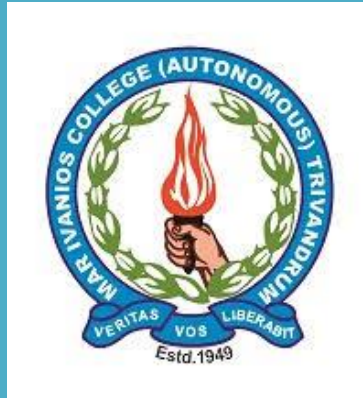


**MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM, KERALA**



**DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION**

**SYLLABUS OF B.A. FDP IN JOURNALISM AND
MASS COMMUNICATION**

**CHOICE BASED CREDIT & SEMESTER SYSTEM (CBCSS)
Career Related 2(a) Course**

2018

PREAMBLE

FDP in Journalism, Mass Communication and Video Production is a comprehensive UG programme which imparts both academic and professional training in the discipline of Mass Communication. The exponential growth and convergence of various media forms, rapid changes in the practice of journalism and popularity of visual formats demand well-trained, knowledgeable, skillful and ethical professionals. FDP in JMC&VP is designed in such a way that the students who are pursuing this course should have strong theoretical foundation in Mass Communication, proficiency in languages, thorough technical exposure and ethical approach towards the profession in Media. Thus, the three-year UG course is a platform for students to pursue a career in Media of their choice. The course is also offering substantial inputs to students who want to pursue an academic career in Mass Communication.

AIMS AND OBJECTIVES OF FDP IN JOURNALISM AND MASS COMMUNICATION

- To provide a strong theoretical foundation for students in the faculty of Mass Communication and to incorporate the practical aspects of the subject in day-to-day learning.
- To create an environment where students are to assume lead roles in the practice of Journalism.
- To cultivate expertise among students in the visual formats of Mass Communication.
- To promote an ethical and socially responsible attitude among students who wish to pursue a career in Journalism, Mass Communication and Video Production.

| FDP IN JOURNALISM AND MASS COMMUNICATION PROGRAMME OUTCOME | |
|---|---|
| PO1 | Informed Interaction: Critical observation of societal events, assimilation of facts in a logical order, analysis of facts and synthesis of information to perform informed interaction with the society |
| PO2 | Communication Skills: Effective communication skills to impart acquired knowledge and to elicit meaningful feedback |
| PO3 | Technical knowledge: Gathering technical knowledge to effectively function in a techno-centric environment. |
| PO4 | Ethical approach: Solidifying the progressive values to respond and act towards maintaining harmonious social relations. |
| PO5 | Democratic participation: Awareness about the democratic practices to intervene meaningfully in the functioning of socio-political institutions |
| PO6 | Knowledge addition: Stimulating knowledge updation and inculcating research habits to contribute by focused learning of theories and methods |
| PO7 | Seeking excellence: Nurturing thoughts to move towards excellence and making it a habit not to satisfy with the predictable and routine outcomes. |
| PO8 | Creative thinking: Instilling practices of thinking out of the box and imbibe creativity in individual outputs |
| PO9 | Journalistic Skills: Knowing, understanding and presenting information of value and interest to mass. |
| PO10 | Visual perception: Appreciating visual language and producing meaningful designs and visual content. |
| PO11 | Group work: Goal oriented actions with the group. Promoting leadership qualities and individual contributions. |

| FDP IN JOURNALISM AND MASS COMMUNICATION PROGRAMME SPECIFIC OUTCOMES | |
|---|--|
| PSO1 | Imparting theoretical foundation and framework of Mass Communication education and making the students thorough in the guiding principles of the field. |
| PSO2 | Attributing essential skills and knowledge of ethical Journalism practice through hands on training in both print and Audio-Visual media. |
| PSO3 | Exposing the students to research methods and improving their data analysis skills which would be helpful in practices of mass communication disciplines and academic research |
| PSO4 | Day to day interaction of students with real life events by engaging them in TV channel debates, seminars and news coverage. |

COURSE STRUCTURE AND SYLLABI OF CAREER RELATED FIRST DEGREE PROGRAMME UNDER CBCS (2a)

| | |
|-----------------------------|--|
| Programme | Journalism, Mass Communication and Video Production |
| Core Course | Journalism |
| Vocational Course | Mass Communication and Video Production |
| Complementary Course | Creative Writing |

SUMMARY OF THE COURSE STRUCTURE

| Courses | Semester | No. of courses | Hrs/week | Credits |
|---|-----------------|-----------------------|-----------------|----------------|
| Language Course- a) English | I,II,III&IV | 4 | 20 | 12 |
| Language Course- b) Additional language | I,II | 2 | 10 | 6 |
| Foundation Courses | I,III | 2 | 5 | 5 |
| Core Courses | All semesters | 12 | 46 | 40 |
| Vocational Courses | All semesters | 10 | 37 | 34 |
| Complementary Courses | I,II,III and IV | 4 | 20 | 16 |
| Open Course | V | 1 | 3 | 2 |
| Elective Course | VI | 1 | 3 | 2 |
| Project | V,VI | 1 | 6 | 4 |
| Total => | | 37 | 150 hrs | 121 credits |

PATTERN OF THEORY QUESTION PAPERS FOR ALL SEMESTERS

| Question Type | Total number of Questions | Number of Question to be answered | Marks for each Questions | Total Marks |
|--|----------------------------------|--|---------------------------------|--------------------|
| Very short answer type(One word to Maximum of 2 sentences) | 10 | 10 | 1 | 10 |
| Short answer(Not to exceed one paragraph) | 12 | 8 | 2 | 16 |
| Short essay(Not to exceed 120 words) | 9 | 6 | 4 | 24 |
| Long essay | 4 | 2 | 15 | 30 |
| Total | 35 | 26 | | 80 |

OPEN AND ELECTIVE COURSES

During the First Degree Programme, students have to undergo one open course and one elective course in their fifth and sixth semesters respectively. The open course offered by the

department of Journalism and Mass Communication can be opted by students from other departments during their fifth semester. Students of JMC can opt a course from the elective courses offered by the department of JMC during their sixth semester.

| Open Courses | | | |
|--------------|------------------------------|----------|---------|
| Course code | Course Name | Hrs/Week | Credits |
| AUJC 581.a | Film Appreciation | 3 | 2 |
| AUJC 581.b | Inter Cultural Communication | 3 | 2 |

| Elective Courses | | | |
|------------------|-----------------------|----------|---------|
| Course code | Course Name | Hrs/Week | Credits |
| AUJC 691.a | Multimedia Production | 3 | 2 |
| AUJC 691.b | Science Journalism | 3 | 2 |

EVALUATION AND GRADING

The Evaluation of each course shall consist of two parts.

- 1) Continuous Evaluation (CE) or Continuous Assessment (CA)
- 2) End Semester Evaluation (ESE) or End Semester Assessment (ESA)

There shall be a maximum of 80 marks for ESE/ESA and maximum of 20 marks for CE/CA for all Courses (Theory and Practical). A student shall be permitted to appear for the End Semester Examinations for any semester (practical/theory) if the student secures not less than 75% aggregate attendance for all the courses taken together during the semester. Grades are given on a 7-point scale based on the total percentage of mark (CE+ESE) as given below.

| Criteria for Grading | | |
|----------------------|-------------|----------------|
| Percentage of marks | CCPA | Letter Grade |
| 90 and above | 9 and above | A+ Outstanding |
| 80 to < 90 | 8 to < 9 | A Excellent |
| 70 to < 80 | 7 to < 8 | B Very Good |
| 60 to < 70 | 6 to < 7 | C Good |
| 50 to < 60 | 5 to < 6 | D Satisfactory |
| 40 to < 50 | 4 to < 5 | E Adequate |
| Below 40 | < 4 | F Failure |

The following are the distribution of CA/CE marks for the theory courses of UG programmes

| Theory Courses | Mark distribution [Maximum marks] |
|---------------------|-----------------------------------|
| Test | 10 |
| Assignment/ Seminar | 5 |
| Attendance | 5 |

TEST: (MAX. MARKS - 10)

For each Course there shall be one internal test during a semester. This will be a model examination for three hours and will be based on the question paper pattern for the End Semester Examination. It is mandatory that all students must appear for this test. There will be no provision for retest on the basis of absence in the test. The scheme and question paper pattern for the test paper as well as for the End Semester Examination will be prepared by the Board of Studies.

ATTENDANCE: (MAX. MARKS - 5)

A Student must secure a minimum of 75% aggregate attendance for all the courses of a semester taken together to become eligible to register for each End Semester Examination. The attendance percentage will be calculated from the day of commencement of the semester to the last working day of that semester. Attendance eligibility will be checked both at the time of registration for the End Semester Examination as well as at the time of issue of the hall tickets. Those students who fail to secure the minimum aggregate attendance will have to repeat the semester with the next batch by seeking re-admission. The award of attendance for CE/CA shall be given course-wise. A student who fails to get 75% attendance can apply for condonation from the college, if duly recommended by the Faculty Advisor and Head of the Department, for a maximum of 10 days in a semester for valid reasons, twice during the entire programme. Condonation thus granted shall not be considered for the award of CE marks. A student who seeks condonation on genuine medical grounds should produce a medical certificate clearly stating the inability of the student to attend classes with the recommendation of the Faculty Advisor and Head of the Department on condition that the matter pertaining to leave of absence has been given in writing by the parent/guardian to the concerned Head of the Department within 3 working days from the commencement of leave. The decision of the Principal shall be final in such matters. Reappearance of course(s) will be distinctly indicated in the final mark/grade sheet. Marks shall be allotted for course-wise attendance, for individual courses in which a student has registered, as follows:

| ATTENDANCE (%) | MARKS |
|----------------|---------|
| Less than 75% | 0 mark |
| 75% | 1 mark |
| 76 to 80% | 2 marks |
| 81 to 85% | 3 marks |
| 86 to 90% | 4 marks |
| Above 90% | 5 marks |

ASSIGNMENTS/ SEMINARS: (MAX. MARKS 5)

Each student shall be required to do one assignment or seminar for each Course. The seminars shall be organized by the teacher/teachers in charge of CA and the same shall be assessed by a group of teachers including the teacher/ teachers in charge of that Course. Assignments/Seminars shall be evaluated on the basis of their quality. The teacher shall

define the expected quality of an assignment in terms of structure, content, presentation etc. and inform the same to the students. Due weight shall be given for punctuality in submission. The Seminar will be evaluated in terms of structure, content, presentation, interaction etc and carried out/conducted in supervision with the concerned department.

