Objective: To provide an overview of various concepts and theories of Mass Media and Communication.

Unit 1
Definition, nature and scope of communication; Communication variables; Process and functions of communication; Levels of communication - Intrapersonal, Interpersonal, small group, public, Intercultural and non-verbal communication; Communication barriers; Mass communication - meaning of concept of 'mass' - definition, nature and scope.

Unit 2
Communication - models definition and types of models - linear and non-linear models; Convergence models of communication; Shannon and Weaver model, Berlo, Lasswell, Osgood, Schramm, Baker and Wiseman, Barnlund models of communication; Theories of Communication.

Unit 3
Beginnings of journalism in India; Early British newspapers; Birth of India Language Press; Freedom movement and the India Press; social reforms and social transformation movement and role of the Press; Growth and development of regional press; Role of regional newspapers in independence struggle; Development of Press in the independent India; News Agencies.

Unit 4
Origin and development of broadcasting in India; Private radio broadcasting in India; Regional broadcast - origin and development; Impact of radio in society; Community radio in India - an overview; Origin and development of television in India; Growth and development of regional channels; Growth and development of private television channels; Development and growth of Cable TV in India and its impact on society.

Unit 5
Current affairs and general knowledge - Current events - National and International

History of India; Geography of the world - Physical, Social, Economic; Indian Polity and Governance; Economic and Social Development; General Issues – Environmental – Ecology - Bio-Diversity - Climate change and other issues; General Science.

BOOKS RECOMMENDED:
1. Dennis McQuil: Mass Communication Theory: An Introduction
2. Melvin L. De Fleur and Sandra Ball – Rokeach: Theories of Mass Communication
3. Melvin L. De fleur and Evette Dennis: Understating Mass Communication
4. Joshi P.: Culture, Communication and Social Change
5. Wilbur Schramm: The process and Effects of Mass Communication
6. Wilbur Schramm: Men, Message and Media

Objective: The students are introduced to the various domains of professional practice in the process of developing an advertisement in all the formats like print, broadcast and new digital media. They are also taken
through a thorough understanding of the function of an advertisement Agency and the career profile of practitioners.

**Unit 1**

**Unit 2**

**Unit 3**

**Unit 4**

**Unit 5**

**TEXTBOOK**

**REFERENCES**

**Objective:** To introduce the students to the creative study of films and at the same time developing their skills for analyzing different media.

**Unit 1**
Introduction to Film Studies - Film movements.
Unit 2
Different Genres of films.

Unit 3
Introduction to world cinema.

Unit 4
Indian Cinema and Malayalam Cinema (Origin and Development).

Unit 5
Theoretical perspectives.

TEXTBOOKS:
1. Film Art: An Introduction - David Bordwell, Kristin Thompson
2. Malayala Cinemayude Katha - Vijayakrishnan

REFERENCES:
1. The Art and Science of Cinema - Anwar Huda
2. Key Concepts in Cinema Studies - Susan Hayward
3. Film as Art - Rudolf Arnheim
4. Chalachithrathinte Porul - Vijayakrishnan
5. Movies and Meanings - Stephen Prince
6. How to read a film? Movies, Media, Multimedia - James Monaco

18FNA509    RESEARCH METHODOLOGY FOR COMMUNICATION AND MEDIA STUDIES    2 1 0 3

Objective: To introduce the students to social sciences research and to train them in media research. It aims to enable the students to critically analyse media content and exposing them to tools and techniques of analysis for media studies.

Unit 1
Research - Definition, characteristics - Scientific enquiry - Social science research - Logic of Induction and Deduction. Types of research. Development of Mass Media Research.

Unit 2

Unit 3
Research Design - definition, functions – Methods of data collection – Primary data and secondary data – Qualitative and Quantitative approaches - Content analysis – Case studies – Textual analysis – Participant observation – In-depth interviewing - Focus group – Survey.

Unit 4
Unit 5
Statistical analysis - mean, mode and range, correlation, regression, standard deviation - Presenting statistical data - Writing a research report. Various styles of writing. Ethics in research.

TEXTBOOKS:

REFERENCES:
2. Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005

18FNA512 MEDIA ETHICS AND LAWS 2002

Objective: To provide an awareness of various aspects of Indian Constitution and Press Laws; to highlight the importance of media ethics and to sensitize students about norms of journalistic conduct.

Unit 1

Unit 2

Unit 3
PCI guidelines - Norms for Journalistic conduct.

