

# **UNIVERSITY OF KERALA**

**CAREER RELATED FIRST DEGREE**

**PROGRAMME UNDER CBCSS**

**IN JOURNALISM, MASS COMMUNICATION**

**BA JOURNALISM AND MASS COMMUNICATION**

**OUTCOME BASED EDUCATION SYLLABUS**

**2022 Onwards**

**Changes:**

- 1. Industry Based Courses added Semester VI  
(Science Journalism and Multimedia Production syllabi changed accordingly)**
- 2. JC 1472- Television Broadcasting (Vocational Course 6) – Semester IV  
replaced by JC 1473 – Data Journalism**
- 3. As per the Higher Education Council direction Gender related topics  
included as compulsory in Media and Society course and Development  
Communication course**

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

**Programme** : **Journalism and Mass Communication**

**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             | 38                 |
| Vocational Courses                     | All semesters   | 10             | 37             | 35                 |
| Complementary Courses                  | I,II,III and IV | 4              | 20             | 16                 |
| Open Course                            | V               | 1              | 3              | 2                  |
| Industry Based Courses -Elective       | VI              | 6              | 3              | 2                  |
| Project                                | V,VI            | 1              | 6              | 4                  |
| <b>Total =&gt;</b>                     |                 | <b>37</b>      | <b>150 hrs</b> | <b>120 credits</b> |

**SEMESTER I**

| Course Code | Course Title  | Course Type            | Hrs/week  | Credits   |
|-------------|---|------------------------|-----------|-----------|
|             | English I   | Language Course I      | 5         | 3         |
|             | Additional Language I                               | Language Course II     | 5         | 3         |
| JC 1121     | Methodology and Theories of Mass Communication      | Foundation Course I    | 2         | 2         |
| JC 1141     | Introduction to Mass Communication                  | Core Course 1          | 3         | 3         |
| JC 1142     | Reporting   | Core Course 2          | 2         | 3         |
| JC 1171     | Editing   | Vocational Course 1    | 3         | 2         |
| ML 1131     | <i>Sargathmaka Rachana: Thathwavum Avishkaravum</i> | Complementary Course I | 5         | 4         |
|             |   | <b>Total</b>           | <b>25</b> | <b>20</b> |

**SEMESTER II**

| Course Code | Course Title                                      | Course Type             | Hrs/week | Credits |
|-------------|---|-------------------------|----------|---------|
|             | English II  | Language Course III     | 5        | 3       |
|             | Additional Language II                            | Language Course IV      | 5        | 3       |
| JC 1241     | Introduction to Environmental Studies             | Core Course3            | 4        | 4       |
| JC 1271     | Basics of Audio–Visual Communication              | Vocational Course 2     | 6        | 4       |
| ML 1231     | <i>Madhyama Rachana: Thathwavum Aavishkaravum</i> | Complementary Course II | 5        | 4       |
| Total       |   |                         | 25       | 18      |

**SEMESTER III**

| Course Code | Course Title                          | Course Type              | Hrs/week | Credits |
|-------------|---------------------------------------|--------------------------|----------|---------|
|             | English III                           | Language Course V        | 5        | 3       |
| JC 1321     | Radio Broadcasting                    | Foundation Course2       | 3        | 3       |
| JC 1341     | Magazine Journalism                   | Core Course 4            | 4        | 4       |
| JC 1371     | Photo Journalism                      | Vocational Course3       | 4        | 4       |
| JC 1372     | Introduction to Television Production | Vocational Course4       | 4        | 4       |
|             | English                               | Complementary Course III | 5        | 4       |
| Total       |                                       |                          | 25       | 22      |

**SEMESTER IV**

| Course Code | Course Title                 | Course Type             | Hrs/week | Credits |
|-------------|------------------------------|-------------------------|----------|---------|
|             | English IV                   | Language Course VI      | 5        | 3       |
| JC 1441     | PR & Corporate Communication | Core Course 5           | 4        | 4       |
| JC 1442     | Advertising                  | Core Course 6           | 4        | 4       |
| JC 1471     | Introduction to Cinema       | Vocational Course 5     | 3        | 2       |
| JC 1473     | Data Journalism              | Vocational Course 6     | 4        | 2       |
|             | English                      | Complementary Course IV | 5        | 4       |
| Total       |                              |                         | 25       | 20      |

**SEMESTER V**

| Course Code | Course Title          | Course Type         | Hrs/week | Credits |
|-------------|-----------------------|---------------------|----------|---------|
| JC 1541     | Malayalam Journalism  | Core Course 7       | 5        | 4       |
| JC 1542     | Mass Media Management | Core Course 8       | 3        | 3       |
| JC 1543     | Media Laws and Ethics | Core Course 9       | 3        | 3       |
| JC 1571     | Documentary Film      | Vocational Course 7 | 4        | 4       |

|           |                              |                     |    |    |
|-----------|------------------------------|---------------------|----|----|
| JC 1572   | Video Project (Practicals)   | Vocational Course 8 | 4  | 4  |
| JC 1551.1 | Film Appreciation            | Open course 1       | 3  | 2  |
|           | OR                           |                     |    |    |
| JC 1551.2 | Inter Cultural Communication | Open Course 1       | do | do |
| JC 1576   | Project                      |                     | 3  | -  |
|           |                              | Total               | 25 | 20 |

### SEMESTER VI

| Course Code | Course Title                      | Course Type                      | Hrs/week | Credits |
|-------------|-----------------------------------|----------------------------------|----------|---------|
| JC 1641     | Development Communication         | Core Course 10                   | 3        | 2       |
| JC 1642     | Business Journalism               | Core Course 11                   | 4        | 3       |
| JC 1643     | Advanced Television Production    | Core Course 12                   | 4        | 3       |
| JC 1671     | Introduction to New Media         | Vocational Course 9              | 4        | 3       |
| JC 1672     | Media and Society                 | Vocational Course 10             | 4        | 3       |
| JC 1661.1   | Science Journalism                | Industry Based Course - Elective | 3        | 2       |
|             | OR                                |                                  |          |         |
| JC 1661.2   | Multimedia Production             | Industry Based Course - Elective | do       | Do      |
|             | OR                                |                                  |          |         |
| JC 1661.3   | News Reading and Anchoring        | Industry Based Course - Elective |          |         |
|             | OR                                |                                  |          |         |
| JC 1661.4   | Video Editing                     | Industry Based Course - Elective |          |         |
|             | OR                                |                                  |          |         |
| JC 1661.5   | Mobile Journalism                 | Industry Based Course - Elective |          |         |
|             | OR                                |                                  |          |         |
| JC 1661.6   | Fundamentals of Technical Writing | Industry Based Course - Elective |          |         |
|             |                                   |                                  |          |         |
| JC 1676     | Project                           |                                  | 3        | 4       |
|             |                                   | Total                            | 25       | 20      |

**Total Credits of the Programme      120**

## **Objectives**

The emerging global scenario in the faculty of Mass Communication creates opportunities to pursue structured academic and professional activities as well as unstructured mass media endeavours. Thus a comprehensive learning of the foundations of Communication Studies and training on the application aspects of Mass Communication is justified through an undergraduate course. The revised syllabus of JMC&VP gives exposure to the fundamentals of communication and media studies, discuss the concepts and perspectives involved in Journalism, train the student to acquire a thorough understanding of various aspects of visual communication and help them to get practical knowledge in the application of various media forms.