INTERNSHIP

One month Internship in any media firm after the second academic year of the programme during the vacation is an essential requirement for the completion of the course. The Internship Report along with candidates evaluation and certificate from media firm shall be submitted to the department.

VIDEO PROJECT (PRACTICAL)

During the fifth semester of the course all students must complete a video project and submit it to the department as per the directions of the project supervisor. The submitted visual productions will be evaluated through a viva voce examination.

PROJECT/DISSERTATION WORK:

For each First Degree Programme there shall be a Project/Dissertation Work. The Project/Dissertation work can be done either individually or by a group not exceeding five students. However, Viva-Voce based on the Project/Dissertation work shall be conducted individually.

The topics shall either be allotted by the supervising teacher or be selected by the students in consultation with the supervising teacher. The report of the Project/ Dissertation shall be submitted to the Department in duplicate before the completion of the sixth semester. There shall be no continuous assessment for Dissertation / Project work. A Board of two Examiners (Internal-1 and External-1) appointed by the Controller of Examination shall evaluate the report of the Project/Dissertation work. The detailed guidelines regarding the conduct and evaluation of the Project/Dissertation will be framed by the Boards of Studies.

ADMISSIONS:

The admission to the FDP in JMC&VP will be as per the rules and regulations of the University of Kerala. The dept. of JMC&VP will conduct an aptitude test for the applicants. A weightage of 50% will be added from the marks scored in the aptitude test for finalizing the rank list for admissions.

DETAILED COURSE STRUCTURE

| SEMESTER I | | | | |
|--|---|------------------------|-----------------|----------------|
| Course Code | Course Title | Course Type | Hrs/week | Credits |
| AUEN 111.4 | English I | Language Course I | 5 | 3 |
| AUFR 111.4 AUHN 111.4 AUML 111.4 | Additional Language I(French, Hindi or Malayalam) | Language Course II | 5 | 3 |
| AUJC 121 | Methodology and Theories of Mass Communication | Foundation Course I | 2 | 2 |
| AUJC 141 | Introduction to Mass Communication | Core Course 1 | 3 | 3 |
| AUJC 142 | Reporting | Core Course 2 | 2 | 3 |
| AUJC 151 | Editing | Vocational Course 1 | 3 | 2 |
| AUML 131 | <i>SargathmakaRachana: ThathwavumAvishkaravum</i> | Complementary Course I | 5 | 4 |
| Total | | | 25 | 20 |

| SEMESTER II | | | | |
|--|---|-------------------------|-----------------|----------------|
| Course Code | Course Title | Course Type | Hrs/week | Credits |
| AUEN 211.4 | English II | Language Course III | 5 | 3 |
| AUFR 211.4 AUHN 211.4 AUML 211.4 | Additional Language II (French, Hindi or Malayalam) | Language Course IV | 5 | 3 |
| AUJC 241 | History of Mass Media in India | Core Course3 | 4 | 4 |
| AUJC 251 | Basics of Audio–Visual Communication | Vocational Course 2 | 6 | 4 |
| AUML 231 | <i>MadhyamaRachana: ThathwavumAavishkaravum</i> | Complementary Course II | 5 | 4 |
| Total | | | 25 | 18 |

| SEMESTER III | | | | |
|---------------------|---------------------------------------|--------------------------|-----------------|----------------|
| Course Code | Course Title | Course Type | Hrs/week | Credits |
| AUEN 311.4 | English III | Language Course V | 5 | 3 |
| AUJC 321 | Radio Broadcasting | Foundation Course2 | 3 | 3 |
| AUJC 341 | Magazine Journalism | Core Course 4 | 4 | 4 |
| AUJC 351 | Photo Journalism | Vocational Course3 | 4 | 4 |
| AUJC 352 | Introduction to Television Production | Vocational Course4 | 4 | 4 |
| AUEN 331 | English | Complementary Course III | 5 | 4 |
| Total | | | 25 | 22 |

| SEMESTER IV | | | | |
|--------------------|------------------------------|---------------------|-----------------|----------------|
| Course Code | Course Title | Course Type | Hrs/week | Credits |
| AUEN 411.4 | English IV | Language Course VI | 5 | 3 |
| AUJC 441 | PR & Corporate Communication | Core Course 5 | 4 | 4 |
| AUJC 442 | Advertising | Core Course 6 | 4 | 4 |
| AUJC 451 | Introduction to Cinema | Vocational Course 5 | 3 | 2 |

| | | | | |
|----------------|-------------------------|-------------------------|----|----|
| AUJC 452 | Television Broadcasting | Vocational Course 6 | 4 | 2 |
| AUEN 431.4b | English for Media | Complementary Course IV | 5 | 4 |
| Total | | | 25 | 19 |

| SEMESTER V | | | | |
|-------------|------------------------------|--------------------|----------|---------|
| Course Code | Course Title | Course Type | Hrs/week | Credits |
| AUJC 541 | Malayalam Journalism | Core Course 7 | 5 | 4 |
| AUJC 542 | Mass Media Management | Core Course 8 | 3 | 3 |
| AUJC 543 | Media Laws and Ethics | Core Course 9 | 3 | 3 |
| AUJC 551 | Documentary Film | Vocational Course7 | 4 | 4 |
| AUJC 55P I | Video Project(Practicals) | Vocational Course8 | 4 | 4 |
| AUJC 581.a | Film Appreciation | Open course 1 | 3 | 2 |
| OR | | | | |
| AUJC 581.b | Inter Cultural Communication | Open Course 1 | do | Do |
| AUJC 544 | Project | | 3 | - |
| Total | | | 25 | 20 |

| SEMESTER VI | | | | |
|---------------|--------------------------------|----------------------|----------|---------|
| Course Code | Course Title | Course Type | Hrs/week | Credits |
| AUJC 641 | Development Communication | Core Course 10 | 3 | 2 |
| AUJC 642 | Business Journalism | Core Course 11 | 4 | 3 |
| AUJC 643 | Advanced Television Production | Core Course12 | 4 | 3 |
| AUJC 651 | Introduction to Cyber Media | Vocational Course 9 | 4 | 4 |
| AUJC 652 | Media and Society | Vocational Course 10 | 4 | 4 |
| AUJC 691.a | Multimedia Production | Elective Course 1 | 3 | 2 |
| OR | | | | |
| AUJC 691.b | Science Journalism | Elective Course 1 | -do- | -do- |
| AUJC 644 | Project | | 3 | 4 |
| Total | | | 25 | 22 |

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|---------------------------------------|------------|
| Total Credits of the Programme | 121 |
|---------------------------------------|------------|

SEMESTER I

INTRODUCTION TO MASS COMMUNICATION

| | | | |
|----------------------------------|--|-------------------|------------------|
| Course code: AUJC 141 | Core Course 1 | 3 Hrs/Week | 3 Credits |
| Objective | The course exposes the students to the basics of communication studies and familiarize them with different perspectives exist in this faculty. The concepts of the communication are discussed to evaluate and apply in Mass Media applications. The students are encouraged to build a foundation for themselves for advanced studies in communication through this course. | | |
| COURSE OUTCOMES | | | |
| CO1 | Acquisition of systematic knowledge of communication process, models, types and related concepts | | |
| CO2 | Understanding of various concepts of Mass Communication and types of Mass Media | | |
| CO3 | Exploration of contemporary trends in Mass Communication and Mass Media | | |
| CO4 | Tracing the historical aspects of Indian Print Media and gain deeper understanding of current practices related to print journalism | | |
| COURSE MODULES | | | |
| Module 1 | What is communication? – definitions – evolution of human communication – elements and process of communication – types of communication – intrapersonal, interpersonal, group and mass communication – communication barriers – 7c's of communication | | |
| Module 2 | Characteristics, functions and elements of mass communication – types of mass media: print, radio, film, TV, internet – a comparison of the scope and limitations of print and broadcast media, online media and its potential | | |
| Module 3 | Models of communication – Rhetoric model – Shannon & Weaver model – SMCR model – Lasswell's model – Schramm's model – Circular model – Dance model – New Comb's model – Gerbner's model | | |
| Module 4 | Milestones in the history of printing and Indian print media; Contributions of James Augustus Hicky, James Silk Buckingham, Serampore Missionaries, Raja Rammohan Roy and Mahatma Gandhi to Indian Journalism- Indian press in the post-independence period- Contributions of Pothen Joseph, Kuldip Nayar & B. G. Varghese - milestones in the history of radio and television in India, growth of communication technology and its impact in the society, globalization and media - Hyperlocal journalism | | |

| BOOKS FOR STUDY AND REFERENCE | |
|--|--|
| Kumar, Keval J. (2010), Mass Communication in India, New Delhi, Jaico Publishers | |
| Hasan, Seema (2010), Mass Communication: Principles and Concepts, New Delhi, CBS Publishers | |
| Fiske, John (1996), Introduction to Mass Communication Studies, London, Routledge | |
| Mc Quail, Dennis (2000), Mass Communication Theory: An Introduction, London, Sage | |
| Baran, Stanley J. & Dennis K. Davis (2006), New Delhi, Cengage Learning India | |
| Vivian, John (2013), The Media of Mass Communication, New Delhi, PHI Learning | |
| Vilani, J. V. (2003), Growth and Development of Mass Communication in India, New Delhi, NBT | |
| Bhargava, G. S. (2012), The Press in India: An Overview, New Delhi, NBT | |
| Jeffrey, Robin (2011), India's Newspaper Revolution – Capitalism, Politics and the Indian-Language Press, New Delhi, OUP | |
| Thomas, M. V. (2005), Bharathiya Pathracharithram, Thiruvananthapuram, KSLI | |

| REPORTING | | | |
|----------------------------------|--|-------------------|------------------|
| Course code: AUJC 142 | Core Course 2 | 2 Hrs/Week | 3 Credits |
| Objective | Skill development to identify news worthy events as well as knowledge in various concepts that determines news values are achieved through this course. Reporting for both print and electronic media, news room operations and current trends in reporting are discussed in this course to equip the students to handle real life situations. | | |
| COURSE OUTCOMES | | | |
| CO1 | Get to know the guiding principles of news and news values | | |
| CO2 | Understanding of the functioning of the reporting wing of a news organization | | |
| CO3 | Gaining of practical knowledge in reporting matters of interest to public | | |
| CO4 | Acquisition of knowledge in doing specialised reporting, news planning and various presentation formats | | |
| COURSE MODULES | | | |
| Module 1 | What is news? – news values – the basics of reporting – news gathering techniques – news structure – types of news – hard news & soft news – news sources- news conference – meet the press – news agencies | | |
| Module 2 | Reporter's duties and responsibilities –beat reporting – specializations-organizational structure of a newspaper – the functioning of a news bureau | | |
| Module 3 | News planning – covering events – reporting politics, economic matters, | | |

