KANNUR UNIVERSITY

(Abstract)

M A Journalism and Mass Communication (M.A.J.M.C) Programme in the Department of Journalism and Media Studies (JMS), Mangattuparamba Campus - Scheme & Syllabus modified w e f 2025 admission - Approved - Orders issued

ACADEMIC C SECTION

ACAD C/ACAD C1/25457/2023 | Dated: 24.07.2025

Read:-1. U O No Acad C/ Acad C1/25457/2023 dated 15.12.2023

2. E mail dated 09.06.2025 from the Course Director (i/c), Dept. of Journalism and Media Studies

3. Minutes of the Meeting of the Department Council, dated 26.03.2025

4. E mail dated 25.06.2025 from Prof (Dr) S Anil Kumar Vadavathoor, Dean, Faculty of Communication

5. Orders of the Vice Chancellor in file of even number dtd.14.07.2025

ORDER

1. The Scheme and Syllabus of the M A Journalism and Mass Communication (M.A.J.M.C) Programme under CBCSS in the Department. of Journalism and Media Studies (JMS), Mangattuparamba Campus, was implemented w.e.f. 2023 admission vide the paper read (1) above.

2. The Course Director (i/c), Dept. of Journalism and Media Studies, vide paper read (2), forwarded the modified Scheme and Syllabus of the M A Journalism and Mass Communication (M.A.J.M.C) Programme, applicable w e f 2025 admission, along with the Minutes of the Meeting of the Department Council, for approval.

3. As per the syllabus approved earlier, the total credits of the programme was 85, which has been changed to 87 with the revision of the syllabus.

4. The modified syllabus was forwarded to the Dean, Faculty of Communication for verification and remarks.

5. The Dean, Faculty of Communication recommended ,vide paper read 4, to approve the modified scheme and syllabus of M A Journalism and Mass Communication (M A J M C) Programme in University Department w e f 2025 admission.

6. The Vice Chancellor, after considering the recommendation of the Dean, Faculty of Communication and in exercise of the powers of the Academic Council conferred under Section 11(1) Chapter III of the Kannur University Act, 1996 and all other enabling provisions read together with, **approved the Modified Scheme and Syllabus of the M A Journalism and Mass Communication (M.A.J.M.C) Programme in the Dept. of Journalism and Media Studies (JMS) of the University and accorded sanction to implement the same w.e.f. 2025 admission, subject to reporting to the Academic Council.**

7. The Modified Scheme & Syllabus of the M A Journalism and Mass Communication (M.A.J.M.C) Programme under Choice Based Credit Semester System, implemented in the Department of Journalism and Media Studies (JMS), Mangattuparamba Campus of the University, applicable w.e.f. 2025 admission, are appended with this U.O. and uploaded in the University website (www.kannuruniversity.ac.in).

Orders are issued accordingly.

Sd/-
Bindu K P G
DEPUTY REGISTRAR (ACADEMIC)
For REGISTRAR

To: 1. The Controller of Examination (Through PA to CE)

2. The Course Director (i/c), Dept. of Journalism and Media Studies

Copy To: 1. Computer Programmer
2. PS to VC/PA to R
3. DR/AR (Acad), EXCI, EP IV
4. IT Cell (for uploading on the website)
5. JR II Exam
6. SF/DF/FC

Forwarded / By Order

SECTION OFFICER

KANNUR UNIVERSITY

**SCHEME AND SYLLABUS FOR
PG PROGRAMME**

IN

M.A. JOURNALISM AND MASS COMMUNICATION
(M.A.J.M.C.)

**UNDER CHOICE BASED CREDIT & SEMESTER SYSTEM
(CBCSS)**

KU CBCSS-PG-2025

**FOR
DEPARTMENT OF
JOURNALISM AND MEDIA STUDIES (JMS)
KANNUR UNIVERSITY**

FOR 2025 ADMISSION ONWARDS

PREPARED BY: **DEPARTMENT OF JOURNALISM AND MEDIA STUDIES,
MANGATTUPARAMBA, KANNUR UNIVERSITY.**

M.A. Journalism and Mass Communication SYLLABUS for University Department,
Kannur University w.e.f 2025

M.A JOURNALISM AND MASS COMMUNICATION (M.A.J.M.C.)

PROGRAMME OUTCOMES (PO)

PO1	To give idea of journalism and its role as a catalyst for the overall social change and development
PO2	To mold journalists having professional ethics and etiquette.
PO3	To cultivate expertise among students in all formats of Mass Communication.
PO4	To encourage students to take lead roles in the highly competitive realm of media industry.
PO5	To introduce the role of media in upholding Human Rights activities.
PO6	To introduce trends in Advertising industry and Public Relations.
PO7	To introduce the special genres of journalism practices and to give exposure to the law relating to media and cyberspace.
PO8	To introduce basics of Research Methodology to enable students to develop observational skills and research aptitude.

PROGRAMME SEPCIFIC OUTCOMES (PSO)

PSO1	Shall acquire in-depth theoretical and practical knowledge of Mass Communication and Journalism and related study area.
PSO2	Shall be competent enough to undertake professional job as per demands and requirements of Media industry.
PSO3	Shall be equipped with competencies in print audio-visual and digital media.
PSO4	Shall be aware of the current trends and new developments in the area of media, culture and society.
PSO5	Shall become ethically committed law abiding media professionals adhering to the human values.
PSO6	Shall be able to critically and objectively analyse the local, national and international issues from different perspectives.
PSO7	Shall enhance the leadership skills and become socially responsible citizen with global vision.
PSO8	Shall learn qualitative and quantitative research skills and demonstrate innovative ideas with entrepreneurial abilities.

COURSE OUTCOMES (List for all courses of the Programme)

Course Code: **MJJMC**

Course Name: **MA Journalism and Mass Communication**

Semester: **Four**

Credits: **87**

C01	Demonstrate proficiency in news writing and reporting.
C02	Comprehend the legal and ethical frameworks governing journalism and media.
C03	Examine the role of media in shaping cultural, political, and social dynamics.
C04	Adapt to evolving digital journalism technologies and trends.
C05	Conduct effective media research using diverse sources and methodologies

Mapping of Course Outcomes to PSOs/POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	S	L	S	L	M	M	L	S
CO2	S	S	M	L	S	L	M	L
CO3	M	L	S	S	L	S	L	M
CO4	L	S	M	S	M	L	S	L
CO5	L	M	L	M	L	S	S	S
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	S	L	L	S	L	M
CO2	L	S	L	S	S	M	M	L
CO3	S	L	M	S	L	S	L	M
CO4	M	S	S	S	M	L	L	L
CO5	L	M	M	S	L	S	S	L

*S-Strong, M-Medium, L-Low

M.A. JOURNALISM AND MASS COMMUNICATION

Semester-I June to October

No.	Discipline Specific Core/ Elective	Subject code	Subject/Course	Hours/ Week	Credit	Marks		
						Internal	External	Total
1	Discipline Specific Core	MJJMC 01DSC01	Introduction to Mass Communication	4	4	40	60	100
2	Discipline Specific Core	MJJMC 01DSC02	News Reporting and Editing	4	4	40	60	100
3	Discipline Specific Core-Practical	MJJMC 01DSC03	Newspaper Production	4	2	40	60	100
4	Discipline Specific Core	MJJMC 01DSC04	History of Journalism	4	4	40	60	100
5	Discipline Specific Core	MJJMC 01DSC05	Multimedia Production	4	4	40	60	100
6	Discipline Specific Elective	MJJMC 01DSE01	Global Communication	3	3	40	60	100
7	Discipline Specific Elective	MJJMC 01DSE02	Climate Journalism	3	3	40	60	100
8	Discipline Specific Elective	MJJMC 01DSE03	Science Journalism	3	3	40	60	100
9	Discipline Specific Elective	MJJMC 01DSE04	Media Management	3	3	40	60	100
First Semester Total					21			

*Students should select any **ONE** elective subject.

For practical, students should produce a newspaper having **Four Pages in Tabloid size (Either in English or Malayalam) and submit it for the external valuation.

Semester II- November to March.

No.	Core/ Elective	Subject code	Subject/Course	Hours/ Week	Credit	Marks		
						Internal (CE)	External (ESE)	Total
1	Discipline Specific Core	MJJMC 02DSC06	Mass Communication Theories and Media Studies	4	4	40	60	100
2	Discipline Specific Core	MJJMC 02DSC07	Advertising and Public Relations	4	4	40	60	100
3	Discipline Specific Core	MJJMC 02DSC08	Broadcasting and Visual Media Production	4	4	40	60	100
4	Discipline Specific Core- Practical	MJJMC 02DSC09	T.V. News Bulletin Production	4	2	40	60	100
5	Discipline Specific Core- Practical	MJJMC 02DSC10	PSA Production	4	2	40	60	100
6	Discipline Specific Core- Internship	MJJMC 02DSC11	Internship		2	40	60	100
7	Discipline Specific Elective	MJJMC 02DSE05	Business Journalism	3	3	40	60	100
8	Discipline Specific Elective	MJJMC 02DSE06	Magazine Journalism	3	3	40	60	100
9	Discipline Specific Elective	MJJMC 02DSE07	Introduction to Digital Media and Cyber Culture	3	3	40	60	100
10	SEC	MJJMC02 SEC01	Media and Human Rights (Offered to other departments)	2	2	40	60	100
11	SEC	MJJMC 02SEC02	Fact Checking and Digital Investigation (Offered to other departments)	2	2	40	60	100

	IDC/MDC/ AEC/SEC	-	To be obtained from other departments	2+2	2+2	40	60	100
12	Value Added Course	MJJMC 02VAC01	Basics of Photography	2	2	40	60	100
	Second Semester Total				25			

*Students should select **ONE** Elective subject from department.

** Students should select **TWO** SEC/AEC/IDC/MDC course carrying 2 credits each from other departments

***Students should produce and submit **T.V News Bulletin** (25- 30 minutes) for external valuation.

**** Students should produce and submit a **Public Service Advertisement** (visua1- 1.30 minutes) for external valuation.

***** All students should complete a **Value Addition Course** / MOOC course of at least 2 Credits to complete the requirements of the Master's Programme. The marks/grades secured for Value Added Course /MOOC course will not be considered for the computation of CGPA

****** **Internship** is compulsory for every student for a period of 30 days.

Semester III- June to October

No.	Core/ Elective	Subject code	Subject/Course	Hours/ Week	Credit	Marks		
						Internal (CE)	External (ESE)	Total
1	Discipline Specific Core	MJJMC 03DSC12	Research Methodology	4	4	40	60	100
2	Discipline Specific Core	MJJMC 03DSC13	Introduction to Film and Documentary	4	4	40	60	100
3	Discipline Specific Core- Practical	MJJMC 03DSC14	Documentary or Short Film Production	4	2	40	60	100
4	Industrial Visit	MJJMC 03DSC15	Media Visit		2	40	60	100
5	Discipline Specific Elective	MJJMC 03DSE08	Sports Journalism	3	3	40	60	100
6	Discipline Specific Elective	MJJMC 03DSE09	Photography and Photo Journalism	3	3	40	60	100
7	Discipline Specific Elective	MJJMC 03DSE10	New Media and Technical Writing	3	3	40	60	100
8	Discipline Specific Elective	MJJMC 03DSE11	Political Communication	3	3	40	60	100
9	Discipline Specific Elective	MJJMC 03DSE12	Travel Journalism	3	3	40	60	100
10	Multi- Disciplinary Course	MJJMC 03MDC01	Marketing, Branding and Communications (Offered to other departments)					

IDC/MDC	-	To be obtained from other departments	4	4	40	60	100
		Third Semester Total		22			

*Students should select any **TWO** elective subjects.

**For practical students should produce and submit a Documentary (20-25 minutes) for external valuation.

******Media Visit** will be conducted at the beginning of semester II

Semester- IV November to March

No.	Core/ Elective	Subject code	Subject/Course	Hours/ Week	Credit	Marks		
						Internal (CE)	External (ESE)	Total
1	Core-Project	MJJMC 04 DSC16	Dissertation and Viva Voce	4	4	40	60	100
2	Discipline Specific Core	MJJMC 04DSC17	Media and Cultural Studies	4	4	40	60	100
3	Discipline Specific Core	MJJMC 04DSC18	Development Communication	4	4	40	60	100
4	Discipline Specific Core	MJJMC 04DSC19	Media Law and Ethics	4	4	40	60	100
5	Discipline Specific Elective	MJJMC 04DSE13	Health Communication	3	3	40	60	100
6	Discipline Specific Elective	MJJMC 04DSE14	Screen Writing	3	3	40	60	100
7	Discipline Specific Elective	MJJMC 04DSE15	Data Journalism	3	3	40	60	100
	Fourth Semester Total				19			

* Students should select **ONE** Elective subject from the department.

 ** Students should prepare and submit a PROJECT DISSERTATION on any topic from Journalism and Mass Communication discipline. A Viva Voce 1examination will be conducted based on the dissertation.

> **Grand Total – Credits- 87** (Discipline Specific Core Credit-64, Discipline Specific Elective Credit-15, SEC/AEC/IDC/MDC-8)

Department of Journalism and Media Studies, Kannur University.

M. A. JOURNALISM AND MASS COMMUNICATION (M.A.J.M.C) PROGRAMME SUBJECTS

Semester -1, Core Course-1
MJJMC01DSC01 Introduction to Mass Communication

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	60	0	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	Understand the socio-cultural and political relevance of mass communication.
C02	Understand the dynamics of mass communication sphere in a scientific way by adopting suitable models and theoretical frameworks.
C03	Critically analyses the functioning of communication systems in the development of the society in all respect.
C04	To disseminate basic knowledge of mass communication processes to students.
C05	To introduce mass communication models and its empirical aspects.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module-1: Communication-Definitions, Meaning, Elements-source, message, channel, receiver, feedback, noise, Process, Functions, Dysfunction, Nature, Features & Scope.7'Cs of Communication. Human Communication-Verbal & Non-Verbal, Concept of 'Mass'-Evolution of Mass Communication, Mass Society & Culture.

Module-2: Types of Communications- Intra Personal, Interpersonal, Participatory, Mediated Communication, Group, Crowd and Mass Communication-Nature, Functions, Scope,. Barriers of communications-remedies, Sociological & Psychological needs & importance.

Module-3: Models of Communication-All major models, Aristotles, Claude E.Shanon & Warren Weavers, Wilbur Schramm, Harold D. Lasswell, Charles E. Osgood, Gerbner, NewComb, David Berlo, SMCR, Becker, De Fleur, Riley & Riley, Dance model.

Module-4: Concepts of, Mass Media –Print-Newspapers, Magazine-,-Electronic- Radio, -Visual-Television, Cinema,-Cyber- Internet-Nature, Scope, Pros & Con etc. Folk Media, Mainstream Media, Popular Media, Multi-mediality, Blogging. Mass Media effects- Violence, obscenity, attitude and behavioural changes, Concept of gatekeeping; models of gatekeeping – Westely & Maclean, White, Galtung and Ruge, News flow and its models-McNelly, Bass and Mowlana.

Module-5: Normative Theories of Press- Authoritarian, Libertarian, Socialist-Communist, Social Responsibility, Development Media & Democratic Participant Theories. Herbert Marshall McLuhan-Life, History, Contributions, Ideology, Books, Concepts -Mechanical Vs. Electrical Age, Global Village, Medium is the Message, Hot Media & Cool Media, Narrowcasting, Demassification, Convergence, Accessibility, Reach, Global Village, and International Information order.

Module-6: SITE, KHEDA, KCP, EDUSAT experiments, Indian Media & Emergency- Ownership patterns, Private Satellite Channels, Video & Cable TV in the Indian sky, (HDTV) High-Definition Television, Educational v/s Instructional Television. INSAT Commercial Broadcasting, FM Radio, Indian Media in the Era of Convergence.

Books for Reference:

1.   Mass Communication – A Critical analysis – Keval J Kumar
2.   Professional Journalism – M. V. Kamat
3.   Theory and Practice of Journalism – B. N. Ahuja
4.   Professional Journalist – John Hohenberg
5.   Mass Communication – Wilbur Schram
6.   Understanding Media – Marshall Mcluhan
7.   Folk Media for Development – N. Usha Rani
8.   Theory & Practice of Journalism – B N Ahuja
9.   Mass Media and National Development – Wilbur Schramm
10.   Passing of Traditional Society – Daniel Lerner
11.   Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications, 1988
12.   Communication models for the study of Mass Communication – Denis Mc Quail and S. VenWindah, Longman, Singapore Publications, 1981
13.   Theories of Mass Communication – Melvin L Defluer and Sandra J Ball, Longman Publications
14.   Educational TV in India: Challenges and Issues – N.Usha Rani- Discovery Publishing House, New Delhi, 2006.