## **PROGRAMME OUTCOMES**

**PO1- To familiarize the practices in Communication and Journalism**

**PO2- To sketch the conceptual frameworks of the practices in Media**

**PO3- To adopt and practice the ethical concerns and advanced aesthetics**

**PO4- To report, edit and manage the content for different media platforms**

**PO5- To prepare content and check the suitable medium for Advertising and Public Relations**

**PO6- To propose and evaluate the theoretical underpinnings of the media practices**

**SEMESTER I****JC 1141 INTRODUCTION TO MASS COMMUNICATION (Core Course 1)**

(3hrs – 3 credits)

**Course Outcomes:**

1. To familiarize with different perspectives in this faculty
2. To apply the concepts of communication
3. To acquaint with various types of communication

**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 – principles and practice of data journalism

**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 – Technological determinism

**Module 4**

Milestones in the history of printing and Indian print media, brief profiles of prominent journalists – James Augustus Hicky, James Silk Buckingham, Raja Rammohan Roy, Mahatma Gandhi, Pothan 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 and hyperlocal journalism

**Assignment:**

Prepare and present a PowerPoint based on models and its relevance in media

**Books for 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
- Vilanilam, J. V. (2003), Growth and Development of Mass Communication in India, New Delhi, NBT

**REPORTING****Course Code: JC 1142**

Core Course 2

2 hrs, 3 credits

**Course Outcomes:**

1. To identify news and events
2. To familiarize themselves with basics and types of reporting on both print and electronic media
3. To report news and operate newsrooms.

**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, sports, disasters, crime, court, civic issues, science & technology, elections, development etc. – reporter as an investigator – the art of interviewing – solutions based reporting

**Module 4**

Reporter's copy – chronological, inverted pyramid and other formats – different types of leads  
-online reporting - hypertextuality

**Assignment:**

Submit 10 types of reports from in and around your area to prepare a Lab journal

**Books for 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

**EDITING**

**Course code: JC 1171**

Vocational Course 1

3 hrs, 2 credits

**Course Objectives:**

1. To familiarize the basics and art of editing
2. To impart the technique of learning accuracy in writing
3. To plan and write editorial content

**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 –



editing for online newspaper

### **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 – difference between print editing and web editing

### **Module 4**

Page make up – principles of page design – types of lay-outs – newspaper formats – broadsheet – tabloid – berliner – general pages – specialized pages – op-ed – letter's to the editor – editorial writing – columns – features

#### **Assignments:**

1. Copy editing assignment for the Lab journal
2. Write headlines, intro or lead etc for different types of news
3. Prepare a layout of a newspaper or Lab journal (Group assignment)

#### **Books for 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

## **METHODOLOGY AND THEORIES OF MASS COMMUNICATION**

**Course code: JC 1121**

Foundation Course 1

2 hrs, 2

credits

#### **Course outcomes:**

1. To apply proper theoretical framework in Communication
2. To inculcate the perspectives of media content in different context

3. To design and suggest suitable pattern for a Communication process

### **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

### **Assignment:**

Students should select any one theory and study the practical side and result of it through survey and present the result in PowerPoint

### **Books for 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****JC 1241 INTRODUCTION TO ENVIRONMENTAL STUDIES (Core Course 3)**

(4 hrs – 4 credits)

**Course outcomes:**

1. To suggest sustainable development models
2. To apply media for different activities for protecting the environment
3. To explain issues like global warming or climatic variation or changes

**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

**Assignment:**

1. Visit any area to document environmental resources – rivers/ forest / grasslands/ water bodies
2. Bring out a detailed report about a polluted site or environmental issue
3. Present a study about ecosystem on social media platforms and submit analytics of audience engagement

**Reference books**

1. Agarwal, K. C. *Environmental Biology*. Bikaner: Nidhi Publications, 2001.
2. Barucha, E. *The Biodiversity of India*. Ahmedabad: Mapin Publishing, 2000.
3. Heywood, V. H. & Watson R. T. *Global Biodiversity Assessment*, London: Cambridge UP, 1995.
4. Brunner, R. C. *Hazardous Waste Incinerator*, New York: McGraw Hill, 1989.
5. Clark, R. S. *Marine Pollution*, Oxford UP, 2000.
6. Cunningham, W. P. Cooper et al. *Environmental Encyclopaedia*. Mumbai: Jaico Publishers, 2001.
7. Jadhav, H. & Bhosle V. M. *Environment Protection and Laws*. Delhi: Himalaya Publishing, 1995.
8. Rao, M. N. & Datta A. K. *Waste Water Treatment*. New Delhi: Oxford UP & IBH, 1987.
9. 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.
10. Ramakrishnan, P. S. *Ecology and Sustainable Development: Working with Knowledge Systems*. Delhi: NBT, 2013.
11. Rao, Nitya. *Good Women Do Not Inherit Land: Politics of Land and Gender in India*. New Delhi: Orient Blackswan, 2008.
12. Prabhakaran, G. *Silence of the Lambs*. New Delhi: Media House, 2014.
13. Joseph, James. *God's Own Office*. London: Penguin Books, 2014.
14. Pokkudan, Kallen. *Kandal Kadukalkkidayil Ente Jeevitham*. Thrissur: Green Books, 2013.
15. Sujanapal P. et al. *Susthira Oushada Sasya Krishi*. Thrissur: State Medicinal Plants Board, Kerala, 2008.
16. Kasturi Rangan Report. Kozhikodu: Info Friend Publications, 2013.
17. Thazhakkara, Muralidharan. *Krishiyile Naatarivu*. Thiruvananthapuram: KSLI, 2012.
18. Vijayaraghavan Nair, K. V. *Paristhithiyum Kandal Kadukalum*. Thiruvananthapuram: KSLI, 2014.
19. Suseela P. *Jalavum Jala Samrakshanavum*. Thiruvananthapuram: KSLI, 2014.
20. Miller, T. G. *Environmental Science*. New York: Wadsworth, 2000.