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| | sports, disasters, crime, court, civic issues, science & technology, elections, development etc. – reporter as an investigator – the art of interviewing |
| Module 4 | Reporter's copy – chronological, inverted pyramid and other formats – different types of leads |
| BOOKS FOR STUDY AND REFERENCE | |
| Fedler, Fred, John R. Bender, Lucinda Davenport & Michael W. Drager (2001), Reporting for the Print Media, New York, OUP | |
| Keeble, Richard (2001), The Newspapers Handbook, London, Routledge | |
| Metz, William (1990), News Writing: From Lead to 30, New Jersey, Prentice Hall | |
| Shaju, P. P. (2014), Writing for the Media, Calicut University | |
| Brooks, Brian & James L. Pinson (1997), Working with Words: A Concise Handbook for Media Writers and Editors, New York, St. Martin's Press | |

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|------------------------------|---|-------------------|------------------|
| EDITING | | | |
| Course code: AUJC 151 | Vocational Course 1 | 3 Hrs/Week | 2 Credits |
| Objective | To train the students in the art of editing. To impart the technique of learning accuracy in writing. | | |
| COURSE OUTCOMES | | | |
| CO1 | Understanding the principles of news editing, translation and packaging content for print media | | |
| CO2 | Knowing the newsroom operations, functioning of various departments and work flow | | |
| CO3 | Getting trained in page design, technical tools, production and publication of newspapers | | |
| CO4 | Applying aesthetics, style and innovative formats in packaging a newspaper | | |
| COURSE MODULES | | | |
| Module 1 | What is editing? – rules and principles of editing – editing personnel – organisation of a news desk – editorial wing in general – planning and preparation by the editorial team | | |
| Module 2 | News room operations – news processing – editing for clarity and accuracy – objectivity – fairness – style book – handling reporter's copies and agency copies – press releases – translation | | |
| Module 3 | Headline writing – functions of headlines – principles of writing headlines – types of headlines – banner, skyline, kicker, deck, strap line, feature heads etc. – visual quality of newspaper – pictures – captions – cut lines – blurbs – | | |

| | |
|--|--|
| | infographics |
| Module 4 | Page make up – principles of page design – types of lay-outs – newspaper formats – broadsheet – tabloid – berliner – general pages – specialised pages – op-ed – letter’s to the editor – editorial writing – columns – features |
| BOOKS FOR STUDY AND REFERENCE | |
| Westly, Bruce (1972), News Editing, New York, Houghton Mifflin Company | |
| Baskette and Scissors (1986), The Art of Editing, New York, McMillan Publishing Company | |
| Saxena, Sunil (2006), Headline Writing, New Delhi, Sage | |
| Saxena, Ambrish (2007), Fundamentals of Editing and Reporting, New Delhi, Kanishka Publishers | |
| Stepp, Carl Sessions (2007), Writing as Craft and Magic, New Delhi, OUP | |
| Evans, Harold (1984), Newsman’s English, Handling Newspaper Text, News Headlines, Pictures on a Page & Newspaper Design (in 5 volumes), London, National Council for Training of Journalists | |

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|---|--|-------------------|------------------|
| METHODOLOGY AND THEORIES OF MASS COMMUNICATION | | | |
| Course code: AUJC 121 | Foundation Course 1 | 2 Hrs/Week | 2 Credits |
| Objective | This course builds a theoretical framework for students and helps them to understand the different perspectives of media content in different contexts. The course is a stepping stone to the academic knowledge in communication studies. | | |
| COURSE OUTCOMES | | | |
| CO1 | Understanding on the basic theories of Mass Communication Studies | | |
| CO2 | Exploration of the application value of theories of media studies in real life situations | | |
| CO3 | Exposure to the learning process of Mass Communication from the perspectives of media process, content and media consumers | | |
| CO4 | Analysis of the sociological and psychological dimensions of media studies and analysis | | |
| COURSE MODULES | | | |
| Module 1 | Origin of communication studies – communication studies as social science – psychological perspectives of communication – concepts of non-verbal communication – attitudinal change through communication – communication and language – the basics of semiotics | | |
| Module 2 | Media audience – the public and the public opinion – public sphere – | | |

| | |
|---|---|
| | persuasion and propaganda – gate keeping – hypodermic needle theory – two step flow – multi step flow – individual difference theory – agenda setting theory – the spiral of silence |
| Module 3 | Communication and society – theories of media effects and media use – Mc Luhan’s interpretation of mass media – reinforcement, catharsis, narcosis, uses and gratification, cultivation – learning – cognitive dissonance |
| Module 4 | Media dependency theory – selective processes – normative theories of the press |
| BOOKS FOR STUDY AND REFERENCE | |
| Fiske, John (1996), Introduction to Mass Communication Studies, London, Routledge | |
| Mc Quail, Dennis (2010), Mc Quail’s Mass Communication Theory, New Delhi, Sage | |
| Chaturvedi, B. K. & S. K. Mittal (2011), Mass Communication Principles and Practices, New Delhi. G V Publishing House | |
| Hasan, Seema (2010), Mass Communication: Principles and Concepts, New Delhi, CBS Publishers | |
| Narula, Sumit (2011), Mass Communication: Theory and Practice, New Delhi, Regal Publishers | |
| Berger, Arthur Asa (2012), Media Analysis Techniques, New Delhi, Sage | |
| Katz, Elihu (1981), Mass Media and Social Change, London, Sage | |

SEMESTER II

| | | | |
|--|---|-------------------|------------------|
| INTRODUCTION TO ENVIRONMENTAL STUDIES | | | |
| Course code: AUJC 241 | Core Course 3 | 4 Hrs/Week | 4 Credits |
| Objective | This course is aimed at imparting the values of environmental conservation and to create awareness about sustainable development and management of environmental hazards. | | |
| COURSE OUTCOMES | | | |
| CO1 | Understanding of the importance of sustainable development by keeping the environmental resources intact for future generations | | |
| CO2 | Gaining scientific knowledge about environment, eco system, energy sources | | |

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|------------|---|
| | and factors influencing the deterioration nature and environment |
| CO3 | Analysis of effective management of natural resources, conservation of such sources and causes of natural and man-made disasters |
| CO4 | Sensitisation of ill effects of global warming, climate change and the international debates on such issues, legal framework for environment conservation, social impact of the unsustainable development programmes and gain awareness lessons through field trip. |

COURSE MODULES

| | |
|-----------------|--|
| Module 1 | What is environment; how do we protect and conserve our environment; scope and importance of the public awareness about environment studies; multidisciplinary nature of environmental studies |
| Module 2 | Renewable and non-renewable resources in nature – forest, water, minerals and metals & food; use and overuse of natural resources; effects of modern agricultural practices; water and salinity; energy resources and use of alternative sources of energy; land resources and the problems of land degradation, landslides, soil erosion and desertification; equitable use of resources for sustainable development and the role of individuals in conservation of natural resources |
| Module 3 | Structure and functions of an ecosystem; food chains, food webs and ecological pyramids; brief introduction to forest ecosystem, grassland ecosystem, desert ecosystem and aquatic ecosystem |
| Module 4 | Biodiversity and its conservation; threats to biodiversity; conservation of biodiversity; biodiversity issues in India; environmental pollution (in air, water, soil and seas); noise pollution, thermal pollution, nuclear hazards; solid waste management; disaster management (flood, earth quake, cyclone and landslides). |
| Module 5 | Social issues and sustainable development initiatives – urban problems related to energy; water conservation (rain water harvesting & watershed management); resettlement and rehabilitation of people evacuated from project areas; climate change and global warming; acid rain and ozone layer depletion, nuclear accidents and holocaust; conservation of wastes; Environment Protection Acts and Rules in India; role of information technology in environment and human health. |
| Module 6 | Conduct of case studies of environment problems at the local level |

BOOKS FOR STUDY AND REFERENCE

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|---|
| Agarwal, K. C. Environmental Biology. Bikaner: Nidhi Publications, 2001. |
| Barucha, E. The Biodiversity of India. Ahmedabad: Mapin Publishing, 2000. |
| Heywood, V. H. & Watson R. T. Global Biodiversity Assessment, London: Cambridge UP, 1995. |
| Brunner, R. C. Hazardous Waste Incinerator, New York: McGraw Hill, 1989. |
| Clark, R. S. Marine Pollution, Oxford UP, 2000. |

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| Cunningham, W. P. Cooper et al. Environmental Encyclopedia. Mumbai: Jaico Publishers, 2001. |
| Jadhav, H. & Bhosle V. M. Environment Protection and Laws. Delhi: Himalaya Publishing, 1995. |
| Rao, M. N. & Datta A. K. Waste Water Treatment. New Delhi: Oxford UP & IBH, 1987. |
| The Biological Diversity Act 2002 (along with National Green tribunal Act 2010, Biological Diversity Rules 2004, UN Convention on Biological Diversity & Johannesburg Declaration on Sustainable Development 2002). Delhi: Professional Book Publishers, 2013. |
| Ramakrishnan, P. S. Ecology and Sustainable Development: Working with Knowledge Systems. Delhi: NBT, 2013. |
| Rao, Nitya. Good Women Do Not Inherit Land: Politics of Land and Gender in India. New Delhi: Orient Blackswan, 2008. |
| Prabhakaran, G. Silence of the Lambs. New Delhi: Media House, 2014. |
| Joseph, James. God's Own Office. London: Penguin Books, 2014. |
| Pokkudan, Kallen. Kandal Kadukalkkidayil Ente Jeevitham. Thrissur: Green Books, 2013. |
| Sujanapal P. et al. Susthira Oushada Sasya Krishi. Thrissur: State Medicinal Plants Board, Kerala, 2008. |
| Kasturi Rangan Report. Kozhikodu: Info Friend Publications, 2013. |
| Thazhakkara, Muralidharan. Krishiyile Naatarivu. Thiruvananthapuram: KSLI, 2012. |
| Vijayaraghavan Nair, K. V. Paristhithiyum Kandal Kadukalum. Thiruvananthapuram: KSLI, 2014. |
| Suseela P. Jalavum Jala Samrakshanavum. Thiruvananthapuram: KSLKSLI, 2014. |
| Miller, T. G. Environmental Science. New York: Wadsworth, 2000. |