Books for further reading

1. Joseph A Devito : Communicology: Introduction to the study of Communication
2. Joseph R. Dominick : The Dynamics of Mass Communication
3. Denis McQuail : McQuail's Mass Communication Theory
4. Melvin L. Defleur : Fundamentals of Human Communication
5. Denis McQuail and SwenWinhall : Communication Models
6. Aglee, Ault &Emury : Main Currents in Mass Communication
7. J. V. Vilanilam : Mass Communication
8 Melvin L Deflur& Sandra Ball-Rokaech :Mass Communication Theory
9 VirBalaAggarwal, V. S. Gupta : Handbook of Journalism and Mass Communication
10. Marshall McLuhan :Understanding Media
11. David K Berlow :The Process of Communication
12. Kuppuswami :Communication and Social Change
13. Keval J Kumar :Mass Communication in India
14. D S Mehta :Mass Communication and Journalism in India
15. Dr. J V Vilanilam :Mass Communication in India

Semester 1, Core Course-2

MJJMC01DSC02- News Reporting and Editing

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	60	0	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE= Continuous Evaluation, ESE= End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	Familiar with professional and ethical news reporting and editing skills with respecting ethical values.
C02	To evaluate news, maintain accuracy and design newspaper with latest technological tools.
C03	To understand the language of news, objectivity, accuracy in practice of Newswriting
C04	To introduce the principles and techniques of news management and desk management.
C05	To familiarize students with unique fields of specialized reporting and newspaper design.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module- 1: News- Concepts, definitions, purpose, elements, value, forms. Ingredients of News classification & Types of News. Sources of News-Beats, Wire service, News factors; functions of News- kinds of News- Predictable & Unpredictable News; Soft News &Hard News, anticipated news, follow-ups, new trends in reporting.

Module- 2: News Story-Structure of news story-inverted pyramid and narrative styles. Principles of News writing. Intro & Lead, Body, back grounding, conclusions & their variations; 5W's & 1H, different kinds of Lead. Reporting speeches, seminars, conferences, press conferences, meet the press, briefings, press releases, court proceedings, and legislature. Reporting for magazine- genre.

Module-3: Reporter-Qualities, Qualifications, duties, functions, news gathering qualities of

reporter-speed v/s accuracy, ethics v/s objectivity, news v/s views, truth v/s balance. Specialised Reporting-Development news; science & technical news; business news, election news, sports news, accidents, death, disastrous, conflicts, obituaries, weather & human interest stories. Interviews Art of Interviewing, Investigative, interpretative, interrogative, embedded in-depth, third-page, aggressive, yellow, paparazzi, tabloid, and precision journalism.

Module-4: News Editing-Meaning, principle, need, purpose, functions, Proof Reading. Editing Process & Style Sheet Subbing-Selecting, Examining, Checking, Correcting & Rewriting- facts, language, leads, stories, comments & news. Wire copy Vs. Bureaus copy/Correspondent copy. Translation v/s. Transcreation, Principles, Techniques, Practice. Copy Reading Vs. Proof Reading.

Module-5: Copy Desk-Role & Function- Headlines –types and functions of headlines; principles of headlining; subheads, captions and catchwords; traditional and modern headline styles - Newspaper, Magazine, Use of White Space, Space Saving, Copy Fitting. Editorial Page Contents- Editorial, Middle, Boxes, Cartoon segments,

Module-6: Qualities of editor, News Desk-, organizational structure, functions, duties, roles, responsibilities-Chief News Editor (CNE), News Editor, Executive Editor, Resident Editor, Asst.Editor, Chief Sub Editor, Sub Editor-Emergence of Special Editors, News Ombudsman, Editorial page – editorials, opinion pieces, middles and letters to the editor; principles of editorial writing; types of editorials; qualities of and responsibilities of leader writers. Fundamentals of Electronic Editing, Logging principles.

Module-7: Newspaper Design in general, principles, types, elements, colour management, front-page design and layout trends, Magazine design, Magazine cover. Software Practical Training-Basics & Principles- -MS Word, Power Point, Page maker, In Design, Adobe Photoshop, Adobe Illustrator.

Books for Reference
1. Bruce Westley, **News Editing**, Boston: Houghton Mifflin Company, 1972

2. Harold Evans, **Newsman's English, Handling Newspaper Text, News Headlines, Pictures on aPage, Newspaper Design** *(A Five-Volume Manual of English, Typography and Layout)*London:National Council for the Training of Journalists, 1984.

3. Floyd Baskette and Jack Sissors, **The Art of Editing**, New York: Macmillan Publishing Co, 1986

4. Jerry Lanson and Mitchell Stephens, **Writing and Reporting the News**, New York: Oxford University Press, 2008

5. Sunil Saxena, **Headline Writing**, New Delhi: Sage Publications, 2006

6. AmbrishSaxena, **Fundamentals of Reporting and Editing**, New Delhi: Kanishka Publishers, 2007

7. Carl Sessions Stepp, **Writing as Craft and Magic**, New York: Oxford University Press, 2007 .

8.

9. T.J.S. George, **Editing: A handbook for Journalists**, New Delhi: Indian Institute of Mass Communication, 1989

10. M.L. Stein and Susan Paterno, **The News Writer's Handbook**, New Delhi: Surjeet Publications, 2003

11. George Hough, **News Writing**, New Delhi: Kanishka Publishers, 2004

12. Jan Hakemulder and Fay Jonge, **News Reporting and Editing**, New Delhi: Anmol Publications, 2002

13. Ron Smith and Loraine O'Connell, **Editing Today**, New Delhi: Surjeet Publications, 2004

14. M.K. Joseph, **Outline of Editing**, New Delhi: Anmol Publications, 2002

15.N C Pant and J Kumar; Dimensions of modern journalism, Kanishka pub , New Delhi

Books for further reading

1. B.G. Verghese (Ed.), **Breaking the Big Story; Great Moments in Indian Journalism,** New Delhi: Penguin Books, 2003.

Bobks for Furthre Reading

2. David Randall, **The Great Reporters**, London: Pluto Press, 2005.

3. T.J.S. George**, Lessons in Journalism: The Story of Pothan Joseph**, New Delhi: Viva Books, 2007

4. Anita Pratap, **Island of Blood**, New Delhi: Penguin Books, 2002

5. B. G. Verghese, **Warrior of the Fourth Estate**: **RamnathGoenka of the Express**, New Delhi: Penguin Books, 2005

6. KuldipNayar, **Scoop: Inside Stories from the Partition to the Present**, New Delhi: HarperCollins Publishers, 2006

7. Edward Herman & Noam Chomsky, **Manufacturing Consent: The Political Economy of the MassMedia,** New York: Vintage, 1994

8. Bob Woodward, **The Secret Man: The Story of Watergate's Deep Throat**, London: Simon & Schuster, 2005.

9. P. Sainath, **Everybody Loves a Good Drought**, New Delhi: Penguin Books, 2004.

10. Laurence Campbell and Roland Wolseley, **How to Report and Write the News**, New York; Prentice-Hall, 1961

➢ For editing:

1.BruceWestley, **News Editing**, Boston: Houghton Mifflin Company, 1972

1. Harold Evans, **Newsman's English, Handling Newspaper Text, News Headlines, Pictures on aPage, Newspaper Design** *(A Five-Volume Manual of English, Typography and Layout)*London:National Council for the Training of Journalists, 1984.

2. Floyd Baskette and Jack Sissors, **The Art of Editing**, New York: Macmillan Publishing Co, 1986

3. Jerry Lanson and Mitchell Stephens, **Writing and Reporting the News**, New York: Oxford University Press, 2008

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6. Carl Sessions Stepp, **Writing as Craft and Magic**, New York: Oxford University Press, 2007

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2. M.L. Stein and Susan Paterno, **The News Writer's Handbook**, New Delhi: Surjeet Publications, 2003

3. George Hough, **News Writing**, New Delhi: Kanishka Publishers, 2004

4. Jan Hakemulder and Fay Jonge, **News Reporting and Editing**, New Delhi: Anmol Publications, 2002

5. Ron Smith and Loraine O'Connell, **Editing Today**, New Delhi: Surjeet Publications, 2004

6. M.K. Joseph, **Outline of Editing**, New Delhi: Anmol Publications, 2002

Semester- 1- Core Course-4

MJJMC01DSC04- History of Journalism

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	60	0	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	Understand the historical development of press in India and the world.
C02	To introduce the origin and development of various media in the global scenario
C03	To understand role of various media organizations and agencies in pre-independent India.
C04	To introduce students the development of press/media in India and political background.
C05	To Familiar with development and functioning of Radio, T.V and Indian film industry.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module 1: Origin & Growth of International Journalism Scenario- Beginning of Journalism in India. Developments in Europe, Afro- Asian– PanAmerican- emergence of telecommunication system and its impact- Development of type setting and printing technologies and their impact-special reference to India. Indian Media in Pre Independence, Role of Press in Independence struggle, Contributions of J.A.Hickey, J.S.Buckingham, Raja Ram Mohan Roy, Gopala Krishna Gokhale, Surendranath Banerjee, B.G.Horniman, Contribution of Gandhi, Ambedkar, Abdul Kalam Azad, Nehru, Tilaketc, M.Chalapathi Rao, S.Sadanand, and Christian Missionaries.

Module 2: Post Independence era & Indian Journalism. -Bennett Coleman &Co – Times of India, Birla – Hindustan Times, Kasturi& Sons – Hindu, RamanathGoenka – Indian Express, Deccan Herald, Statesman,Amrit Bazar &Anand Bazar Patrika, Pioneer, Telegraph etc.

Module 3: Growth of Language Press-Vernacular Regional Newspapers & Print Media-Vernacular Press Act of 1878. Beginning of Prominent Newspapers & Editors- Growth of Periodicals &Publishing Houses - Magazine Journalism. Press Commissions &

Recommendations-A.K. Chanda, B.G Varghese, P.C. Joshi, Kuldip Nayar, Justice Manisana, growth of news agencies in India-RNI, Press Council, IIMC, Press Institute of India, PIB, PTI, UNI, INS, Publication Division, AMIC, Prasar Bharati Act.

Module 4: History of Indian Radio Broadcasting-Evolution, growth. Radio Rural Forums, Agricultural, Educational, Science &Development Programs-Commercial Broadcasting-VividhBharathi. Development ofTelevision broadcasting–SatelliteTV,CableTV,Internet—modernization and diversification —Satellite. Development of news agency system– Havas, Reuters, AP, etc. Reuter's monopoly. Historical development of Indian films –major film production centres— Bombay, Chennai, Kolkata,etc- major film personalities.

Module 5: Brief history of Malayalam Journalism – Rajyasamacharam – Paschimodayam – GnanaNikshepamMalayalam newspapers during freedom struggle – current trends in Malayalam journalism Luminaries of Malayalam journalism Herman Gundert, Swadeshabhimani Ramakrishna Pillai, Devji Bhimji, Kesari Balakrishna Pillai, K. P. Kesava Menon, Kandathil Varghese Mappilai and C. V. Kunjiraman. Press and social reforms in Kerala.

Reference:
1. Robbin Jeffery ; India's newspaper Revolution , Oxford university press
2. Franklin , Bob et al; Key concepts of journalism studies ,Vistaar publications
3. Singh , Manorama ; History of journalism, Discovery publishing house, New Delhi
4. Navin Chandra and Chaughan ; Journalism Today , Kanishka pub , New Delhi.
5. Keval.J.Kumar ; Mass Communication in India , Jaico publication, New Delhi.
6. M.Rogers and Ana Aravind Singhlal ; India's information Revolution

For further reading:
1. AmeliaBonea,TheNewsofEmpire:Telegraphy,JournalismandthePoliticsofReportinginColonialIndia, OUP,2016
2. ArvindSinghal, Everett M Rogers, India's Information Revolution,2001
3. B S Kesavan, History of Printing and Publishing in India, Vol. I-III, NBT,1997
4. Barns,Maragarita,TheIndianPress,HistoryofGrowthofPublicOpinioninIndia,GAllenandUnwill, London, 1940
5. Briggs, A and Burke,P,SocialHistoryofMedia:FromGutenbergtotheInternet,(PolityPress,2010)
6. H R Luthra, Indian Broadcasting,1986
7. Israel, Milton. Communications and Power, Propaganda and thepressintheIndiannationaliststruggle,1920-47 Cambridge University press, Delhi1994
8. Natarajan, History of Indian Journalism,1995
9. K M Shrivastava, News Agencies from Pigeon to Internet,2007
10. Krishnamurthy, Nadig. The History of Journalism in India, Mysore Prasaranga1968.
11. Natarajan. S, A History of the press in India, Asia Publishing House,1962.
12. P C Chatterjee, Broadcasting in India, Sage,1991
13. Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, (SterlingPublishers,1989).
14. Press Council of India, Future of Print Media,2001

15. Robin Jeffrey, India's newspaper revolution,2000
16. S C Bhatt, Indian Press Since1955
17. Usha M. Rodrigues & Maya Ranganathan, Indian News Media-From Observer to Participant,2014
18. Vanita Kohli- Khandekar, The Indian Media Business, 4th edition,2013

Semester I Core Course-4
MJJMC01DSC05- Multimedia Production

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	60	0	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	Practical knowledge about multimedia media production.
C02	To give training to students to design media content and manage, design media projects.
C03	To do essential graphic design for all types of media.
C04	To produce contents for multimedia.
C05	To critically evaluate the aesthetics of content visualization and colour management of various media.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module-1: Introduction to Multimedia: Multimedia and interactivity, importance of audio, photo and video production skills in the newsroom in contemporary times Print: Process of Production: -Newspaper Front Page, Magazine Cover, Basic Word Processing- MSWord-Page Layouts & DTP-Adobe Page Maker-Text Editing, text.

Module-2: Photograph: Basics of photography, camera types, Rule of thirds, focal point, Composition, Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism, Photography as an important part of storytelling. Placements & Visual Design. Demonstration of low light shooting. Landscape and nature photography practices Adobe Photoshop

Module-3: Videography- Camera types, Menu items and shooting modes, Storage and media management, Focusing Techniques, shot composition and movements, Stability during capture, Shot decisions, Anticipating Editing, Shooting People and Objects,

Lighting setups. Television Signature & Montage. &

Module-4 Websites Opening Page. Weblog, Blogging, Bloggers, Web Development-Macromedia Dream Weaver-Web & Graphics, creating Web Pages, Hosting Web Sites. Essential Graphics & PC Operations-PC as a creative Tool, basic computer operations, and different graphic file formats.

Module-5: Soft Ware Practical Trainings-Basics & Principles-Knowledge & Training-MS Word, Power Point, Page maker, In Design, Adobe Photoshop, Adobe Illustrator, Corel Draw, Final cut Pro, Inscriber, Premier.

Reference:-

1. New media Language   - Aitchison Lewis.

2. Design culture Now   -Donald Albrecht Etal

3. Moving Image Theory   -Joseph D Anderson, Barbara Fischer.

4. The Best News Paper design   -Society of News Design.

5. A model System for Designs   - Allen Hurlbart.

6. Graphic Communication Today   - William E.Rayan.

7. Graphic Design as Communication   -Malcolm Bernard.

8. Becoming a Graphic Designer   - StevanD.Allen

9. Graphic Design Solutions   - Robin Landa.

10. Head First Design Patterns   -Elizabeth Freeman Etal.

11. Design Basics   - David Laner , Stephan Pentak.

12. Design for Communication   -ElizebethResmik.

13. Universal principles of Design   -William Lidwell.

14. Instruction to Design Theoriesand Models   -M.Charles.

15. Typographic Design: Form & Communication- Rob Carter, Ben Day.

16. The Digital Photography Book by Scott Kelby, PeachpitPress
17. Video production handbook / Gerald Millerson, Jim Owens. — 5thed.
18. Grammar of the Shot by Christopher J. Bowen, 4th Edition,Routledge
19. .Picture Composition for Film and Television, Second edition by Peter Ward, Focal Press
20. TheTechnique of Film and Video Editing: History, Theory, and Practice, Ken Dancyger, Focal Press

SUGGESTED LINKS
1. https://www.cambridgeincolour.com
https://imaging.nikon.com/support/digitutor

Semester 2, Core Course 1
MJJMC02 DSC06: Mass Communication Theories and Media Studies

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	60	0	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To understand the origin and development of Mass Communication theories.
C02	Familiar with different schools of media theory
C03	To understand media analysis technique.
C04	Understand a critical knowledge of key themes of theories and media studies.
C05	Understand application of theory and media analysis technique.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module-1: Communication Theory-Origin, Definitions, Classification, Trends-Ideological, Political, Social, Psychological.- Society, Culture, The political-economic perspectives, Marxist view and the concept of cultural hegemony, persuasion and propaganda, Media as a democratic institution.

Module-2: Types of Theories-Stalagmite/Information Flow Theories-Single-step, Two-step & Multi-step Flow theory-Opinion Leaders-Role, functions, importance. Psychological Theories - Cognitive Dissonance-Selective Exposure, Selective Perception, Selective Retention theories, Personal Influence/Difference theories, Magic Bullet theory/ Hypodermic Needle theory. Sociological Theories-Play theory, Commercial theory, Uses & Gratification Theory, Cultivation theory, Dependency Theory, Priming, Agenda Setting theory, Framing theory, Technological determinism-westernisation and decolonisation in media studies, theories and analysis

Module-3: Social Theories –Communication & Media-Marxist Thoughts &Interpretations. Frankfurt School of Thoughts. Jurgeon Habermass-Public Sphere- Structuralism. Contributions of Max Webber, Harold Lasswell, Schumpeter, Noam Choamsky, Robert Machesney, Alvin

Toffler etc.