## **BASICS OF AUDIO-VISUAL COMMUNICATION**

**Course code: JC 1271**

Vocational Course 2

6 hrs, 4 credits

### **Course outcomes:**

1. To practice the idea of sounds and visuals (Shoot and Record)
2. To evaluate the components of Photography
3. To trace out the knowledge in the fundamentals of graphics

### **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

### **Assignment:**

Visual story telling based on photos or video production on a topic

### **Books for 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: JC 1321**

Foundation Course 2

3 hrs, 3 credits

#### **Course outcomes:**

1. To interview, make radio promos, jingles etc
2. To produce radio news bulletin
3. To apply radio production in different formats

#### **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

**Assignments:**

1. Write a radio script, record in your voice, edit it and submit as a program
2. Record any program ( music, interview, commentary or news with professional quality), edit and produce as an mp3 file

**Books for 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: JC 1341**

Core Course 4

4 hrs, 4 credits

**Course Outcomes:**

1. To familiarize various writing styles and good in topic selection
2. To create content, do editing and picture selection which is apt for the story
3. To design cover page and magazine using InDesign

**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 info graphics – colour selection

**Module 5**

Feature writing- news, features and fiction – analysis- writing features- lead, body, conclusion- picture selection

**Assignment:**

Bring out a magazine with cover story, articles, features, essays, columns, photo features etc  
(One magazine for a batch)

**Books for 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: JC 1371**

Vocational Course 3

4 hrs, 4 credits

**Course outcomes:**

1. To explain the fundamentals of photography
2. To differentiate types of photographs
3. To capture images and practice the art of photography



**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

**Assignment**

1. Digital portfolio (Nature photography, candid photography, product photography, architecture photography etc – Select ones as Print portfolio)
2. Click photographs following visual composition rules and create photo essays on Instagram or other photo sharing platforms

**Books for reference**

- Keene, Martin (1995), Practical Photo Journalism: A Professional Guide, Oxford Focal Press
- Ken Muse, Basic Photo Text
- Newnes, Basic Photograph
- Rothsteline, PhotoJournalism
- Laurence Mallory, The Right Way to Use a Camera
- Bergin, Photo Journalism Manual
- Milten Feinberg, Techniques of Photo Journalism

## INTRODUCTION TO TELEVISION PRODUCTION

**Course code: JC 1372**

Vocational Course 4

4 hrs, 4 credits

### **Course outcomes:**

1. To report events and news based stories using mobile phones and video cameras
2. To edit offline and online programmes of television by using the required software
3. To write scripts of TV news stories, special stories and on spot reporting

### **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 – 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

### **Assignments:**

1. TV writing for different types of visual story

2. Studio anchoring, news reading, voice over, sound track for features etc

### **Books for 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 Animatio
- Gray Anderson, Video Editing and Post Production-A Professional Guide

## **SEMESTER IV**

### **PR & CORPORATE COMMUNICATION**

**Course code: JC 1441**

Core Course 5

credits

4 hrs, 4

#### **Course Outcomes:**

1. To differentiate PR and corporate communications
2. To prepare PR writings
3. To apply basic ethics and laws of PR

#### **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

**Assignments:**

1. Prepare press release of an event of your college
2. Prepare a newsletter of your college or department to build its image
3. Study prominent PR campaigns and sketch how effectively PR is done

OR

Create a PR campaign based on nature conservation, health etc

**Books for 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
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**ADVERTISING**

**Course code: JC 1442**

Core Course 6

4 hrs, 4 credits

**Course outcomes:**

1. To trace out the development of advertising and basic concepts
2. To explain knowledge of economy and social aspects of advertisements
3. To narrate the evolution and history of advertising industry, its functioning, role and ethics

**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

#### **Assignment:**

1. Create or design an advertisement for print (Group )
2. Create one minute PSA/Ad for TV/ Radio/ Web (Group)

#### **Books for 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: JC 1471**

Vocational Course 5

3 hrs, 2 credits

#### **Course outcomes:**

1. To review the films historically and critically
2. To assess and evaluate film language and aesthetics

3. To explain the production techniques

### **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

### **Assignment:**

1. Create a 5 minute short film on a relevant topic fulfilling all production aspects (Group assignment)
2. Make a video of 10 minutes based on any recent health issues or communicable diseases (Group assignment)

### **Books for 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

### **Data Journalism**

**Course code: JC 1473**

**Objective:** The course will introduce the students to data journalism, the recent trend in journalism and its tools and methods.

**Course Outcomes:**

1. To interpret information
2. To generate compact inputs to news rooms
3. To arrange grand narratives to data online

**MODULE – 1**

Data Journalism: An introduction - Concept and nature - History: National and International perspective - Relevance and Critique

**MODULE – 2**

Finding and understanding Data - Resources of data for stories - Analyzing Data – Compile, Clean, Context, Combine, Communicate - Data journalism – Newsroom team – Intro to Python – Basic awareness of latest software and tools

**MODULE – 3**

Interpreting Data - Sorting Data – Tools and Techniques - Ethics and Concerns - Writing stories based on Data - Visualization of Data – Info graphics, Bubble plots, interactive visualization

**MODULE – 4**

Data Journalism: Case studies - Contemporary examples - WikiLeaks . Panama papers – Paradise papers - Collaborations – Media organizations and individuals – Computational Journalism- AI and Data Analytics in Journalism

**ASSIGNMENT**

Write a data driven news story having all elements - Publish it online as an article or blog post

**Reference Books**

1. Bounegru, L., & Gray, J. (2021). *The Data Journalism Handbook: Towards A Critical Data Practice (Digital Studies, 1)*. Amsterdam University Press.
2. Cairo, A. (2012). *The Functional Art: An introduction to information graphics and visualization (Voices That Matter)* (1st ed.). New Riders.
3. Foreman, J. W. (2013). *Data Smart: Using Data Science to Transform Information into Insight* (1st ed.). Wiley.
4. Herzog, D. L. (2015). *Data Literacy: A User's Guide* (1st ed.). SAGE Publications, Inc.
5. Houston, B. (2021). *Computer - Assisted Reporting: A Practical Guide 4Th Edition*. T&F INDIA.

6. Lawrence Marzouk, L., & Boros, C. (2018). *Getting Started in Data Journalism*. Balkan Investigative Reporting Network in Albania.
7. Meyer, P. (1991). *The New Precision Journalism*. Indiana University Press.
8. Munzner, T. (2014). *Visualization Analysis and Design (AK Peters Visualization Series)* (1st ed.). A K Peters/CRC Press.
9. Stray, J. (2016). *The Curious Journalist's Guide to Data*. Columbus Journalism School.
10. Vallance-Jones, F., & McKie, D. (2017). *The Data Journalist: Getting the Story* (1st ed.). Oxford University Press.

### **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.*

## **SEMESTER V**

### **JC 1541 MALAYALAM JOURNALISM**

**(Core Course 7)**

**(5 hrs – 4 credits)**

#### **Course outcomes:**

1. To explain the history of Malayalam press
2. To comprehend the present status of the newspapers and magazines in Malayalam.
3. To narrate the process of translation and syndication in news

#### **Module 1**

Brief history of the origin on Malayalam press (Rajyasamacharam, Paschimodayam & Gnananikshepam), major milestones in the history of Malayalam press, Present status of the newspapers and magazines in Malayalam, new trends in circulation strategies – event management, competitions among readers, public campaigns, hyperlocalism and changes in lay-out and design.

