

M. A. Journalism and Mass Communication
2015-17



Kristu Jayanti College

AUTONOMOUS

Bangalore

Accredited 'A' Grade by NAAC | An Institution Managed by CMI Fathers

General Objectives of the Programme

The programme stresses a balance between the theoretical and practical aspects of journalism and mass communication. The curriculum is carefully tailored to prepare students for better academic careers in communication, giving them the broad liberal arts education necessary to succeed as communicators in today's challenging media scenario. The prescribed curriculum focuses on identifying the journalism competencies required to equip learners to sharpen their skills in a wide range like:

- Competencies of general knowledge and intellectual ability;
- Professional techniques of research, writing (and other forms of presentation), editing, design, and production;
- The ability to use the tools of journalism and to adapt to new technologies and innovative practices
- Professional understandings, including ethics
- Knowledge of journalism's role in society, the organization and management of the news media, and laws circumscribing journalism practice; and
- Knowledge of best practices and specializations in journalism.

I. Eligibility for Admission

a. **Journalism Candidates:** Candidates who have passed the bachelor's degree with 50 percent of marks in the aggregate of all the examinations of the degree in the **optional subjects** of Journalism shall be eligible for admission with 50% of marks.

b. **Non-Journalism Graduates:** Candidates who have passed the bachelor's degree examination of Bangalore University or any other University recognized as equivalent to 50 percent of marks in the aggregate of all the subjects including the languages are eligible as per the Board of Studies.

II. Duration of the course

The course of study for the MA in Mass Communication and Journalism degree shall of two academic years comprise of four semesters. The course commencement, programme, Examination, Scheme of Instruction, Terms and vacations shall be as prescribed by the Board of Studies from time to time.

III. Examination

- a) There shall be a End Semester Examination at the end of each academic semester with a Maximum of 70 or 30 marks per paper.
- b) Internal Assessment Marks: Each paper shall have 30 or 20 marks for internal assessment.

IV. Minimum Requirement for Pass

a. Minimum for a pass in each Theory paper shall be 40% of the paper excluding Continuous evaluation (Internal Assessment) marks and 40% in the Practical paper marks excluding continuous evaluation (Internal Assessment) marks and 50% in the aggregate of the Papers in each semester put together. There is no separate minimum for continuous evaluation (Internal Assessment).

V Course Structure for M. A. Journalism and Mass Communication
Semester 1

Subj:Code	Paper Title	Hours	Credit	CIA marks	ESE marks
MJC151201	Introduction to Communication	60	4	30	70
MJC151202	Media Laws and Ethics	60	4	30	70
MJC151203	Reporting and Writing	60	4	30	70
MJC151204	Editing	60	4	30	70
MJC151205	Photo journalism	60	4	30	70
MJC151206	Communication Skills	30	2	15	35
MJC1512L1	Lab Journal production		2	15	35
Total			24		

Semester 2

Subj:Code	Paper Title	Hours	Credit	CIA marks	ESE marks
MJC152201	Media Research	60	4	30	70
MJC152202	Mass Communication Theory	60	4	30	70
MJC152203	Radio Journalism	60	4	30	70
MJC152204	Introduction to film studies	60	4	30	70
MJC152205	Advertising Marketing	60	4	30	70
MJC152206	New Media Journalism	60	4	30	70
MJC1522L1	Lab Journal production		2	15	35
MJC1522L2	Lab: Radio Documentary production		2	15	35
Total			28		

Semester 3

Subj:Code	Paper Title	Hours	Credit	CIA marks	ESE marks
MJC153201	Development Communication	60	4	30	70
MJC153202	Television Journalism	60	4	30	70
MJC153A01	Elective-1 Business Journalism	60	4	30	70
MJC153A02	Elective-2 Introduction to design concepts			30	70
MJC153203	Corporate Communication	60	4	30	70
MJC153204	Soft Core: Environmental Communication	60	4	30	70
	Open Elective	30	2	15	35
MJC1532L1	Lab: Video news production		2	15	35
MJC1532L2	Lab: Photo Feature production		2	15	35
Total			26		

Semester 4

Subj:Code	Paper Title	Hours	Credit	CIA marks	ESE marks
MJC154201	Media and Society	60	4	30	70
MJC154202	Media Management	60	4	30	70
MJC154A01	Elective-1 Magazine journalism	60	4	30	70
MJC154B02	Elective-2 Technical Writing			30	70
MJC1542L1	Internship		4		100
MJC1542P1	Dissertation		4		100
MJC1542L1	Lab: Short Film Production		2	15	35
Total			22		15
Total credits		100 credits			

Syllabus

Semester I
MCJ151201: Introduction to Communication

Credits: 04

Hours: 60

Objective: *to make the students aware of Communication Process, and to understand various dimensions of Journalism and Journalism Profession*

Unit1

Definition-Nature and scope of communication, Kinds of communication, Intrapersonal communication, Inter-personal communication, Group communication, Mass communication. Characteristics of verbal and non-verbal communication

Unit 2

Communication models, Aristotle's model, Lasswell's model, Shannon and Weaver models of communication

Unit 3

Definition- Nature and Scope of Journalism, Journalism as a profession, Responsibilities of a Journalist: Qualifications, Duties, characteristics of mass media, print media, radio, television and cinema. Journalism education in India, opportunities for Journalism graduates in professional organizations. Press Council of India, Trends in Journalism profession.

Unit 4

Globalization and media industry, commodification of news, information, ideology, content control, cultural imperialism. Globalization: impact on media in India.

Unit 5

Indian media after 1990: socio-political-economic and technological impact on Indian media – media convergence and fragmentation.

Suggested Reading

1. McQuail, D. (1987). *Mass communication theory: An introduction* . Sage Publications, Inc.
2. Schramm, W., & Roberts, D. F. (1971). The process and effects of mass communication.
3. Schramm, W. (1973). Channels and audiences. *Handbook of communication*,.
4. Klapper, J. T. (1960). *The effects of mass communication*.
5. Mass Communication – A Critical analysis – Keval J Kumar
6. Professional Journalism – M. V. Kamat
7. Theory and Practice of Journalism – B. N. Ahuja
8. Professional Journalist – John Hohenberg

Semester I
MCJ151202: Media Laws and Ethics

Credits: 04

Hours: 60

Objective: *To enable students to understand the laws governing the media and to equip the upcoming professionals to practice ethical journalism as a profession.*

Unit 1

Press Freedom:

Salient features of Indian Constitution, Concept of Press Freedom, freedom of speech and Expression and their limits, Comparative press freedom, Press freedom during emergency, censorship

Unit 2

Specified Press Laws in India:

Contempt of Courts Act 1971, Civil and Criminal Law of Defamation, Relevant Provisions of Indian Penal Code with Reference of Sedition, Laws Dealing with Obscenity; Official Secrets Act, 1923, Parliamentary proceedings, Right to Information, Cyber laws in India.