Unit 4

Unit 5
Introduction to Mass Media Ethics - Ethics vs Laws - The Right to publish and Right to privacy - social commitment of media - Accuracy and fairness – Plagiarism - Pre-publication verification – Obscenity and vulgarity to be eschewed - Yellow Journalism.

TEXTBOOKS:

REFERENCES:
1. Press Laws of India.
Objective: To introduce the students to the concept of Public Relation and equip them to build a career according to the industry requirements.

Unit 1

Unit 2

Unit 3
PR as a strategic management function - PR Process, four stages - Crisis Management.

Unit 4
PR and media strategy - Principles of effective media relations - Writing for PR - Press release - Press Tour - Press conference - Electronic PR.

Unit 5
Corporate advertising - House Journal, How to be a good PR Manager - Ethics in PR - Case studies.

TEXTBOOK:

REFERENCES:
2. Public Relations Principles and Practice, Iqbal S. Sachdeva - Oxford University Press

Objective: To provide in-depth knowledge about Journalism in Television Media and the growth of online journalism, their editing and best presentation, current situation of these medias.

Unit 1
History of journalism- history of broadcast media in India, history of All India Radio, Doordarshan-its origin growth and current situation- how these medias became popular among the people-their survival, success stories- origin of FM stations-DD Metro Stations- SITE,CWCR, Prasarbharathi Act-its origin and objectives- code and conduct of AIR and Doordarshan-role of news agencies in a media organization.

Unit 2
Writing for Radio - Radio Journalism-Sources of collecting news, writing style for radio, presentation style, duties of a sub-editor in radio, functioning of desk, duties of Radio Commentator, Production of News Bulletins, Production of News Reels, Importance of single line statement, Production of Different Radio Programmes – Drama Documentary etc.-Recent trends in Broadcasting, Future of Radio

Unit 3
Writing for TV - Television Journalism- Introduction, Collection and compilation of news, News Bulletin-different types of News Sources-writing style of a television news package-TV Reporting- members in a reporting crew-
their role- OB Van, DSNG, PCR- Live coverage of important events, sensational subjects-Steps in producing Newscasts-steps for producing a news bulletin-role of a news producer-role of a sound engineer- role of online editor- role of news presenter, and Interviewing-Dos and Don'ts in TV programming- functioning of desk-role of sub-editors-production of current affairs programme.

**Unit 4**
History of online journalism – origin-writing style in online- collecting stories- role of reporter, subeditor, teletext, videotext, internet news-advantages and disadvantages of online journalism-credibility of online journalism- web portal of newspapers and news channels- emergence origin and growth of citizen medias-future of online journalism-online and citizen journalism.

**Unit 5**
Practical exercises- News reading and presentation methods-production of a radio programme-a television news bulletin- an online portal.

**TEXTBOOKS:**

**REFERENCES:**
2. *Techniques to TV Production* – Rudy Bretz (McGraw Hill)

**18FNA551**
**AUDIOGRAPHY PRACTICE LAB. I**

Familiarizing different types of Microphones, Different Audio connectors, Mixer console, Recording in Studio, Digital Recording.

Audio productions – Introduction to basics of sound - sound as a waveform, behavior of sound in different media, acoustics, intensity of sound, devices used for measuring sound parameters, hearing characteristics of human ear, relationship between sound waves and other waveforms - Electricity and electronics - Electric charges, structure of atom, generation of electric current, ac and dc current, volt meter ammeter, conductors and insulators - Electronics basics, semiconductors, transistors, integrated circuits, ac to dc conversion - History of sound recording - Evolution of sound recording, acoustic recording, gramophone recording, electrical recording, changes in recording techniques - brief introduction to the different media used in recording, evolution of film as medium of recording, movie films, movie camera, optical sound recording, synchronization of sound and picture.

Microphones - Basic principles of microphones, history and development of microphones - Different types of microphones - dynamic, ribbon and condenser microphones - Technical parameters of microphones - directional properties of microphones, Lapel microphones, Gun microphones - Applications of microphones in different situations, stereo mixing, microphone placement - Basic structure of an audio mixer, different types of mixers, signal processing, routing of audio signals comparison of different mixers, analogue and digital mixers, control surfaces - Loud speakers, Loudspeaker principles, different types of loudspeakers, history and development of loudspeakers, headphones - Setting up loud speakers – Amplifiers - domestic power amplifiers, professional power amplifiers.
18FNA552  PHOTOGRAPHY PRACTICE LAB. I


18FNA553  VIDEOGRAPHY PRACTICE LAB. I

Familiarizing Video Camera and accessories, Familiarizing tripods and other support systems, Focusing, White balancing, Different types of storage mediums - Tape and tapeless systems, Practicing different camera movement, Audio recording in video camera, Introduction to DSLR cinematography - Different types of Shots, Practicing different camera movements, Working under different light sources.