BASICS OF AUDIO-VISUAL COMMUNICATION

| Course code: AUJC 251 | Vocational Course 2 | 6 Hrs/Week | 4 Credits |
|--------------------------|--|------------|-----------|
| Objective | This course aims at imparting basic scientific knowledge in sound and visuals. The course will help the students to easily understand the audio- visual media tools which are used in broadcasting and video production. | | |
| COURSE OUTCOMES | | | |
| CO1 | Knowledge in technical and content oriented aspects of Audio-Visual Media | | |
| CO2 | Understanding of principles of sound and how it can effectively utilised for communication | | |
| CO3 | Exposure to the visual language and basic theories of visual communication | | |
| CO4 | Describe the theories of light and sound | | |

| COURSE MODULES | |
|--|--|
| Module 1 | Evolution of audio – visual communication – functions of AV communication – features – scope and limitations – types of AV media |
| Module 2 | Elements of audio communication – listening process – evolution of sound – ear and brain experiments with sound -theory of sound – components of sound – frequency – pitch – amplitude – sound wave – wave length – basics of acoustics – audio elements – voice-music – sound effects – role of silence |
| Module 3 | Elements of visual communication – theory of light – visual perception – eye and brain in visual decoding – colour – form – depth – movement – visual language – fundamentals of graphics |
| BOOKS FOR STUDY AND REFERENCE | |
| Defleur, Melvin L., Fundamentals of Human Communication | |
| Dominick, Joseph R., The Dynamics of Mass Communication, New Delhi, Mc Graw Hill | |
| Massaris, Visual Persuasion | |
| Hearn D. & Baker P. M., Computer Graphics | |
| Alten, Stanley R. (2005), Audio in Media, New Delhi, Cengage Learning | |
| Mirzoeff, Nicholas, An Introduction to Visual Culture, London, Routledge | |
| Slot G. (1960), Microphone to Ear, London, Mc Millan | |

SEMESTER III

| RADIO BROADCASTING | | | |
|---------------------------------|---|-------------------|------------------|
| Course code: AUJC 321 | Foundation Course 2 | 3 Hrs/Week | 3 Credits |
| Objective | Different radio formats and their production aspects are studied through this course. The course also seeks to impart skills in writing for the ear and its co-existence with available technologies. | | |
| COURSE OUTCOMES | | | |
| CO1 | Provide in-depth understanding of the concept, role and significance of Radio as a mass medium | | |
| CO2 | Acquaint students with the best practices of Radio Journalism | | |
| CO3 | To train the students in the art and craft of Radio Journalism | | |
| CO4 | Provide knowledge and training in digital audio technologies | | |

| COURSE MODULES | |
|--|---|
| Module 1 | Evolution of radio as a medium – a short history of broadcasting in India – characteristics of radio as a mass medium |
| Module 2 | Frequency spectrum – AM – FM – short wave - long wave – satellite radio - internet radio – frequency – pitch – amplitude – timbre |
| Module 3 | Radio formats – writing for radio – radio talk – interview – radio drama – running commentary – documentaries – characteristics of each format |
| Module 4 | Radio news – news room operation – news format – news writing – news presentation – structure of news bulletins |
| Module 5 | Programme recording – various types of microphones – speakers – headphones – recording software – special effects – mixing and dubbing – sound format |
| BOOKS FOR STUDY AND REFERENCE | |
| McLeish, Robert (2001), Radio Production, London, Focal Press | |
| Vinod Pavarala and Kanchan K Malik, Other Voices | |
| Michael Talbot, Sound Engineering Explained | |
| K. Tim Wulfeme, Radio-TV News Writing | |
| Paul Chantler, Basics Radio Journalism | |
| U. L. Baruah, This is All India Radio, New Delhi, Publications Division | |
| Hausman, Carl Benoit, Philip and O'Donnel, Lewis (2000), Modern Radio Production- Production and Performance, London, Wadsworth Thomson Learning | |
| Ted White, Broadcast News Writing, Reporting and Producing, London, Focal Press | |

| MAGAZINE JOURNALISM | | | |
|---------------------------------|--|-------------------|------------------|
| Course code: AUGC 341 | Core Course 4 | 4 Hrs/Week | 4 Credits |
| Objective | Through this course students would be familiar with various writing styles for magazines, topic selection, new trends in feature writing etc. The narratives in journalism are discussed here. | | |
| COURSE OUTCOMES | | | |
| CO1 | Analyse the content various types of magazines published from India | | |
| CO2 | Distinguish between the journalism practices and styles employed in magazine journalism and newspaper journalism | | |
| CO3 | Acquisition skills in magazine design and content generation | | |
| CO4 | Understand the nuances of feature writing and construction of long form narratives | | |

| COURSE MODULES | |
|---|--|
| Module 1 | Types of magazines – general interest magazines – special interest magazines – news magazines – literary magazines – scientific magazines and research journals – online magazines |
| Module 2 | Magazine journalism in India – magazine journalism v/s newspaper journalism – current trends in magazine journalism |
| Module 3 | Content in magazines – articles – features – reviews – columns – cartoons – photos for magazines |
| Module 4 | Magazine design – design formats – cover design – use of space in magazines – free make up – layout – typography – use of infographics – colour selection |
| Module 5 | Feature writing- news, features and fiction – analysis- writing features- lead, body, conclusion- picture selection |
| BOOKS FOR STUDY AND REFERENCE | |
| Summer, David E. & H. G. Miller (2006), Feature and Magazine Writing, New Delhi, Surjeet Publications | |
| Antony Davis (1988), Magazine Journalism Today, London, Heinemann Professional Publishing | |
| Robert Root (1996), Modern Magazine Editing, New York, Brown Publishers | |
| Roy Paul Nelson (1978), Articles and Features, New York, Houghton Mifflin Co. | |
| Jenny Mc Kay (2000), The Magazine Handbook, London, Routledge | |
| John Morrish (1996), Magazine Editing, London, Routledge | |
| Jill Dick (2004), Writing for Magazines, New Delhi, Unistar Books | |

| PHOTO JOURNALISM | | | |
|---------------------------------|---|-------------------|------------------|
| Course code: AUJC 351 | Vocational Course 3 | 4 Hrs/Week | 4 Credits |
| Objective | This course aims to train students in the fundamentals of photography and give them professional training to socialize in news photography. | | |
| COURSE OUTCOMES | | | |
| CO1 | Understand the basics of photo journalism, difference of photography and photo journalism and knowledge in legal and ethical considerations of photo journalism | | |
| CO2 | Acquire skills in photography, knowing the fundamentals, updated know-how of technology | | |

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|--|--|
| CO3 | Explore the term 'visual quality'- application of visual considerations in print designs using photographs |
| CO4 | Discern various types of photography and acquire skills to perform the tasks |
| COURSE MODULES | |
| Module 1 | A short history of photo journalism – photography as a form of communication – relevance of photography in journalism – world famous pictures |
| Module 2 | Functions of a photo journalist – features of photo journalism – duties of photo journalists – selecting subjects – covering events – legal and ethical consideration |
| Module 3 | Handling cameras – types of still cameras – lenses – filters – focusing – shutter speed – aperture-exposure – lighting – depth of field – composition – digital technology |
| Module 4 | Photo feature – portraits – sports photos – photo editing – photo captions – cut lines – photo editing software |
| BOOKS FOR STUDY AND REFERENCE | |
| Keene, Martin (1995), Practical Photo Journalism: A Professional Guide, Oxford Focal Press | |
| Ken Muse, Basic Photo Text | |
| Newnes, Basic Photograph | |
| Rothsteline, Photo Journalism | |
| Laurence Mallory, The Right Way to Use a Camera | |
| Bergin, Photo Journalism Manual | |
| Milten Feinberg, Techniques of Photo Journalism | |

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|--|---|-------------------|------------------|
| INTRODUCTION TO TELEVISION PRODUCTION | | | |
| Course code: AUJC 352 | Vocational Course 4 | 4 Hrs/Week | 4 Credits |
| Objective | The technical and aesthetic aspects of television production, steps involved in the production, from idea generation to telecast, are being discussed in this course. The course also covers video editing and the logic in weaving visuals to form a complete programme. | | |
| COURSE OUTCOMES | | | |
| CO1 | Understanding various genres of television and build a historic knowledge about the medium | | |

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|------------|---|
| CO2 | Acquire skills in camera, lighting and sound- understanding the principles and theories of visual productions |
| CO3 | Know the art of visual editing; exposure to various editing methods |
| CO4 | Traverse through the stages of visual production by knowing the procedures involved in a systematic manner |

COURSE MODULES

| | |
|-----------------|---|
| Module 1 | Evolution of TV as a medium – global scenario – characteristics of the medium – potential and limitations |
| Module 2 | Television camera – camera movements – shot composition – scene – sequence – camera angles - visual language – types of cameras – white balance – camera operation basics – lens system |
| Module 3 | Lighting – indoor and outdoor – lighting – types of light – white/black intensity – colour – temperature |
| Module 4 | Sound – natural sound – dubbing – sync sound – background music – types of microphones - sound design |
| Module 5 | Evolution of editing – editing principles – functions – transition devices – linear and non linear editing – online and off line editing – editing of different TV genres – editing in the digital era – computer graphics and animation techniques |
| Module 6 | Television production – pre production – production – post production |

BOOKS FOR STUDY AND REFERENCE

| |
|--|
| Ralph Donald and Thomas Spann, Fundamentals of Television Production |
| Herbert Zettl, Television Production Handbook, New York, Wadsworth |
| Ivan Cury, Directing and Producing for Television |
| Steve Wetton, Writing TV Scripts |
| Millerson, Gerald, Video Production Handbook |
| Gerald Anderson, The Technique of Television Production |
| Steven E Brown, Videotape Editing |
| John Halas and Roger Manuelle, The Technique of Film Animation |
| Gray Anderson, Video Editing and Post Production- A Professional Guide |