Module-4: Gate Keeping, Persuasive Programming, Cultural Aggression, Stereotyping, Convergence, Manufacturing Consent /Dissent, Audience Perception (passive/active), Observation Media Violence Theories-Observational Learning theory, Reinforcement theory, Catharsis theory, narcosis Cultivation theory, Stimulating Effect theory, Aggressive Cues Theory.

Module-5: Media Study & Analysis- Introduction-Credibility, Objectivity, Interactivity- Message-content, language, code, structure, treatment. Media Sphere, Reach & Access, Readership & Circulation, Listening & Viewing. Effects of globalization on media systems and their functions.

Books for Reference:

1. Stanley J. Baran& Dennis K Davis, **Mass Communication Theory**: **Foundations, Ferment, and Future,**

Thomson & Wadsworth

2. Gerald Stone, **Clarifying Communication Theory**, Surjeet Publications

3. Denis McQuail, **McQuail's Mass Communication Theory**, Sage Publications

4. Denis McQuail, **McQuail's Reader in Mass Communication Theory**, Sage Publications

5. Bettinghus E P, **Persuasive Communication**

6. Melvin l. DeFleur**, Theories of Mass Communication,** David Mckay Company

7. J.V. Vilanilam, **Mass Communciation: Theory and Practice**, Makhanlal   Chaturvedi Rashtriya Patrakarita Viswavidyalaya, Bhopal

8. Srinivas R. Melkote & SandhyaRao, **Critical Issues in Mass Communication**, Sage Publications

9. W. James Potter, **Media Literacy**, Sage Publications

Semester 2, Course -2
MJJMC02DSC07 -Advertising and Public Relations

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	60	0	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To cater the basic theoretical framework of advertising, PR and their role in marketing & management.
C02	To introduce the evolution of Advertising, PR & Corporate Communication and their role in marketing communication
C03	Understand societal impact of advertising &PR and the need for ethical practice in the highly creative realm.
C04	Understand the role of advertising & public relations in the corporate environment and describe the strategies, tactics, and techniques.
C05	Perform a consultant as corporate communication, market analysis, and consumer behavior and communication strategist.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module-1: Introduction to advertising-History, Evolution & Growth of Advertising. Definition, Functions & Relevance. Types of advertising, Classifications, Role of advertising in the Marketing & Communication Process. Economic, social & psychological significance of advertising & criticisms. Code of Ethics, ASCI, new trends advertisements.

Module-2: Structure of an Advertisement/Commercial-Elements-Body, copy/text, colour, slogans, headlines, illustrations, trade names, logos, copy themes, appeals, trademarks, graphics, visualization. Principles & Fundamentals of Layout, Design, Production processes in different media. Spots & jingles. Copy writing techniques & exercise in copy writing.

Module-3: Advertising Agency-system, structure, management, hierarchy, different departments, functions, operations. Prominent Advertising agencies & Personalities- Advertising Media-Media selection, scheduling & Media AIDA, DAGMAR, Advertising campaigns, Product analysis-USP-Brand building & positioning-

Module-4: Public Relations-Definitions, concept- Origin & Development-New trends, PR Vs.

Propaganda, PR vs. Publicity, PR Vs. Public Opinion, PR Vs. Advertising, PR Vs. Persuasion. PR functions, process, roles, aims, objectives, PR Codes, Ethics & Regulations, PR Manager/Practitioner, functions, responsibilities, practice, qualifications, and training. History & Development of Public Relations in India. PR Professional Organizations, Associations & Conferences -IPRA, PRSI, PIB, DPR, Bureau of Outreach and Communication (DAVP Films Division, Directorate of Field Publicity, Song & Drama Division).

Module-5: Public Relations Tools, Instruments, Channels-Preparing & planning-House Journals, Newsletters, Handouts, Brochures, Meet the press, Press releases, Lobbying, Press conferences, Annual Meetings, Seminars, Symposiums, Art of PR Writing-PR & Positive coverage. PR Campaigns Steps-Fact Finding, Research, Planning, Implementing, Evaluating & Feedback. Public Relations & Mass Media PR & Management, PR & Crisis Management, PR & Image Building, PR & Philanthropy, PR & Social Communication.

Module-6: - PR & Corporate Communication- Role of communication in building corporate reputation, corporate identity corporate image and corporate brands. Building corporate identity: concepts, variables and process making of house styles (logo, lettering and process)-Corporate communication management-strategic corporate communication.

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Books for Reference:

1. S.A Chunnawalla, **Advertising: An Introductory Text**, Himalaya Publishing House

2. Subrata Banerjee, **Advertising as a Career**, National Book Trust

3. J.V. Vilanilam and A. K. Varghese, **Advertising Basics: A Resource Guide for Beginners,** Sage Publications

4. Wells, Moriarty and Burnett, **Advertising: Principles and Practice,** Pearson Education
5. George Belch, **Advertising and Promotion**, Tata McGraw-Hill

6. S.H.H. Kazmi and SatishBatra, **Advertising and Sales Promotion**, Excel Books

7. S.N. Murthy and Ubhojana, **Advertising: An IMC Perspective**

8. Littlefield and Kirkpatrick, **Advertising, Mass Communication and Marketing**

9. Otto Kleppner, **Advertising Procedures**

10. Sandage and Frybuger, **Advertising Theory and Practice**
11. Roger Barton, **Handbook of Advertising**
12. Anil Basu, Public Relations: Problems & Prospects with Case Studies**,** Image Publications
13. CEOs of leading PR Firms**,** The Art of Public Relations**,** Vision Books.
14. B.N.Ahuja & S.S. Chhabra, Advertising & Public Relations**,** Surjeet Publications
15. Scott.M. Cutlip& Allen H.Center, Effective Public Relations**,** Prentice Hall
16. India Business Yearbook, Vikas Publications
17. Organizational Communication- Gary L.Kreps
18. Inside Organizational Communication- Gary L.Kreps
19. Corporate Communications – Argenti

20 Corporate Communication – Paul A.Argenti
21 Managerial Communication: Strategies and Applications – Geraldine E. Hynes and Geraldine Hynes
22 The Power of Corporate Communication: Crafting the Voice and Image of Your Business – Paul A.Argenti
23 Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications – Shel Holtz
24 Corporate Communications: Theory and Practice – Joe P. Cornelissen
25 Essentials of Corporate Communications and Public Relations – Harvard Business School Press (Author) and Society for Human Resource Management (Author)

Semester 2 Core Course-3
MJJMC02 DSC08: Broadcasting and Visual Media Production

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	60	0	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To provide students with the basic knowledge in broadcast media and production technology.
C02	To familiarize students with various kinds of radio and television programmes.
C03	Create radio and television infotainment programmes.
C04	Understand the key concepts, technology and methods of broadcast media.
C05	Tap all the possibilities to create contents for radio and television programmes for development purpose.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module-1: Basics of Broadcasting, News Writing-Radio/TV differences & similarities- History of Indian Television Broadcasting-Evolution & milestones- Doordarshan & Satellite channels in Indian sky- SITE, ETV, STV -Trends in Television News Industry-Major TV channels-Qualities & qualifications of broadcast journalists- Role of newscaster/anchor presenter-techniques of presentation-voice over & commentary, OTT platforms.

Module 2: Newsroom structure, operation-News Editor & Team-Planning the newscast. TAM & TRP ratings. News cast, commentary, news bulletin- duration, compilation & bunching. News Production-preparing the script-planning the angles & Writing for TV/Video-Visual Language, structure, style-Genre of scripts & programme - Literary Scripting Vs Visual Scripting. Different stages of scripting-conceptualization of an idea/plot, one -line treatment, one-page treatment, detailed treatment, screenplay, shoot script, story board, characterisation-Script organization. Types of Scripts & Formats, docu-features, news programme, magazine programme, talk shows, interviews.

Module-3:,Shoot & Save-Fundamentals of TV/Video production Techniques-Kinds of Camera & Lens -Visualization of persons, place and events-Control of Camera-White & Black balance, gain control. Rules of Composition-Various Kinds of Shots & Camera Movements-Visual Mixing-Single & Multi Cam shoots-Camera.

Module-4: Light & Sound-Lights & Lighting-measuring light, outdoor & indoor lighting, use of filters. Sound Recording- microphone- types- polar pattern, Different types & format of microphones-, ambience, artificial sounds, sound effects-music, dubbing, Editing & Studio-Post production-Logging, audio – video mixing, editing, special effects, animation, titling, graphics, preview. Offline & online editing, linear & non-linear editing. Chroma key, tele- prompter.

Module-5: Brief history of radio- Writing for radio: writing for programmes-News writing – structuring radio-copy-voice designing- effective use of voice – enunciation, flow, pronunciation, modulation. Format of Radio News packaging, Programme Structure and non-news programmes in Radio. Various Sound Editing Software. Radio programme production process and techniques.

Books for reference:

1. Andrew Boyd, **Broadcast Journalism, Techniques of Radio and Television News,** Focal Press

2. Ted White, **Broadcast News Writing, Reporting and Production.**

3. Browssard and Holgate**, Broadcast News**

4. Fletcher, **Professional Broadcasting**

5. Robert L. Hilliard, **Writing for Television, Radio, and New Media**, Wadsworth, 2004

6. Rick Thompson, **Writing for Broadcast Journalism,**Routledge.

6. Robert McLeish, **Radio Production**, Focal Press

7. VanitaKohli-Khandekar, **The Indian Media Business**, Response Books.

8. PaulChantler and Peter Stewart, **Basic Radio Journalism**. FocalPress

9. U. L. Baruah, **This is All India Radio**.

10. Andrew Boyd, **Broadcast Journalism, Techniques of Radio and Television News**

11. Esta De Fossard, **Writing and Producing Radio Dramas,** Sage Publications

12. K. Tim Wulfemeyer, **Beginning Radio–TV News Writing**, Surjeet Publications

13. K. Tim Wulfemeyer, **Radio–TV News Writing Workbook**, Surjeet Publications

14. CarlHausman, Philip Benoit and Lewis Donnell, **Modern Radio Production,**

Programming and Performance

15. Robert L. Hilliard, **Writing for Television, Radio, and New Media,** Wadsworth

16. Encyclopaedia of Broadcasting: Television and Radio, Vol. I, II & III

Books for Further Reading

1. Stanley J. Baran, *Introduction to Mass Communication*, McGraw Hill, 2006.

2. VanitaKohli-Khandekar, **The Indian Media Business**, Response Books, 2006.

3. Zettl, **Television Production Handbook**, Wadsworth, 2000.

4. KenDancyger, **The Technique of Film and Video Editing, History, Theory, and Practice,**

Focal Press, 2007.

5. Robert L. Hilliard, **Writing for Television, Radio, and New Media**, Wadsworth, 2004.

6. ArthurAsa Berger, **Scripts: Writing for Radio and Television,** Sage Publications, 1990

7. Ralph Donald and Thomas Spann, **Fundamentals of Television Production,**Surjeet Publications, 2004.

8. AnthonyFriedmann, **Writing for Visual Media**, Elsevier, 2006.

9. IvanCury, **Directing and Producing for Television**, Focal Press, 2007.

10. Joe Nicholas, John Price and Ben Moore, **Advanced Media: Communication andProduction,**
Nelson, 1996.

11. BhaskarGhose, **Doordarshan Days,** Penguin, 2005.

12. G.C. Awsathy, **Broadcasting in India**

13. K.S. Mullick, **Tangled Tapes: The Inside Story of Indian Broadcasting** .

14. Boyd, Andrew, Broadcast Journalism: Techniques of Radio and Television News, 6thEdition,2012

15. Carrol Fleming; The Radio Handbook, Routledge ,2002

16.Hilliard,RobertL,WritingforTelevision,Radio,andNewMedia,11thEdition,WadsworthPublication,2014

17.Robert McLeish- Radio Production, Fifth edition-Focal Press,2005

Semester-3, Core Course-1
MJJMC03DSC12- Research Methodology

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	60	0	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester

Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To offer theoretical and practical knowledge in literature review and scholarly approach in communication research.
C02	To impart practical training in conducting survey, data collection, data analysis and research writing
C03	Design research work scientifically using various methodological frameworks
C04	Apply theories and theoretical framework in their research work
C05	Analyze data and arrive at conclusions independently and scientifically report research findings in the form of research articles and thesis.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module 1: Understanding Research: Introduction to Research - Concept, Origin, Definitions, Classifications, Significance .Research Philosophy- Theory of Knowledge - Ontology, Epistemology and Methodology.Types of Research Approaches and Strategies - Qualitative, Quantitative, Historical, Descriptive, Exploratory, Explanatory, Fundamental, Applied, Scientific, Analytical, Experimental, Action Research & Holistic Research. Methods of Research - Survey, Case Study, Content Analysis, Census Method, Observation Method, Clinical Studies.

Module 2: Research Elements and Processes: Elements of Research - Concepts & Constructs, Variables & Measurements, Reliability & Validity, Process& Precision. Research Process - Identification of The Problem, Review of Literature, Research Questions, Hypothesis Formulation, Research Design, Sampling-Need For Sampling, Different Types of Sampling, Sampling Techniques, Data Collection Measurement Methods, Procedures, Study Design. Data Collection and Analysis- Types of Data, Tools of Data Collection.

Module-3: Research Techniques and Procedures: Tools of Research - Sampling-Questionnaire Construction, Research Interviews- Types, Scheduling, Analysis. Application of Statistical Tools - Tabulation, Frequency Distribution. Measures of Central Tendencies-Computation of Mean, Medium & Mode. Measures of Dispersion - Range, Mean Deviation &

Standard Deviation. Measures of Variance. Skewness & Kurtosis, Correlation Tests-Use of Chi-Square, F-Tests, T-Tests and ANOVA.

Module 4: Research Essentials: Managing Dissertation-Dissertation Formats & Norms, Bibliography, Indexing, Abstracting, Referencing and Citations, Appendix, Manuscript Preparations. Proofreading, Editing and Submission. Understanding Academic Writing, Planning Literature Search, Effective Reading and Note Taking, Evaluating Literature, Research Ethics-Principles of Ethical Research, Plagiarism.

Module 5: Research in Media and Communication: Development& Relevance of Communication & Media Research-Meaning & Concept, Scope & Potentials-Media Research, Readership & Audience Survey. Areas of Research in Communication & Media-Source Analysis, Audience Analysis, Effects & Impact Analysis, Content Analysis, Reach & Access Analysis, Trends in Media & Communication Research.

Books for Reference.

1. Roger D. Wimmer& Joseph R. Dominick, **Mass Media Research**, Thomson
2. Barrie Gunter, **Media Research Methods**, Sage
3. Arthur Asa Berger, **Media Research Methods**, Sage
4. John Adams, **Research Methods for Graduate Business and Social Science Students**, Response
5. Arthur Asa Berger, **Media and Communication Research** Methods, Sage
6. Anders Hansen et al., **Mass Communication Research Methods,** Macmillan
7. GerianneMerrigan& Carol Logan Huston, **Communication Research Methods**, Thomson
8. Klaus KrippenDorff, **Content Analysis: An Introduction to its Methodology**, Sage
9. Susanna Horning Priest, **Doing Media Research**: **An Introduction**, Sage
10. David Dooley, **Social Research Methods**, Prentice Hall

Semester 3- Core Course-2
MJJMC03DSC13- Introduction to Film and Documentary

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	60	0	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To provide insight into the historical evolution of films, film movements and documentary film.
C02	To introduce theoretical knowledge and practical training for both film & documentary.
C03	Articulate the trajectories in the development of film and documentary as a communication form
C04	To understand the process of film and documentary filmmaking.
C05	Develop a critical approach in understanding socio-political dimensions of film and documentary.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module 1- Lumiere Brothers, the era of silent movies, evolution of sound films and major cinema movements - German expressionism, Soviet montage, Italian neo-realism and 'French New Wave' Surrealism, impressionism; Documentary Film Movements, Free Cinema, Cinema Novo, British New Wave, The Movie Brats, Japanese, Hollywood cinema, Japanese cinema; Indian new wave cinema; Current trends: in Latin American, South Korean, and Iranian cinema. Legendary film makers.

Module 2-Film genres – romantic comedies, romantic drama, cops and robbers, gangsters, sci-fi fantasy, detective, funny, spoofs, thrillers, horror, religious, suspense, courtroom, musicals, history, epics, war and others. Film terminology; characteristics, potentials and limitations of cinema; types of films - feature films, documentaries, short films, animations and others; art versus commercial cinema; stages of film production- film crew.

Module 3- Film direction – qualities and responsibilities of a film director, world's great directors; acting – challenges and responsibilities, world's great actors. Scripting for short

films and documentaries - format, scripting steps, storyboarding, shooting script and script breakdown.

Module 4-Brief history of documentary; characteristics and functions of documentary; Types: cinema direct, cinema verity, interactive documentary, observational documentary, expository documentary, and reflexive documentary.