Unit 3

Media Acts:

Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; – Cinematograph Act, 1953; Prasar Bharati Act, Copyright Act 1957, Drugs and Magical Remedies Act 1954

Unit 4

Media Ethics:

Professional Ethics (The Golden Mean, the Categorical Imperative, the Principle of Utility, the Veil of Ignorance, Judeo-Christian- Islamic Ethics). Ethical Situations and Conflicts, Checkbook Journalism, Right of Privacy, Self-regulation, Obscenity and Media, Human Rights and Media.

Unit 5

Regulatory bodies and media ethics:

First and Second Press Commissions, Press Council of India

Suggested Reading

1. Barua, Vidisha. (2002). Press & media Law manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi.
2. Dr. Ambrish Saxena. (2004). Freedom of Press and Right to Information in India. Kanishka Publication. New Delhi.
3. K.S. Venkateshwaran. (1993). Mass Media Laws and Regulations in India, Asian Mass Communication Research and Information Centre, Distributed by N M Tripathi Pvt. Ltd. Bombay.
4. Ravindranath, P. K. (2004). *Press laws and ethics of journalism*. Authors press.
5. Ravindran, R. K. (1997). *Press in the Indian Constitution*. Indian Publishers.
6. P K Bandhyopadhyay., Kuldip Singh Arora. (1998). D.K. Publishers Distributors (P) Ltd. New Delhi.
7. Christians, Clifford G., Mark Fackler, and Kimb Rotzoll. (1997). Media Ethics: Cases and Moral Reasoning. *Pearson*. New York,.
8. Seib, P., & Fitzpatrick, K. (1997). *Journalism ethics*. Harcourt Brace College.
9. Moore, R. L. (1994). *Mass communication law and ethics* (Vol. 1). Lawrence Erlbaum Assoc Incorporated.

I Semester
MCJ151203: Reporting and Writing

Credits: 04

Hours: 60

Objective: To initiate students to the skills and the challenges of reporting for print media and also an understanding of the duties and functions to be followed as a professional reporter.

Unit 1

Understanding News

Definition, News elements, Types of news, Changing concepts and delivery of news, Media convergence. Structure of a news- story- Leads, Nut-graph, Ending, Principles of news writing, News gathering techniques, News Sources.

Unit 2

Interviewing:

Pre- Interview Stage: preparations for interview, Types of Interviews, Interviewing techniques, Methods of writing interview stories

Unit 3

Specialised reporting:

Reporting courts, crime, parliament, sports, developmental reporting, science and environment, health and life style, obituaries.

Unit 4

Feature writing:

Types of features, Principles of feature writing, editorials, middles and columns, reviews- books, films, theatre.

Unit 5

Trends in reporting

New journalism, advocacy journalism, multi- cultural reporting, data journalism, multi-media story telling

Suggested Reading

1. Mencher M. (2008). *News reporting and writing* McGraw-Hill
2. Neal and Brown (1976). *News writing and Reporting* The Iowa State University Press, Ames, Iowa.
3. Ricketson M. (2004). *Writing Feature Stories: How to Research and Write Newspaper and Magazine Articles* Allen Unwin
4. Sahay U. (2006). *Making News, Handbook of the media in Contemporary India* Oxford University Press, USA.
5. Saxena A. (2007). *Fundamentals of reporting and editing* Kanishka Publishers
6. Saxena Sunil (2006). *Headline Writing* Sage Publications, Inc.
7. Shedden D. (2002). *Reporting, Writing & Editing Bibliography* Poynter
8. Srivastava K.M. (2003). *News Reporting and Editing* Sterling
9. Wheeler S. (2009). *Feature Writing for Journalists* Routledge
10. Rich, Carole. (2003). *Writing and Reporting News*, Thomson Wadsworth.
11. Rosenauer I, Kenneth. (2005). *Storycrafting*, Surjeet Publications.

I Semester
MCJ151204: Editing

Credits: 04

Hours: 60

Objective: *To make the students understand about the significance of editing, and also help them to acquire basic editing skills required for print media*

Unit 1

Need for editing:

Principles and functions of editing, structure of newspaper organization, editorial department; roles and responsibilities of a subeditor, convergence in editing.

Unit 2

Newsman's English:

Sentences and their structure- Subject Verb Object structure and their variations; Tense in news writing; Negative and double negative expressions; Adjectives, modifiers, split infinitives; Subject verb agreement; Commonly used words for reporting news; Attributions and identification of news sources; Punctuation, paraphrasing and transitions in news writing, current trends in journalistic writing (English for journalist - Winford Hicks, published by Routledge is suggested as a core reference source for this unit)

Unit 3

Editing process

Proof reading, Style sheets, checking facts and figures, contextualising news, copy tasting, summarising, condensing.

Unit 4

Editorial and Headline Writing

Editorial meaning and significance, Types of editorials, Structure of an editorial, Letters to the editor. Headlines: Types of headlines, Functions and role of headlines, Techniques of headline writing.

Unit 5

Newspaper design- Elements, Principles of Layout, Typography, Editing Photographs, Illustrations, creating Info-graphics, Trends in printing technology.

Suggested Reading

1. Edmund. (1969). *Modern Newspaper Design* New York: Harper and Row.
2. Baskette F.K. & J.Z. Sissors & B.S. Brooks. (1996). *The Art of Editing* Boston: Allyn & Bacon
3. Bowles D. & Borden D.L. (2007). *Creative Editing* California Thomson/ Wadsworth.
4. Harold (1973). *News Headlines*, London: Holt, Rinehart and Winston
5. Harold (1973). *Newsman's English*. Portsmouth: Heinemann
6. Harold (1973). *Newspaper Design*, London: Holt, Rinehart and Winston
7. George T.J.S. (1989). *Editing: A Handbook for Journalists* New Delhi: IIMC
8. Ludwig M.D. & G. Gene. (2005). *Modern News Editing* Malden, MA: Blackwell
9. Saxena Sunil. (2006). *Headline Writing* New Delhi: Sage
10. Westley B.H. (1972). *News Editing* Boston: Houghton Mifflin.

I Semester
MCJ151205: Photojournalism

Credits: 04

Hours: 60

Objective: *To provide an insight to the tools and techniques of capturing and reproducing images, equips the students to understand basic functions of still cameras and to evolve as a photojournalist*

Unit 1

Introduction to Photography

Aesthetics in photography, Types of cameras, parts of the camera, Types of lenses

Unit 2

Picture structuring

Composition- Rule of thirds, Golden Section, Dynamic symmetry, in- camera editing, Elements in a composition- space, line, shape, form, texture, pattern, colour, the roles photographs play.

Unit 3

Key Concept

Shutter speed, ISO, Aperture, F. numbers, Depth of field, depth of focus, Changing focal lengths, Capturing photographs: Understanding basic day light, artificial lighting- Three point lighting.