Basic Principles of motion picture - Persistence of Vision, Phi-Phenomenon, flip books, History of Motion Pictures and, Differences between video and film medium - Principles of Visual Grammar, Parts of Video Camera - different types of lens, focus, zoom controls, aperture ring, gain, shutter speed, ND Filter, audio inputs, battery, viewfinder, LCD, Important features in camera - White balancing, gain controls, recording medium, tape and tapeless formats, frame rate, aspect ratio, different recording formats, HD cameras, Camera support systems - different types of tripods, fluid head tripods, track and trolley, crane, jib arms, steadycam, Shots - purposes of shots, factors decide setting up of shots, Classification of shots - High angle, low angle and eyelevel shots, basic shot types - ECU, CU, MCU, MS, MLS, LS, ELS, Camera movements - panning, tilting, track-in, track-out, truck-right, truck-left, pedestal-up, pedestal-down, arc-right, arc-left- master-shot, point of view shot, over the shoulder shot - Cut in shot, cut away shot.


18FNA556  AUDIOGRAPHY PRACTICE LAB. II

Advanced audio recording in studio, Acoustics, Analog Mixer Console routings and connections, Equalizers, Speakers and Headphones, Practice in Microphone placements, Working with Mixer Console.

18FNA557  PHOTOGRAPHY PRACTICE LAB. II

Different types of shot, Different types of camera angles, Working with lenses of different focal lengths, Distance - Depth of Field Framing, Familiarizing with different lens filters, Camera movement practices - Tilting and panning, Advanced lighting techniques , Working with natural light, Studio lighting, HDR photography, Panorama photography, Different photography assignments.
Practicing with lights (Additional lights and Natural lights), Studio cameras, Breaking down the script and shot division, Working with DSLR’s and its accessories, Track and Trolley, Studio Visit and Crane Operations.


Nonlinear Video Editing - Create and open projects, Work with files, Import media, Organize your media once it's imported, Use the Timeline for video and audio tracks, Edit tracks in the Timeline, Create sequences and nested sequences, Add motion to your clips, Create and work with keyframes, Add animation and other effects, Add transitions, Use the colour-correction tools, Sync clips from multiple cameras, Add text, shapes, and logos to your project, Work with audio in the Audio Workspace, Export media, Create and edit closed captions

Objective: To equip the students with the general principles of editing and designing of a newspaper.

**Unit 1**
General principles and functions of editing; Role and responsibilities of editorial staff, Editor, sub-editor, news editor, principles of re-writing, computer editing, style sheet/Book.

**Unit 2**
Newsman’s language; sentences and their structure; Tense in news writing; Negative and double negative expressions; Adjectives, modifiers; Split infinitives, Attributions and identification of sources; punctuations, paraphrasing and transition devices in news writing. Analysing the elements of a news story; checking facts and figures; Correcting language, and grammar, rewriting leads, condensing stories, slanting of news localizing news.

**Unit 3**
News editing techniques of headline writing, types of headlines, polishing headlines, writing sub-heads, jump heads, magazine headlines, new trends in headlining, typography; Editing software; Writing editorials, types of editorials, editorial page contents, translation techniques. Handling wire, correspondent’s copy, revising hand-outs. Proofreading; Glossary of editing.

**Unit 4**

**Unit 5**
Brief history of printing; Composition, manual, machine, electronic, printing methods, offset, gravure, screen and other production methods, recent trends in printing, Types and Type setting process.

**BOOKS RECOMMENDED:**
- Harold Evans: Newsman’s English
- Harold Evans: Newspaper Design
- Harold Evans: Handling Newspaper text
- Harold Evans: News Headlines
- Bruce Westley: News Editing
- F.K. Baskette and J.Z. Sissors: The Art of editing
- John Hohenberg: Professional Journalist
- Leslie sellers: Doing It In style
- Michael Hides: The Sub-editor’s Companion
- L.M. Spencer: Editorial Writing
- K.M. Srivastava: News Reporting and Editing
Objective: This helps the student to make integrated approach on advertising, providing with an in-depth understanding of the creative and strategic processes behind successful advertising. The students are introduced to the processes, tools and techniques used in developing advertising concepts with the study areas including creative thinking and visualizing, advertising theory and practice.