Module 5- Production management in cinema-shooting schedule, budgeting, casting, sets, props, wardrobe and makeup; location management. Visual editing - editing techniques and transition devices; sound editing – spotting, on-screen sounds, ambient sounds, off-screen sounds, synchronous and asynchronous sound, background and foreground music, dialogue tracks, sound effects, music tracks and re-recording.

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Movies For Viewing And Analysis.

Movies by Lumiere Brothers: Arrival of a Train, Gardener with a watering hose, Workers Leaving the Factory
Demolition of a wall and Breakfast scene.

Other Movies

1.   A Trip to Moon by George Melies

2.   The Birth of a Nation by D.W. Griffith

3.   The Cabinet of Dr.Caligari by Robert Wiene

4.   Battleship Potemkin by Sergei M. Eisenstein

5.   Modern Times by Charles Chaplin

6.   The Grand Illusion by Jean Renoir

7.   Citizen Kane by Orson Welles

8.   Bicycle Thieves by Vittorio De Sica

9.   Rashomon by Akira Kurosawa

10.   Roman Holiday by William Wyler.

11.   PatherPanchali by Satyajit Ray

12.   Wild Strawberries by Ingmar Bergman.

13.   The Godfather by FrancisFord Coppola.

14.   Pyaasa by Guru Dutt.

15.   Hiroshima, mon amour by Alain Resnais.

16.   Breathless by Jean-Luc Godard.

17.   Knife in the Water by Roman Polanski.

18.   BhuvanShome by Mrinal Sen.

19. Jules and Jim by François Truffaut.

20. Ankur by ShyamBenegal.

21. OnewhoflewovertheCuckoo's Nest by Milos Forman.

22. Elipathayam by AdoorGopalakrishnan.

23. Nayakan by Mani Ratnam.

24. AmmaAriyaan by John Abraham.

25. Piravi by Shaji N. Karun.

26. Through the Olive Treesby Abbas Kiarostami.

27. Postino by Michael Radford.

28. The Cyclist by Mohsen Makhmalbaf.

29. GulabiTalkiesbyGirishKasaravalli.

30. Spring, Summer, Fall, Winter... and Springby Kim Ki-duk.

31. Veedu by BaluMahendra.

32. Run Lola Run by Tom Tykwer.

33. The Day I Became a Woman by MarziehMeshkini.

34. Thoovanathumbikal by P Padmarajan.
35. Traffic by Rajesh Pillai.

Documentaries for Viewing and Analysis:
1. **Born into Brothels**, directed by Ross Kauffman and ZanaBriski.

2. **Bowling for Columbine,** directed by Michael Moore.

3. **Fahrenheit 9/11, d**irected by Michael Moore.

4. **The Fog of War**, directed by Errol Morris.

5. **March of the Penguins**, directed by Luc Jacquet.

6. **The Man with the Movie Camera**, directed by DzigaVertov.

7. **Ram KeNaam,** directed by AnandPatwardhan.

8. **Bombay Our City,** directed by AnandPatwardhan.

9. **Hey Ram!! Genocide in the Land of Gandhi,** directed by GopalMenon.

10. **The Fire Within,** directed by ShriPrakash.

11. **PAPA 2,** directed by GopalMenon.

12. **Have you seen the arana? (**Ningalaranayekando?), directed by SunandaBhat.

13. **Salesmen**

14. **Glass**

15. **Zoo**

SUGGESTED LINKS
1. http:// www.unesco. org/ new/fileadmin/ MULTIMEDIA/ HQ/CI/CI/pdf/ programme_doc_documentary_script.pdf

2. http://www.masmenos.es/wp-content/uploads/2013/08/Rosenthal-A.-2002-Directing-and-producing-documentary-films-and-videos.pdf
3. http://home.fa.utl.pt/~cfig/Anima%E7%E3o%20e%20Cinema/Cinema%20de %20Document%E1rio/The_Documentary_Handbook%20-%20Peter%20Lee-Wright.pdf
4. https://www.jfki.fu-berlin.de/academics/SummerSchool/Dateien2011/Papers/ hoenisch_sapino.pdf
5. ietd.inflibnet.ac.in/bitstream/10603/1872/9/09_chapter3.pdf.

Semester 4, Core Course- 2
MJJMC04DSC17: Media and Cultural Studies

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	60	0	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To study how media systems are integrated into and shaped by larger systems of power, ideology and cultural understanding.
C02	To understand the tools to explore how subalterns and minorities are portrayed in media products.
C03	Understand how communication and media operates in a socio-economic political system
C04	Apply critical understandings of media cultures and institutions to reflect on their own use of media in professional, creative and personal practices.
C05	Critically analyse ideology, political economy and hegemony of media representation of various segments of the society.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module 1– Concept of culture, meaning; cultural studies, Mass Culture, Popular Culture, Folk Culture. Media and Culture.Culturalism, Culture as body of knowledge, Culture industry, Culture as capital, Multiculturalism, Inter-cultural communication, Cultural imperialism. Inter-cultural communication and art forms as instruments of inter- cultural communication, critical cultural theory.

Module 2- Media and society- Cultural implications of massmedia, Media as Culture Industries/films, Political Economy, Ideology and Hegemony, Media Anthropology, Mass media and postmodern culture, Representation Media as Texts, Signs and Codes in Media Discourse Analysis Genres; Representation of nation, class, caste and gender issues in Media. Culture and myth, Semiology, media portrayal of Subaltern and elite culture, Gender and mass culture.

Module 3- Mass media as cultural institution- effects of culture on communication- impact of new media technology on culture- effects of Globalisation on mediated culture. Audiences;.Reception Studies; Active Audiences; Women as Audiences; Feminist critiques of media.Media and the minorities, subaltern media theory.National culture and communicationpolicy.Sub Cultures; Music and the popular Fandom.

Module 4- Media and Technologies; Politics and Philosophy of technology, Media as technology ,Medium theory, Mechanical reproduction, Folk Media as a form of Mass Culture, live

performance; Audience in live Performance, Medium is the Message; Technological Determinism; New Media and Cultural forms. The marginalized and digital media, Cyber feminism, Digital democracy, Resistance and digital activism, gaming cultures and Simulation- Simulacra and Hyper reality.

Module 5: Identity and social construction: Gender, Sexuality, Race, Class, Ethnicity, Religion, Caste, stereotyping, Nation and Region. Identity crisis, Displays of identity, Identity politics, fixity of identity and difference, Multiple identities, Intersectionality, Discrimination, Prejudice and bias, marginalization and exclusion, Media visibility and access.

References:

1. *AS Media Studies: An Essential Introduction* Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV andV)

2. John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs andcodes).

3. Dennis McQuail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage (Covers Unit IV, MediaTechnologies).

4. Baran and Davis, *Mass Communication Theory* (covers Unit II, III andIV).

5. John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman.2009.

6. Kevin Williams, *Understanding Media Theory* (Covers Unit II, III and IV) Media Cultures by Nick Stevenson, 2002, Second Edition,SAGE.

7. James Clifford, Tony Benett, Raymond Williams, Stuart Hall, JohnStorey.

8. Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes,Mcluhan.

9. Parmar S. Traditional Folk Media in India, 1975, New Delhi, GekaBooks.

10. Hodkinson, P. (2010). Media, Culture and Society,Sage

11. James W Carey, "A Cultural Approach to Communication", (1989), in Communication As Culture: Essays on Media and Society, Routledge, London, pp 13 – 36

12. Laura Mulvey "Visual Pleasure and Narrative Cinema" (1975) ‚*Screen* 16.3 Autumn, 1975, pp. 6-18

13. McQuail, D.&Windahl, S.(2013). Communication Models for the Study of Mass Communications.NewYork: Routledge.Martine, C. (2014). Media and Culture: Mass Communication in Digital Age.Sag

14. Fabos, Bettina et al. (2013) . Media and Cutlure: An Introduction to Mass Communication,Sag

15. Gripsrud, (2014) Understanding Media Culture. BloosberryAcademic

16. Martine, C. (2014). Media and Culture: Mass Communication in Digital Age.

Semester-4 Core Course-3
MJJMC04DSC18- Development Communication

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	60	0	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To cater the basic concepts in development, development communication, social change and empowerment.
C02	To introduce various development communication theories, policies and action plans in various sectors in India.
C03	Articulate key concepts, approaches and action plans in the field of development communication in the global and national scenario.
C04	Articulate the various communication strategies for social change.
C05	Identify modern concepts of development and their application.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module-1: Concept of Development-Origin, definitions, meaning, characteristics, indicators & obstacles of development-Approaches to development, problems & issues in development-Characteristics of developing societies- Dichotomies & disparities of development- Under development-reasons & remedies. Socio-politico-economic-cultural outlooks of Development

Module-2: Development Communication-Origin, meaning, concept, definition, philosophy, process, theories, trends, future. Role of communication, information, technology & mass media in development.Role & strategies of Mass media in development Communication Use of Folk Media & New Media for Development-ICT & ICE- National Communication Policy.Development Communication Agencies & Organizations-UN, UNESCO, Oxfam, Greenpeace, etc.

Module-3: Major Theories & Models of Development Communication-History, growth, metamorphosis, contributions, scope, Theories of Dominant Paradigm-Rostow's Stages of Growth-Theory of Modernization-Diffusion of Innovation Theory-Gandhian Model of Development-Panchayathi Raj-Marxist –Socialist concept of Development-Participatory Development-Demassification.

Module-4: Approaches to Modern Concepts of Development-Rural development-problems & solutions-IRDP, PMRY, NABARD, KSSP, SHG's, NAPM, NBA etc. Agriculture, Health, Population, Family Planning &Welfare, Education, Community Development. Indian Mode of Development-Green & white revolution, SITE, KHEDA, Radio Rural Forums & STV. Development & Empowerment, Decentralization, Sensitization, Participation, Representation.Five Year Plans & Indian Development, NITI Ayog, objective, & its structure, planning Commission. Kudumbasree- Case studies of Development Communication programs-Kerala Model of development.

Module-5: Development Journalism & News-Concept & Types of Development News-Role of print, radio, television, Internet in news & information dissemination & Multi Media Campaigns. Contemporary issues in Development-Tribes, Gender, Minorities, Pollution, AIDS, NGO's, War, Migration & Immigration, Environmentalism, Human Rights, Globalization. Contributions of Daniel Lerner, Wilbur Schramm, Dennis Goulet, Everett M.Rogers, Alex Inkeles, SreenivasMelkote, Prof. Yashpal, VergheseKurien, Baba Amde, P.Sainath.

Books for Reference:

1. Wilbur Schramm, **Mass Media and National Development**

2. Lerner**, The Passing of a Traditional Society**

3. Dube S.C., **India's Changing Villages: Human Factors in Community Development**

4. SrinivasMelkote& Leslie Steeves, **Communication for Development in the Third World**

5. Kuppuswamy, **Social Change in India**

6. Y.V.L. Rao, **Communication and Development**

7. Cheng, **Media Policies and National Development: Characteristics of 16 Asian Countries**

8. MajidTehranian, **Communication Policy for National Development**

9. Thomas Friedman, **The Worldis Flat**

10. Singhal Rogers, **India's Communication Revolution: From Bullock carts to Cyber Marts**

11. J.P. Yadav, **Television and Social Change, Vol. I & II**

12. P. Sainath, **Everybody Loves a Good Drought**

13. Joseph Tharamanagalam, **Kerala: The paradoxes of Public Action and Development**

14. P. Surendran**, The Kerala Economy: Development, Problems and Prospects**

Semester 4- Core Course-4

MJJMC04DSC19-Media Law and Ethics

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	60	0	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To provide an overview of the Indian legal system, Indian Constitution and to discuss in detail the freedom of speech and its limitations enshrined in it.
C02	To introduce the laws related to print, broadcasting and digital media, and intellectual property rights
C03	Have a thorough understanding of the constitutional provisions of media and communication.
C04	Understand the rules and regulations in relation to media and communication profession.
C05	Have discourses on media and communication ethics.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module-1: Constitution of India-Salient Features & Overview-Fundamental Rights & Duties, Freedom of Speech & Expression, Directive Principles of State Policy, Freedom of Press & Media-Restrictions. Press Freedom in India &Threats. Provisions of declaring Emergency, Provisions of amending Constitution, Provisions for Legislature Reporting, Parliamentary Privileges of Media, Basic structure-union & states. Election Commission & Provisions. Covering Court proceedings-'In-camera' hearings.

Module-2: History of Press/Media Laws in India-Lord Wellesely's Press Regulation of 1799- Press Act of 1835-Gagging Act of 15th June 1857-Press & Registration of Books Act of 1867- Lord Lytton's Vernacular Press Act of 1878-Lord Minto's Newspapers (incitement to offences) Act of 1808-Indian -Freedom of Press as Fundamental Right-Article 19(1)(a), Article 19(2).

Module-3: Major Press/Media Acts -The Press & Registration of Books Act of 1867-The Official Secrets act of 1923-The Press (objectionable matters) Act of 1951-The Cinematograph Act of 1952- Drug & Magic Remedies (Objectionable Advertisement) Act of 1954- Delivery of

Books & Newspapers (Public Libraries) Act of 1954- The Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act of 1955-Young Persons (Harmful Publications) Act of 1956 -Copyright Act of 1957-Defence of India Act of 1962- Civil Defence Act of 1968 - Contempt of Courts Act of 1971- Press Council Act of 1978- Search Light Case Prasar Bharathi Act of 1990-Cable Television Networks (Regulation) Act of 1995. Civil & Criminal Laws of Defamation, Libel, Slander-Relevant Provisions of Indian Laws dealing with Obscenity, Contempt of Court. Copy Right Act, Information Technology Bill, - Cable Television Act, Cyber Laws- Video Piracy Act -Censorship guidelines-Press Accreditation Rules.

Module-4: Legal Bodies & Commissions-Press Council of India-Advertising Standard Council of India-Indian Press Commissions-Press Ombudsman-Legal Bodies- Guidelines & Broadcast Codes-Suggestions-Newspaper, Periodicals, Radio, Television, Advertising, Public Relations etc, Editors Guild.

Module-5: Ethical Issues relating to Mass Communication & Press Freedom-Media ethical problems-privacy, Right to Reply, Right to Information, communal writing, sensationalism, slanting, bias, ethical issues related with media ownership & commitment. Accountability, transparency, independence & credibility of Media.

Books for Reference

1. Karean Sanders, **Ethics & Journalism**, Sage Publications.
2. NareshRao&SuparnaNaresh, **Media Laws, an appraisal,** Premier Publishing Company, Bangalore.
3. Kundra S, **Media Laws & Indian Constitution**, Anmol Publications, New Delhi
4. Vakul Sharma, **Handbook of Cyber Laws,** Macmillan
5. NirmalaLakshman, **Writing a Nation: An Anthology of Indian Journalism**
6. NalininRajan, **Practising Journalism,** Sage Publications
7. Hamid Monlana, **International Information Flow**
8. Shanti Saroop Singh, **The Press and the Indian Parliament,** Classical Publishing Company, New Delhi.

For Further Reading
1. AravindSinghal& Everett M.Rogers, **India's Communication Revolution,** Sage Publications
2. Edward S. Hrman& Noam Chomsky, **Manufacturing Consent,** Vintage
3. Dr. Jan R. Hakemuldr, **Principles & Ethics of Journalism,**Anmol Publications.
4. Patrick Lee Plaisance, **Media Ethics,** Sage Publications

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M.A.J.M.C. ELECTIVE SUBJECTS

Semester 1 Elective Course-1
MJJMC01 DSE01-Global Communication

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	45	0	45	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester

Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To introduce the concepts, models and evolution of global communication.
C02	To present the impact of globalisation on the communication practices across national borders.
C03	Understand key concepts and areas of the discipline global communication to engage in the discourses related to global communication.
C04	Critically evaluate the functioning of media conglomerates in the world and its impact on regional media practices and consumptions.
C05	Analyse the functioning of Indian media in a globalized environment

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module I: Global Communication-Definition and key concepts of global communication, Historical account of global communication, the era of international news agencies.Models of International Communication: Mowlana's model of International Flow of Information, Sepstrups' model of transnational television flows.

Module 2: Globalisation and Media-Origins of globalization, Global media structure, Multinational media ownership and control- International media dependency, Cultural imperialism, Media trans-nationalization process.Telecommunication policies. Global communication issues related with technological, cultural, political, economic and language barrier.

Module 3:Global Giants in Communication-Global media corporations: Walt Disney, National Amusements, Time Warner, Comcast, News Corporation, Sony etc.Internet corporations: Apple, Microsoft, Google, Amazon, Facebook etc.Global rating and advertising corporations: Nielsen Holdings, Interpublic Group etc.

Module 4: Regional Focus: Indian Media in Global Perspective- Contemporary trends in Indian

media– Globalization and Market dominance, consolidation, monopoly and corporatization, Indian media giants: Reliance, TOI, India Today etc., and their global presence. Global interest in Indian entertainment industry.Global presence of Indian film.Hollywood in India.