#### **Module 2**

New trends in magazine publications – increase in visual content– sensationalisation of events– publication of scoops and exclusives– publication of specialized magazines



**Module 3**

Problems of translation and transliteration – syndicated columns – syndication of current news

**Module 4**

Brief profiles of prominent journalists in Malayalam – Herman Gundert, Devji Bhimji, Swadeshbhimani Ramakrishna Pillai, Kesari A. Balakrishna Pillai, K. P. Kesava Menon, Kandathil Varghese Mappilai and C.

V. Kunjiraman

**Assignments:**

1. Create, design and publish a tabloid in Malayalam
2. Translation of news articles
3. Collect and analyse articles of prominent journalists of Kerala

**Books for reference**

|  |               |
|--|---------------|
| <i>Bharathiya Patracharithram</i>                  | M V Thomas    |
| <i>Patrangal Vichitrangal</i>                      | K P Vijayan   |
| <i>Vrithanthapathrapravarthanam</i>                | K Ramakrishna |
| <i>Pillai Malayala Pathrapravathana Charithram</i> | Puthupalli    |
| <i>Raghavan Manmaranja Masikakal</i>               | Priyadarshan  |

**MASS MEDIA MANAGEMENT**

**Course code: JC 1542**

Core Course 8

3 hrs, 3 credits

**Course outcomes:**

1. To familiarize with modern management concepts
2. To apply the managerial aspects and functions of mass media organizations
3. To acquaint with business challenges and to tackle them in media organizations.

**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 **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 Bharati

#### **Assignments:**

1. Sketch the organizational structure --Hierarchical chart of large newspaper, news channel and FM radio (Group assignment)
2. Prepare a report on entry level careers in media organizations (Print, television, radio and cinema)

#### **Books for 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

## **MEDIA LAWS AND ETHICS**

**Course code: JC 1543**

Core Course 9

credits

3 hrs, 3

#### **Course outcomes:**

1. To explain and incorporate legal framework
2. To suit concepts of freedom of press and the constitution
3. To acquaint with judicial structure and role of fourth estate

#### **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

**Assignments:**

1. Case study based on specific law or concepts mentioned in the syllabus
2. Analysis on freedom of press and its violations
3. Panel discussion or debate based on :
  - (i) Freedom of Press
  - (ii) Profit motive vs responsibility of media houses
  - (iii) Censorship

**Book for 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: JC 1571**

Vocational course 7

credits

4hrs, 4

**Course outcomes:**

1. To explain theoretical knowledge on historical evolution of documentary films
2. To trace the current trends in documentary genre
3. To shoot and familiarise documentary making

**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

**Assignments:**

1. Critical appreciation of different types of documentaries (Group)
2. Prepare synopsis and plans for shooting any type of documentary (Group)

**Books for Reference**

- Wolverson, 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**

**(Practicals) Course Code:**

**JC 1572**

Vocational Course 8

4 Hrs 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.

During the fifth semester each student has to produce a video programme 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 HOD of the 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.

The synopsis, treatment notes, story board, final shooting script and finished programme in digital format are to be evaluated on individual basis by an external examiner appointed by the university. The university shall set a panel of experts as examiners for the evaluation of video project. The exam schedule shall be prepared by the university before the Vth Semester theory examinations

The video programmes should be:

- 1) a documentary of 8 to 10 minutes duration
- 2) produced in the digital video format with sound and music
- 3) 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**

| Details of the Graduate Video project |   | Maximum Weightage |
|---------------------------------------|---|-------------------|
| a                                     | Preparation of Programme Proposal (Clarity of the proposal, budget, research material used & the presentation of synopsis will be taken into consideration) | 5                 |
| b                                     | One – line treatment and detailed treatment   | 2                 |

|       |                             |              |
|-------|-----------------------------|--------------|
| c     | Script 5                    |              |
| d     | Story board for 5 key frame | 3            |
| e     | Quality of the video film   | 15           |
| Total |                             | 30 weightage |

Marks will be awarded in a viva voce examination conducted by the external examiner in the respective colleges and expenses for the examination including the remuneration for the examiner should be borne by the respective college.

## **FILM APPRECIATION**

**Course code: JC 1551.1**

Open Course 1

credits

3 hrs, 2

### **Course outcomes:**

1. To create insight into the evolution cinema and its origin
2. To explain cinema language and its visual components
3. To narrate film editing and montage theory

### **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 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 7**

Malayalam cinema – brief history of Malayalam cinema, adaptation of Malayalam literary works

### **Assignments:**

1. Critically analyse major film movements globally
2. Prepare montage based on editing any film of your choice

### **Books for reference**

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

Press

**OR**

**INTER CULTURAL COMMUNICATION**

**Course code: JC 1551.2**

Open Course 1

credits

3 hrs, 2

**Course outcomes:**

1. To explain culture as a social institution
2. To differentiate value systems on Eastern and Western perspective
3. To acquaint themselves about mass media as a vehicle of intercultural communication

**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.

**Assignments:**

1. Prepare report on different art forms, its contribution and how it act as an instrument of intercultural communication
2. Do an interview with any artist of repute and discuss how new media may be used to promote the artist to reach wider audience

**Books for 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: JC 1641**

Core Course 10

3 hrs, 2 credits

#### Course outcomes:

1. To explain the concepts, meaning and models of development and paradigm shift
2. To familiarize about different programmes and policies of the development communication
3. To assess the development communication campaigns and importance of participatory communication

#### 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 ---- Challenges to Existing Gender-Sexuality Norms --- Paradigm Shifts in Socio-Cultural Scenario ----- Power Politics of Digital Culture.

#### 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

**Assignments:**

1. Write articles on development studies like health education, agriculture, environment etc
2. Suggest measures to tackle constraints to gender equality at work in the age of digital culture.

**Books for reference**

- Srinivas R Melkote and H Leslie Steeves (2007), *Communication for Development in the Third World: Theory and Practice for Empowerment*, New Delhi, Sage
- 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<sup>st</sup> Century*, New Delhi, Orient BlakSwan
- Maya Ranganathan and Usha M. Rodrigues (2010), *Indian Media in a Globalised World*, Sage
- Linje 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*
- Chua, P., Bhavnani. K & Foran. J. "Women, Culture and Development: A New Paradigm for Development Studies?" *Ethnic and Racial Studies* 23:5, pp. 820-841, 2000.
- Butler, Judith P. *Gender-Trouble: Feminism and the Subversion of Identity*. New York, Routledge, 1990.
- Thornham, Helen. *Gender and Digital Culture: Between Irreconcilability and the Datalogical*. New York, Routledge, 2019.