Unit 1
Position of Advertising in marketing - Brief history of advertising – Advertising - meaning and definition - Advertising as a tool of communication - Features of advertising - Social and economic impact of advertising - Key players in advertising - Significance and criticism of advertising - Advertising agency.

Unit 2
Types of advertising - Structure of an advertising agency and work flow - Client Servicing - Creative process - Media planning - Media Buying - Media Scheduling - Types of agencies - Relationship between various participants (Client, agency and media and consumer).

Unit 3
Various media for advertising.

Unit 4
Concept of USP - Introduction of branding - Meaning of campaign.

Unit 5
Case studies.

REFERENCE BOOKS:
Advertising, Frank Jefkins Revised by Daniel Yadin
Kleppner’s Advertising Procedure

18FNA679 SHORT FILM PRODUCTION (FICTION AND DOCUMENTARY) LAB. 0 1 2 2
Conceiving and producing short fiction films and Documentaries.

18MCJ501 CONTEMPORARY MEDIA SCENARIO 2 0 0 2
Objective: To familiarise the students with key issues in contemporary media world.

Unit 1
Media and Society - Power of media, objectivity of media.

Unit 2
Media and politics. Media as the fourth estate. Democracy and media. RTI.

Unit 3

Unit 4
Global communication. Media in a globalised world.

Unit 5
Alternative media and its various impacts. The rise of participation journalism (citizen journalism).

TEXTBOOK:
Dennis McQuail, McQuail’s Mass Communication Theory – Sage - 2013
REFERENCES:

18MCJ502         PR INT JOURNALISM AND WRITING        2 0 0 2

Objective: To provide an understanding of journalistic practices and to orient the students in reporting and writing for print media

Unit 1

Unit 2

Unit 3
Elements of a news story - Headline, Lead: types of lead, body copy. Inverted pyramid style. Editing - Role and responsibilities of editorial staff. General principles and functions of editing.

Unit 4
Feature Writing: Definition and Characteristics – Structure of a Feature Story, Types of Feature. Writing Feature – Sources of Ideas – Collection of materials; Standard Organization Techniques - The All-Important Lead - Quoting vs. Paraphrasing - Adhering to Length Requirements - How To End The Story - Taking Writing Risks.

Unit 5

TEXTBOOK:
REFERENCES:
1. F. Fedler - Reporting for the Print Media, Oxford University Press, USA; 9 edition (March 24, 2008)

18MCJ581  PRINT JOURNALISM AND WRITING PRACTICE  0 1 2 2

18MCJ585  SCRIPTWRITING/WRITING FOR BROADCAST MEDIA  0 0 2 1
To equip students with the skills required to master the art of script writing for broadcast media. Making them format live news packages and familiarizing them with fundamental concepts such as voice over, piece to camera, wrap up etc.

18MCJ601  COMMUNICATION FOR DEVELOPMENT  2 0 0 2
Objective: To enable the students to understand development and the role of communication in development.

Unit 1

Unit 2

Unit 3
Alternative paradigms of Development and Development Communication.

Unit 4
Media and development: Development support communication using various media as Development Communication tools. Issues for development journalism - SITE and Kheda Projects.

Unit 5
Understanding of social development. Empowering people. SHGs.

TEXTBOOK:

REFERENCES:
18MCJ602  MEDIA ANALYSIS TECHNIQUES  2002

Objective: To enable the students to critically analyse media texts.

Unit 1
Semiotic approach to media analysis.

Unit 2
Psychoanalytic approach to media analysis.

Unit 3
Marxist approach to Media analysis.

Unit 4
Sociological approach to media analysis.

Unit 5
Case studies and analysis.

TEXTBOOKS:

REFERENCE:
Berger Asa, Media Analysis Techniques, Sage Publications.

18MCJ603  NEW MEDIA AND WEB CONTENT  2002

Objective: To create awareness among students about the new emerging trends in information technology. The students are benefitted with the latest knowledge of information technology applications in the field of various media and web journalism.

Unit 1
Internet - features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile

Unit 2
What is online journalism?: Earlier websites of newspapers, E-books and E-publishing, Basic knowledge of HTML and use of a content management system; Hyper-textuality, Multi-mediality and interactivity Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online journalism today.