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Reference:
1. McQuail, D.*Mass Communication Theory*. New Delhi: Sage. (Part 3, Chapter10)
2. McQuil, D &Windhal, S. *Communication Models for the Study of Mass Communication* 2nd edition. Pearson (Chapter 9: InternationalCommunication)
3. Mody, B (Ed.). (2003).*International and Development Communication: A 21st Century Perspective.*London:Sage.
4. Thakurta, P. G. (2011). *Media Ethics.* Oxford UniversityPress.
5. Birkinbin, B. J. et al (Ed.). (2016).*Global Media Giants*. NY:Routledge.
6. Alleyne, Mark D. (1995). International Power and International Communication. London:Macmillan
7. Appadurai, Arjun (1996). Modernity At Large: Cultural Dimensions of Globalization. Minneapolis
8. Robertson, Roland (1992). Globalization: Social Theory and Global Culture. Thousand Oaks, California
9. UNESCO (1999). World Communication and Information Report 1999-2000. Paris: UNESCO.
10. Mowlana, H. (1996). Global Communication in Transition; The End of Diversity? London:Sage.
11. Mowlana, H. (1997). Global Information and World Communication. New Frontiers in International Relations, Second Edition. London:Sage.

Semester 1 Elective Course-2
MJJMC01 DSE02- Climate Journalism

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	45	0	45	40	60	100

L/T= Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To know about various disasters, climate change & risk assessment.
C02	To present the impact of globalisation on the communication practices across national borders.
C03	To familiarize the students with the policy initiatives on disaster management and climate change.
C04	To use the media for adaptation and mitigation of climate change.
C05	To know the means to sensitize journalists on disaster management and climate change.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module 1: Understanding Climate Change- Introduction to Climate Change- Overview of climate change as a global issue- Key terminology and concepts in climate science- Historical context and evolution of climate journalism, Climate Science Basics- The greenhouse effect, carbon cycle, and climate models- Common climate myths and misconceptions, Climate Change Impacts-Assessing the physical and ecological impacts of climate change- Vulnerable communities and adaptation strategies- Case studies on climate-related disasters

Module 2: Climate Policy and Communication- Climate Change Policy and Agreements- Overview of international climate agreements (e.g., Paris Agreement)- National and regional climate policies- The role of renewable energy and technology Climate Communication and Journalism Ethics- Effective communication strategies for climate journalism- Ethical considerations in climate journalism.

Module 3: Environmental Justice and Climate Reporting- Intersectionality and Environmental Justice- The relationship between climate change and social justice- Reporting on marginalized communities and environmental racism- Case studies on environmental justice issue, Investigative Journalism and Climate Change- Analysing and interpreting climate data- Investigative reporting techniques for climate-related stories- The role of journalism in advocating for environmental justice

Module 4: Solutions-Oriented Climate Reporting- Highlighting Climate Solution- Positive climate change solutions and innovations- Reporting on grassroots climate actions, Community participation – PRA techniques – Role of Central, State and Local Government in Disaster Management and Climate Change Adaptation – Case studies – Field oriented studies. Climate Reporting Tools and Techniques- Data visualization and infographics for climate stories- Using social media and online platforms for climate journalism.

Module 5: Societal issues and Global warming – Indigenous knowledge – Scientific knowledge – Disaster and Climate Change warning mechanism – Mitigation and Adaptation – Media coverage of disaster and climate change – Sensitizing journalists on disaster management and climate change. The Future of Climate Journalism- Emerging trends and challenges in climate journalism- Role of media bias, sensationalism, and corporate influence- Preparing for a career in climate journalism

Reference

1. Damon Coppola. Introduction to International Disaster Management, Elsevier, 2011.

2. Yamin Farhana. The International Climate Change Regime, Cambridge University Press, 2004.

3. Epstein Paul. Changing Planet, Changing Health: How the Climate Crisis Threatens Our Health and What We Can Do about It, University of California Press, 2011.

4. Haddow George. Introduction to Emergency Management, Elsevier, 2008

5. Jay Withgott and Scott Brennan. Environment: The Science Behind the Stories, Prentice-Hall, Upper Saddle River, 2003.

6. Chris Park. The Environment: Principles and Applications, Routledge, U.K. 2001.

REFERENCES

1. Rajib Shaw and R.R. Krishnamurthy. Disaster Global Challenges and Local Solutions, Universities Press, Hyderabad, 2009.

2. TERI. Environmental threats, Vulnerability, and Adaptation: Case Studies from India, TERI Press, New Delhi, 2003.

3. David Shearman and Joseph Wayne Smith. The Climate Change Challenge and the Failure of Democracy, Pentagon Press, London, 2008.

4. John Houghton. Global Warming, Cambridge University Press, 2009.

5. Anu Kapur. Vulnerable India: A Geographical Study of Disasters, Sage Publications, New Delhi, 2010.

6. Norman Lee (Ed.). Environmental Assessment in Developing and Transitional Countries: Principles, Methods and Practice. John Wiley and Sons, U.K., 2000.

7. N. Luhmann. Ecological Communication. Chicago University Press, Chicago, 1989.

8. F.I. Woodward (Ed.). Ecological Consequences of Global Climate Change, Vol.22, Academic Press, London, 1992

Semester-1, Elective Course-3

MJJMC01DSE03- Science Journalism

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	45	0	45	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To provide idea of science journalism and scientific temper to students.
C02	To give knowledge about health and environment sector
C03	Understand the spirit of scientific knowledge.
C04	articulate scientific tips to development news reporting
C05	Understand role of science and technology in the development of society.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module 1: Article 51A (h) Constitution of India,-What is Science, scientific attitude, development of technology, Role of science and technology in human development. Recent trends in science and technology, Science and technology establishments in India and Kerala, Science and technology influence on framing policies at national and international levels, Science communication for popularization of science.

Module 2: Sources of information, scientists, institutes and periodicals, understanding science research and its significance, press releases and announcements like Nobel prizes, etc, Science and language, science writing skills, understanding basic concepts, writing a feature story on science and technology, Interviewing scientists, science communicators, Attending science conferences and seminars, science journals.

Module 3: Health communication, public health policies, New diseases like Covid 19, Swine Flu, Bird Flu, SARS, HIV/AIDS, etc., Epidemics and response of govt., society, WHO guidelines, new research institutes like NARI, NCCS, NIV etc. Weather and agriculture: Importance of weather, Monsoon and rainfall pattern, impact of monsoon on

economy, forecast models, research institutes like IITM, Observatory, etc crop patterns-Kharip and Rabi, Green Revolution, need for Evergreen Revolution, Fertilizers, pesticides, bio- technology, Genetically Modified (GM) seeds, seed banks, irrigation and land use.

Module-4: Environment: Pollution (Air and water): Causes and solutions, Global warming and climate change, green house gases, possible effects on India, international efforts and agreements, emission standards, carbon credit, ecological footprint, green technology, city environment reports, Govt. policies and institutions about environment, role of NGOs, bio-diversity. Energy: Growing need of energy, power generation sources.

Reference:
1. Barbara Gastel, Presenting Science to thePublic.
2. Blum, Deborah, Knudson, Mary & Marantz Henig, Robin. A Field Guide for Science Writers: The Official Guide of the National Association of Science Writers.(2005)
3. D. Perlman, Science and the Mass Media.
4. Elise Hancock, Ideas into Words: Mastering the Craft of Science Writing. Baltimore and London: Johns Hopkins, 2003.
5. N Corcoran (Ed.). Communicating health: strategies for health promotion. Sage.(2013).
6. O.P. Jaggi, A Concise History of Science including Science inIndia.
7. R. Sundara, Popular Science in MassMedia.
8. RenataSchiavo, Health Communication: From Theory to Practice. John Wiley & Sons.2013
9. Sharon,M.Friedman,Sharon,Woody,Carlol,L.Rogers(Ed):ScientistsandJournalists,ReportingScienceas News.
10. Warren Burkett, News Reporting : Science Medicine and HighTechnology

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Semester- 1 Elective Course-4
MJJMC 01DSE04- Media Management

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	45	0	45	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

OURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to –

CO1	Evaluate the role of management skills in media operations
CO2	Analyse the core principles and approaches of management in media organizations
CO3	Analyse the structure and ownership patterns of media organizations
CO4	Identify the legal, ethical and other regulatory challenges facing the electronic media.
CO5	Analyse the planning and execution of media production

Module I- Principles of Management: Process and Approaches, Management Skills, Understanding Markets and Audiences, Functions and Characteristics of Media Products, Economics of Media Products, Media in a Free Market Economy, Ownership of media, News management- Issues.

Module II- Overview of Media Organizations: Structure and pattern of Ownership, with special reference to media ownership. Principles of Media Management: Principles and Challenges. The Indian Media Business: An overview.

Module III- Newspaper Organization & Management Organization of a Newspaper, Publication, Registration, Newspaper Production, Newspaper and Community, Research, Newspaper Management in India, Press Council of India, Managerial Function in a Newspaper Organization, Editorial Management, Advertising Management, Circulation, Personnel and Financial Management, Accounting, Printing, Competition.

Module IV- Electronic & Digital Media Management International Perspective: The Global TV Marketplace, Structure of CATV Systems, Television Management in India, Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media Budget Development,

Module V- The Design Process – scheduling, Production Tracking Form, transmitting, Record keeping, quality control and cost effective techniques. Employee/employer and customer

relations services; marketing strategies– brand promotion (space/time, circulation) – reach – promotion – market survey techniques – human research development for media. Managing a radio station, Audience research, Community Radio: Organization and Management.

CORE TEXTS
1. Kohli-Khandekar, V. (2013). The Indian media business. Delhi: SAGE Response.
2. Williams, H. L., & Rucker, F. W. (1978). Newspaper organization and management. Ames: Iowa State University Press.

SUGGESTED READINGS
1. Albarran, A. B. (2010). Management of electronic media. Australia: Wadsworth Cengage Learning.
2. Aris, A., & Bughin, J. (2009). Managing media companies: Harnessing creative value. Chicester Wiley.
3. Briggs, M. (2012). Entrepreneurial journalism: How to build whats next for news. Los Angeles: Sage/CQ Press.
4. Koṭhārī, G. (1995). Newspaper management in India. Erscheinungsort nicht ermittelbar: Intercultural Open University.
5. B., A., & Chan-Olmsted, S. (2018). Handbook of media management and economics: ROUTLEDGE.

Semester -2 Elective Course-1
MJJMC02DSE05- Business Journalism

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	45	0	45	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To provide the basic knowledge on how business journalism is being practiced in media industry
C02	To introduce the basic structure of Indian and Kerala economy with a global perspective.
C03	Understand national and international trade and commerce.
C04	Monitor the banking, agro economy and sock exchange activities.
C05	Aware about the market economy and global economy.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module-1: Business-Finance-Economics-Commerce-Origin, Definitions, elements, features, growth, developments, functions, importance, roles. Agro Economy, Industry, Electronics, Automobiles, Tourism, Banking, Entertainment, IT. Business Journalism & Financial Reporting-Origin, definitions, elements, principles, features, growth, developments, functions, importance,

Module-2: History of Indian Business Journalism & Financial Reporting-Origin, Definitions, elements, features, growth, developments, functions, importance, bank nationalisation, Information Technology, Bio Technology, Telecommunication policies- (NEP) New Economic Policy,-LPG-Liberalization, Privatization, Globalization, FDI.-Commercial Banks & NBFI.

Module-3: Money & Markets-Financial Instruments-Equity, Stock, Share, Bond, Debenture, Cheques, Draft, Credit Card, ATM, Loans, Subsidies. Stock Exchanges-Wall Street, Bullion Market, Dalal Street, NASDAQ, NSE, BSE, Online Trading-Origin. Elements of Stock Exchanges-Bear, Bull, Sheep-Brokers & Sub Brokers-SEBI, Reserve Bank of India, NABARD, ICICI- Indian Financial Market-Money Market-Capital Market-Organization, International Financial Institutions-IMF, WTO, World Bank, ADB, European Union, G7etc.

Module-4: Indian Economy-Salient features, nature, strengths & weakness. Concept of Planning Five Year Plans-goals, objectives, –Concept of Mixed Economy-Role of Public & Private Sector-Review of Economic policies with special reference to Agriculture, Industry, Banking, Insurance, Telecommunication, Transportation, Tourism & Service sectors etc. Indian Trade-Export& Import,

Module-5: Kerala Scenario-Business Journalism & Financial Reporting in Kerala- Origin, Definitions, elements, features, growth. Geographical, social, political, cultural, economic features & structure of Kerala. Early Business Dailies & Magazines-Business Deepika, Dhankaryam, Dhanam, etc. English Business Dailies, Budget Reporting-State Planning-Kerala Model of Development-Agriculture, Industry, Service sector, Human Resource.

Books for Reference:

1. Adam Smith, *Wealth* of *Nations*
2. Karl Marx, *Das Capital*

3. John Maynard Keynes, *General Theory of Employment, Interest and Money*
4. Joseph Schumpeter, *Capitalism, Socialism and Democracy*
5. Paul M Sweezy, *The Theory of Capitalist Development* (It is a classic text on understanding Marxist political economy)

6. Michael Lewis, *Liar's Poker* (It is a roller-coaster description of what really happens in Wall Street, the Mecca of Global financial markets. A good read for any aspiring journalist)

7. RobertShiller, *Irrational Exuberance* (It is another work taking a close look at the functioning of financial markets)
8. NoureilRoubni, a professor at Stern School of Business is widely credited with predicting the 2008 global financial crisis. He is a much sought after economist at present. *Political Cycles* and *MarcoEconomy and Bailout and Bail-in* are two books by him, which provide a perspective on economicmeltdowns.

9. C.T. Kurien, *Global Capitalism and Indian Economy*, provides a good understanding of Indian economy on a global perspective. *Rethinking Economics,* reflections based on a study of Indian economy is also a good work for students.

10. JagadishBhajwati, a professor of Columbia University, long considered as a potential candidate for Nobel Prize in economics, is an ardent supporter of the liberalization, privatization and globalization theme. His book, *In Defense of Globalization,* is a good read.

Books for further reading.

1: John Bellamy Foster, *The Great Financial C*risis is a very good book on the 2008 global financial crisis.
2: Robert McCheseny, *The Political Economy of Media* It is a very good book on linkages between big business groups and media in the U.S. The methodology used by McChesney could be extended to analyze media situation even in our country.
3. *Dollars and signs* is a very good internet site on business journalism

4. Robert Brenner, *The Boom and the Bubble: The US in World Economy* provides a lucid account of the role of American economy in driving global developments .

5: Dr. K. K. George, *Limits to Kerala Model of Development* provides a good introduction to the chronic problem of fiscal deficits in Kerala.

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Semester-2 Elective Course- 2
MJJMC02DSE06: **Magazine Journalism**

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	45	0	45	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester

Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To provide the knowledge of various kinds of magazine.
C02	To provide the importance of interpretative and analytical reporting.
C03	To give idea of critical, in-depth and investigative storytelling.
C04	Understand the possibility in using data and facts for storytelling.
C05	Understand flexibility in selecting various angles for news interpretation.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module 1: Origin and growth of magazines; pioneers of magazine journalism - John Dunton, Addison, Steele, Edward Cave; organizational structure of a magazine; A survey of English and Malayalam magazines.Types of magazines – specialized magazines - general interest and specialized magazines, academic journals and Sunday magazines, e-zines, web-zines and web-edition magazines; Coffee table magazine; Magazine Journalism- terminology.

Module 2: Qualities and responsibilities of a magazine editor; ingredients of a magazine article; editorial mix; cover story selection criteria, cover design and cover lines, and comparison of cover stories in the mainstream magazines.

Module 3: Film reviewing, advertising, criticism and rhetoric; essential elements of a film review- condensed plot synopsis, background information, abbreviated arguments about the film and evaluation; book reviewing. Feature versus news story, feature versus article, feature structure, feature headlines, feature leads, classification of features and steps in writing feature

Module 4: Profile versus biography and profile requisites; writing columns; preparing photo features; writing for specialized magazines; current trends and challenges in magazine journalism- narrative journalism. Magazine design and layout, photographs, illustrations, info- graphics, typography and whitespace; magazine design softwares.

Books for Reference

1. John Morrish, **Magazine Editing**, Routledge, 1996

2. Linda McLoughlin, **The Language of Magazines**, Routledge, 2001

3. Michelle Ruberg, **Handbook of Magazine Article Writing**, Writer's Digest, 2005

4. Antony Davis & Heinemann, **Magazine Journalism Today,** Professional Publishing, 1988

5. East R. Hutchison, **The Art of Feature Writing,** Oxford University Press, 2008

6. David E. Sumner & Holly G. Miller, **Feature and Magazine Writing**, Surjeeth Publications, 2006

7. Benton Rain Patterson & Coleman E. P. Patterson, **The Editor in Chief**, Surjeeth Publications, 2005

8. Jenny Mckay, **The Magazine Handbook**, Routledge, 2000

9. Humed Contractor, **The Art of Feature Writing** , Icon Publications, 2004

10. Steephan G. Bloom**, Inside the Writer's Mind,** Surjeeth Publications, 2004

11. Jill Dick,**Writing for Magazines**, Unistar Books, 2004

12. Edward Jay & John Lee, **Feature Writing for Newspapers and Magazines**, Harper and Row Publishers, 1988

13. Paul Nelson, **Articles and Features** , Houghton Mifflin Company, 1978

14. Louis Alexander, **Beyond the Facts**, Surjeeth Publications, 2003

15. Theodore Peterson, **Magazines in the Twentieth Century**, University of Illinois, 1956 .

Semester-2 Elective-3
MJJMC 02DSE07- Introduction to Digital Media & Cyber Culture

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	45	0	45	40	60	100

L/T= Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES
Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	Understand the history, definitions, and key debates in digital humanities (DH).
C02	Explore core methodologies and their applications.
C03	Critically assess ethical, cultural, and interdisciplinary challenges in DH
C04	Develop foundational skills for designing and evaluating DH projects.
C05	To know the means to sensitize journalists on social media culture and virtual world.