SEMESTER IV

PR & CORPORATE COMMUNICATION

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|---|--|-------------------|------------------|
| Course code: AUJC 441 | Core Course 5 | 4 Hrs/Week | 4 Credits |
| Objective | The course aims to train the students in the emerging fields of mass communication. The art of public relations is also thoroughly discussed in this course to enable the students to acquire knowledge and skills essential for job market. | | |
| COURSE OUTCOMES | | | |
| CO1 | Impart knowledge about PR concept and its importance | | |
| CO2 | Understanding the importance of organizational image | | |
| CO3 | Know how to develop PR programmes | | |
| CO4 | Understand the importance of creating and maintaining better media relations. | | |
| COURSE MODULES | | | |
| Module 1 | Public relations – definitions – origin and development of PR – objectives and functions of PR – qualities of PR personnel – difference between PR and journalism | | |
| Module 2 | Definitions – evolution, role and scope of corporate communication – concepts of corporate identity – corporate image – corporate functions – tools of corporate communication | | |
| Module 3 | Propaganda – publicity and public relations – advertising v/s PR – public opinion – PR tools – PR and social responsibilities | | |
| Module 4 | PR campaigns – stages of PR campaigns – crisis management – media relation – community relation – PR code – public sector and private sector PR – professional organizations – IPRA – PRSI | | |
| BOOKS FOR STUDY AND REFERENCE | | | |
| Joseph Fernandez, Corporate Communications | | | |
| Scott M. Cutlip and Allen, Effective Public Relations | | | |
| Alison Theaker, The Public Relations Handbook | | | |
| C. S. Rayadu and K. R. Balan, Principles of Public Relations | | | |
| B. N. Ahuja and S. S. Chhabra, Advertising and Public Relations | | | |

| ADVERTISING | | | |
|---|---|-------------------|------------------|
| Course code: AUJC 442 | Core Course 6 | 4 Hrs/Week | 4 Credits |
| Objective | Advertising is a very specialized area in mass communication where the aspirants require a special set of skills which can be acquired through observation and synthesis. The course structures a frame work for students who have aptitude in similar areas. | | |
| COURSE OUTCOMES | | | |
| CO1 | Impart historical understanding in the evolution of advertising | | |
| CO2 | Provide theoretical foundations of advertising to help delineate and imbibe its power as a persuasive mode of communication | | |
| CO3 | Attribute skills in the art and craft of advertising | | |
| CO4 | Exposure to advertising in various mass media forms | | |
| COURSE MODULES | | | |
| Module 1 | Evolution of advertising – definitions – functions – types of advertising | | |
| Module 2 | Economic and social aspects of advertising – effect of advertising -present status of advertising | | |
| Module 3 | Elements of advertising – principles of copy writing – visualization – advertisement script writing for visual media – radio advertisements | | |
| Module 4 | Media selection – media profile – advertising agencies – positioning – marketing role | | |
| Module 5 | Professional organizations – code of ethics – advertising as mass communication | | |
| BOOKS FOR STUDY AND REFERENCE | | | |
| Little Field and Krick Patrick, Mass Communication in Marketing | | | |
| W B Moriarty, Advertising: Principles and Practice | | | |
| George Belch, Advertising and Promotion | | | |
| B N Ahuja and S S Chhabra, Advertising and Public Relations | | | |
| S H Kazmi and SatishBatra, Advertising and Sales Promotion | | | |

| INTRODUCTION TO CINEMA | | | |
|--|--|-------------------|------------------|
| Course code: AUJC 451 | Vocational Course 5 | 3 Hrs/Week | 2 Credits |
| Objective | To enable the students explore films historically and critically. The course also introduces the basic steps in film making. | | |
| COURSE OUTCOMES | | | |
| CO1 | Analyse and understand Cinema as an art form. Trace the historical origins of cinema and its interactions with political and social life of mankind | | |
| CO2 | Learn the grammar of film language; Explore various film movements | | |
| CO3 | Understand the stages of film production | | |
| CO4 | Basic knowledge in sound and visual designs by getting exposure to editing and mixing tools | | |
| COURSE MODULES | | | |
| Module 1 | A short history of cinema – important movements in cinema – German expressionism – Italian neo realism – French new wave – Soviet montage – Latin cinema – Japanese cinema – Hollywood cinema – African cinema – Indian cinema | | |
| Module 2 | Pre-production – treatment – script – storyboard – schedule – location – art direction – casting | | |
| Module 3 | Production – camera – sound – art – cast | | |
| Module 4 | Post-production – visual editing – sound editing – distribution | | |
| Module 5 | Film language – shot – scene – cuts – transitions – film appreciation - Censorship- NFDC-FTII-Cinema as a contemporary art form | | |
| BOOKS FOR STUDY AND REFERENCE | | | |
| Nathan Abrams, Ian Bell, Jan Udris, Studying Film | | | |
| David K. Irving and Peter W. Rea, Producing and Directing Short Film and Video | | | |
| James Monaco, How to Read a Film | | | |
| Tom Holden, Film Making | | | |
| Susan Hayward, Key Concepts in Cinema Studies | | | |
| Antony Easthope, Contemporary Film Theory | | | |
| Bernard F Dick, Anatomy of Film | | | |
| Bruce Mamer, Film Production Techniques | | | |

| TELEVISION BROADCASTING | | | |
|--|---|-------------------|------------------|
| Course code: AUJC 452 | Vocational Course 6 | 4 Hrs/Week | 2 Credits |
| Objective | To impart theoretical as well as practical knowledge on Television Broadcasting and to train them in various phases of TV programming and TV journalism | | |
| COURSE OUTCOMES | | | |
| CO1 | Know the basics of programming for GECs and current affairs channels | | |
| CO2 | Understand the process of research for doing programmes for various TV genres. | | |
| CO3 | Study the principles of broadcast news writing and nuances of reporting for Television in both live and past situations | | |
| CO4 | Analysis of industrial requirements for TV broadcasting and knowing the legal and ethical aspects of TV broadcasts | | |
| COURSE MODULES | | | |
| Module 1 | Growth and development of Television in India- Television genres – general entertainment channel – soap opera – reality shows – game shows – youth programme – travelogue – film based shows etc – Infotainment channels – educational TV programmes – news & current affairs channels – business channels | | |
| Module 2 | Programme research-source of information – historical document – statistical document – professional journals – observation and interview – quantitative information – stages of scripting – ideas – one line treatment – detailed treatment – screenplay – shooting script – story board – script organization – opening – theme | | |
| Module 3 | Planning a news story – writing news stories for television – writing to pictures – case studies – intro – opening shot – SOT's – teasers – PTC – voice over – packaging etc – run down and panel production of news bulletins – TV news room structure – ENG – live broadcasts, planning and execution | | |
| Module 4 | Policy on TV Broadcasting- Broadcasting Bill- Ethics of Telecasting- Current trends in television broadcasting | | |
| BOOKS FOR STUDY AND REFERENCE | | | |
| Browzzard and Holgate, Broadcast News | | | |
| Fletcher, Professional Broadcasting | | | |
| Ted White, Broadcast News Writing, Reporting & Producing | | | |
| Gerald Millerson, Effective TV Production | | | |

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| Vasuki Belavadi, Video Production |
| Hebert Zettl, Television Production Handbook, Wardsworth Thomson Learning |
| Hebert Zettl, Video Basics, Wardsworth Thomson Learning |

INTERNSHIP

One month Internship in any media firm after the second academic year of the programme during the vacation is an essential requirement for the completion of the course. The Internship Report along with candidates evaluation and certificate from media firm shall be submitted to the department. **Failure to do so will result in the withholding of results of the concerned candidates in subsequent semesters.**

SEMESTER V

| MALAYALAM JOURNALISM | | | |
|--------------------------|---|------------|-----------|
| Course code: AUJC 541 | Core Course 7 | 5 Hrs/Week | 4 Credits |
| Objective | To explore the current trends and to gain historic understanding of the evolution of Malayalam journalism. | | |
| COURSE OUTCOMES | | | |
| CO1 | Understand the historical origins of Malayalam Journalism | | |
| CO2 | Study various genres of Malayalam Journalism | | |
| CO3 | Learn the current trends of journalism in Kerala | | |
| CO4 | Explore effective use of Malayalam language in journalism practices including visual media | | |
| COURSE MODULES | | | |
| Module 1 | Brief history of Malayalam press – Rajyasamacharam – Paschimodayam – Gnana Nikshepam – Malayalam newspapers during freedom struggle- Luminaries of Malayalam journalism Herman Gundert, Swadeshabhimani Ramakrishna Pillai, Devji Bhimji, Kesari Balakrishna Pillai, K. P. Kesava Menon, Kandathil Varghese Mappilai and C. V. Kunjiraman | | |
| Module 2 | Present status of the newspapers in Malayalam – new trends in circulation strategies — Public campaigns –city/metro publications and pullouts on various subjects and tabloidization - newspaper series on social issues | | |

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|---|---|
| Module 3 | Literary journalism in Malayalm Magazines- New trends in magazine publications – increase in visual content – sensationalisation of events – publication of scoops and exclusives – publication of specialized magazines - columns - Translation for Malayalam news media |
| Module 4 | Current trends in Malayalam Visual media- Malayalam language in visual media - Malayalam language in digital media |
| BOOKS FOR STUDY AND REFERENCE | |
| Bharatiya Patra Charitram - M V Thomas | |
| Patrangal Vichitrangal - K P Vijayan | |
| Vrithantha Patrapravarthanam - Swadeshabhimani Ramakrishna Pillai | |
| Malayala Patra pravarthana Charitram - Puthuppalli Raghavan | |
| Manmaranja Masikakal - Priyadarshan | |