Unit 4

Concept of photo journalism

Power of visuals, Photo as News: Text vs. photo; attributes of a news photo, use of photos in a newspaper; Photo editing, Caption writing.

Unit 5

Photo- features:

Location-position and planning, Essentials to capture actions, capturing emotions, Photography Equipment.

Suggested Reading

1. Kenneth Kobre. (2008). *Photojournalism: The Professionals' Approach*. Focal Press
2. Michael, Langfor. (2000). *Basic Photography*, Delhi. Focal Press.
3. Millerson, Gerald. (1998). *Basic Lighting Techniques*, New Delhi. Focal Press.
4. Krages, B. (2012). *Photography: the art of composition*. Skyhorse Publishing, Inc..

I Semester
MCJ151206: Communication Skills

Credits: 02

Hours: 30

Objectives: *To make the students to aware of Communication Process*

Unit 1

Communication:

Definition and importance; Elements and Process of Communication; Communication Models.

Unit 2

Levels of Communication:

Intrapersonal – Interpersonal – Group and Mass communication – Functions of communication – Intercultural communication. Types of communication: Verbal and Non-verbal – Various forms of verbal and non-verbal communication – Body language.

Unit 3

Art of public speaking; Techniques of interpersonal relationships; Art of writing business and Personal letters; Group dynamics – Leadership styles. Importance of good communication in one's life; Improving your communication skills, Preparing CVs.

Suggested Reading

1. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications, 1988
2. Communication models for the study of Mass Communication – Denis Mc Quail and S. Ven Windah, Longman, Singapore Publications, 1981
3. Mc Quali's Mass Communication Theory – Denis Mc Quail, Sage Publications
4. Speech Communication – William D Brooks

I Semester
MCJ1512LI: Lab Journal Production

Credits: 02

Hours: 30

- ♦ Students of I and II semester of the programme have to compulsorily contribute to the production of Lab-Journal, 'The Quadrangle' during I semester and II semester issues have to be brought out. Each teacher shall be the Editor with the Head of the Department as Staff Editor. Students shall submit Practical Journal to the in-charge teachers concern. The in-charge teacher shall forward the Journal to the HoD for approval.
- ♦ The issue editor concerned will guide and supervise the work of students so as to bring out the Lab-Journal within the deadline set by the Department.
- ♦ All the students shall actively associate in publishing the Lab-Journal. It is mandatory on the part of each student to bring out Lab-Journal. Four students shall be in-charge of one issue.
- ♦ The degree shall not be awarded to those students who do not bring out the Lab-Journal as student Editors during their respective semesters. Total marks allocated for the lab Journal per semester is 50 marks, where 35 marks allocated for the individuals creative involvement in the production and 15 marks consist for Viva Voce examination.

II Semester

MCJ152201: Media Research

Credits: 04

Hours: 60

Objective: *To sensitize students to communication research, and also enabling them to independently conceive and execute research projects*

Unit 1

Research Process:

Nature and scope of communication research; development of mass media research, characteristics of scientific research; definition of research, basic and applied research.

Unit 2

Research Procedures:

Selection of research topic, literature review, setting hypothesis and research questions, data collection, analysis and interpretation of the data.

Unit 3

Research Approaches:

Elements of research, Qualitative research method – field observations, focus groups, case studies; Content analysis – Definitions, steps in content analysis, reliability and validity. Survey research – Descriptive and analytical surveys. Quantitative method – Definitions and components. Combined qualitative and quantitative designs. Sampling methods; procedures.

Unit 4

Data analysis:

Introduction to Statistics – Basic statistical procedure; techniques for communication research – Measures of central tendencies, frequency distribution, tests of significance, reliability, validity and correlations, SPSS package.

Unit 5

Report writing:

Writing research project, styles of presenting research findings – chapterization, essentials of thesis/ dissertation, ethics in research – major trends in mass communication research in India.

Suggested Reading

1. Berger, A. A. (2013). *Media analysis techniques*. Sage Publications.
2. Arthur Asa Berger. (1998). *Media research techniques*. Sage Publications..
3. Creswell, J. W. (2013). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
4. Kerlinger, F. N. (1979). *Behavioral research: A conceptual approach*. Harcourt Schoo
5. Lowery, S., & DeFleur, M. L. (1995). *Milestones in Mass Communication Research: Media Effects*.
6. Oppenheim, A. N. (1992). *Questionnaire design, interviewing and attitude measurement*. Bloomsbury Publishing.
7. Stempel, G. H., & Westley, B. H. (1989). *Research methods in mass communication*. Prentice Hall.
8. Wimmer, Roger, and Joseph Dominick. (2013). *Mass media research*. Cengage learning,

II Semester

MCJ152202: Mass Communication Theory

Credits: 04

Hours: 60

***Objective:** To expose students to classical and contemporary theories of communication, and to prepare students to examine the validity of theories in media discourse*

Unit 1:

Introduction to Mass Communication Theory:

Defining and redefining mass communication, Emergence of scientific perspective on mass communication.

Unit 2:

Normative Theories:

The origin of six normative theories of Media; Four theories of press, Developmental theories and Participatory theory.

Unit 3:

Limited Effects Theories:

Paradigm shift in mass communication theory; Two step flow theory, Limited effects theories; Selective process; Information flow theory; Functional analysis approach and Diffusion theory.

Unit 4:

Theories about the Role of Media in Every Day Life:

Rise of Cultural theory in Europe, Marxist theories; Neo-Marxism; Political economy theory; Social construction of reality.

Unit 5:

Media and Audiences:

Uses and gratification theory, Marshall McLuhan, Harold Innis; Knowledge gap; Agenda setting.

Suggested Reading

1. McQuail, D. (1987). *Mass communication theory: An introduction*. Sage Publications, Inc.
2. Schramm, W., & Roberts, D. F. (1971). The process and effects of mass communication.
3. Schramm, W. (1973). Channels and audiences. *Handbook of communication*,.
4. Klapper, J. T. (1960). The effects of mass communication.
5. Stanley, J. B., & Davis, D. K. (2006). *Mass Communication Theory: Foundations, Ferment and Future*.
6. DeFluer, M. L., Ball-Rokeach, S. J., & DeFleur, M. L. (1989). Theories of mass communication.
7. McQuail, D. (2004). *McQuail's mass communication theory*. Sage publications.
8. Armand Mattelart, & Michèle Mattelart. (1998). *Theories of communication: A short introduction*. London, Sage publication.
9. Stanley S. Baran and Dennis K. Davis. (1999). *Mass Communication Theory: Foundations Ferment and future*, Singapore- Thomson Wadsworth
10. Caporaso J. and Lenine D. (1992). *Theories of political economy*, Cambridge University, Press Cambridge.
11. Severin W and Tankard J. (2000). *Communication Theories*, New York, Longman

II Semester

MCJ152203: Radio Broadcasting

Credits: 04

Hours: 60

Objective: *To make students aware of the importance of Radio Broadcasting in India, and train them as professional radio journalists.*

Unit 1

Development of radio broadcasting:

Evolution and development of radio in India – Present status; radio as a medium of communication; broadcasting formats.