*Course outcomes based on revised blooms taxonomy

Course contents

Module 1: Intro to ICTs- Technological Change and Societal Impact; Examining how technologies reshape culture, communication, and human behaviour. Media as Practice; Understanding media not just as tools but as embedded practices in everyday life. The "Habitus of the New"; Exploring how digital environments create new norms, habits, and social structures. Critical Perspectives on Technological Utopianism; Questioning assumptions about progress and neutrality in technological adoption.

Module 2: Internet as/and public sphere- Reimagining Democracy in the Digital Age; Debates about the internet as a space for democratic participation or fragmentation. Cyborg Identities and Feminist Technoscience; Interrogating boundaries between human/machine and gender/technology. Self-Representation and Visual Culture; The role of images (e.g., selfies) in shaping identity and political expression. Digital Exclusion and Inequality; Critiquing access, power, and representation in online spaces.

Module 3: Social Media, Networks, and Power- The Myth of Digital Collectivity; How social media platforms construct (or undermine) shared identities. Algorithms, Echo Chambers, and Polarization; The role of algorithms in shaping discourse, communities, and biases. Social Media and Activism; Case studies on hashtag movements. Platform Labor and Digital Precarity; Exploring gig work, content moderation, and the hidden costs of participation. Mental Health and Digital Wellbeing; Impacts of social media on attention, self-esteem, and social relationships.

Prescribed Readings:

- Postman, N. Five things we need to know about technological change. 1998.
- Zizi Papacharissi and Thomas Streeter, "The Habitus of the New," https://culturedigitally.org/2012/10/the-habitus-of-the-new/
- Media as practice - Nick Couldry in Media, Society, World: Social Theory

and Digital Media Practice (Chapter 2), London: Polity. 2012.Lighting Basics

- Poster, M (1995)."Cyberdemocracy; The Internet and the Public Sphere," in Reading Digital Culture, ed. David Trend (London: Blackwell, 2001), 259-271
- Haraway, Donna (1991). A Cyborg Manifesto Science, Technology, and Socialist-Feminism in the Late Twentieth Century," in Simians, Cyborgs and Women: The Reinvention of Nature (New York; Routledge, 1991), pp.149-181
- Syme, Rachel: Selfie—the revolutionary potential of your own face. https://medium.com/matter/selfie-fe945dcba6b0#.d333v9gbc
- Couldry, N (2014). The myth of 'us': digital networks, political change, and the production of collectivity. Information, Communication & Society. doi: 10.1080/1369118X.2014.979216
- Noble, S. U. (2018). *Algorithms of Oppression*. (Chapter 1).

Semester-3   Elective Course-1
MJJMC03DSE08: Sports Journalism

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	45	0	45	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To impart knowledge about scope of sports journalism.
C02	To know how sports and economy interrelated
C03	Understand the sports industry and its developments.
C04	Understand about various spots organisations and authorities.
C05	Understand the world sports industry and international sports events.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module-1: Sports – its growing popularity – Sports policies of the Government in India-Role of the State Governments--sports in educational curriculum --Sports Authority of India objectives and contribution -– organizational structure of Indian sports-- Corporatization of sports –sponsorship – ethical issues-- Indian experience

Module-2: Major international sports events--Olympics, Asiad, Common wealth games, SARC games, World Cup Soccer, World Cup Crickets, Wimbledon etc.—India and international sports events--Major Sports Events in India—Out standing sports personalities in India and abroad-–Rural and tribal sports- history, social and political impact

Module-3: Origin, history Rules and regulations of different games and sports – football, cricket, tennis, table tennis, badminton ball, volley, hooky, archery etc. – officials of different games and their standards

Module-4: Development of sports journalism with special reference to India – print media, radio, TV, digital media etc. -- Sports photography in magazines. Sports magazines and their importance, fields and degree of specialization required- role and importance in popularizing sports.Sports department in popular dailies-– sports editor – reporter – sub editor – sports page – special pages – sports column –

Module-5: Sports coverage by radio -- sports reporting for radio—techniques--radio's contribution to popularization of sports. Management of Sports and its modern formats; Sports coverage by TV-preparing television programmes on sports—Sports TV channels and the impact; Sports presenter and their specific requirements.

References:

1. Chiranjib – World CupFootball

2. David Pickering,TheCassell Soccer Companion, History, facts and anecdotes, London,1997.

3. E.W Swanton, The World ofCricket.

4. G Mehera, Asian Games, New Delhi,1989.

5. Hill, Christopher, R.: Olympic Politics, Athens to Atlanta (1896 – 1996), Manchester and New York.

6. John Sugden and Alan Tomlinson, FIFA and the contest for World Football, London,1998.

7. John Woodcock, The Times, One Hundred Greatest Cricketers, London,1998.

8. Jonathan Rice, Start of Play (The Curious Origins of our Favorite Sports, London,1998.

9. Mathur ,The Encyclopedia of Indian Cricket.

10. Morehead, Albert H.E. and Mott Smith, Geoffrey, Hoyle's Rules of the Games, London,1946.

11. Rueben Fine (ed), The World's Greatest chess Games. London,1951.

12. Srinivas Rao, Sports Journalism

Semester-3 Elective Course-2

MJJMC03DSE09- Photography and Photo Journalism

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	45	0	45	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To introduce the power of photograph and photo journalism.
C02	To make awareness with the principles of photo editing and composition.
C03	Understand the scope and practice of photo journalism
C04	Understand ideas and perspectives in photojournalism.
C05	Develop photography techniques and aptitude.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module :1-Introduction to photography- brief history and development- world and in India. Types of Cameras- Single Lens Reflex (SLR), Twin Lens Reflex (TLR), Rangefinder Cameras, View Cameras, Polaroid Cameras, Super wide-Angle Camera, Panoramic Camera, Aerial Camera, Sub-miniature Camera; Digital Photography, Photography basics.

Module: 2-Lenses- focal length, Focus and Magnification; Lenses of normal, short and long focal length; enlarging, perspective, supplementary, zoom and Macro lenses; Lenses and Composition-Aperture Settings, Shutter Speed and Depth of field.

Module :3-Visualization of a Photograph- Characteristics of A Photograph, Composition, Point of View, Framing, Horizontal and Vertical Format, Centre of Interest, Horizontal Line, Near-Far Relationship, Candid photography; Lighting-Front, Side, Back And Revealing Lights; Shooting in Artificial and Mixed Light.

Module:4-Scope and Significance of Photojournalism, News Photographs, Advertisements Photographs, Wild Life Photographs, Sports Photographs; Review of Photography Magazine; Leading Photojournalists in India; International Photojournalists; Ethics in Photo Journalism; Paparazzi Journalism; Photo Essay; Freelance Photography.

Module:5-Editing Photographs- Transferring Photographs to a personal Computer; Photo Selection, Cropping, Scaling and toning; Photo Editing Software.

References:

1. Arthur C Danto, Playing with the Edge, California,1996.
2. Bischoff, Simon (ed) – Paul Bowles and How could I send a picture into the desert, Zurich,1994.
3. Ian Jeffrey, A Concise History, Singapore,1981.
4. John Hedgecoe, The Photographer's handbook, complete reference manual of photographictechniques,procedures and equipment, London, 1997.
5. Liz Wells, Photography, a critical Introduction, London,1997.
6. Patricia Johnson, Real Fantasies, Edward Steichen's Advertisement Photography, California,1997.
7. Pierre Bordieu, Photography, a middle brow art, London,1996.
8. Susan Sontage, On Photography, London,1977.

Semester-3 Elective Course-3
MJJMC03 DSE10-New Media and Technical Writing

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	45	0	45	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To introduce the basics of the internet technology and its applications in mass communication
C02	To introduce the process and methods of online news reporting and content development
C03	Recognize internet related concepts and applications in mass communication industry.
C04	Develop content for the web and manage it using content management systems
C05	Identify the trends in online journalism and critically evaluate the form and content of online media platforms

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module-1: Introduction to New Media: ICTs; Internet and Society; New media technology and culture: community and identity; participatory culture and new media; New media literacy; The Information Technology Revolution; History of Internet in India. Cyber Journalism- Concept, origin, features, scope, Cyber Technology Trends- Overview of current technology trends in information, communication & entertainment. Mainstream Media/Journalism Vs.New Media/Cyber Journalism. New Media Cyber Journalists-Profession, practice, qualifications,. Major Indian & Malayalam Newsportals-History, overview &analysisE-newspapers, journals, books.

Module: 2- Concept of ICE, ICT, Virtual Reality, Information, Digital Convergence, Digital Divide Introduction to Internet-WWW: Websites-types and design, Web languages, SEO, Web search engines. Blogging, vlogging, MoJo., and Podcasting. Characteristics ofnew media; Theories of Network Society; Social Media theories; Internet as Public Sphere; Online communities; Convergence of media and its effect on journalism, new ways of storytelling—interactivity; prospects of   online journalism in India.

Module 3: Social Media and Citizen Journalism- Use of Convergent technology for social change --Social networking; Introduction to social profile management products, Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing , Social publishing: Flickr, Instagram, YouTube, Sound cloud, Citizen Journalism: Concept, Case studies, Blogging; a brief history of blogs, blogs as narratives, Live blogging; Bloggers as journalists and 'opinionates'- Internet radio; podcasts.

Module-4: Introduction to Technical writing- Technical writing: definition- technical writing and other forms of writing, roles and functions of technical communicators in software and IT compa-nies- Roles and responsibilities of technical writers and editors.

Module-5: Preparation of a technical document - pre-writing, writing and post-writing; audience and task analysis; technical writing techniques - data collection methods, working with Technical Writing Style Guide-Technical editing process: editing for accuracy, language and style; technical writing software tools. Technical writing: reports, memos, proposals, letters, abstracts and user manuals. Technical writing practice:

References.
1. Producing for the Web (Media Skills)- **Jason Whittaker, 2000**.
2. Writing for Multimedia and the Web – A practical guide to content development for interactive media – **Timothy Garrand**.
3. The Digital Designer: 101 Graphic Design Projects for print, the web, multimedia, and motion graphics – **Stephen Pite**.
4. Absolute beginner's guide to computer basics- Michael Miller.
5. Discovering Computers 2007: A Gateway to Information, Complete – **Gary B.Shelly, Thomas J.Cashman and Misty E.Vermaat.**
6. Clear Blogging: How People blogging are changing the world and how you can join them – **Bob Walsh**.
7. Hands on guide to video blogging and podcasting – **Damien Stolarz**.
8. Journalism and New Media – **John V.Pavlik**.
9. 21st century journalism – a practical guide – **AndrasNyiro and others.**.
10. The Idea of Public Journalism – **Theodore L.Glasser**
11. Baym, Nancy K. Personal Connections in the Digital Age. Polity,2010.
12. Eugenia Siapera, Understanding New Media, Sage,2011
13. Fuchs Christian, New Media, Web 2.0 and Surveillance, John Wiley,2011
14. Goldsmith, Jack, and Tim Wu., Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.2006.

15. Kasturi, Suman and BobbyVardhan; Social Media, Connecting the World 24X7, Dominant Publishers,2017
16. Lev Manovich. The Language of New Media. Cambridge: MITPress.2001
17. Narayan and Narayanan(Ed); Indian Connected: Mapping the Impact of New Media; Sage,2016
18. Simon Lindgren, Digital Media and Society, Sage,2017
19. Tapas Ray, Online Journalism: A Basic Text,2006
20. Vincent Miller. Understanding Digital Culture. Sage Publications,2011.

Books for further Reference

1. Allan, Stuart : Online News
2. Bakardjieva, Maria: Internet Society
3. Jagdish, Chakravarthy: Cyber Media Journalism, Emerging Technologies
4. Jones G Steven: Cyber Society
5. Whitaker, Jason : The Internet, The Basics

Semester- 3 Elective Course-4

MJJMC03DSE11– Political Communication

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	45	0	45	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To give understanding of how political communication works in a given political condition.
C02	To understand media's role and power in politics.
C03	Understand how the media mould public opinion through political communication.
C04	To understand role of media in electoral campaign and PR works.
C05	To familiarize with the key concepts and theories of political communication

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module 1- Meaning, nature and scope of political communication -politics, democracy and media- Political Economy of Media, Political communication theories and effects - Media effects of political communication- political marketing, advertising and political P.R.

Module 2- Role of media in political communication and key concepts – Priming, Agenda setting, audience, authenticity, branding, campaigns, civic society, electoral professionalism, emotionalization, hegemonic model, manufactured consent, media centred democracy, mediatisation, permanent campaign, political advertising, political marketing, theory- Spiral of Silence - Consensus Gatekeeping vs Propaganda models — Four theories of press - Normative theories of press.

Module 3- Public opinion - polls, reliability and validity of public opinion polls - conducting of public opinion -public opinion and audiences- Guiding public policies - media and foreign policy

of the government-Media and policymaking.

Module 4- Political ideology- left, right and centre media and terrorism - Media power in politics -Role of Media in Elections and its impact -media and political campaigns.

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Books for reference:

1. An introduction to political communication - Brian McNair
   2. Political communication in a new era: a cross national perspective - GadiWolfsfeld, Philippe J.Maarek.
   3. Mediated politics: communication and the future of democracy-W. Lance Bennett
   4. Comparing political communication:Theories, Cases and Challenges - Frank Esser, Barbara Pfetsch
   2 Politics, media and modern democracy - David L.Swanson, Paolo Mancini
   3   Politics and the Press : the news media and their influences - Pippa Norris
 6   The media , politics and public life - Geoffrey Craig
   7   Comparing media systems-Daniel C.Hallin, Paolo Mancini
   8   Four theories of the press-Fred Seaton Siebert, Theodore Peterson, Wilbur Schramm
   9   Normative theories of the media Journalism in democratic societies - Clifford G.Christians,
  10. Theodore Glasser, Dennis Mc Quail, KaarleNordenstreng, Robert A.White
  11   Mass communication theory : Foundations, Ferment and Future -Stanley J.Baran, Dennis K.Davis.
  13. Democracy and the media : a comparative perspective - Richard Gunther,   Anthony Mughan.
  14. Political communication-Steven Foster
  15. Key concepts in Political communication - Darren G.Lilleker
  16. Media power in politics - Doris A.Graber

Semester- 3 Elective Course-4

MJJMC03DSE12– Travel Journalism

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	45	0	45	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester
Evaluation

COURSE OUTCOMES
Course Learning Outcomes: At the end of the Course, the Student will be able to –

CO1	Acquire essential skills and knowledge required for a travel journalist
CO2	Practice the writing styles of different types of travel stories
CO3	Achieve the ability to effectively promote and recognize how to sell and fund your work
CO4	Adopt the writing styles of famous personalities in travel journalism
CO5	Evaluate the impact on ethics in travel journalism in the profession and society

Module I- Significance, relevance and scope, Importance of travel journalism in travel and tourism industry; Challenges of Travel Journalism; Steps for writing a good travel story- Finding your story, understanding travel trends, Researching your story, Shaping your story, Bringing your story to life, Finding your style, Rewriting and self-editing, Writing for Travel magazines, tourism brochures, travel books and travel e-zines; Tourism and hospitality industry and packages; Evolution of Contemporary Travel Journalism; Career opportunities.

Module II- Qualities of a Travel Journalist, Challenges of a travel journalist; How to explore a tourist place; Making money as a travel writer; Travel writing: Newspaper, Magazine, travel guide book, travel brochures and newsletters; Travel blogs: Why do you want to blog, Setting up a blog, Writing blog, Monetizing blog; Role of photography, Photo essays in travel writing, Travel Photography tips; Difference between travel literature and print media travel writing (Special reference: Yathra, Manorama Traveller, National Geographic Traveller, Outlook Traveller); Comparison of stories and styles in travel writing magazines.

Module III- Travel vlog characteristics, Steps to start a travel vlog, Impact on tourists, Fun and Money, Famous travel vloggers; Television channels and programmes (Special reference: TLC, Safari) ; Content and packaging of major tourism magazines and Periodicals in English and Malayalam: review and analysis.

Module IV- Ethical Considerations for travel writers, Ethics of hosted and sponsored travel, Ethical challenges in writing sponsored content, Working along with Digital Influencers.