**BUSINESS JOURNALISM****Course code: JC 1642**

Core Course 11

4 hrs 3 credits

**Course outcomes:**

1. To explain the evolution of economic thinking and its current perspectives
2. To familiarize economic news based on data and figures.
3. To write / present business reports

**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 – Planning Commission – Finance Commission – 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

### **Assignments:**

1. Write budget report
2. Create and present business news stories as a video clip (group)
3. Present review of business publications

### **Books for reference**

- Jay Taparia (2003), *Understanding Financial Statements: A Journalist's Guide*, Marion Street Press
- Chris Roush (2010), *Show Me the Money: Writing Business and Economics Stories for Mass Communication*, Routledge. (second edition)
- Terri Thompson (Ed.) (2000), *Writing About Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism*, Columbia University Press.
- Conrad Fink (2000), *Bottom Line Writing: Reporting the Sense of Dollars*, Iowa State University Press
- Robert Reed and Glenn Lewin (2005), *Covering Business: A Guide to Aggressively Reporting on Commerce and Developing a Powerful Business Beat*, Marion Street Press
- Kenneth Morris and Virginia B. Morris (2004), *The Wall Street Journal Guide to Understanding Money & Investing*, Lightbulb Press Inc
- Chris Roush (2010), *Profits and Losses: Business Journalism and Its Role in Society*, *Marion Street Press* (second edition)

Chris Roush and Bill Cloud (2010), *The Financial Writer's Stylebook: 1,100 Business Terms Defined and Rated*, Marion Street Press

## **ADVANCED TELEVISION PRODUCTION**

**Course code: JC 1643**

Core Course 12

4 hrs, 3 credits

### **Course outcomes:**

1. To familiarize the production of various television formats
2. To create an on-screen presentation
3. To explain the process of video production, operations and multi camera skills.

### **Module 1**

Video production – single camera production – ENG & 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

### **Assignments:**

Produce a TV programme of any kind (Group assignment)

### **Books for 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

## **INTRODUCTION TO NEW MEDIA**

**Course code: JC 1671**

Vocational course 9

4 hrs, 3 credits

### **Course outcomes:**

1. To explain the idea of convergence of media and its application in journalism
2. To familiarize the working pattern of electronic and media platforms
3. To assess the suitability of hardware, software including open source solutions and applications of computer technologies and web page design

### **Students will have understanding of new technologies and its evolutions 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 new 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

### **Assignments:**

1. Create a Blog, Vlog in Instagram / YouTube/Twitter / LinkedIn and upload your original content
2. Design an UI for an App or website
3. Technical writing exercises

### **Books for 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: JC 1672**

Vocational Course 10

4 hrs, 3 credits

### **Course outcomes:**

1. To explain the issues pertaining in mass media practices
2. To familiarize the operational framework of institutions and societal interaction of mass media
3. To review and write the movements of digital media and social change along with the relevance of digital divide

### **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 --- Alternative Discourses of Women Empowerment ----- Concept of Participatory Community Media.

### 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

#### Assignments:

1. Write a report on the implications of mass media to the ethical well-being of the society
2. Compare and contrast the benefits of mass media to marginalized population
3. Elaborate on the role played by Participatory Community Media in breaking the glass ceiling and in ensuring equal professional achievements and life opportunities to women in the field of media.

#### Books for 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 (2010), Indian Media in a Globalized World, New Delhi, Sage
- Gauntlett, David. Media, Gender and Identity: An Introduction, 2nd Edition, New York, Routledge, 2008.
- Gill, Rosalind. Gender and the Media. Cambridge, Polity Press, 2007.
- O'Brien, Anne. Inequality and Media Work. New York, Routledge, 2019.
- 

## SCIENCE JOURNALISM

**Course code: JC 1661.1**

Industry Based Course

3 hrs, 2 credits

#### Course outcomes:

1. To spot the methods adapted in analyzing subjects related to science
2. To interpret scientific data to accurate reports
3. To familiarize the common topics related with science to prepare reports

**Students acquire skills to report scientific information for common man**

### Module 1

Fundamentals of science journalism- Definition, sources of information, ; major

issues in science journalism ,what makes a good science story - qualities of a science journalist- science reporters and science editors.

## **Module 2**

Media and science journalism; Science as an essential element in political, corporate and community news. . Models of science communication- Disseminating model, Dialogue model and participatory model . Mass media for science communication.

## **Module 3**

popular science magazines - scope of science journalism on radio & television in developing countries; science based serials on radio and television; science journalism for the digital media. Agricultural journalism, Health and Medical journalism, Bio-technology journalism, Environmental journalism, I& T journalism. Professional development and training in Science Communication.

## **Module 4**

Practical Work: Reporting of Nature and Environmental issues, Set Health communication campaign strategies, Prepare a 5 minute video on science awareness programme.

### **Assignments:**

1. Prepare a report interpreting scientific data with all information for a common man
2. Create a report on impact of science journalism on public understanding of science

### **Books for 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, Rockefeller University Press
- Bernal, J. D. (1971), Science in History (4 Volumes), Massachusetts, 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.



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

**OR**

## **MULTIMEDIA PRODUCTION**

**Course code: JC 1661.2**

Industry Based Course

3 hrs, 2 credits

### **Course outcomes:**

1. To familiarize the visual language and principles
2. To explain and suit the proper design techniques for the programmes
3. To practice audition, sound booth operation and softwares required for multimedia projects

### **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. 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 2**

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 3**

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 4**

Practical Works: Corel Draw- Prepare Logo, Cards and Brochure, Adobe Photoshop- Image Editing and Photo/ Illustrations retouching, Adobe Flash- Create one Animation, 3D Max- Creating 3D models, Sound Forge- Editing 5 minute audio, Adobe Premier Pro- Edit a short video

**Assignments:**

1. Create an interactive website OR multimedia program on a DVD ( single work for whole batch)
2. Create a 5 minute video with all multimedia enhancements and techniques, graphic and animations ( single work for whole batch)

**Books for 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**

**News Reading and Anchoring**

**Course code: JC 1661.3**

Industry Based Course

3 hrs, 2 credits

**Objective:** To provide knowledge, training and experience to form a background for those who are interested in News Reading and Anchoring.

**Course Outcomes:**

1. To acquire knowledge about News Reading and Anchoring
2. To regulate and fix voice modulation
3. To control body language and to inculcate the capability to present News/ Talk Shows/ Interviews

**MODULE – 1**

Anchoring Basics - Tips and Techniques: Language Fluency/Voice Modulation/Rhythm of Speech/Tone/Intonation/Inflection / Breathing/ Resonance

**MODULE – 2**

How to present - News/ Interview /Debate/Talk Show/ Chitchat/One to One/ Public Speaking/ Corporate Videos, Rundown and Script(TV/Digital Media/Radio) Understanding the Script, Do's and Dont's, Legal pet falls, Studio, Indoor/ Outdoor, Self-Scripting/ Body Language/ Mannerisms and how to hold audience attention

**MODULE – 3**

Voice Grooming / Personality/ Anchor Styling/ Dress Code/ Make up/ Timing/ Interaction with New Readers, Anchors - its analysis and study/ Technical - How to face camera, usage of microphones

**MODULE – 4**

Practical Projects.