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|------------------------------|--|-------------------|------------------|
| MASS MEDIA MANAGEMENT | | | |
| Course code: AUJC 542 | Core Course 8 | 3 Hrs/Week | 3 Credits |
| Objective | The course provides a basic know-how in modern management concepts and it further moves on to the managerial aspects of mass media. Those who are seeking a career in the management structure of mass media may get a good opportunity to expose themselves to this emerging field. | | |
| COURSE OUTCOMES | | | |
| CO1 | Exposure to modern management concepts with specific focus on mass media management | | |
| CO2 | Understand the organisational structures of various mass media organisations, roles and functions of personnel | | |
| CO3 | Explore the nature of ownership, functioning and liaisoning of various arms of the organisation | | |
| CO4 | Training in crisis management, promotion and outreach of mass media organisations | | |
| COURSE MODULES | | | |
| Module 1 | Principles of management – evolution of management concepts – need for efficient media management | | |
| Module 2 | Types of newspaper ownership – characteristics of each type – newspaper organization - financial management | | |

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|--|---|
| Module 3 | Problems of news organisations in India – management of three M’s – men, money and materials – sales promotion |
| Module 4 | Management of audio – visual media-radio, TV and film – organisation of news agencies |
| Module 5 | Reports of press commissions in India – enquiry committee on small newspapers – Varghese committee – Kuldip Nayar committee – Prasar Bharti |
| BOOKS FOR STUDY AND REFERENCE | |
| Track N. Sindhawani, Newspaper Economics and Management | |
| L. W. Rucker & Williams, Newspaper Organisation and Management | |
| Thomson F. Barnhart, Weekly Newspaper | |
| Arun Bhattacharya, Indian Press from Profession to Industry | |
| Orlik, Peter B. (1995), The Electronic Media, Massachusetts, Allyn and Bacon | |

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|---------------------------------|--|-------------------|------------------|
| MEDIA LAWS AND ETHICS | | | |
| Course code: AUJC 543 | Core Course 9 | 3 Hrs/Week | 3 Credits |
| Objective | To create awareness among students on various ethical issues involved in day-to-day journalism and provide a thorough understanding on the legal frame work within which mass media functions in India. | | |
| COURSE OUTCOMES | | | |
| CO1 | Understand Media Laws in India | | |
| CO2 | Learn about significance of ethics in the process of managing media | | |
| CO3 | Knowledge about Indian constitution and relevant Acts | | |
| CO4 | Understand the Laws related to Print and Broadcast media | | |
| COURSE MODULES | | | |
| Module 1 | Concept of the freedom of the press – fundamental rights and directive principles – freedom of speech and expression enshrined in Indian constitution – article 19 (1)a – reasonable restrictions | | |
| Module 2 | Types of law courts – judicial system in India – civil and criminal frame work – executive and judiciary – role of fourth estate | | |
| Module 3 | Defamation – libel and slander – possibilities and challenges | | |
| Module 4 | Contempt of court act – contempt of legislature – official secrets act – press and registration of books act – copy right act – drugs and magic remedies act – working journalist act – right to information | | |
| Module 5 | Media ethics – code of ethics – press council of India – censorship v/s self regulation – cyber laws in India | | |

| BOOKS FOR STUDY AND REFERENCE | |
|---|--|
| K. D. Umrigar, Media Laws | |
| Kundra S., Media laws and Indian Constitution | |
| Naresh Rao and Suparna Naresh, Media Laws: An Appraisal | |
| Karan Sanders, Ethics and Journalism | |
| Paranjoy Guha Thakurtha (2012), Media Ethics: Truth, Fairness and Objectivity, New Delhi, OUP | |

| DOCUMENTARY FILM | | | |
|----------------------------------|---|-------------------|------------------|
| Course code: AUJC 551 | Vocational Course 7 | 4 Hrs/Week | 4 Credits |
| Objective | The course provides theoretical knowledge on the historical evolution of documentary films and the current trends in this genre. It also discusses production aspects and hands-on training on documentary film making. This course improves the capability of students to approach a subject critically and make it into a comprehensive television documentary. | | |
| COURSE OUTCOMES | | | |
| CO1 | Trace the history of documentary films in India and abroad | | |
| CO2 | Distinguish the philosophy of documentary films with specific focus on art house film making and broadcast journalism | | |
| CO3 | Master the art of documentary film making | | |
| CO4 | Explore the current trends of documentary film making in India and abroad | | |
| COURSE MODULES | | | |
| Module 1 | A short history of documentary film making – Flaherty – Grierson – Vertov – documentary films in India | | |
| Module 2 | Functions of documentary as a medium – differences with fictional films – types of documentaries – narrative, expository, portrait, story, news, etc. | | |
| Module 3 | Writing for documentaries – creative use of visuals, sound, music etc. – research – treatment and scripting | | |
| Module 4 | Production of documentaries – shooting and editing patterns | | |

| BOOKS FOR STUDY AND REFERENCE |
|---|
| Wolverton, Mike, How to Make Documentaries |
| Rabiger, Michael, Directing the Documentary |
| Bernard, Sheila Curran, Documentary Story Telling |
| Aufderheide, Patricia (2008) Documentary Film: A Very Short Introduction, Oxford, OUP |

| VIDEO PROJECT (Practical) | | | |
|--|--|-------------------|------------------|
| Course code: AUJC 55PI | Vocational Course 8 | 4 Hrs/Week | 4 Credits |
| Guidelines for the production and submission of Graduate Video Project in the Fifth Semester of First Degree Programme in Journalism, Mass Communication & Video Production. | | | |
| COURSE OUTCOMES | | | |
| CO1 | Hands on training on three stages of visual production. | | |
| CO2 | Solidifying ideas for visual production through research, brainstorming and field work | | |
| CO3 | Execution of the project with the help of available technology | | |
| CO4 | Analysis of the production and critical reflection on final outcome | | |
| GUIDELINES | | | |
| <p>During the fifth semester, a video programme should be produced either individually or in groups of not more than five students in partial fulfillment of the FDP in Journalism, Mass Communication & Video Production. The production period of the programme will be sixty days from the date of submission (the deadline for which will be notified by the Head of Department) of the proposal. The course co-ordinator may notify the schedule of video production giving details of the deadlines for submission of draft proposal and script, final shooting script and the finished programme in digital format.</p> <p>The synopsis, treatment notes, story board, final shooting script and finished programme in digital format are to be evaluated on individual basis by a panel comprising of an external examiner and an internal examiner appointed by the college. The college shall set a panel of</p> | | | |

experts as examiners for the evaluation of video project. The exam schedule shall be prepared by the college before the commencement of Vth Semester theory examinations.

The video programmes can be of the following types.

A. A documentary of 8 to 10 minutes duration

OR

B. A news magazine comprising of at least three packages, each with a minimum of three minute duration.

The video project shall be

- 1) produced in the digital video format with relevant audio content.
- 2) submitted to the concerned faculty member on or before the last day of the 60-day production period with an authentication certificate issued by the HOD/Principal

Evaluation Scheme for documentaries

| Details of the Graduate Video project | Marks |
|--|-----------------|
| Preparation of Programme Proposal (Clarity of the proposal, budget, research material used, story board if needed & the presentation of synopsis will be taken into consideration) | 10 |
| Script | 10 |
| Visual quality | 10 |
| Audio quality | 10 |
| Overall assessment | 40 |
| Total | 80 Marks |

Evaluation Scheme for news magazines

| | |
|--|-----------------|
| Story idea (to be submitted as a note with suggestion of visuals, interviews, sounds etc.) | 10 |
| Script | 10 |
| Visual quality | 10 |
| Audio quality | 10 |
| Overall assessment | 40 |
| Total | 80 Marks |

Marks will be awarded in a viva voce examination conducted by a panel comprises of one external examiner and one internal examiner.

| Continuous evaluation (CE) | |
|---|-----------------|
| Continuous evaluation of the Video Project (Practical) paper will be done on the basis of the following criteria. | |
| Attendance | 5 |
| Video presentations/seminar | 5 |
| Video Assignments such as PSA, short fiction etc. | 10 |
| Total | 20 Marks |

**OPEN COURSES OFFERED BY THE DEPT. OF JOURNALISM AND
MASS COMMUNICATION IN FIFTH SEMESTER**

| FILM APPRECIATION | | | |
|--------------------------------|--|-------------------|------------------|
| Course code: AUJC 581.a | Open Course 1 | 3 Hrs/Week | 2 Credits |
| Objective | Evolution of cinema – origin of cinema and its development into a distinctive visual narrative art form; brief description of the major landmarks in the history of cinema from Lumiere brothers’ actuality shots to the present digital trends; film as an art, industry and political propagandist | | |
| COURSE OUTCOMES | | | |
| CO1 | Trace the history, politics and philosophy of World and Indian Cinema | | |
| CO2 | Exposure to basics of film making | | |
| CO3 | Impart knowledge and cultivate better tastes to appreciate a film | | |
| CO4 | Explore various film movements and studies of contemporary world, Indian and Malayalam Cinema | | |
| COURSE MODULES | | | |
| Module 1 | Evolution of cinema – origin of cinema and its development into a distinctive visual narrative art form; brief description of the major landmarks in the history of cinema from Lumiere brothers’ actuality shots to the present digital trends; film as an art, industry and political propagandist | | |
| Module 2 | Language of cinema – elements of visual composition; visual space; balance; contrast; depth of field; mis–en–scene; shot, scene and sequence; image sizes; camera and subject movements; camera angles; creative use of light and | | |

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| | colour; sound effects, ambient sounds, music and dialogue delivery |
| Module 3 | Basics of film editing – the principles of editing and its functions; evolution of montage theory |
| Module 4 | Major film movements – German expressionism; Italian neo–realism; French new wave; the Western and Hollywood cinema; comedy films; cinema verite; and documentary movies |
| Module 5 | Indian cinema – brief history; great masters of Indian cinema – Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Shyam Benegal, G. Aravindan, Adoor Gopalakrishnan, Mani Kaul, Balachandar & Girish Kasaravally; popular and middle cinema; film society movement |
| Module 6 | Malayalam cinema – brief history of Malayalam cinema, adaptation of Malayalam literary works |