Unit 2

Types of programmes : Production, talks, interviews, discussion, drama, features, news, news reels, special audience programme for rural audience, women children, industrial workers, youth, students, teachers, phone-in-programmes, Agriculture programmes.

Unit 3

Development of radio:

Development of radio broadcasting: Evolution and development of radio in India – Present status; radio as a medium of communication; Organizational structure, Broadcasting formats, Community Radio , FM and AM Radio. Types of Radio programs, special audience programme for rural audience, women children, industrial workers, youth, students, teachers, phone-in-programmes, Agriculture programmes.

Unit 4

Writing for radio

Principles of script writing; Types of scripts; Script formats; Creativity in scripting and editing for radio; Radio commentary; dubbing and mixing.

Unit 5

Programme Production:

The producer- responsibilities, qualities, Studio production -Techniques of handling various sound equipment's; Studio and Outdoor broadcast; Digital technologies; Creating audio special effects. Preparation- Programme items; treatments, running orders, pot points, Fixing guests

Suggested Reading

1. Erta D Fossard, 2005. Writing And Producing Radio Dremas, New Delhi, Sage Publication.
2. Chaltermji P.C.1991. Broadcasting In India, New Delhi Sage Publication.
3. Chandrashekar B.S. 1999. Changing Preferences The Indian Experience In Public Service Broadcasting, Singapore, AMIC.
4. Luthana H.R. 1986. Broadcasting In India. Publication Division, New Delhi, Govt.Of India.
5. Mathur J C & P Neuratha. 1959. An Indian Experience In Farm Radio Rural Forums, Paris UNESCO.
6. D E Fossad, E J Baptiste. 1984. Interactive Radio Instruction, Washington USIAD.
7. Arvind Singhal, Mechel J Curdy And E M Rogers(Est). 2003. Entertainment Education and Social Change, New York, Lawrence & Bouns Association

II Semester

MCJ152204: Introduction to Film Studies

Credits: 04

Hours: 60

Objective: *To provide an understanding of film as an art form, and appreciation of the craftsmanship of well know film directors.*

Unit 1

Film History:

The beginning of cinematography, development of cinema as medium of mass communication. Indian cinema- Growth and development- Regional and alternate cinema.

Unit 2

Film aesthetics:

Language and grammar of film- signs and syntax. Art of film; criticism and review of cinema: psychology and sociology of cinema. Censorship of films in India: Film journalism in India; film society movement in India; impact of globalization on Indian cinema.

Unit 3

Film theory:

Form and function. Soviet Cinema, French new wave, German Expressionism, Italian Neo-Realism, Japanese Films.

Unit 4

Study World Film masters:

D. W. Griffith, Robert Flaherty, Vittorio De Sica, Charles Chaplin, Jean Luc Godard, Ingmar Bergmen, Andrei Tarkovsky, Sergei Eisenstein, Alfred Hitchcock, Federico Fellini, Akira Kurosowa, Yashizoro Ozu, Majid Majidi and contemporary trend-setting directors.

Unit 5

Study of Indian film masters :

Satyajit Ray, Shyam Benegal, Ritwik Ghatak, Girish Kasaravalli, Adoor Gopalkrishnan, Mrinal Sen, and contemporary trend-setting directors. Parallel wave vs Commercial cinema, Trends- concept, technology, new formats- reel to digital.

Suggested readings:

1. Eric Barnouw and S. Krishnamurthy.(1980). *Indian Film*, New Delhi, Oxford University press
2. CrartyJowelt, James M Linton. (1986). *Movies As Mass Communication*. London, SAGE Publication.
3. Hood, J. W. (2000). *The Essential Mystery: The Major Filmmakers of Indian Art Cinema*. Orient BlackSwan.
4. Jhon A Lent, 1990, *The Asian Film Industry*. London, Christopher Helm .
5. Anananda Mitra. (1999). *Through the western lens*. New Delhi, SAGE Publications.
6. Fareed Kazmi. (2000). *The Politics of Indian Conventional Cinema*. New Delhi, SAGE Publications .
7. M.Madhava Prasad. (1998). *The Ideology of the Hindi Film*, New Delhi, Oxford University Press.
8. Ernest Lind grin (Ed.) (1990). *The Art of films*, New Delhi, Oxford University Press.
9. T.G.Vaidyanath, (Ed.) (1990). *Hours in the Dark*, New Delhi, Oxford University Press.
10. Gilles Dalluge (Ed.). (2006). *Cinema - I*, London, Continuum.
11. Thames Monaco,(Ed.). (2004) *How to read a Film*, New Delhi, Oxford University Press.

II Semester

MCJ152205: Advertising Marketing

Credits: 04

Hours: 60

Objective: *To provide an understanding of advertising theory and practice, and its role in modern society.*

Unit 1

Evolution of advertising:

Evolution of advertising, Indian advertising scene; types of advertising — product, service, institutional/ corporate, industrial and public service; Advertising media — print, radio, TV/ Film, Supplementary media; Outdoor advertising; Advertising agency system and operations; Client, creative and media services in an agency.

Unit 2

Ad-production:

Slogans, headlines, body copy, Creating illustration, Fundamentals of layout; importance of colours and placing of text, advertising as persuasive communication; Stimulus-response model; Maslow's Hierarchy of needs; Ad copy themes and appeals — types of appeals, branding.

Unit 3

Advertising campaigns:

planning, execution and evaluation— campaign objectives; campaign budget; Ad design and messaging strategies; Ads creation, pre-test and release; Media planning and media mix; Campaign evaluation.

Unit 4

Advertising audience:

Socio-demographic and psychographic profiles; Audience segmentation; Ad avoidance by audience; Advertising and economy; Relevance of public service advertising; Difference between print, audio, TV ads, new media advertising

Unit 5

Advertising Ethics:

Ethical and moral issues in advertising, Indian laws relating to advertising, Code of conduct in advertising.

Suggested reading

1. Kaid L.L., Holtz-Bacha C. (2006) The SAGE Handbook of Political Advertising SAGE Publications, Inc.
2. Kotler P., Lane. K, Koshy A., Jha M. (2009) Marketing Management Pearson Education India
3. Russell T, Lane W.R, Kleppner O. (2002) Advertising Procedure Prentice Hall
4. Jefkins F. (1982) Advertising made simple The Macmillan Press, William Heinemann
4. Sandage & Fryberger (1989) Advertising: Theory and Practice Longman Group, United Kingdom
5. Sen Gupta S. (1978) Advertising and Communication Management India Journalism Quarterly; Summer78, Vol. 55 Issue 2, p361
6. Tellis J.G., Ambler T. (2008) The SAGE Handbook of Advertising SAGE Publications
7. Wells W.D., Moriarty S., Burnett J. (2005) Advertising principles and practice

II Semester

MCJ152206: New Media Journalism

Credits: 04

Hours: 60

Objective: *To provide an understanding of multimedia components in journalism, and to train them in blogging and multimedia story telling.*

Unit 1

Information and Communication Technology:

Basic concepts, scope and limitations of communication technology, new patterns of information traffic, computer mediated community formation, implications on society - digital divide and democratization of information. Emergence of new media and their differences from old media.

