Post Graduate Diploma in Journalism (PGDJ)
2018 admission onwards

SYLLABI

| 18CMJ501 | Media, Politics and Society | 4 0 0 4 |

UNIT 1
Role of media in the democratization process. Tracing the roots of democracy, political thought and media. Modern day threats to democracy – media ownership, corporate interference and state control mechanisms. Freedom of expression and media in transition.

UNIT 2
Comparative politics and ideology, introduction to political socialization - Sources and effects Ther oles of media in democracies and authoritarian regimes, Redefinition of media, additional responsibilities for the media, Advocacy Journalism, Muckraking, Comparative socio-political perspective of media as a political actor

UNIT 3
Media and Politics – social perspectives around the World: Political parties, electoral processes and media debates, political campaigns, media coverage and analysis.Europe, Americas, Africa, Asia, Australia and Middle East.

UNIT 4

UNIT 5
Media and Politics – social perspectives around the World: Social media tools: Online political presence. Gender representation of political actors and audiences in online political space.

REFERENCES
UNIT 1
Media laws Focus: Journalism
Constitutional provisions and guarantees in various countries.
Media ethics Focus: Philosophy of ethics
Theoretical background for ethics – deontological theories vs. teleological theories. Moral development and journalism. Moral Justification for journalism.

UNIT 2
Media Law Focus: Freedom of Expression
Media Ethics Focus: War Reporting
Censorship. Fairness and Balance. Truth and Objectivity.

UNIT 3
Media Law Focus: Rights and duties
Media Ethics Focus: Plagiarism, Whistle blowing.

UNIT 4
Media Ethics Focus: Reporting Diversity
Ethics for - investigative journalism, covering communal disputes, natural calamities, ethnic conflict and reporting gender. Sexuality, age and disability
Media Laws: A discussion on evolving laws related to LGBT

UNIT 5
Media Ethics Focus: Evolving code of ethics
Media Laws: Emerging cyber laws and broadcast regulations in India.

REFERENCES

**WEB REFERENCES**
1. http://presscouncil.nic.in/

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>18CMJ503</td>
<td>Communication Research</td>
<td>4 0 0 4</td>
</tr>
</tbody>
</table>

**UNIT 1**

**UNIT 2**

**UNIT 3**

**UNIT 4**

**UNIT 5**
Report Writing: The structure of a good research report- writing the research report, data analysis and presenting the findings. Plagiarism: Flipside, Avoiding Plagiarism, Using anti plagiarism software.
REFERENCES

18CMJ504 Film Studies: Theory and Analysis 2023

UNIT I

UNIT II
Critical Approaches to Film: Authorship – Reflections on Authorship, Post-structuralism and Recent Developments. Genre – Film Genre and Narrative, Film genre, society and history, Contemporary Film Genres and Postmodernism. Stars – The Real Person, Economic capital/commodity, Role character and Performance, Image, Representation and Meaning. Meaning and Spectatorship - The evolution and rise of Film Movements - Experimental Film.

UNIT III
Film Narratology: The semiotics of narrative, Film as a narrative art, Contemporary models of formal structure, Plot and sub-plot analysis, Semantic and syntactic approaches, The problem of point-of-view, Focalization and filtration, Narration in film, Types of filmic narrator, character narration, Gender in voice-over narration, Unreliability, The cinematic narrator, Enunciation and cinematic narration, Cognitive approaches to narration, Recent theories of the cinematic narrator and Tense.

UNIT IV
theory. Philosophers and film - Gilles Deleuze and Stanley Caveli. Film as art - History poetics and neo-formalism. The cognitive turn - Narrative comprehension and character identification.

UNIT V
Film Analysis and Appreciation – Choice of shots, camera movement, angle, design and expression – Technical film review and analysis – Approaches to Research in Film Studies.

REFERENCES

18CMJ505 Contemporary Issues: I 1001


REFERENCES
1. Newspapers: The Hindu, The Times of India, The Indian Express, The Economic Times,
5. Magazines: - Outlook, India Today, Sportstar, TIME

18CMJ506 Environment and Social Issues: Global Perspectives 3003

UNIT 1

UNIT 2
Environmental concerns facing the international community: An overview of the geographical location of countries, including trouble spots and conflict zones across the globe. Geographical concerns. Climate change and energy alternatives. Global warming and glacier issues across the boundaries.
Global changes and their impact on domestic scenario: International environment protection. The Arctic Circle and Global Commons. Nations claiming territory around the arctic ocean.