5 Min. News Anchoring and its analysis or 5 Min. Talk show and its analysis or 5 Min. Self-Script on an Issue and Presentation or 5 Min. Interview

**Reference Books:**

1. Dutt, B. (2015). *Anchoring TV & Live Events*. Pustak Mahal.
2. Kalra, R. J. (2021). *The ABC of News Anchoring* (1st ed.). Pearson India.
3. Mdoe, S. (2019). *TV News Anchoring: A Guide to professional News Casting*. Swaleh Mdoe.
4. Meltzer, K. (2010). *TV News Anchors and Journalistic Tradition: How Journalists Adapt to Technology* (1st ed.). Peter Lang Inc., International Academic Publishers.
5. Nagpal, B. (2020). *Working For Media: Handbook For Building A Career In Journalism: Learn The Art Of Anchoring, Reporting And News-Making*. Amazon Digital Services LLC
6. Rajasekharan K. S. (2004). *Drishyabhasha*. The Kerala State Institute of Languages

**Or**

**Video Editing**

**Course code: JC 1661.4**

Industry Based Course

3 hrs, 2 credits

**Objective:** To understand the principles, practices, and equipment used for video editing.

**Course Outcomes:**

1. To Edit video programmes
2. To create visual content for news shows
3. To familiarize with basic graphic tools

**MODULE – 1**

Fundamentals of Editing; Editing theories- Pudovkin; Structural editing, Relational editing. The Soviet school; Kuleshov effect, Lev Kuleshov, Sergie Eisenstein, Montage theory, Rules of editing, 30 degree rule, 180 degree rule, Time and space in editing.

**MODULE – 2**

Editing techniques; chronological editing- shot, scene, sequence. Principles of continuity in editing, cuts, cross cutting, jump cut, match cut, parallel cutting, Transition techniques; wipe, dissolve, fade, iris. Editing in post- production; selection of shots and ordering of shots, timing, space, rhythm, rough cut, final cut, directors cut. Online and Offline editing, AB roll editing, multi-track editing, key frame, mixing audio tracks, video effects.

**MODULE – 3**

Analog and digital editing techniques; linear and non-linear editing, editing in digital era, non-linear editing equipments and software; Adobe premiere, AVID, FCP(final cut pro), aftereffects, motion, and other editing softwares, edit controllers, video switchers and mixers, Timeline, Timecode, Shot logging, DI(digital intermediate), chroma keying, video file formats, aspect ratio, rendering.

**MODULE – 4**

Practical: Exercises in any non-linear editing software; importing and assembling clips, batch capturing, use of transition devices, titling, keying, multi-track editing, Audio-editing and sound mixing.

**ASSIGNMENT**

1. Arrange 3 shots using match cut or 2. Edit a news story of 2 minutes.

**Reference Books**

1. Belavadi, V. (2013). *Video Production (2nd ed.)*. Oxford University Press.
2. Brownie, S. E. (1997). *Video Editing: A Production Premier*. Focal Press.
3. Crittenden, R. (1995). *Film and Video Editing*. Blueprint.
4. Morris, P. (1999). *Non-linear Editing Media Manual*. Focal Press.

**Or**

**Mobile Journalism**

**Course code: JC 1661.5**

**Objective:** To understand the principles, practices, and equipment used for video editing.

**Course Outcomes:**

1. To shoot and record via Mobile phones
2. To produce news talks and debates
3. To document events and programmes

**MODULE – 1**

What is mobile journalism \_ Rise of mobile journalism \_ Using the mobile for stories \_ Script \_ Storyboard \_ video interviews \_ Mobile based story telling ideas \_ smart phone photography \_ rule of thirds \_ composition \_ shot scales \_ camera angles \_ camera movements

**MODULE – 2**

Basic tools of video editing and recording using mobile phones \_ editing on mobile apps ( Camera+, Adobe Photoshop express, FiLmic pro, Pinnacle studio, U stream etc) \_ streaming live videos with mobile phones \_ podcasting \_ piece to camera \_ social media websites \_ multimedia \_ Citizen journalism

**MODULE – 3**

Importance of mobile journalism (MOJO) \_ Challenges of mobile journalism in digital media \_ overcoming limitations of mobile phones \_ future of mobile journalism \_ Techniques for creating visual content for mobile audiences \_ Selecting subjects, covering events, legal and ethical consideration

**MODULE – 4**

- Develop a mobile news story which have 5 to 7 mint duration
- Produce a piece to camera reporting video using mobile phones

**Reference Books**

1. Burum, I. (2021). *The Mojo Handbook: Theory of Praxis*. Taylor & Francis Group.
2. Hill, S., & Bradshaw, P. (2018). *Mobile First Journalism: Producing News for Social and Interactive Media*. Taylor & Francis Group.
3. Montgomery, R. (2018). *Smart Phone Video Story Telling*. Taylor & Francis Group.
4. Quinn, S., & Lamble, S. (2008). *Online Newsgathering: Research & Reporting for Journalism*. Taylor & Francis Group.

**Or**

**Fundamentals of Technical Writing**

**Course code: JC 1661.6**

Industry Based Course

3 hrs, 2 credits

**Course Objective:** This course aims to train students on technical and specific job-oriented writing skills for the digital ecosystem.

**Course Outcomes:**

1. To write tightly, clearly and colorfully for the digital media.
2. To create content for the digital media Create learning designs that maximize retention and behavioral transfer
3. To adapt design strategies for different types of content

**MODULE – 1**

Role of a Technical Writer - Principles of Technical Writing - Difference between technical writing and other forms of writing - Working with Images and Illustrations - Styles in technical writing - The technical editing process - Editing for accuracy of technical details, language style and usage - On-line editing process and software.

**MODULE – 2**

Writing for the Web - Writing content for websites - Creating banner advertising and digital campaign - Writing and managing content for social media – Writing content for e-learning projects, outsourcing technical writing.

**MODULE – 3**

Translation and Transcreation (English and Malayalam Content) – Translating Advertisements & press releases - Translation agencies in India - Content Writing for Science, Health, Education, cooperate organizations.

**MODULE – 4**

Practical: Feature Writing – Creating Infographics – Copy Writing – Translation – Blogs.