Unit 2

Web Journalism:

Web Journalism– definition, origin, development and contemporary relevance; differences from traditional journalistic practices-Interactivity, sociability, multimedia content, autonomy, playfulness, privacy, personalization, digitization and convergence. Audiences of Web Journalism, web broadcasting, search engine optimization.

Unit 3

Writing and Editing for the Web:

Online editions of newspapers, Online reporting- tools for newsgathering. Writing for the Web – principles, limitations and new trends. Editing of web content. Management and economics of online editions, online advertisements and their types.

Unit 4

Themes and issues in Web Journalism:

Security issues on the Internet- social, political, legal and ethical issues related IT and CT. Cyber laws and ethics. New trends- blogging, citizen journalism on the Web, virtual community formation. Future of Web Journalism.

Suggested reading

1. Jones, S. (1994). *Cybersociety: Computer-mediated communication and community*. Sage Publications.
2. Holmes, B., & Gardner, J. (2006). *E-learning: Concepts and practice*. Sage.
3. Gandhi, V. P. (2007). *Electronic Media Communication And Management: Elements And Areas*. Kanishka Publishers.
4. Harris, G. (2001). *Advertising On The Internet*. Atlantic Publishers & Dist.
5. Chhachhar, A. R., Qureshi, B., Maher, Z. A., & Ahmed, S. (2014). Influence of Internet Websites on Children Study. *Journal of American Science*, 10(5).
6. Pavlik, J. V. (2013). *Journalism and new media*. Columbia University Press.

II Semester
MCJ1522LI: Lab Journal Production

Credits: 02

Hours: 30

- ♦ Students of I and II semester of the programme have to compulsorily contribute to the production of Lab-Journal, 'The Quadrangle' during I semester and II semester issues have to be brought out. Each teacher shall be the Editor with the Head of the Department as Staff Editor. Students shall submit Practical Journal to the in-charge teachers concern. The in-charge teacher shall forward the Journal to the HoD for approval.
- ♦ The issue editor concerned will guide and supervise the work of students so as to bring out the Lab-Journal within the deadline set by the Department.
- ♦ All the students shall actively associate in publishing the Lab-Journal. It is mandatory on the part of each student to bring out Lab-Journal. Four students shall be in-charge of one issue.
- ♦ The degree shall not be awarded to those students who do not bring out the Lab-Journal as student Editors during their respective semesters. Total marks allocated for the lab Journal per semester is 50 marks, where 35 marks allocated for the individuals creative involvement in the production and 15 marks consist for Viva Voce examination.

II Semester

MCJ1522L2: Radio Documentary Production

Credits: 02

Hours: 30

- ♦ The assignment is to produce a radio documentary of minimum 10 minutes, and the work should be original. The students can work in groups (maximum 6 members) and all the groups must be approved by the staff-in-charge. The work should be submitted in the second semester before the end semester examinations. Total marks allocated for the production will be 50, where 35 marks allocated for the individuals creative involvement in the production and 15 marks consist for Viva Voce examination.
- ♦ The degree shall not be awarded to those students who do not bring radio documentary. Total marks allocated for the lab Journal per semester is 50 marks, where 35 marks allocated for the individuals creative involvement in the production and 15 marks consist for Viva Voce examination.

MCJ153201: Development Communication

Credits: 04

Hours: 60

Objective: To enable the students to understand factors governing national development, and prepare them to critically evaluate developmental approaches and programmes.

Unit 1

Concepts of Development:

Approaches to development, Complexities of development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Cultural model, Participatory model.

Unit 2

Social Change:

Its meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Diffusion of innovation concept of modernization and post-modern.

Unit 3

Development Communication:

Defining development communication development communication policies and practices in India; Indian media and development communication; Development support communication; Role of folk and ICT in development.

Unit 4

Development Perspectives:

An ethical perspective of development, Empowerment – concept – definitions – dimensions. Sustainable development, Women in development (WID), Gender and development (GAD)

Unit 5

Reporting developmental issues:

Specific requirements of media writing with special reference to print, radio and television, environmental issues, health, agriculture.

Suggested Reading

1. Singhal, A., & Rogers, E. M. (1989). *Indias information revolution*.
2. Bella, M. (1991). *Designing Message for Development*.
3. Brookfield, S. D., & Preskill, S. (2012). *Discussion as a way of teaching: Tools and techniques for democratic classrooms*. John Wiley & Sons.
4. Roger, E. M. (1971). *Communication of innovations*. Collier Macmillan..
5. Usha Rani, N. (1994). Role of Folk Media in Rural Development. *Third Concept*,8(94), 1-6..
6. Sainath, P. (1996). *Everybody loves a good drought: stories from India's poorest districts*. Penguin Books India..
7. Parmar, S. (1978). *Folk music and mass media*. Communication Publications.
8. Srinivas, M. N. (1979). *The remembered village* (No. 26). Univ of California Press.
9. Kuppuswamy, B. (1986). *Social change in India*. Vikas Publishing House.
10. Srinivas R Melkote, & H Leslie Steeves. (2001). *Communication for development in the Third World: Theory and practice for empowerment*. Sage.
11. Eapen, K. E., Melkote, S. R., & Rao, S. (2001). *Critical issues in communication: looking inward for answers: essays in honor of KE Eapen*. Sage Publications Pvt. Ltd.

12. Narula, U. (2006). *Handbook of communication models, perspectives, strategies*. Atlantic Publishers & Dist.
13. Rao, Y. L. (1966). *Communication and development: A study of two Indian villages*. U of Minnesota Press.

MCJ153202: Television Journalism

Credits: 04

Hours: 60

Objective: *To impart to students the essentials of television production techniques, and to train them in TV production.*

Unit 1

Development of Television:

Evolution of Television in India; present status of television, Private and public broadcasting. TV as a medium of communication; TV production formats; news bulletins, documentary, serials, talk shows, and emerging formats.

Unit 2

Understanding TV Programme productions:

Film and TV language and its grammar; Basic theories of shot composition; shot size, camera movement, lighting techniques; Recording and editing (linear and non-linear).

Unit 3

Production Process:

Production process, pre-production stage-conception, research and development of story and script; Storyboard; Writing scripts, selection of talents, costumes, location, backdrop, Planning and execution as per pre-production plan.