UNIT 3
The impact of economic growth on the environment: Economic liberalization and environmental journalism.
Marine and nuclear pollution: Coastal pollution due to Industrial effluents, nuclear radiation.
Development and environmental concerns: Relations with other countries. Conflict of interests between economic and environmental concerns. Profit impacts.
Discussion: Development issues in the media

UNIT 4
Asian movements: Taiwan, Japan- Forest grant movement. Malaysia: Environment policies. Analyse what groups are most affected by globalenvironmental challenges

UNIT 5
Covering environmental issues: Reporting on risks and hazards in environment. Case studies anddiscussion.

REFERENCES:

**UNIT 1**
News: Accuracy, Objectivity and Fairness, Writing the lead, News story structure, Hard and Soft news.

**UNIT 2**
Nose for news, story ideas, covering events and speeches. Converting news articles into long features. Book reviews.

**UNIT 3**
Interview techniques – profile interviews, getting the most out of interviews – preparing for interviews.

**UNIT 4**
Editing: Introduction to News Editing: What Editors do; Style and Mechanical Mistakes; Editing for Grammar and Editing for Style, Rewriting

**UNIT 5**
Business reporting – budgets, stock markets, currency movements

**REFERENCES**

| 18CMJ511 | Critical Approach to Communication Theories | 4 0 0 4 |

**UNIT 1**

**UNIT 2**

**UNIT 3**

**UNIT 4**
Development perspectives: Trends in development theory- Classical, modernization, dependency, cultural dependency theory (Anti imperialism). Global hegemony and development

UNIT 5
Alternatives to the western model: China, India, Vietnam, Japan, Iran, Turkey and Mexico. NGO’s. Social capital and digital capital. ICT4D. Cyber utopia. Development pluralism.

REFERENCES:

18CMJ512 Techniques of Graphic Communication and Visual Design 2-0-2-3

UNIT 1

UNIT 2
Principles of graphic design: Appreciate composition in design -Effective composition in design. art work – physical characteristics of artwork. Originals: Types of originals - Line original, Continuous original. Typeface anatomy – Variables of typefaces, Styles & six family of types, Legibility and readability of types - Selection of typefaces /fonts suitable to the subject and
relation between type face and product. Printing process and paper/substrate - Creation of symbol & slogan - Knowledge of logo, monogram, trademark, copy writing.

UNIT 3
Layout - Purpose, importance and function of layout - types of layout, rough and finished layout - composition methods- arrangements of illustration, text matter, logo (symbol), slogan, address-Available Indian paper sizes, choosing a suitable paper: characters, paper varieties, finishes - Various imposition schemes, sheet work, half sheet work, types of folding - dummy preparation and its importance. Printing Inks – base ink formulation –specific properties-drying mechanism – ink suitability for printing

UNIT 4

UNIT 5

REFERENCES
7. Software Used: Adobe Master collection CS5 – Illustrator- to Create Vector Images, Photoshop – Colour correction and Photo editing, Indesign - Layout and page makeup

18CMJ513 Advanced Research: Qualitative Approaches 4 0 0 4

UNIT 1

Methodology, methods and tools in qualitative research: Research design, population, sampling, formulation of conceptual model. Data collection techniques- Memos, diaries, recording, transcripts. multiple sources of data. Validity, reliability, rigour and credibility in qualitative research.

UNIT 2

UNIT 3

Writing qualitative research: presentation of results, pragmatic function of writing, theories as a form of presentation, tales from the field, reflexive function of writing. descriptive summaries-The ‘Insider view’

UNIT 4

UNIT 5


REFERENCES:

18CMJ514 Advanced Skills in Broadcast Journalism 2 0 4 4

UNIT 1

UNIT 2
Interviewing for Television and Radio – Before, during and after interview – Post-Interview summary. Interview preparation. Exercises for 2 min and 10 min interviews. Handling the difficult interviewee.