BOOKS FOR STUDY AND REFERENCE

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|--|
| Andrew Dixx (2005), <i>Beginning Film Studies</i> , New Delhi, Viva |
| Gerald Mast (1985), <i>A Short History of the Movies</i> , Oxford, OUP |
| Arthur Asa Berger (1998), <i>Seeing is Believing: An Introduction to Visual Communication</i> , New York, Mayfield |
| Rudolf Arnheim (1957), <i>Film as Art</i> , Los Angeles, University of California Press |
| Susan Hayward (2005), <i>Cinema Studies: Key Concepts</i> , London, Routledge |
| Bill Nichols (1976), <i>Movies and Methods</i> , Los Angeles, University of California Press |
| Joseph V. Mascelli (1965), <i>The Five C's of Cinematography</i> , Los Angeles, Silman James Press |
| Bruce Mamer, <i>Film Production Technique</i> , New York, Thomas Wadsworth |
| Bernard F. Dick (1978), <i>Anatomy of Films</i> , New York, St. Martin's Press |
| Louis G. (2004), <i>Understanding Movies</i> , New York, Simon & Schuster Co. |
| Badwen, Liz-Anne (1976), <i>Oxford Companion to Film</i> , New York, OUP |
| Paul Rotha & Richard Griffith (1960), <i>Film Till Now</i> , New York, T-Wayne |
| Gerald Mast (1979), <i>The Comic Mind: Comedy and the Movies</i> , Chicago, University of Chicago Press |
| Jay Leyda (1960), <i>Kino: History of the Russian and Soviet Film</i> , New York, MacMillan |
| Andre Bazin (1971), <i>What is Cinema (2 Volumes)</i> , Los Angeles, University of California Press |
| Erik Barnow & S. Krishna Swamy (1963), <i>The Indian Film</i> , New York, Columbia University Press |
| Siegfried Kracauer (1959), <i>From Caligari to Hitler</i> , New York, Noonday |

OR

| INTER CULTURAL COMMUNICATION | | | |
|--|--|-------------------|------------------|
| Course code: AUJC 581.b | Open Course 2 | 3 Hrs/Week | 2 Credits |
| Objective | To impart the concept of culture and its social interactions in a highly mediated and mediatised world with special reference to communication and its meaning-making processes. | | |
| COURSE OUTCOMES | | | |
| CO1 | Understand the concepts, definitions and schools of thoughts on culture | | |
| CO2 | Study the social interaction of culture with communication | | |
| CO3 | Analyse the role of Mass Media in culture and communication | | |
| CO4 | Discern the instruments of inter-cultural communication | | |
| COURSE MODULES | | | |
| Module 1 | Culture- definitions- culture as a social institution- value systems- Eastern and Western perspectives. | | |
| Module 2 | Inter-cultural communication- definition- process- cultural symbols in verbal and non verbal communication. | | |
| Module 3 | Mass Media as vehicles of inter- cultural communication- barriers in inter-cultural communication- cultural conflicts and communication | | |
| Module 4 | Mass media as cultural institution- effects of culture on communication- impact of new media technology on culture- effects of Globalisation on mediated culture. | | |
| Module 5 | Promotion of inter-cultural communication and inter-national relations- diplomacy and inter-cultural communication- art forms as instruments of inter- cultural communication. | | |
| BOOKS FOR STUDY AND REFERENCE | | | |
| Inter- cultural Communication Theory- Gudykunst(ed) | | | |
| Global Communication – John Merrill | | | |
| Handbook of Inter-cultural Communication – Asante et al (ed) | | | |
| Electronic Colonialism – Thomas L.McPhail | | | |
| Media and the Third world – UNESCO | | | |

SEMESTER VI

| DEVELOPMENT COMMUNICATION | | | |
|--|--|-------------------|------------------|
| Course code: AUJC 641 | Core Course 10 | 3 Hrs/Week | 2 Credits |
| Objective | The course introduces major theories of development and development communication and builds a perspective for development journalism. It also discusses the role of media in development and shares some experiences from India and abroad. | | |
| COURSE OUTCOMES | | | |
| CO1 | Introduction of core concepts and theories of development, development communication and development journalism | | |
| CO2 | Sensitisation of development communication in practice | | |
| CO3 | Exploration of the scope of development communication in areas such as agriculture, environment, poverty eradication etc. | | |
| CO4 | Create awareness on the functions of agencies of development and development communication. | | |
| COURSE MODULES | | | |
| Module 1 | The meaning of development – different approaches – major theories of development – dominant paradigm: rise and fall – alternative paradigm – sustainable development | | |
| Module 2 | Development communication – concepts and theories of development communication – development communication campaigns | | |
| Module 3 | Issues in development communication: health, education, agriculture, environment, poverty and hunger, gender equality – MDG's – participatory communication | | |
| Module 4 | Media and development – folk media – print – radio – television – film – new media - development issues in Kerala – agencies of development – UNESCO – UNDP – UNICEF – WHO – FAO – ILO – environmental protection groups | | |
| BOOKS FOR STUDY AND REFERENCE | | | |
| Srinivas R Melkote and H Leslie Steeves (2007), Communication for Development in the Third World: Theory and Practice for Empowerment, New Delhi, Sage | | | |

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| D.V.R. Murthy (2007), Development Journalism- What Next? An Agenda for the Press, Hyderabad, Kanishka |
| Dipankar Sinha (2013) Development Communication: Contexts for the 21 st Century, New Delhi, Orient BlakSwan |
| Maya Ranganathan and Usha M. Rodrigues (2010), Indian Media in a Globalised World, Sage |
| Manyozo (2012) Media, Communication and Development: Three Approaches, New Delhi, Sage |
| Ratnesh Dwivedi (2013) Mass Media and Communication in Global Scenario, Kalpaz Publication |
| Mridula Menon (2007), Development Communication and Media Debate, Kanishka |
| P Sainath, Everybody Loves a Good Drought |
| Jan Servaes, Communication Development and Social Change |
| Kirk Johnson, Television and Social Change in Rural India |

| BUSINESS JOURNALISM | | | |
|----------------------------------|--|-------------------|------------------|
| Course code: AUJC 642 | Core Course 11 | 4 Hrs/Week | 3 Credits |
| Objective | This course provides the basic knowledge on how business journalism is being practiced in newspapers, television channels and magazines. It also introduces the basic structure of Indian and Kerala economy with a global perspective. The students are exposed to the fundamentals of financial market operations through this course. | | |
| COURSE OUTCOMES | | | |
| CO1 | Introduction of basic concepts and theories of Economics | | |
| CO2 | Provide an overview and salient features of Indian Economy and Kerala Economy | | |
| CO3 | Impart basic skills required for a business and financial journalist | | |
| CO4 | Explore the current trends in business journalism | | |
| COURSE MODULES | | | |
| Module 1 | Major schools of modern economic thinking – classical, neo classical, Marxian, Keynesian and monetarist schools | | |
| Module 2 | Milestones of Indian economy – post independence scenario – five year plans – overview of Nehruvian model – green revolution – bank nationalisation – control and permit raj – liberalisation in 90's – major institutions in India – | | |

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| | Planning Commission – Finance Commission – Niti Aayog - Ministry of Finance and Commerce – state level Planning Boards |
| Module 3 | Business reporting and editing – basics of budget – budget reporting – Reserve Bank of India and basics of monetary policy – introduction to stock markets – regulatory mechanism |
| Module 4 | Business Journalism in India – major business dailies, magazines and TV channels – Kerala economy: an overview |
| BOOKS FOR STUDY AND REFERENCE | |
| Jay Taparia (2003), <i>Understanding Financial Statements: A Journalist’s Guide</i> , Marion Street Press | |
| Chris Roush (2010), <i>Show Me the Money: Writing Business and Economics Stories for Mass Communication</i> , Routledge. (second edition) | |
| Terri Thompson (Ed.) (2000), <i>Writing About Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism</i> , Columbia University Press. | |
| Conrad Fink (2000), <i>Bottom Line Writing: Reporting the Sense of Dollars</i> , Iowa State University Press | |
| Robert Reed and Glenn Lewin (2005), <i>Covering Business: A Guide to Aggressively Reporting on Commerce and Developing a Powerful Business Beat</i> , Marion Street Press | |
| Kenneth Morris and Virginia B. Morris (2004), <i>The Wall Street Journal Guide to Understanding Money & Investing</i> , Lightbulb Press Inc | |
| Chris Roush (2010), <i>Profits and Losses: Business Journalism and Its Role in Society</i> , <i>Marion Street Press</i> (second edition) | |
| Chris Roush and Bill Cloud (2010), <i>The Financial Writer’s Stylebook: 1,100 Business Terms Defined and Rated</i> , Marion Street Press | |

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|--|--|-------------------|------------------|
| ADVANCED TELEVISION PRODUCTION | | | |
| Course code: AUJC 643 | Core Course 12 | 4 Hrs/Week | 3 Credits |
| Objective | The course discusses in-depth understanding of production aspects of various television formats and on-screen presentations. | | |
| COURSE OUTCOMES | | | |
| CO1 | Provide an overview of EFP, Live telecast and latest TV production techniques | | |
| CO2 | Impart basic skills required for a TV producer/director | | |
| CO3 | Improvement of on-screen presence: Imparting skills required for an anchor, presenter | | |

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| CO4 | Introduction of graphics of various television formats |
| COURSE MODULES | |
| Module 1 | Video production – single camera production – EFP productions – OB operations – multi camera productions – physical attributes of a video studio – virtual studios – mobile production units |
| Module 2 | Direction – aesthetics: script analysis – composition (emphasis, balance, movement, rhythm, pantomimic dramatization) – direction techniques |
| Module 3 | On-screen appearance – On air (performance, presence, getting through the audience, know your material, ad lib etc) – news anchoring – anchoring various shows |
| Module 4 | Graphics for television – overlays and chroma key – content generation for graphics |
| Module 5 | Analogue and Digital Technology- Development of Video recording- Video formats- Media storage systems- Transmission technologies- Terrestrial- Cable and Satellite broadcasting- CAS- DTH- IPTV |
| BOOKS FOR STUDY AND REFERENCE | |
| Boyd, Stewart & Alexander (2008), Broadcast Journalism: Techniques of Radio and Television News, New Delhi, Elsevier | |
| Donald & Spann (2004) Fundamentals of Television Production, New Delhi, Surjeet Publications | |
| Belavadi, Vasuki (2013), Video Production, New Delhi, OUP | |