Unit 4

Television Production Management:

Planning and management of single and multi-camera productions; understanding different production environments; Floor and studios management; Managing budget; Talent, scheduling, shooting, ethics in programme production.

Unit 5

Post Production :

Objectives of editing, grammar of edit, transitions, montage; editing systems and software; Editing sound and music; aesthetics of video and audio and mixing; Creating graphics and titles, credits; Preview.

Suggested readings:

1. Cury I. (2010) *Directing and Producing for Television* London: Focal Press.
2. Dotson B. & Lauer M. (2000), *Make it Memorable: Writing and Packaging TV News with Style* Chicago: Bonus books
3. Gromly E. (2005) *Writing Producing Television News* New Jersey: Wiley- Blackwell Publishing
4. Kalbfeld B. (2000), *AP Broadcast News Handbook* McGraw Hill, New York
5. Kindem. G. (1987), *The Moving Image: Production Principles and Practices* Scott, Foresman & Co, London
6. Millerson, Gerald and Jim Owens (2011) *Video Production Handbook* Boston: Focal Press
7. Millerson. G. (1990), *The Technique of Television Production* Focal Press, New Delhi

III Semester

MCJ153A01: Business Journalism

Credits: 04

Hours: 60

Objective: *To make students familiar with business concepts and to train students in business reporting*

Unit 1

Economic theories and policies:

An overview of economic theories; Indian economic policies after economic liberalization, Exim policies, Industrial policies, corporate structure and financial institutions; Multinationals; Salient features of Companies Act and Labour Act of Central and State govt.

Unit 2

Basic concepts:

Understanding and analysis of budget and the Share market; Corporate and Governance; Glossary of stock market.

Unit 3

Mass media and business:

A study of major business publications, Reporting commerce; Budget stock market and trends; Banking and Stock market, Reporting proceedings of the meetings of Stock Holders, Chambers of Commerce and other financial/ Business organizations; Takeovers and Mergers; Preparing of articles for business publication: Business pages, Trends in business reporting, Foreign Direct Investment, Mergers and Acquisitions.

Unit 4

Business analysis:

Interpretation, Investigation in depth reporting of Commerce and Economic trends including performance of Public and Private companies; Micro and Macro analysis, Economic policies, Institutions and Industries.

Unit 5

Business correspondence, reporting and proposals:

Reports and proposals routine letters and goodwill messages, persuasive and sales messages, Negative messages, Report planning and research. Business reports proposals and formal reports. Preparing production of Annual reports.

Suggested Reading

1. Harcourt J (Edi) 1991. Business Journalism, South-Western Publishing Co. Cincinnati, Ohio
2. Udaya Sahay 2006 Making News: Hand Book Of The Media In Contemporary India, New Delhi, Oxford Publication.
3. Mary Ellen Guffery 2004. Business Communication, Process And Product, Thomson South Western, Singapore,
4. Raymond Lesik(Edt) 2000. Basic Business Communication. New Delhi, Tata Macgraw Hill.
5. Hmai Pradhan(Edt)2000. Business Communication, Bombay Himalaya Publishing House.
6. Charuvedi B D(Edt) 2001. Business Communication Concept Cases and Applications, New Delhi Pearedu
7. Nirma Singh (Edt) 2002. Business Communications Principles Methods & Techniques. Bepndee New Delhi.
8. Sundar Rajan(Edt) 2001. Effective Business Communication. New Delhi, Suraj Publication.

III Semester

MCJ153B01: Introduction to Design Concepts

Credits: 04

Hours: 60

Objective: *To prepare students to understand the basic aesthetic knowledge and skills required to produce meaningful designs*

Unit 1

Design aesthetics:

Graphic design- meaning, nature- art/ craft, Design elements

Unit 2

Design Process:

Principles, stages of designing, typography, layout, design identity

Unit 3

Idea Generation:

Themes, brainstorming, inspirations, symbolism, layers of meaning, thinking in images, signs, appropriations, shapes, visual metaphors

Unit 4

Delivering message:

Image editing, text editing, print- paper sizes, file formats, colour separation, colour correction.

Unit 5

Creating corporate identity and Design software:

corporate stationary, visual publicity materials, Corel Draw, Photoshop, Quark Express.

Suggested reading

1. Ambrose, G., & Harris, P. (2009). *Basics design 08: design thinking* (Vol. 8). Ava Publishing.
2. Ambrose, G., & Harris, P. (2006). *The visual dictionary of graphic design*. AVA Publishing.
3. Wood, Allan. (2010). *The Graphic Designer's Digital Toolkit*, London: Focal Press.
4. Samara, Timothy. (2008). *Publication Design Workbook: A Real-World Design Guide*. Delhi: Orient Longman.

III Semester

MCJ153203: Corporate Communication

Credits: 04

Hours: 60

Objective: *To make students aware of the importance of corporate communication and its critical role in organizations*

Unit 1

Basic Concepts:

Definition of Corporate Communication; Origin and development of corporate communication, Public relation, propaganda and publicity, public opinion; corporate communication- function, corporate communication and social responsibility, public relations agencies and personnel.

Unit 2

Corporate communication:

PR Tools, Process, internal and external publics, employees, shareholders, consumers and vendors. Public relations in Government and in public sector, Market communication, Agency, in-house PR.

Unit 3

Building a distinct corporate identity:

Concepts, variables and process – making of house styles (logo, lettering and process)

Unit 4

Media relations:

Organizing press conferences, facility visits, press briefs – proactive and reactive media relations – ethical aspects in media relations – role of technology in Corporate communication

Unit 5

Strategic corporate communication and management:

Defining strategy and its relevance, campaign planning, management and execution –role of corporate communication in crisis communication and disaster management. Corporate communication issues and cases; Recent trends; Ethical and professional issues.

Suggested Readings:

1. Bahl, Sushil (1994) *Making Public Relations Work*. Mumbai: A.H. Wheeler Publishing.
2. Cutlip, Scott M & Allen H Center and Glen M Broom (1991): *Effective Public Relations*. London: Prentice-Hall
3. Lesley, Philip (2002) *Handbook of Public Relations and Communications*, New Delhi: Jaico Publishing House.
4. Moore, H Frazier, and Bertrand R Canfield (1977) *Public Relations Principles, Cases, and Problems*. Homewood, ILL: R.D.Irwin
5. Wilcox, Denis L and Glen T Cameron (2008) *Public Relations: Strategies and Tactics*. Boston: Allyn & Bacon.

III Semester

MCJ153204: Environmental Communication

Credits: 04

Hours: 60

Objective: *To help students keep abreast with environmental issues and to prepare students to effectively communicate on environmental issues.*

Unit 1

Basic perspective:

Definition, nature and importance of environment parameters of Environment; Environmental hazards, Pollution- natural and Man-made.

Unit 2

Contemporary issues:

Local, National, International Environmental issues.
Environmental protection programmes and strategies.