References:

1. Don George with Janine Eberle: How to be a travel writer Lonely Planet Global Limited (2017)

2. Bryan Pirolli: Travel Journalism: Informing Tourists in the Digital Age, Routledge (2019)

3. Ben Cocking: Travel Journalism and Travel Media, Palgrave Macmillan (2020)

4. John F. Greenman: Introduction to Travel Journalism: On the Road with Serious, Peter Lang Inc., (2012)

5. Tim Leffel: Travel Writing 2.0: Earning Money from your Travels in the New Media Landscape

Semester-4 Elective Course -1

MJJMC04DSE13- Health Communication

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	45	0	45	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To give basic understanding of the importance of proper communication in health sector
C02	Analyse the effects of various media content on public beliefs about health issues.
C03	To understand the practice of health communication at national and international levels during an epidemic/ pandemic occurring.
C04	Able to write about health communication issues in a compelling manner.
C05	Able to articulate various communication campaigns for effective health Communication

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module:1 -Introduction to health Communication- Concept of health and Disease, Role of Communication and campaigns in health and population programs. Communication process and principles applied to Health & population; various health policies of Indian governments and its communications via Mass media.

Module:2-Media and Journalist: roles in health coverage; Non-traditional Media; Health Magazines; Print , Radio and Television: Health Information in News and Entertainment programs; Health Communication: in Blogs, podcasts and other e-media innovations; Risk and crisis of health communication in the media. Health writing for print media: features, articles and columns.

Module:3-Communication Campaign –steps for conducting campaign- content and treatment of message; selection of the media, audience variable –monitoring feedback& evaluation-Preparation of stickers, posters, bill boards.

Module:4-Health and family welfare programs in community-World Health Organization, UNICEF, Health campaigns in India- National health policy, India's population problem

and National family welfare programs ;Campaign against Polio, AIDS/HIV, Malaria, Smallpox, Female infanticide, child mortality ,mother and baby care vaccinations, Covid-19 pandemic.

Books for references.

1. Health communication: Theory and Practice – Dianne Berry
2. Case studies in Health communication – Eileen Berlin Ray
3. Health and the New Media: Technologies transforming personal and public health – Linda M. Harris
4. Communication and Disenfranchisement: Social health issues and implications – Eileen Berlin Ray
5. Health communication: From theory to practice – RenataSchiavo
6. Effective health communication – DanteshwariBhaskar B. Sumalata
7. HIV and AIDS in South Asia – The World Bank

8. IT and Rural health care – MurliD.Tiwari and KamleshN.Agarwala
9. Cappella, J.N. (2006). Integrating message effects and behavior change theories: organizing comments and unanswered questions. Journal of Communication, 56(Suppl.), S265-S279.
10. Cho, H., & Salmon, C.T. (2007). Unintended effects of health communication campaigns. Journal of Communication, 57, 293-317.
11. DiClemente, C.C., Prochaska, J.O., Fairhurst, S.K., Velicer, W.F., Velasquez, M.M., & Rossi, J.S. (1991). The process of smoking cessation: an analysis of precontemplation, contemplation, and preparation stages of change. Journal of Consulting and Clinical Psychology, 59, 295-304.
12. Fagerlin, A., Zikmund-Fisher, B.J., &Ubel, P.A. (2011). Helping patients decide: ten steps to better risk communication. Journal of the National Cancer Institute, 103, 1436-1443.
13. Fishbein, M., &Yzer, M.C. (2003). Using theory to design effective health behavior interventions. Communication Theory, 13, 164-183.
14. Gollust, S.E., Niederdeppe, J., & Barry, C. (in press). Framing the consequences of childhood obesity to increase public support for obesity prevention policy. American Journal of Public Health.
15. Hornik, R.C. (1991). Alternative models of behavior change. In J. Wasserheit, S.O. Aral, & K.K. Holmes (Eds.), Research issues in human behavior and sexually transmitted disease in the AIDS era (pp. 201- 217). Washington: American Society for Microbiology.
16. Hornik, R.C. (2002). Introduction: public health communication: making sense of contradictory evidence. In R.C. Hornik (Ed.), Public health communication: evidence for behavior change (pp. 1-22). Mahwah, NJ: Lawrence Erlbaum Associates.
17. Hornik, R., &Yanovitzky, I. (2003). Using theory to design evaluations of communication campaigns: the case of the National Youth Anti-Drug Media Campaign. Communication Theory, 13, 204-224.
18. Jarlenski, M., & Barry, C.L. (2013). News media coverage of trans fat: health risks and policy responses. Health Communication, 28, 209-216.
19. Jensen, J.D. (2012). Addressing health literacy in the design of health messages. In H. Cho (Ed.), Health communication message design: theory and practice (171-190). Los Angeles: Sage Publications.
20. Liberman, A., &Chaiken, S. (1992). Defensive processing of personally relevant health messages. Personality and Social Psychology Bulletin, 18, 669-679.

Books for further Reading

1 Danger, fear and insecurity by Seale, Clive. (2002): Chapter 4 in Media and Health, p 67-92,Sage.

2. Mass Communication and Public Health: Complexities and Conflict by Charles Atkin, & Larry Wallack (Eds.).,Sage
3. Health Communication: From Theory to Practice by RenataSchiavo (2007), Jossey Bass, San Francisco
4. Handbook of Health Communication by Teresa L. Thompson.
   5. Health Communication Message Design: Theory and Practice byHyunyi Cho, Sage

Semester 4- Elective Course 2

MJJMC04DSE14- Screen Writing

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	45	0	45	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To enable students to identify and frame theme, characters, plots for creative scripting.
C02	To enable students learn to apply different techniques and methods in creating screenplay.
C03	Students will explore standard and experimental methods of generating script concepts and organizing conceptual material.
C04	Students will discuss techniques for script editing and write a second draft of their scripts.
C05	Students will learn methods for de-constructing and analyzing scripts.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module:1- Introduction to Screenwriting The Basics: Screen Play, Character, Story, Structure The Premise: Story Spine Screenplay- The Principles of Dramatic Wring Screenwriting Formatting & Fundamentals, Language and Grammar of Screen Play, Elements of a Screenplay, Screen play Formula, Screenplay Writing Exercises, Flow in a Screen play. The art of script writing and the role of the script in filmmaking

Module:2-Story ideas and concepts. Finding the Story How to Format a Script, How to Write a Short Outline, Logline, outline, synopsis, Formatting scripts, Structure(View feature film and discuss structure and narrative elements). Characteristics of a good short script. (View short films and outline plot structures).

 Module:3- Framing Character- motivation and conflict, Characters-Improvisation-Character development. Character types. Key Character components. Character arc. Theme. Plotting. Writing scene and sequence. Writing dialogue and subtext. Tips for rewriting.

Module:4-, Premises and Genres, Plot and Subplots, Writing Strong Characters, Process of Writing a Screenplay, Strong Scene, Process of Writing a Screenplay, Writing Beyond the Script, Pitching, Rewriting and Editing, Screenwriting Resources. Difference in screenplay writing for documentary and animation-voice over-narration-dialogue.

References:

1. Required Text: Field, Syd. Screenplay: The Foundations of Screenwriting, published by Bentam Dell (New York), Delta Trade revised edition, 2005 or latest edition.

2. Further Readings: Cattrysse, Patrick. "The Protagonist's dramatic goals, wants and needs", Journal of Screenwriting, vol. 1, n.1, 2010.Fawell, John. Hitchcock's Rear Window, Southern Illinois University Press: USA, 2004.

3. Field, Syd. Four Screenplays, Bantam Dell: New York, 1994.

4. Field, Syd. The Screenwriter's Workbook, Bantam Dell: New York, 2006.

5. Horton, Andrew. Writing the Character-Centered Screenplay, University of California Press: Berkley, 1999.

6. McKee, Robert. Story: Substance, Structure, Style, and the Principles of Screenwriting, Methuen, 1999.

7. Scott, Kevin Conroy (ed). Screenwriters' Masterclass, Fabe

8. Beckett, Samuel. *Working Words: The Process of Creative Writing.*

9. Field, Syd. *Screenplay: The Foundations of Screenwriting.*

10. Minot, Stephen. *Three Genres: The Writing of Poetry, Fiction, and Drama.*

11. Mueller, Lavonne, and Jerry D. Reynolds. *Creative Writing: Forms and Techniques.*

12. Packard William. *The Art of the Playwright.*

13. Root, Wells. *Writing the Script: A Practical Guide for Films and Television.*

14. Hatcher, Jeffrey, *The Art and Craft of Playwriting*

15. Dixon, Michael Bigelow and Michele Volansky, eds., *20 One-Act Plays from 20 Years of the Humana Festival*

16. Whitcomb, Cynthia, *The Writer's Guide to Writing Your Screenplay*

17. Roland Barthes, S/Z I will provide extract, + FYI Project Gutenberg Sarrasinepdf

18. William StaffordA Way of Writing

19. William S. BurroughsThe Cut-Up Method of BrionGysin

20.   Michael Mateas**,**A Preliminary Poetics for Interactive Drama and Games, Digital Creativity 2001

ONLINE RESOURCES

- Charles Bernstein writing experiments.
- Huffington Post (best creative writing exercises)
- Dialog Workshop by Holly Lisle
- Interactive Story Structures by Ira Nayman
- Fifteen Fun Writing Exercises to Improve Writing Skills by Pamela A. Zinkosky (for kids)
- Interactive Story Software
  - Ren'Py
  - Novelty
- TED talk Andrew Stanton, The Clues to a Great Story
- Online Screenplays
- Philomena Script
- Philomena Trailer.

Semester-4 Elective Course 3

MJJMC04DSE15- Data Journalism

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
3	0	3	40	0	40	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To provide the idea of data journalism and the basic skills in finding data sources for storytelling
C02	To familiarize with common data formats in journalistic story telling
C03	To find analyses and evaluate data for ethical journalism practice
C04	Articulate data journalism concepts and skills and gain insight into how data journalism is practiced in news rooms.
C05	Know the techniques for sorting, filtering, cleaning and publishing data.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module 1-Data journalism introduction –The relevance of data –Data as the primary block of building a story –The potential of data–Where does the data come from –How news organizations conceive data –Distinctive elements of journalism data journalism –Historical context of data journalism

Module 2-How Data is Used for Public Interest Stories, How to Find a Story in Data, Sector-Specific Data Stories; Common Data Formats, Finding Data Online, Alternative Data Sources, Planning a Data Story: Hypothesis and Questions, Enriching Stories With Data, Analyzing Fact Sheets, Data Mining, Scraping PDFs, Scraping websites, Cleaning Data.

Module 3- Gathering data from governmental, non-governmental, fact checking, Organizing Data, Verifying Data, Summarizing and Simplifying Data Insights, Analyzing the data, Essential Statistics, Evaluating Data Interpretation, Data Privacy, Basic calculations, Summary Statistics, Percentage change, Working with large datasets, Pivot Tables, Advanced merging andformulas.

Module 4-Data visualization: graphical representation of data, Infographics; Graphical representation of information, data or knowledge. Purpose of Data Visualisation, Matching Data and Graph Types, Design and Color Basics, Map Theory, Ethics of Data Visualisation, Visual Storytelling, Tables, Charts and Graphs, Maps Data analysis: visual content. Theme graphics, reference graphics.

Module 5-Data tools; Right from excel, Human and computers interaction study. Anatomy of a Data Story, Reaching your Audience, Data-Driven Leads, Data-Driven Writing, Solution Journalism, Graphics to enhance human visual systems ability to see pattern andtrends.

Reference:

1. Jonathan Gray, LilianaBounegru, Lucy Chambers, **The Data Journalism Handbook,** O'Reilly, 2012

2. David McCandless, **Knowledge Is Beautiful**, Harper Design, 2014

3. John Mair and Richard Lance Keeble, **Data Journalism: Mapping the Future**, Abramis, 2013

4. Tom Felle, John Mair and Damian Radcliffe, **Data Journalism: Inside the Global Future,**Abramis, 2015

5. Fred Vallance Jones and David McKie, **The Data Journalist: Getting the Story**, Oxford University Press, 2017

6. Simon Rogers, **Facts are Sacred**, Faber& Faber, 2013

7. John Mair, Richard Lance Keeble and Megan Lucero, **Data Journalism: Past, Present and Future**, Abramis, 2017

8. Alberto Cairo, **The Functional Art: An Introduction to Information Graphics and Visualization**, New Riders, 2012

9. Brant Houston, Data for Journalists: **A Practical Guide for Computer Assisted Reporting**, Routledge, 2018

10. Alberto Cairo, **The Truthful Art: Data, Charts, And Maps For Communication**, New Riders, 2016

11. Dona M. Wong, **The Wall Street Journal Guide to Information Graphics: The Dos and Don'ts of Presenting Data, Facts And Figures,** W.W. Norton & Company, 2010

12. Alfred Hermida and Lynn Young, **Data Journalism and The Regeneration of News**, Routledge, 2019

13. David Herzog, **Data Literacy: A User's Guide**, SAGE, 2015

14. Darrell Huff, **How to Lie with Statistics**, W.W. Norton & Company, 1993

15. Gray, J., Bounegru, L., & Chambers, L. (2012). *The data journalism handbook:*. Sebastopol, CA: OReilly Media.

16. Wong, D. M. (2013). *The Wall Street Journal guide to information graphics: The dos and donts of presenting data, facts, and figures*. New York: W.W.Norton.

17. C. W. Anderson, Apostles of Certanity: Data Journalism and the Politics of Doubt, Oxford University Press, 2018

18. Bruce Mutsavairo, Saba Bebawi and Eddy Borges Rey, **Data Journalism in the Global South**, Springer Nature, 2020

19. Alberto Cairo, **HowCharts Lie: getting Smarter about Visual Information**, W.W. Norton & Company, 2019

20. Seth C. Lewis, **Journalism in an Era of Big Data: Cases, Concepts and Critiques**, Routledge, 2018

SUGGESTED READINGS:

1. McCandless, D. (2012). *Information is beautiful*. London: William Collins - an imprint of HarperCollins.
2. Rogers, S. (2013). *Facts are sacred: The power of data*. London: Faber andFaber.
3. Mair, J. (2017). *Data journalism: Past, present and future*. Bury St Edmunds, Suffolk:Abramis.
4. Reimold, D. (2013). *Journalism of ideas: Brainstorming, developing, and selling stories in the digital age*. New York:Routledge.

SUGGESTED LINKS:

1. http://datajournalismhandbook.org/1.0/en/
2. http://datadrivenjournalism.net/
3. https://tcij.org/sites/default/files/u4/Data%20Journalism%20Book.pdf
4. http://www.theguardian.com/news/datablog
5. http://www.interactiondesign.org/encyclopedia/data_visualization_for_human_perception.html
6. www.informationisbeautiful.net
7. http://visualisingdata.com
8. https://www.rug.nl/research/portal/files/51262766/Baack_2017_Practically_Engaged.pdf
9. https://www.datacamp.com/community/blog/data-journalism-guide-tools
10. https://datajournalism.com/watch/doing-journalism-with-data-first-steps-skills.

Semester 2- Skill Enhancement Course-1
MJJMC02SEC01- Media and Human Rights

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
2	0	2	30	0	30	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To make awareness about the Human Rights and society.
C02	To enable the students to understand Human Rights in national and international perspectives.
C03	The students will understand the need for upholding the spirit of Human Rights.
C04	T To impart knowledge about Promotion and Protection of Human Rights.
C05	The students can develop a pro Human Rights attitude in promoting Universal Fundamental Rights.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module 1: Human Rights - concept, scope and importance—historical perspectives-changing dimensions of human rights – Human Rights movements—Human Rights and Democracy, Human Rights and Education Trade Union Rights--Human Rights and environmental issues-- Human Rights and Secular Values – Human Rights and Gender Equity--Human Rights of Accused persons-Human Rights and child labour, bonded labour - Human Rights and death, torture in police lockups--Human Rights and fighting terrorism - Concern for protection of Human Rights in the context of Globalization.

Module 2: Human Rights in International Perspective -- UN system and human rights- Universal Declaration of Human Rights 1948 -- International Covenant on Civil and Political Rights 1966--International Covenant on Economic, Social and Cultural Rights 1966-- Convention on Elimination of All Forms of Racial Discrimination 1965 -- Convention on Elimination of All Forms of Discrimination against Women 1979 -- Convention on the Rights of the Child 1989 -- Role of organizations like Amnesty International, Human Rights Watch, Green Peace.

Modul 3: Fundamental rights, Freedom of Speech and Expression under Indian Constitution, Freedom of Press, Right to Know, RTI, Right to Privacy, AFSPA, Custodial Deaths, Role and responsibilities of implementing agencies of human rights in India-- National Human Rights Commission- State Human Rights Commission - National Commission for Women-- National Commission for Minorities - National Commission for Scheduled Caste & Scheduled Tribe (S.C. & S.T.)

Module 4: Media and Social Issues: Problems of girl child and women, LGBT Movement, Casteism, Violence against women, Rights of Children and Adolescents, UNCRC, Child Labour, Exploitation of children and Reform Process, Protection of Children against Sexual offences, Reflection of such issues in Media.