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|------------------------------------|--|-------------------|------------------|
| INTRODUCTION TO CYBER MEDIA | | | |
| Course code: AUJC 651 | Vocational Course 9 | 4 Hrs/Week | 4 Credits |
| Objective | This course discusses the developments in communication and media technologies, convergence of media and its applications in journalism. | | |
| COURSE OUTCOMES | | | |
| CO1 | Explore the possibilities of Internet as a mass medium | | |
| CO2 | Learning of using journalistic skills in Cyber Media | | |
| CO3 | Introduction of computer technology and web page designs | | |
| CO4 | Exposure to internet applications of traditional media forms | | |

| COURSE MODULES | |
|--|--|
| Module 1 | Internet as mass medium – its potential and limitations – hypertextuality – interactivity – internet and culture – convergence – blogs – news portals – social networking sites – e-governance – search engines – digital divide |
| Module 2 | Journalism and cyber media – internet editions of newspapers and TV channels – open source journalism – participatory journalism – scope of online journalism in India. |
| Module 3 | Fundamentals of computer technology – hardware & software – propriety and open source solutions – web page design basics |
| Module 4 | Page make up and software solutions – In Design and Quark Express – Broadcasting solutions – ENPS & iNews |
| Module 5 | Communication revolution and new media – networked society – new media and public sphere |
| BOOKS FOR STUDY AND REFERENCE | |
| Sharma D., Introduction of IT | |
| Andrew Dewdney and Peter Ride, The New Media Handbook | |
| Ward, Mike, Journalism Online | |
| Ray, Tapas, Online Journalism, London, Cambridge University Press | |
| Brian Winston, Media, Technology and Society | |
| Kevin Kawamoto (Ed. 2003), Introduction to Digital Journalism: Emerging Media and the Changing Horizons of Journalism, Rowman and Littlefield Publishers | |

| MEDIA AND SOCIETY | | | |
|---------------------------------|--|-------------------|------------------|
| Course code: AUJC 652 | Vocational Course 10 | 4 Hrs/Week | 4 Credits |
| Objective | The course touches upon various issues pertaining to mass media practices, the operational framework of institutions and societal interaction of mass media. | | |
| COURSE OUTCOMES | | | |
| CO1 | Explore the role of media in society, its construction of reality and its position in democracy | | |
| CO2 | Enquiry of media related issues from a cultural perspective | | |
| CO3 | Analyse media's role in social change | | |
| CO4 | Understanding of issues of gender justice, equality and hegemony from a media perspective | | |

| COURSE MODULES | |
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| Module 1 | Media as an institution of society – roles – functions – effects of media – construction of reality – press as ‘Fourth Estate’ – media freedom – public service broadcasting – media power and accountability |
| Module 2 | Mass society – media culture – globalisation – media as cultural industry – cultural imperialism – hegemony – identity – gender and media – communication technology determinism |
| Module 3 | Mass media and civil society – politics, democracy and media – new media communication – interactivity in virtual community – new media and social change – digital divide |
| BOOKS FOR STUDY AND REFERENCE | |
| Elihu Katz, Mass media and social change | |
| John Hartley, Communication Cultural and Media Studies | |
| Ratnesh Dwivedi (2013), Mass Media and Communication in Global Scenario, Kalpaz Publication | |
| Maya Ranganathan and Usha M. Rodrigues (2010), Indian Media in a Globalised World, New Delhi, Sage | |

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| ELECTIVE COURSES OFFERED BY THE DEPT. OF JOURNALISM AND MASS COMMUNICATION IN SIXTH SEMESTER |
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| MULTI MEDIA PRODUCTION | | | |
|---|---|-------------------|------------------|
| Course code: AUJC 69.a | Elective Course 1 | 3 Hrs/Week | 2 Credits |
| Objective | This course discusses the theoretical and practical aspects of the Multimedia Production and introduces new technologies and its application to students. | | |
| COURSE OUTCOMES | | | |
| CO1 | Introduction to multimedia applications in media industry and services | | |
| CO2 | Understanding the visual language and its usage in various media applications | | |
| CO3 | Exposure to design principles, techniques and applications | | |
| CO4 | Learning the step by step process of multimedia production | | |

| COURSE MODULES | |
|--|---|
| Module 1 | Introduction to multimedia – what is multimedia – definitions; nature and characteristics of multimedia products and services; multimedia applications; relevance of multimedia application in the media industry and the knowledge acquisition programs; multimedia system architecture |
| Module 2 | Introduction to visual language – design principles; elements of design and layout; colour in design, use of text, pictures, graphs, drawings, video and audio in various media |
| Module 3 | Multimedia file formats – standards & communication protocols; conversions; data compression and decompression; image authoring and editing tools; image file formats – JPEG, TIFF, GIF, PNG, layers, RGB, CMYK; contrast, brightness; slicing, contrast ratio; aspect ratio; gray scale; filters; blending tools; image enhancing & designing techniques |
| Module 4 | Images and graphics in multimedia; creating and manipulating images using painting, drawing and editing; sources of images/graphics; scanning images; making and using charts/diagrams/ vector drawings; use of colours |
| Module 5 | Multimedia production; idea/concept; outline; script; story board; templates; user interface; production and delivery strategies; designing the navigation structures (linear, hierarchical, non-linear and composites); hot spots and buttons; text, images, sound and animation; video edit software and techniques of editing; video capturing and editing tools; video compression techniques; graphic techniques (tilting, special effects. Graphic plug-ins, matting and compositing, image matting, video matting, shadow matting and compositing, animating pictures) |
| Module 6 | Multimedia authoring tools – page-bases; icon-bases; time-based and object-oriented tools; testing and evaluation of the project |
| Module 7 | Practicals; use of Audition, Sound booth, Photoshop, Flash, Adobe Premier/Avid in classroom exercises; creation of an interactive website or multimedia CD |
| BOOKS FOR STUDY AND REFERENCE | |
| Rao, Bojkovic & Milovanovic (2009), Multimedia Communication Systems, New York, Phi Learning | |
| Andrew Dewdney & Peter Ride (2006), New Media Handbook, London, Routledge | |
| Lisa Brenneis & Michael Wohl (2011), Final Cut Pro, Peachpit Press | |
| Peter Wells (2007), Digital Video Editing: A User's Guide | |
| Richard Williams (2009), The Animator's Survival Kit, New York, Faber & Faber | |
| D. S. Sherawat & Sanjay Sharma (2010), Multimedia Applications, New Delhi, SS Kataria & Sons | |

Judith Jeffcoate, Multimedia in Practice, New Delhi, Pearson Education

J. Nielson (1995), Multimedia and Hypertext, London, Academic Press

OR

| SCIENCE JOURNALISM | | | |
|---|--|-------------------|------------------|
| Course code: AUJC 69.b | Elective Course 2 | 3 Hrs/Week | 2 Credits |
| Objective | The course provides specialized knowledge and skills in reporting science related matters and gives an overview of the methods to be adopted in analyzing subjects related to science. | | |
| COURSE OUTCOMES | | | |
| CO1 | Introduction to specialised reporting of Science related matters | | |
| CO2 | Learning the art of dealing with scientific data | | |
| CO3 | Acquiring skills to write scientific stories in common man's language | | |
| CO4 | Specific study of reporting of environment, agriculture, IT etc. | | |
| COURSE MODULES | | | |
| Module 1 | Relevance of science journalism – growth of science journalism – qualities of science reporter | | |
| Module 2 | Use of scientific data – accuracy in reporting S & T – interpretation of scientific data – information on science and technology for common man | | |
| Module 3 | Rewriting scientific information – features on S & T – ethics in science reporting | | |
| Module 4 | Specialised reporting – environmental journalism – reporting on agriculture, medicine, information, technology, biotechnology etc. | | |
| BOOKS FOR STUDY AND REFERENCE | | | |
| Burkett D.W., Writing Science News for Mass Media | | | |
| Hildenbrand Joel, Science in the Making | | | |
| Vilanilam J.V. (1993), Science Communication and Development, New Delhi, Sage | | | |
| Rahman, A. (1984), Science and the Human Condition in India and Pakistan, New York, Rockfeller University Press | | | |
| Bernal, J. D. (1971), Science in Hisoty (4 Volumes), Massachussetts, MIT Press | | | |
| Mukherji, S. K. & B. V. Subbarayappa (1984), Science in India: A Changing Profile, New Delhi, INSA | | | |
| Nelkin, D. (1987), Selling Science: How the Press Covers S & T, New York, Freeman & Co. | | | |

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| Cox Robert, Environmental Communication and the Public Sphere |
| Stuart Allan (2002), Media, Risk and Science, Open University Press |

| RESEARCH PROJECT | | |
|--|--|------------------|
| Course code: AUJC 644 | 3 Hrs/Week (Sixth Semester) + 3 Hrs./Week (Fifth Semester) | 4 Credits |
| Objective | The research project is aimed at exposing students to the basics of research methods of mass media and communication studies within the relevant theoretical frameworks and collection and analysis of data. | |
| COURSE OUTCOMES | | |
| CO1 | Promoting research aptitude | |
| CO2 | Introduction of concepts of research methodology | |
| CO3 | Training for data collection and data analysis | |
| CO4 | Motivating students for new knowledge addition by imparting skills of research | |
| GUIDELINES | | |
| The project/Dissertation should be done under the direct supervision of a teacher of the department. The work of supervising the Projects should be distributed equally among all the faculty members of the departments | | |
| The teaching hours allotted in the sixth semester for the project/Dissertation (i.e. 3 hours/week) is to be used to make the students familiar with Research Methodology and Project writing. | | |
| A maximum of five students will work as a group and submit their project in duplicate for the group. The members of a group shall be identified by the supervising teacher. Subsequently each group will submit a project/dissertation and face the viva individually/separately. | | |
| Students should identify their topics in consultation with the supervising teacher. The group will then collectively work on the topic selected. | | |
| Credit will be given to original contributions. Students should not copy from other projects or Internet. | | |
| There will be an external evaluation of the project by an External examiner appointed by the CoE. He/She will value the project for 80 marks. This will be followed by a viva voce, which will be conducted at the respective college jointly by the external examiner who valued the projects/dissertations and an internal examiner. The viva voce will be for 20 marks. All the members within the group will have to be present for the viva voce. | | |
| Reference section must be submitted at the end of the project/dissertation. | | |
| There should be one-page 'abstract' consisting of the significance of the topic, objectives and the chapter summaries. | | |

| EVALUATION OF PROJECT | |
|---------------------------------------|--------------|
| Indicators | Marks |
| Introduction and Review of Literature | 10 |
| Research Methodology | 10 |
| Data analysis | 40 |
| Findings and Conclusion | 15 |
| Abstract and References | 5 |
| Total | 80 |
| Viva-Voce Examination | 20 |
| Grand Total | 100 |