Unit 3

Media & empowerment:

Role of media in protecting the Environment and Ecology; Communication strategies for on-going campaigns – A detailed study of specialized environment ecology, Media organization and units.

Unit 4

Mevelopment v/s environment debate:

International agreement; Earth summits;
Protection of environment; Natural resources, Flora- fauna, rivers and eco-system; Laws protecting environment; Problems in safeguarding the system.

Unit 5

Writing and reporting environmental issues:

Environmental reporting, Types of stories-investigative, in-depth and interpretative; writing for different media. Case studies of major environmental movements and media response in India.

Suggested Readings

1. Edward Gold Smith, Nicholas Hildyard(Edt). 1988. The Earth Report, London Oxford University Press
2. Susan D. Lanier- Graham, the Ecology of War, (Eds) 1993. New York Walker Publishing Company.
3. Kiran B Chhokar, Mamata Pandya and Meena Ragunathan (Eds).1999. Understanding Environment, New Delhi Safe Publication,
4. Kanchon Chopra & S C Gulati, (Eds) 2000. Migration, Common Property Resources And Environmental Degradation, 2001. New Delhi. Sage Publication.
5. Katar Singh And Vishwa Ballabh, (Eds) 2001. Cooperative Management Of Natural Resources, New Dehli Safe Publication.
6. Jyoti Parikit,(Edt)2002. Sustainable Management Of Wetlands, New Delhi. Sage Publication.
7. Roger Jefferry, Nandini Sundar. (Eds) 2003. A New Moral Economy For India's

Forests, New Delhi Sage Publication.

8. Ashok Kotari Neema Pathik, R V Anuradha, Sansuri Taneja (Eds). 2004.

Commucation & Conservation, New Delhi. Sage Publication.

9. Udaya Shahay, (Edt), 2006. The Indian Media, Illusion, Dellusion & Reality, New Delhi Roop & Co.

III Semester
MCJ1532L1: Video News Production

Credits: 02

Hours: 30

- ♦ The assignment is to produce a radio documentary of minimum 10 minutes, and the work should be original. The students can work in groups (maximum 6 members) and all the groups must be approved by the staff-in-charge. The work should be submitted in the second semester before the end semester examinations. Total marks allocated for the production will be 50, where 35 marks allocated for the individuals creative involvement in the production and 15 marks consist for Viva Voce examination. The degree shall not be awarded to those students who do not bring radio documentary.

III Semester
MCJ1532L2: Photo Feature Production

Credits: 02

Hours: 30

- ♦ The assignment is to produce a niche photography magazine of minimum 16 pages in the third semester before the end semester exams. The work should be original and the topic of coverage should be approved by the staff-in-charge. Total marks allocated for the production will be 50, where 35 marks allocated for the individuals creative involvement in the production and 15 marks consist for Viva Voce examination. The degree shall not be awarded to those students who do not submit the photo feature album.

IV Semester

MCJ154201: Media and Society

Credits: 04

Hours: 60

Objective: *To make students aware of contemporary media development and challenges in India and appreciate the role of media in fulfilling the aspirations of people.*

Unit 1

Mass media and society:

Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media.

Unit 2

Media and democracy:

Public sphere, Freedom of speech and expression, Right to information, Right to privacy and media as a watchdog, Media and human rights.

Unit 3

Mass media and public interest:

A critical study of media, Analysis of media contents, its role in serving public; marginalized groups. Role of media in social movements: political – cultural movements, national integration, communal harmony, dalit movements, agrarian movements.

Unit 4

Media Ownership, Regulations and Society:

Ownership of media, content – control, Internal and external threats, pressures on media – media regulations, issues of social class, poverty, development and public health.

Unit 5

Media credibility:

Factors affecting media credibility, contemporary issues, media performance and its role, critical analysis of media credibility: Paid news

Suggested Reading

1. Campbell, R., Martin, C. R., & Fabos, B. (2011). *Media and culture: An introduction to mass communication*. Macmillan.
2. Rodman, G. R. (Ed.). (1984). *Mass media issues: analysis and debate*. Science Research Associates.
3. Ooi, G. L. (2000). Singapore-Country Report. *Media and Democracy in Asia an AMIC Compilation*.
4. Dominick, J. (2012). *Dynamics of Mass Communication: Media in Transition*. McGraw-Hill Higher Education.
5. Institute for Media, Policy and Civil Society, & International Media Support (Association). (2004). *Conflict Sensitive Journalism [electronic Resource]: a Handbook*. IMPACS.
6. Graber, D. A., & Dunaway, J. (2014). *Mass media and American politics*. CQ Press.
7. Berger, A. A. (2013). *Media analysis techniques*. Sage Publications.
8. Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of journalism and mass communication*. Concept Publishing Company.
10. Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Persuasion and communication*. New Have: Yale University press.

IV Semester

MCJ154202: Media Management

Credits: 04

Hours: 60

Objective: *To introduce students to principles of Media business and management practices.*

Unit 1

Ownership patterns and principles:

Principles of media management and their significance – media as an industry and profession. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies.

Unit 2

Organizational Structure:

Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections

Unit 3

Media Economics:

Concepts and Issues - role of the market, government intervention, market responses, consumer and producer choices, labour, monopoly and competition in the media market

Unit 4

The Marketing Perspective of Media:

Marketing Mix, life cycles, market and product planning and analysis, use of consumer research for product development, promotion, advertiser influence in product design, distribution.

Unit 5

Regulatory bodies of media :

Electronic Media Monitoring Centre of Ministry of Information and Broadcasting; News Broadcasters Association, Code of Ethics and Broadcasting Standards; Indian Broadcasting Foundation and Broadcasting Content Complaint Council.

Suggested Readings:

1. Awasthy G.C. (1965), *Broadcasting in India* Allied Publishers, New Delhi
2. Bagdikian B.H. (2000) *The Media Monopoly* Boston MA: Beacon Press
3. Bagdikian B.H. (2004) *The New Media Monopoly* Boston MA: Beacon Press
4. Bamzai K. (2007) *Bollywood Today* Roli books, New Delhi
5. Bose M. (2008) *Bollywood: A History*, Gloucestershire UK: Tempus Publishing Ltd.
6. Fareed K. (1999) *The Politics of India's Conventional Cinema* Sage Publications, New Delhi
7. Kohli-Khandekar V. (2010) *The Indian Media Business* New Delhi: Sage
8. Kothari G. (1998) *Newspaper Management in India* Rajasthan Patrika Pvt, Ltd., Jaipur
9. Mosco V. (1998) *The Political Economy of Communication: Rethinking and Renewal* Sage, London

IV Semester

MCJ154A01: Magazine Journalism

Credits: 04

Hours: 60

Objective: *To initiate students to the skills and the challenges in magazine reporting and production*

Unit 1

Magazine Journalism:

Feature versus fiction, Difference between news reports and features, Types of features, Feature writing – sourcing the feature – getting ideas – collection of facts – structure of language, Market for features, Editorials, Middles, Columns, Reviews – book, film, theatre.