Module 5: Writing on Human Rights: Promotion, Protection and Violation, Types of Reports, Sources of News, Trends in Indian Press, Problem of writing about Human Rights Issues, Media in Promotion and Protection of Human Rights, Investigative Journalism, Media Activism, Advocacy Journalism –Role of Social Media and mobilization of public opinion.

Reference:

1. A R Deasi(ed), Expanded Governmental Lawlessness &Organised Struggles, Bombay,1991.
2. A R Desai, Repression and Resistance in India, Bombay,1990.
3. B G Recharan, Thirty Years after the Universal Declaration, Hague,1979.
4. Council of Europe, Human rights and a changing media landscape(2012)
5. D DBasu, Introduction to the Constitution ofIndia
6. D Papademas (Ed) (2011), Human Rights and Media. Bringley, UK: EmeraldReferences
7. Gaius Ezejoifer, Protection of Human Rights under the Law, London,1984.
8. Jack Donnelly, Universal Human Rights in Theory and Practice, Cornell,1989.
9. Lanterpacht : International Law and Human Rights, New York,1993.
10. Lilich Richard B. : International Human Rights Problems of Law, Policy and Practice, Boston,1991.
11. MaalikSurendra : Fundamental Rights Cases, Lucknow,1975.
12. Michael Perry, The Constitution, Course and Human Rights, New Delhi,1982.
13. S. Guruswamy, Human Rights and Gender Justice, New Delhi: APH Publishers' Pvt. Ltd,(2009)
14. Tardy M. : Human Rights – The International Petition System, New York,1979.
15. Universal Declaration of Human Rights, UNO(1945)
16. V R Krishna Iyer, Human Rights and the Law, Indore,1984.

17. Z Nedhati, Human Rights in the World, Manchester,1972.

18. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan,2011.
19. Balnaves, Mark, Stephanie Donald, and Brian Shoesmith. *Media theories and approaches: A global perspective*. Palgrave-Macmillan. 2009 (Pg No. 3-10, 11-34, 35-53).
20. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73,287-305.

21. Asen, Robert &Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press. 1-35, 111-137.

22. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited,2007.

23. Curran, James. "Rethinking mass communication." *Cultural studies and communications. London: Arnold*(1996).

24. Mc Quail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111.

25. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman& Littlefield, 2012.Pg9-21,167-180.

26. Nichols, Joe& Price, John, *Advanced Studies in Media,* Thomes Nelson, 1999. 42-55.

27. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for ademocratic opening in the digital divide." *International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives* (2010): 20

Semester 2- Skill Enhancement Course 2

MJJMC02SEC02- Fact Checking and Digital Investigation

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
2	0	2	30	0	30	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	Finding truth in the post-truth era through a professionally designed and ethically valid verification process,
C02	To investigating digital assets including social media to generate insights for impactful news reporting.
C03	To gather, monitor, analyze and make sense of the newsworthy digital trails and how to integrate them into newsrooms.,
C04	Critically analyze the social, legal and ethical aspects of fact verification and digital investigation process Understand how to analyze cases and best practices from the field
C05	Apply tools and techniques to debunk fake news in multiple media platforms and integrate the outcome into newsrooms

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module 1: Introduction to Fact Verification for Journalists Journalism as a discipline of verification**,** The Age of Information Disorder**,** Types of Misinformation and Disinformation Deep Fake**,** Lifecycle of Media Manipulation Significance of Fact Verification

Module 2: Tools of Verification Image Verification**,** Video Verification Source Verification, Data Verification Geo-location**,** Spotting bots, cyborgs and inauthentic activity

Module 3: Fact Checking Ecosystem, Fact checking sites and organization - Global and National Level Integrating Fact Checking into Newsrooms**,** Best Practices and Case Studies

Module 4: Investigating Actors and Content Background research to inform stories, Investigating Social Media Account Searching Facebook**,** Monitoring and investigating Twitter using Advanced Search Reverse search techniques**,** Digital Investigation: Toolkit and Skillset **Module 5:** Website Investigation and Network Analysis Content and spread of websites, Ownership search Analyzing Ads on Social Networks**,** Network analysis and Attribution**,** Network analysis using data from social network, Using data visualization for network analysis

Module 6: Digital Investigation Ecosystem**,** Digital investigation collectives - Global and National Open Source Intelligence and News Stories**,** Case Analysis: Bellingcat, First Draft, BBC's African Eye, Asian Eye etc. Integrating Digital investigation into Newsrooms- Case Studies**,** Ethical Issues

References:

1	https://datajournalism.com/read/handbook/verification-3/investigating-disinformation-and-media- manipulation/investigating-disinformation
2	https://datajournalism.com/read/handbook/verification-3/investigating-actors-content/4-monitoring-for-fakes-and- information-operations-during-breaking-news
3	https://firstdraftnews.org/articles/the-skills-every-digital-investigator- needs/
4	https://medium.com/secjuice/osint-as-a-mindset-7d42ad72113d
5	https://www.cjr.org/tow_center_reports/guide-to-osint-and-hostile- communities.php
6	https://datasociety.net/wp-content/uploads/2018/05/3-PART-3_Oxygen_of_Amplification_DS-1.pdf
7	https://datajournalism.com/read/handbook/verification-3/investigating- platforms/8-investigating- websites
8	https://onlinejournalismblog.com/2020/06/08/a-journalists-introduction-to-network-analysis/
9	https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3043912
10	Bellingcat invetigation tools : bit.ly/bcattools
11	https://docs.google.com/document/d/1BfLPJpRtyq4R FtHJoNpvWQjmGnyVk fE2HYoICKOGguA/edit#heading=h.oih27zekjds8
12	https://www.americanpressinstitute.org/training-tools/fact-checking-resource/
13	https://www.americanpressinstitute.org/publications/reports/white-papers/truth- telling-in-a-time-of- misinformation-and-polarization
14	www.americanpressinstitute.org/publications/reports/white-papers/truth-telling- in-a-time-of-misinformation- and- polarization/
15	https://www.asianmedia.org/acj/wp-content/uploads/2020/04/English.pdf

SUGGESTED READINGS

1	https://www.bbc.com/future/article/20170629-the-hidden-signs-that-can-reveal- if-a-photo-is-fake The hidden signs that can reveal a fake photo

Checkpoints: Fact-checkers do it a tick at a time.

2	https://www.newyorker.com/magazine/2009/02/09/che ckpoints
3https://www.facebook.com/watch/139636402050806 6/901730560402111/ AFP Fact Check training

3	Verification and Digital Investigations Resources https://docs.google.com/document/d/1ZJbIUk5L8fe3VKK9CLVNMj 9qOFdX G- RhQT6pyEgsS4I/edit

4	Automated Fact Checking in the Newsroom https://dl.acm.org/doi/pdf/10.1145/330 8558.3314135

5	Political fact-checking in the Middle East: What news can be verified in the Arab world? file:///Users/masscomhod/Downloads/10.1515_opis-2020-0117.pdf

6	https://www.reutersagency.com/wp-content/uploads/2019/03/reuters-	institute-graves-factsheet-180228.pdf

7	Analysis of Digital Tools and Technologies for Debunking Fake News https://www.amity.edu/gwalior/jccc/pdf/jccc%20june%2020 19%20final-114-122.pdf

8	A Survey on Automated Fact-Checking
https://direct.mit.edu/tacl/article/doi/10.1162/tacl_a_00454/109469/A- Survey-on- Automated-Fact-Checking

Tools: https://breakthefakemovement.com/fact-checking-tools

Value Added Course
MJJMC 02VAC01: Basics of Photography
OFFLINE only

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
2	0	2	30	0	30	40	60	100

L/T= Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

Course Description

This course introduces the fundamentals of photography, blending conceptual knowledge with hands-on practice using DSLR cameras. Students will learn camera mechanics, composition, lighting, and basic post-processing while developing critical thinking about visual storytelling.

Course Outcomes

By the end of this course, students will:

1. Understand the technical workings of DSLR cameras.

2. Apply principles of exposure, composition, and lighting.

3. Demonstrate proficiency in manual settings and lens selection.

4. Create a portfolio of images reflecting technical and creative growth.

Course contents

Module 1: Camera Fundamentals

How Cameras Work; Brief history, lenses, sensors. DSLR Basics; exposure triangle, focal length. Introduction to composition and visual storytelling; discussion of photographers. Lighting Basics; Natural light and angles.

Module 2: Hands-on DSLR Operation & Practical Settings

Modes Mastery; Shooting Modes, Focusing Modes, White Balance, File Formats. Basic Camera Settings & Elements; Shutter speed, aperture, ISO. Manipulating light; Natural light vs flash. Introduction to post-processing; Snapseed/Lightroom

Semester 3- Multi Disciplinary Elective Course-1

MJJMC03MDC01- Marketing, Branding and Communications

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
4	0	4	60	0	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester

Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To facilitate to achieve competences to develop brand strategies, analyze brand architectures, brand portfolios
C02	To familiarise with the current banding and marketing practices across the world.
C03	Relate Marketing, Advertising and Branding concepts.
C04	Develop and analyses brand strategies, brand architecture and portfolio strategies
C05	Assess the implementation of branding knowledge.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Module 1- Marketing Communication Basics, Marketing Communication- Concept, Nature, Functions & Importance; The Role of Marketing Communications. Developing Effective Communications; Managing the Integrated Marketing Communication Process; Market Segmentation: Concept, Importance and Basis, Bases for Segmenting Markets, Target Market Selection; Product Differentiation vs. Market Segmentation; Levels of Market Segmentation. Contemporary issues in Marketing- Marketing Communications in various stages of Product Life Cycle.

Module 2-Marketing Communication: Planning and Action-Marketing Mix- Digital Marketing - Strategy, Planning, Stages of Planning- Opportunity, Strategy, Action-Direct Marketing-Rural Marketing- Effectiveness of Marketing Communications- Integrated Marketing Communication.

Module 3- Introduction to Branding -Importance of brands, Concepts on Branding and Brand Management, Brand Elements, Choice Criteria, Marketing Advantages of Strong Brands, Financial Brand Value, Impact of brands in markets, society and business.

Module 4- Brand Equity- What is Brand Equity. Building Brand Equity. Managing Brand Equity.Describes the Brand Equity Model(Kellers more popular), Designing Programs to Build Brand Equity. Strategic Brand Management Process.Steps in Brand Building.Sources of Brand Equity.PerceivedQuality, Brand Associations, Brand Awareness, Brand Loyalty. Establishing Brand Mantra.Brand Identity-Product BrandIdentity, Corporate Brand Identity, Brand Design, Brand Personality, Aaker´s Brand Identity Model, Keller´s Prism Model.

Module 5- Brand Strategy -Brand positioning, Concept & Importance. Brand re-positioning. Crafting the Brand Positioning. Value Proposition, Brand Repositioning and Re-launching, Brand Reinforcement and Brand Revitalization, Naming-Name building process, Visual Brand Identity, The impact of a good name in a business, The impact of marketing mix decisions in brand equity, Product, price, marketing channels and marketing communications relationship to brand building value, The impact of advertising in building brand equity, Marketing communications and the brand building process.

Reference:

CORE TEXTS
1. Clow, K. E., &Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow, England: Pearson Education Limited.
2. Jethwaney, J. N., & Jain, S. (2012). *Advertising management*. Oxford: Oxford UniversityPress.

SUGGESTED READINGS:
1. Gronroos, C., Duncan, T. R., Kitchen, P. J., Moriarty, S. E., Kerr, G., Lindberg-Repo, K., & Schultz, D. E. (2013). *Marketing communication*. New Delhi:SAGE.
2. Brown, B. (2011). *Marketing communication*. Northcliff:Troupant.
3. Rodgers, S., & Thorson, E. (2019). *Advertising theory*. Abingdon, Oxon:Routledge.
4. Tellis, G. J., &Ambler, T. (2007). *The Sage handbook of advertising*. Los Angeles: Sage Publications.
5. Jefkins, F. (1988). *Advertising*. London:Pitman.
6. Dyer, G. (2015). *Advertising as communication*. London:Routledge.

SUGGESTED LINKS:
1. https://www.tutorialspoint.com/advertisement_and_marketing_communications/
2. https://www.managementstudyguide.com/advertising-management.htm

https://www.academia.edu/35374754/

- Kapferer.J.N.(2012)The New Strategic Brand Management,Kogan Page
- Brujo,G.(2010) En clave de Marcas, Madrid, España,Interbrand:LID Editorial Empresarial
- Aaker,D.(2004) Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy,Leverage, and Clarity:Free Press
- Aaker,D.(1996)Construirmarcaspoderosas,España,EmpresaEditora El Comercio
- Calkins,T.,Tybout,A&Kotler,P.(2005)Kellogg on Branding : The marketing Faculty of the Kellogg School of Management
- Kotler& Keller (2013) Marketing Management- A South Asian Perspective, New Delhi, India. Pearson Education

- Harvard Business School (1999) Harvard Business Review on Brand Management: Harvard Business School Press
- Lee D. (2014) What Great Brands Do, New York, Jossey-Bass Publishers.
- Neumeier, D.(2003) The Brand Gap: How to Bridge the Distance Between Business Strategy and Design. California, New Riders Publishing
- Ries A. &Ries L. (2002) The 22 Immutable Laws of Branding, New York. Harper Collins Publishers Inc.
- Brand Equity (David Aaker) www.prophet.com www.brand VIII.   BIBLIOGRAPHY
- channel.com/images/papers/BrandEquityCapitalizing.pdf

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M. A. JOURNALISM AND MASS COMMUNICATION (M.A.J.M.C) PRACTICAL SUBJECTS

Semester 1, Practical 1

MJJMC01DSC03 Newspaper Production

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
0	2	2	0	60	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	Familiar with professional and ethical news reporting and editing skills with respecting ethical values.
C02	To evaluate news, maintain accuracy and design newspaper with latest technological tools.
C03	To understand the language of news, objectivity, accuracy in practice of newswriting
C04	To introduce the principles and techniques of news management and desk management.
C05	To familiarize students with unique fields of specialized reporting and newspaper design.

*Course outcomes based on revised blooms taxonomy

This practical paper is the extension of core subject news reporting and editing, students should produce **FOUR** newspapers (Minimum one English newspaper) and submit to the department for external valuation.

Semester 2- Practical 1
MJJMC02DSC09: TV News Bulletin Production

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
0	2	2	0	60	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To provide students with the basic knowledge in broadcast media and production technology.
C02	Tap all the possibilities to create contents for television programmes for development purpose.
C03	Understand societal impact of advertising &PR and the need for ethical practice in the highly creative realm.
C04	Understand the role of advertising & public relations in the corporate environment and describe the strategies, tactics, and techniques.
C05	Create television infotainment programmes.

*Course outcomes based on revised blooms taxonomy

COURSE OUTCOMES

This practical paper is the extension of theory paper broadcasting and visual media production. Students have to prepare 30-minute news bulletin as part of their examination.

Semester 2- Practical 2
MJJMC02DSC10: PSA Production

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
0	2	2	0	60	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	To provide students with the basic knowledge in broadcast media and production technology.
C02	Tap all the possibilities to create contents for television programmes for development purpose.
C03	Understand societal impact of advertising &PR and the need for ethical practice in the highly creative realm.
C04	Understand the role of advertising & public relations in the corporate environment and describe the strategies, tactics, and techniques.
C05	Create television infotainment programmes.

*Course outcomes based on revised blooms taxonomy

COURSE OUTCOMES

This practical paper is the extension of theory paper advertising and public relations. Students have to prepare a VIDEO public service announcement with maximum duration of 1 minute and 30 seconds, as part of their examination

Semester 3- Practical 1

MJJMC03DSC14 Documentary or Short Film Production

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
0	2	2	0	60	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE = End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to -

C01	Practical knowledge about multimedia media production.
C02	To give training to students to design media content and manage, design media projects.
C03	To do essential graphic design for all types of media.
C04	To produce contents for multimedia.
C05	To critically evaluate the aesthetics of content visualization and colour management of various media.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

This practical paper is the extension of theory paper introduction to film and documentary. Students have to produce a documentary or short film as part of examination

Semester 4- Core Course

MJJMC04DSC16: Dissertation and Viva Voce (Credit-4)

Credit			Teaching Hours			Assessment		
L/T	P/I	Total	L/T	P/I	Total	CE	ESE	Total
0	4	4	0	60	60	40	60	100

Lecture/Tutorials, P/I=Practical/Internship, CE =Continuous Evaluation, ESE =End Semester Evaluation

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to-

C01	To train students to do independent research study in the various domains of mass communication and journalism
C02	To foster a critical mind among the students to approach the themes and issues in communication based on theoretical frame work and produce new knowledge in the field.
C03	Collect quantitative and qualitative data and analyse them critically to contribute innovative output to the domain on knowledge.
C04	To provide training to students to develop research articles and other scholarly communication materials
C05	Report research output in the form of theses and articles and present them and defend the findings and arguments in academic fashion.

*Course outcomes based on revised blooms taxonomy

COURSE CONTENTS

Each student shall be supervised by the teachers. Department Council shall prepare a schedule for the research study to ensure timely completion and ensure ethical validity of the project Dissertation

The End