**Reference Books**

1. Aidoo, J. (2009). *Effective Technical Writing and Publication Techniques: A guide for Technical Writers, Engineers and Technical Communicators*. Matador.
2. Alfred, G. J., Brusaw, C. T., & Oliu, W. E. (2008). *Handbook of Technical Writing*. Sage Publications
3. Haile, J.M. (2001). *Technical style: Technical Writing in a Digital Age*. Macatea Productions.
4. Harty, K. J. (2007). *Strategies for Business and Technical Writing (2nd ed)*. Pearson Education.
5. Lipson, C., & Day, M. (2002). *Technical Communication and the World Wide Web*. Mahwah: Lawrence Erlbaum Associates Inc.
6. Pfeiffer, W. S. (1997). *Technical Writing: A Practical Approach (3rd ed.)*. Englewood Cliffs:

Prentice-Hall.

7. Samson, D. C. (1993). *Editing Technical Writing*. Oxford University Press.

8. Sides, C. H. (1999). *How to Write and Present Technical Information (9th ed)*. Cambridge University Press.

**UNIVERSITY OF KERALA**

(Abstract)

Career-related First Degree Programme in Journalism and Mass Communication under CBCS System 2(a) - Syllabus for compulsory complementary courses in Journalism only for the students who have not studied Malayalam at school level-w.e.f 2020 admission onwards- Approved -Orders Issued.

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**Ac AV**

6126/2021/UOK

Dated: 10.11.2021

Read: 1.U.O.No.3529/2020/UOK dated 09.11.2020.

2.Minutes of the Additional meeting of the Board of Studies in Journalism held on 30.06.2021.

3.Item.no.15 of the Minutes of the meeting of the Standing Committee of the Academic Council held on 03.09.2021.

4.Item.no.(I) 55 of the Minutes of the meeting of the Academic Council held on 07.10.2021.

**ORDER**

The Scheme and Syllabus of Career-related First Degree Programme in Journalism and Mass Communication under CBCS System 2(a) has been revised and University order read as paper (1) above issued.

The additional meeting of the Board of Studies in Journalism vide paper read as (2) above, considered the request of a candidate for Career-related First Degree Programme in Journalism and Mass Communication under CBCS system 2(a)- 2020 admissions, who have not studied Malayalam at school level, for changing his compulsory Complementary courses in Malayalam ( ML 1131-Sargathmaka Rachana and ML 1231- Madhyama Rachana ) in the first and second Semesters; **and recommended an additional Complementary course in Journalism ( JC 1132-Fundamentals of Convergent Journalism and JC 1232- Multimedia Story telling with 4 credits and 5 working hours each) for the first and second Semesters respectively, as an alternative to Malayalam ( ML 1131-Sargathmaka Rachana and ML 1231- Madhyama Rachana ). This is applicable only for the students, who have not studied Malayalam at school level. The Chairman, Board of Studies in Journalism, submitted the Syllabus for the same and recommended to implement from 2020 admissions.**

The Dean, Faculty of Arts endorsed the above recommendations of the Chairman, Board of studies in Journalism.



The Standing Committee of the Academic Council vide paper read as (3) recommended to refer the matter to the Academic Council.

The Academic Council vide paper read as (4) above, resolved to approve the recommendations of the Board of Studies in Journalism and further recommended to permit the candidates to complete the course within the UG Programme period.

The Scheme and Syllabus is available in the University Website.

Orders are issued accordingly.

Sd/-  
**SINDHU GEORGE**  
**Deputy Registrar**  
**for Registrar**

Copy to:-

- 1.PS to VC/PVC
- 2.PA to Registrar/CE
- 3.The Dean, Faculty of Arts
- 4.The Chairman, Board of Studies in Journalism
- 5.The Principal of all affiliated colleges offering First Degree Programmes under CBCS System
- 5.The Director, Computer Centre
- 6.JR (CBCS/Academic)
- 7.DR (CBCS/ES/EB)
- 8.AR (CBCS/ES/EB/IT Cell Exams)
9. IT Cell Exams
10. EB Sections
11. ES Sections.
- 12.PRO/Equiry
- 12.Stock file

Forwarded/By Order

Section Officer

**First Semester Compulsory Complimentary –BA JMC (CBCS)- 2020 Admn**  
(Applicable Only for students who haven't studied Malayalam for 10<sup>th</sup> Pass)

## **Fundamentals of Convergent Journalism JC 1132**

**Credit 4**

**Hours - 5**

**Course Objective:** The objective of the course is to create a basic awareness in the idea of Convergence in Journalism. It aims to make students prepared for writing for different platforms by understanding the character of each media. It also tries to create an idea of how to create content for Convergent media platforms.

### **Course Outcome:**

1. Differentiate the approaches for different media forms and platforms
2. Write and create content for Convergent media
3. Generate different news stories from a single source according to the platform available.

### **Module 1**

Definition and concepts of traditional media and New media- Idea of Convergence- History and evolution- Transformation from analogue to digital- Merits & Demerits.

### **Module 2**

Writing for different media platforms- Structure and Content of news stories – Interactivity and Participation of audience- Different approaches and difference in the news value judgments- News sources and credibility measures- Concepts of news portals and functions – Placement of the story – importance of metadata – search engine optimization and Google trends

### **Module 3**

Creation and Maintenance of own blog/website- Write/ report multimedia packages- Content creation and management of text, video and audio- Tagging-hashtag campaigns- experiential news - Nature and characteristics of feedback mechanism- issues of credibility, privacy and security – Ethical concerns

### **Module 4**

Basics of integrating audio, photographs, graphics and video to enhance news/article. Follow ups and practice of news packages- Comprehensiveness and hypertextuality features- Practices of interactive tools on media websites.Idea of cross ownership in Media- Challenges and opportunities as a Journalist–need for multi-skilled journalists - working with emerging and future technologies - artificial intelligence in journalism.

Assignments: 1. Dissection and analysis of a News portal- Form and Content- How it differs from the conventional news story/ traditional media- Language, Writing style, presentation and aesthetics

## References

1. Briggs, M. E. (2019). Journalism Next: A Practical Guide to Digital Reporting and Publishing (Fourth ed.). SAGE Publications, Inc.
2. Filak, V. F. (2014). Convergent Journalism: An Introduction: Writing and Producing Across Media. Routledge.
3. Gillmor, D. (2004). We The Media (1st ed.). O'Reilly Media.
4. Grant, A. E., & Wilkinson, J. S. (2008). Understanding Media Convergence (Illustrated ed.). Oxford University Press.
5. Holmes, T., Hadwin, S., & Mottershead, G. (2012). The 21st Century Journalism Handbook: Essential Skills for the Modern Journalist (1st ed.). Routledge.
6. Kolodzy, J. (2006). Convergence Journalism: Writing and Reporting across the News Media. Rowman & Littlefield Publishers.
7. Luckie, M. S. (2012). The Digital Journalist's Handbook (1st ed.). CreateSpace Independent Publishing Platform.
8. McGuire, M., Stilborne, L., McAdams, M., & Hyatt, L. (1997). The Internet Handbook for Writers, Researchers, and Journalists. The Guilford Press.
9. Witschge, T., Anderson, C. W., Domingo, D., & Hermida, A. (Eds.). (2016). The SAGE Handbook of Digital Journalism (1st ed.). SAGE Publications Ltd.

