Understanding Womens Magazines - Anna Gough Yates
19. The Magazines Handbook - Jenny McKay
20. Journalism in Modern India - R.E. Wolsely

## **PC 12: RADIO, TV & CINEMA**

**Module-1:** Characteristics of Radio broadcasting. Basic production techniques in radio broadcasting. Characteristics of TV. Basic production equipment – production control room. Comparative study of Radio and TV. Qualities of a broadcast journalist. FM Radio.

**Module-2:** Covering spot news-ENG, SNG – Reporter on camera. Writing news for- Radio and TV, News bulletin production. Role of newscaster/anchor/comphers/presenters. The art of interviewing. Scripting for Radio and TV Talks, Discussion magazine programmes and special audience programmes. Outdoor Broadcast. Audience Research& TAM, TRP.

**Module-3:** Various types of Shots & Camera movements, Basic creative editing. Lights & Lighting- Triangle rule of lighting.

**Module-4:** Programme production- Research, Writing a proposal, Different stages -conceptualization of an idea/plot, one-line treatment, detailed treatment, screenplay, shooting script, story board. Genre of scripts & programme- Scripting documentary, studio programmes and telefilms. Post production, audio – video mixing, editing, special effects, animation, titling, graphics, preview. Offline & online editing, linear & non-linear editing.

**Module-5:** Introduction to Cinema- World Cinema, Indian Cinema and Malayalam Cinema. Filims – Silent Era, Parallel-film movements, Contemporary Malayalam Cinema.

## References & Reading List

1. The Radio Hand Book - Peter Wilby & Andy Conroy
2. The Technique of Radio Production - Robert McLeish
3. Creative Radio Production - Bruce H. Siegel
4. Broadcast News - Browzard & Holgate
5. Professional Broadcasting - Fletcher
6. Broadcast News Writing Reporting & Producing - Ted White, Andrian J. Meppen & Steve Young
7. A Guide; the Presentation of Radio & TV News - David Keith Cohler
8. Broadcasting in India - PC Chatterji
9. Broadcasting around the World - William LmacCavitt
10. Broadcast News Hand Book - Donald W. Miles
11. Broadcasting & the People - Mehra Masant
12. Radio for Education & Development - Jamison
13. The Techniques of Television News - Ivory Youke
14. Writing Television & Radio Programmes - E.E. Wells
15. Uses of Television - John Hartley
16. Television Culture - John Fiske
17. Reading Television - John Fiske & John Hartley
18. Interviewing for Radio - Jim Beaman
19. International Handbook of Broadcasting - Philip T. Rosen
20. Here is the News - Paul Maeseneer

## SEMESTER IV

### PE 1 : COMMUNICATION FOR DEVELOPMENT

**Module-1:** Concept of Development-Origin, definitions, meaning, characteristics, models, indices & obstacles. Reasons & remedies of Under development. Science, Technology & Development. Development Communication-Origin, meaning, concept, definition, philosophy. Role of communication and Information in development. Development Support Communication. Media selection and message design for development. Traditional and New media for development. Multimedia and development.

**Module-2:** Major Theories & Models of Development Communication-Dominant Paradigm, Communication approaches, Dependency Theory, New Paradigm of Development. Bipolar theories of development- communitarian theory of development Alternative concepts of Development- Socialistic model, Integrated Rural Development of MC.Namara, Self Help Groups, Participatory concepts and Gandhian Model of Development.

**Module-3:** -India and Development. Industrialisation and Globalisation. Five year plan. Family Planning, Rural development. NREGA. Rural education and Public Health. T.V. and Indian development- SITE, Educational Programmes, KHEDA, E.T.V., INSAT, EDUSAT. Radio and Indian development- radio rural forums, Community radio.

**Module-4:** Kerala and Development - Kerala model of development. People's plan. state planning commission., KSSP, Kudumbasree, Janasree, SHGs, NHGs, microfinancing. Victors Channel.

**Module-5:** Development Journalism, development News-Concept. Contemporary issues in development - development and women, human rights, marginalised community and NGOs.

## References & Reading List

1. Mass Media & National Development - Wilbur Schramm
2. Science Communication & Development - J.V.Vilanilam
3. Television in KHEDA - Agrawal & Malik
4. Communication & Development - Y.V.L. Rao
5. Rural Development in Kerala - B.Vijayakumar
6. NGO's & Development Theory & Practices - Nurjahan Bava
7. Perspectives of Development Communication - K.Sadanandan Nair
8. Media & Development - M.R.Dua
9. Communication & Social Development - B.Kuppuswamy
10. India's Information Revolution - Arvind Singhal & Everett M.Rogers
11. Perspectives on Development Communication - Shirley White & Sadanandan Nair
12. Mass Media & Rural Development - Aravind K.Singh
13. Communication Policy for National Development - Majid Teheranian
14. Designing Messages for Development Communication - Bella Modi
15. Rethinking Development Communication - N.Jayaveera & Amuna Gama
16. Participatory Communication for Social Change - Jan Servas
17. Communication for Development - Srinivas Melkote & Jan Servaes
18. Approaches to Development - Jan Servaes, UNESCO
19. Development Discourses: Issues & Concerns - T.K.Oommen
20. Communication & Development: A Critical Perspective - E.M.Rogers

## **PE 2: RESEARCH METHODS FOR MEDIA**

**Module 1-** Nature and scope of Mass Communication Research- Research Objectives and Research problem. Research-Definitions. Functions of Research. Types of Mass Communication Research-Qualitative, Quantitative, Historical, Descriptive, Exploratory, Explanatory, Fundamental, Applied, Scientific, Analytical and Experimental Research. Elements of Research., Research process. Hypothesis formulation. Research design, Variables and Measurements, Reliability and Validity. Analysis and Interpretation of data. Sampling.