Unit 2

Magazine Types:

General interest magazines – special audience magazines, human interest, trade magazines, an overview of Magazine scene in India.

Unit 3

Writing for Magazine:

Feature and columns for general interest, special audience and trade magazines, specialized journals.

Unit 4

Editing for Magazine:

Editing of articles/ features, copy fitting, picture editing and selection, picture cropping. House style.

Unit 5

Magazine design :

Cover, content and inside pages design, Magazine formats and production techniques.

Suggested Reading

1. Gardner, J. (2010). *The art of fiction: Notes on craft for young writers*. Vintage.
2. Turnbull, A. T., & Baird, R. N. (1975). *The Graphics of Communication: Typography--Layout--Design*.
3. Bush, C. R. (1970). *Editorial thinking and writing: a textbook with exercises*. Greenwood Pub Group.
4. McKay, J. (2002). *The magazines handbook*. Routledge.
5. Morrish, J., & Bradshaw, P. (2012). *Magazine Editing: In Print and Online*. Routledge.
6. Mogel, L. (2010). *The magazine*. JPS.
7. Land, M. (1993). *Writing for magazines*. Prentice Hall.
8. RAGHAVAN, V. (2007). Reflections on Free Speech and Broadcasting in India. *Human rights, justice & constitutional empowerment*, 96.
9. Pape, S., & Featherstone, S. (2006). *Feature writing: a practical introduction*. Sage.

IV Semester

MCJ154B01: Technical Writing

Credits: 04

Hours: 60

Objective: *To introduce the students to the essentials of technical writing and to develop the required skill set to write and edit technical documents.*

Unit 1

Basics of technical writing:

Nature and scope of technical writing, Differences between technical writing and other forms of writing; Qualifications of technical writers and editors; Glossary of technical writing and application.

Unit 2

Products of technical writing:

End products of technical writing – technical reports, project proposals, project abstracts, project documents and manuals-technical, installation and end-user; Creating a technical document; Professionals involved in creating technical documents.

Unit 3

Technical Writing Team:

Technical Writing: a team work; Roles and transportation of technical document editors, writers and managers; Documents, testing and revision; Documents formats-hard and soft versions.

Unit 4

Technical Writing Principles:

Principles of Technical Writing; Styles in Technical Writing; Clarity, precision, coherence and logical sequence in writing; The writing process- aim of writing, knowing the writing assignment, its clients and end users; Gathering facts/data; planning the documents content; document design; Writing the draft; Draft revision; use of graphic/illustrations.

Unit 5

Editing technical documents:

The technical editing process-review of the document aim, content and its organization; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/illustrations, copy fitting, design and layout of documents; Online editing.

Suggested Reading

1. Bob Dematteis, Andy Gibbs Michael Neustel (Eds). 2004. The Patent Writer; How to Write Successful Patent Applications. London Square One Publishers.
2. Gerald J. Alred, Charles T. Brusaw, Walter E. Oliu, St. Martin's, Hand Book of Technical Writing Press. London St. Martin's Press.
3. David Ingre Survivor's Guide To Technical Writing, London. South—Western Educational Publishing,
4. Bruce Ross-Larson, Writing For The Information Age. London W.W. Norton & Company.
5. Jason Whittaker Web Production for writer & Journalist, London Routledge.
6. Matt Young Technical Writer's Handbook: Writing With Style and Clarity, New York University Science Books.
7. William Sanborn Pfeifler Technical Writing: A Practical Approach (5th Edition) New York Prentice Hall.

IV Semester
MCJ1542I1: Internship

Credits: 04

Hours: 60

- ✦ Each student will have to undergo a four-week long internship programme or attachment in any of the media organizations such as newspapers, magazines, radio, television, agencies of advertising and public relations/corporate communication, or any other media organization of repute identified by the students and faculty jointly/individually wherein facilities for internship are easily available locally or regionally.
- ✦ A report of internship will have to be submitted confidentially to the HoD from the organization. The internship report shall comprise of the filled in assessment card signed and stamped by the organization where the candidate has undergone internship. This would be followed a seminar presentation and submission of a report of the work done during the internship period. The Internship will be evaluated for 70 marks and followed by Viva Voce for 30 marks both evaluation and Viva Voce will be done by an external examiner and an internal examiner. The degree shall not be awarded to those students who do not undergo internship.

IV Semester
MCJ1542P1: Dissertation

Credits: 04

Hours: 60

- ◆ Each student of the programme will have to submit a dissertation at the end of fourth semester and before the commencement of the final examination. Unless the dissertation is submitted before the examination, the student shall not be allowed to take the final examination. The dissertation shall be evaluated for 70 marks and followed by Viva Voce for 30 marks both evaluation and Viva Voce will be done by an external examiner and an internal examiner. The degree shall not be awarded to those students who do not submit the dissertation.

IV Semester
MCJ1542L1: Short film Production

Credits: 02

Hours: 30

- ♦ The assignment is to produce a short film/ documentary of minimum 5 minutes, and the work should be original. The students can work in groups (maximum 6 members) and all the groups must be approved by the staff-in-charge. The work should be submitted in the fourth semester before the end semester examinations. Total marks allocated for the production will be 50, where 35 marks allocated for the individuals creative involvement in the production and 15 marks consist for Viva Voce examination. The degree shall not be awarded to those students who do not produce the short film.

INTERDISCIPLINARY ELECTIVE FOR NON- JOURNALISM STREAMS (III Semester)

Paper3.4: Introduction to Digital Photography

Objective: *To provide an insight to the tools and techniques of capturing and reproducing images, equips the students to understand basic functions of still cameras.*

Unit1

Camera and Lenses:

Aesthetics in photography, Types of cameras, parts of the camera, Types of lenses

Unit 2

Photo Composition:

Picture structuring- Composition- Rule of thirds, Golden Section, Dynamic symmetry, in- camera editing, Elements in a composition- space, line, shape, form, texture, pattern, colour, the roles photographs play.

Unit 3

Key Concepts of Photography

Shutter speed, ISO, Aperture, F. numbers, Depth of field, depth of focus, Changing focal lengths, Capturing photographs: Understanding basic day light, artificial lighting- Three point lighting.

Unit 4

Editing

Photo editing, Photo- essay: Location-position and planning, Essentials to capture actions, Equipment in specialized photography.

Suggested Reading

1. Kenneth Kobre. (2008). *Photojournalism: The Professionals' Approach*, London. Focal Press.
2. Michael, Langford(2000). *Basic Photography*, Delhi: Focal Press.
3. Millerson, Gerald.(1998). *Basic Lighting Techniques*, New Delhi: Focal Press.
4. Krages, B. (2012). *Photography: the art of composition*. Skyhorse Publishing, Inc..