UNIT3
Sound – Aesthetics, gadgets and technology – Microphones – Studio sound systems. Sound on the go. Sound bytes vs. voice over.

UNIT4
Video – Multi-camera set up, camera movements and shots for news bulletins and chat shows - Writing, editing and packaging for television and radio–The making of news-based Chat Shows

UNIT5

REFERENCES

REFERENCES
1. Newspapers: The Hindu, The Times of India, The Indian Express, The Economic Times,
5. Magazines: - Outlook, India Today, Sportstar, TIME

UNIT 1

UNIT 2
The Audience: Identifying target segments. Demographic, geographic, psychographic, values and lifestyles. Usage patterns and loyalty.
The Consumer: To understand the psychology behind consumer purchases and the process of buying decisions. The consumer learning process. Consumer behavior. Motivations, perception and influences. The consumer decision making process. The Consumer buying process.

UNIT 3
An introduction to e-marketing basics and the tools for e-marketing: Viral marketing/ Buzz marketing. Old media vs. digital media. Interactive media. Social media and mobile marketing.
Digital Advertising in the IMC mix. Principles of Internet marketing. Advertising, branding and communication on the Internet. Internet advertising formats, types and online tools.
Measuring effectiveness -Consumer motivations for using internet advertising.
Online Advertising effectiveness. Eye-tracking studies. Web advertising metrics.
Research on affiliation, frequency, reach and stickiness.
Creating digital advertisements.
UNIT 4

UNIT 5

REFERENCES

WEB REFERENCES
1. www.afaqs.com
2. www.campaignidia.com

NEWSPAPER REFERENCES
1. Economic times- Brand Equity
2. Business line: Catalyst
UNIT 1
Layers of Reporting: News Sources and developing contacts for reporting on each layer. Finding background - Interpretation and explanation.

UNIT 2
Beat Reporting: Building Beats, developing contacts; different beats – crime, education, courts, science, public administration, healthcare, arts and culture, politics.

UNIT 3
Electronic Sources: Documents and Databases for Journalists and Online Resources; Computer Assisted Reporting.

UNIT 4

UNIT 5

REFERENCES
changing times – demand for AV orientation for TV journalists – factors affecting composition of news teams.

UNIT 2

UNIT 3

UNIT 4

UNIT 5
News Reading – script writing for news readers – converting agency copies to broadcast style – Reading with the teleprompter – different presentation styles based on the nature of stories.

REFERENCES

UNIT 1
Opening perspectives on advertising: To understand the nuances of print, web, radio and television as an advertising medium.
Creative Strategy: Print- Creative brief. Message theme. The concept and elements of print advertisement design.
Introduction to the digital advertising space: The online advertising eco system.
Practice: Designing the print advertisement. Concept, Visualization and campaign continuity.
Ideation and developing concepts. Developing radio and television concepts- storyline

UNIT 2
Practice: To create a copy-heavy print ad campaign for product and service.

UNIT 3
Web: Theories on web effects. Web advertising formats. Social media marketing Audiences.
Advertisers: Engaging consumers with web, consumer segmentation.
Case study discussion on effective digital advertising.
Practice: Creating an Internet communication campaign

UNIT 4
Radio commercial production: Recording a radio spot. To execute the radio script to a recorded spot/jingle/dialogue/drama. Production process. Cutting the spot: Words, SFX, Music, Voice-overs.
Practice: Record the radio commercial based on the brief, using any method-jingle, dialogue, spot, announcement, explaining the format used.

UNIT 5
Mechanics of developing the storyboard.
Television commercials elements- Video, audio, music
Shot information; Distance- camera to image: LS, FS, MS, WS, CU, ECU, XCU
Camera movement: Zoom in and out. Dolly in and out. Pan right and left
Shot transition: Cut, dissolve, lap superimposition, wipe
Practice: To develop a television script and storyboard depicting the elements, shot information, camera movement and shot transition.

REFERENCES:

**WEB REFERENCES**
2. www.campaignindia.com

**NEWSPAPER REFERENCES**
1. Economic times- Brand equity
2. Business line: Catalyst