**Module 2-** Nature and sources of data, Techniques of data collection, levels of measurement. Questionnaire-Interview schedule, Interview, Types of interview, Observation, Case study, content Analysis, Types of Content Analysis, process of content analysis. Data Processing Tabulation-relationship between mean, median and mode, Variation or dispersion. Mean deviation and standard deviation, Correlation test, Use of Chi-square, F-test, T-test ANOVA, Parametric and non parametric tests of significance, Karl Pearson's co-efficient of correlation.

**Module 3** - Research in Print and Electronic Media, Mass media effect studies. Market Research, Public Opinion Research, Readership and Audience Survey Research in Communication and Media Source Analysis.

**Module 4** - Thesis Writing. Project planning and Budgeting, Dissertation Formats and Submission.

**Module 5** - Ethical perspective of Mass media Research, Recent trends in Communication and Media Research.

## References & Reading List

1. Mass Media Research - Roger D.Wimmer & Joseph R.Dominick.
2. Theory & Research in Mass Communication - David K.Perry
3. Media & Communication Research Methods - Arthur Asa Berger
4. The Content Analysis Guide Book - Kimberl A.Neuendorf
5. Qualitative Communication Research Methods - Thomas L.Lindlo  
Bryan C.Taylor
6. A Hand Book of Media & Communication Research - Klaus Bruhn Jensen
7. Media Research Methods - Barrie Gunter
8. Media Research Techniques - Arthur Asa Berger
9. Ethnographic Research for Media Studies - David Machin
10. Qualitative Media Analysis - David Altheide
11. Rating Analysis - James G.Webster
12. Mass Communication Research Resources - H.Christopher Sterling
13. Qualitative Methodologies of Mass Communication - Klaus Jenson
14. An Integrated Approach to Communication Research - B.Michell
15. Research & Report Writing - Saravanavel P
16. Research Methods for Communication Science - James H.Watt
17. Introduction to Research Methods - Robert B.Burns
18. Introduction to Mass Communication Research - Ralph Nafzieger & David M.White
19. Doing Media Research - Susanne Horning Priest
20. Research Methods in Mass Communication - Stempel & Westley
21. Content Analysis:An Introduction to Methodology - Krippendorf. K

### **PE 3: NEW MEDIA, FEATURE AND TECHNICAL WRITING**

**Module 1:** Introduction to the concept of Cyber Journalism - Concepts of ICE, ICT, Virtual Reality, Information SuperHighway/Grid/Glut, Information Society, Digital Convergence, Digital Divide, & Netizens.

**Module 2:** New Media Journalists-qualities & skills. Introduction to Online Journalism-Major News portals-Online Newspapers, journals/ periodicals. Writing for New Media, Ethics of cyber journalism, Design of Online Sites-Web Page Design using HTML/XML: Basic hypertext-links-frames-scroll. Three types of sites-Design consideration-Mistakes in Web design-Linear, non-linear presentations-Integration of design, page design tools, front-page design, infographics, typography, colour, screen size, images, sounds, video, writing & editing for online publications

**Module 3:** Introduction to feature writing, Basics of creative writing- language, elements, techniques, style, Finding ideas, creating catchy headlines-Different types of leads. Building the body, arranging the details, creating curiosity & making conclusions. Interviewing for features- Reviews and Criticisms-Columns and columnists- Photo features. Caricatures and Cartoons.

**Module 4:** Classification of features, News feature, Human interest, Interpretative feature, Investigative feature, Analytical feature, Photo feature, Personality feature, Experience feature, Historical feature, Entertainment feature, Science feature, Geographical feature, Literary feature, Cultural feature, Political feature, Business features. Sports feature, Automobile feature, Festival feature, Market feature, Agricultural feature, Industry feature, Travel & Tourism feature, Educational feature, Fashion & Music feature, Crime feature, Humour and Satirical features. Writing Backgrounder. Feature syndicates-Importance and functions. Writing for Women and Children, Freelancing in India.

**Module 5:** Technical Writing, Craft, Techniques, elements, Style, Significance and opportunities of technical writing – diction, vocabulary-rhetoric-formal and informal writing-technical definitions-outlines-arrangement of material-approaches-from general to specific and from specific to general.

## References & Reading List

1. Introduction to Information Technology - Chetan Srivastava
2. Creative Content for the Web - Marc Millon
3. New Media Technology - John V.Pavlik
4. The Hand Book of New Media - Leah Lierrouw & Sonia Livingstone
5. Information Technology & its Facets - R.Sathyanarayana
6. Cyber Journalism - Anwar Sadat
7. News & the Net - Barrie Gunter
8. Journalism & New Media - John Vernon Paulik
9. Encyclopedia of New Media - Steve Jones
10. Features with Flair - Brian Nicholas
11. Articles & Features - Roy Paul Nelson
12. Reviewing for the Mass Media - Todd Hunt
13. Beyond the Facts: A Guide to the Art of Feature Writing - Louis Alexander
14. Feature Writing for Magazine and Newspapers - Jay Friedlander & John Lee
15. The Feature Writers Handbook - Harral Steward
16. Newspaper Feature Writing - Len Granato
17. Writing Feature Stories - Mathew Ricketson
18. Effective Feature Writing - A Shoanfield Clarence
19. Technical Writing - Gordon H.Mills & John A.Walter
20. A guide to Technical Writing - Peter J M Guire & Sara M Putzell
21. Technical Writing: Structure, Standard & Style - Robert W Bly & Gary Blake

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**Dissertation**  
**Viva Voce**