Unit 3
New Social Media: Dynamics of social media networks, novelty, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends Podcast and Webcast.

Unit 4
Open source journalism: Responding to the audience, Annotative reporting, Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development, Protecting copyright, Exploring Cyberspace.

**Unit 5**
Internet and Social Activism: Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics 2.0 and Virtual Democracy; Social sharing to social activism; National and international campaigns on environment, human rights and other issues.

**TEXTBOOKS:**
6. Newspaper and magazine articles about New Media.

**18MCJ632 CREATIVE EXPRESSION IN REGIONAL LANGUAGE 2002**

**Objectives:** To provide an understanding of the various aspects of vernacular journalism; to equip students with basic skills required for journalistic writing in regional language.

**Unit 1**

**Unit 2**
Writing for print - newspaper and magazine - Writing headline, Lead and Body copy - Feature Writing - Review Writing - Books, Films, etc.

**Unit 3**
Writing for Broadcast - Television Journalism - TV Reporting and Interviewing - Cyber Journalism.

**Unit 4**
Radio Journalism - Radio broadcasting in India - AM and FM broadcasting - Radio talks and discussions - Radio plays and features - Writing for radio and television - Different programme formats.

**Unit 5**
Online journalism - Definition - distinctive features - web content writing - web journalism ethics.

**REFERENCES**
Handbook of Broadcasting, Waldo Abbot and R Rider, McGraw Hill
Reporting for the Print Media, F.Fedler, Oxford University Press, USA
Electronic Journalism, Aditya Sen Gupta, Authors Press Publishers
Digital Newsroom, Balakrishna Aiyar, Authors Press Publishers
Online Journalism Ethics: Traditions and Practice, Cecilia Friend and Jane B. Singer, PHI Learning Pvt Ltd
Objective: To synthesize the knowledge and skills those pertain to photography and journalistic reporting/story telling.

Unit 1
Assignments – still frames.

Unit 2
Assignments – Portraits, Indoor photography, Long exposure shots and night frame.

Unit 3
Assignments - spot news - photo stories - covering events.

Unit 4

Unit 5

REFERENCES:
Digital Photojournalism – Susan Zavoiona, John Davidson (ISBN 0205332404)

Objective: This course is for those who want to train as professional science communicators. Academic components provide a broad overview of the professional science communication landscape. The course includes print journalism, new media work, broadcast television, video production and presentation.

Science Communication - an introduction - Science Reporting and Writing (Science Features and news)

REFERENCES:
1. Anthony Wilson, “Handbook of Science Communication”, IOP
18MCJ681  CRITICAL VIEWING AND READING ANALYSIS PRACTICE  0 0 2 1

Imparting skills to cultivate a critical mindset for media analysis.

18MCJ682  NEWS CASTING, ANCHORING AND PROGRAMME PRESENTATION SKILLS  0 0 2 1

Training in Anchoring, Television Programs including Reality Shows.
Studio training in News Reading.
Training in co-ordinating Talk Shows and News Programs.
Training in conducting interviews.

18MCJ683  NEW MEDIA AND WEB CONTENT LAB.  0 0 2 1


18MCJ684  PUBLIC RELATIONS CAMPAIGNS PRACTICAL  0 0 2 1


18MCJ685  REPORTING, EDITING AND LAB. JOURNAL  0 0 2 1

Preparing a Lab Journal (To enable the students to have practical experience in Reporting and Editing News stories for print media) and visual media.

INTERNERSHIP TRAINING AND REPORT PRESENTATION  0 0 2 1

Attending press conferences at press clubs, reporting major events and preparation of Reports based on it.

18MCJ690  LIVE-IN-LAB.  2 cr

This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations (after second semester) and if they identify a worthwhile project, they shall register for a 2-credit Live-in-Lab project, in the third semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. Chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

18MCJ692  INTERNSHIP  2 cr

Students should do internships in different companies and prepare a report for the same.
The students are required to write a scholarly dissertation after identifying a research problem, reviewing relevant literature and choosing appropriate research methods. The dissertation evaluates critical and analytical skills of the students and their ability to construct coherent and logical arguments in order to support or negate a proposed hypothesis. Students are required to work on a research paper on any area of their choice within the broad area of mass communication.

Creating Radio News of minimum 10 minutes duration
Creating TV News of minimum 10 minutes duration

Students are required to conceive, write script, direct and complete a documentary (Duration: 8 – 10 Minutes) and a project report for the same should be submitted.