**Second Semester Compulsory Complimentary –BA JMC (CBCS)- 2020 Admn (Applicable Only for students who haven't studied Malayalam for 10th Pass)**

## **Multimedia Storytelling - JC 1232**

**Credit 4**

**Hours - 5**

**Course Objective:** The objective of the course is to educate students and make them aware of the approaches of multimedia storytelling. The course will make the students enable to produce multimedia content for interactive platforms and learn its various dynamics.

Course Outcome:

1. Demonstrate developed knowledge of the principles and concepts of Online Media types, online storytelling forms, visual storytelling, digital storytelling, and culture.
2. Demonstrate a sense of aesthetics and skills in communicating through both static and moving images.

3. Demonstrate critical thinking around digital storytelling for social mobilization, online media production, and the social and cultural media environment

### **Module 1**

History of Internet and Digital Revolution – Media Convergence, Diffusion – Online news media types and sources–Multimedia-Crowdsourcing, vlogs, narrowcasting and web podcasting– Fact checking and ethics.

### **Module 2**

Effects on journalistic storytelling. Digital storytelling – how is it changing? – Narrative forms and visual approaches - Static vs. dynamic stories - Approaches to scripting, storyboarding. Digitizing multimedia story elements

### **Module 3**

Integrated newsrooms - Newsgathering - Planning and evaluating the story-Automated Journalism, content aggregation - multimedia storytelling for PR, mobile storytelling, immersive narratives – Gaming– Social media marketing and culture

### **Module 4**

Common approaches and elements found in engaging multimedia news stories-participatory multimedia journalism Accessibility, user experience – interface and -navigation, elements of navigation –Comparison between foreign and local news web sites - Plagiarism and copyright – IT Act 2000

### **References**

1. Alexander, B. (2011). *The New Digital Storytelling: Creating narratives with New Media*. Preager Publishers.
2. Bull, A. (2010). *Multimedia Journalism: A Practical Guide*. Routledge.
3. Deborah, P. & Deborah, H. W. (2014). *Advancing the Story: Journalism in a Multimedia*. World Press.
4. Hartley, J. & McWilliam, K. (2009). *Story Circle: Digital Storytelling around the World*. John Wiley & Sons.
5. Miller, C. H. (2008). *Digital Storytelling: A Creator's Guide to Interactive Entertainment*. Taylor and Francis.
6. Silvia, A. & Tony, S. (2011). *Power Performance: Multimedia Storytelling for Journalism and Public Relations*. John Wiley & Sons.

## SEMESTER III

### CAREER-RELATED FIRST DEGREE PROGRAMME (CBCS)

#### JOURNALISM & MASS COMMUNICATION AND VIDEO PRODUCTION - Group 2 (a)

#### Complementary Course III - CREATIVE WRITING: EN 1331.3

No. of credits: 4

No of instructional hours: 5 hours/week

#### AIMS:

1. To make the students aware of the various aspects of Creative Writing.
2. To expose and familiarise the students to representative English writers and their works.
3. To equip the students to attempt at practical creative writing.
4. To strengthen the creative talents and writing skills.

#### OBJECTIVES:

1. To identify different poetic forms.
2. To analyse and appreciate poems and short stories.
3. To write book and film reviews.
4. To appreciate literary works.

### COURSE OUTLINE

#### Module 1: Poetry Writing

Chief elements: theme, structure, imagery and symbols, and rhythm - familiarization with major poetic forms like lyric, sonnet, ode, ballad, epic, dramatic monologue, free verse, etc - representative examples of each type - help the students to come to understand the theme and structure of these poems.

Critical appreciation of the given poems – emphasis on theme, structure, style, symbols, images, rhythm and diction.

- ✓ William Blake - "The Lamb"
- ✓ Emily Dickinson - "I Heard a Fly Buzz When I Died"
- ✓ Robert Frost - "Home Burial"
- ✓ Wole Soyinka - "Telephone Conversation"
- ✓ Rabindranath Tagore - "Where the Mind is Without Fear"

Poetry writing sessions based on common/everyday themes in various forms – to initiate students into poetry writing.

#### Module 2: Short Story writing

History – origin – short story vs. novel – characteristic features of short stories in general – plot construction, characterization, narration, local colour, atmosphere and title

Short Story appreciation: practical sessions - critical appreciation of the given stories - emphasis on theme, structure, style, images and dialogue:

- ✓ Saki - "The Open Window"
- ✓ Maupassant - "The Diamond Necklace"
- ✓ Oscar Wilde - "The Nightingale and the Rose"
- ✓ Chinua Achebe - "The Voter"
- ✓ O'Henry - "The Last Leaf"
- ✓ Kushwanth Singh - "The Portrait of my Grandmother"
- ✓ R.K.Narayan - "An Astrologer's Day"

Practice sessions - building up short stories based on given topics / themes from everyday life and situations.

### Module 3: Book and Film reviewing.

Elements of book/film reviewing - pertinent questions that a good review must answer - aim of the reviewer - sample book/film reviews from newspapers and magazines - practice sessions on book and film reviews.

Suggested reading:

- Kamerman, Sylvia E. ed. *Book Reviewing: A Guide to Writing Book Reviews for Newspapers, Magazines, Radio, and Television*. Boston: The Writer, inc., c1978. ISBN: 0871161155
- Corrigan, Timothy. *A Short Guide to Writing About Film*. Longman.

### Module 4:

#### (a) Writing for Children

Varieties - themes - fantasy - language - imparting values and morals - illustrative examples.

Suggested reading:

- Lewis Carroll - *Alice in Wonderland* [Abridged version]
- C.S. Lewis - *The Chronicles of Narnia: The Lion, the Witch and the Wardrobe*.
- Khyrunnisa A - *Howzzat Butterfingers!* Puffin Books, 2010.

#### (b) Detective Stories

Development - features - suspense and atmosphere - technique - choice of characters - dialogue - major contributors - representative examples.

Suggested reading:

- A.C. Doyle: "The Adventure of the Speckled Band"
- Edgar Allan Poe - "The Purloined Letter"
- Agathe Christie - "A Christmas Tragedy"



### (c) Science Fiction

Development – features – impact on films – main contributors: H.G. Wells, Aldous Huxley  
representative examples: *Time Machine* and *Brave New World*.

Suggested viewing:

- ✓ *Dr. Jekyll and Mr. Hyde* - R.L. Stevenson.
- ✓ *Time Machine* – H.G. Wells.
- ✓ *20,000 Leagues Under the Sea* – Jules Verne.

### COURSE MATERIAL

#### General reference:

1. *A Concise Companion to Literary Forms*. Emerald, 2013.
2. Abrams, M. H. *A Glossary of Literary Terms*.
3. Klarer, Mario. *An Introduction to Literary Studies*. Second edition. Routledge, 2009.
4. Prasad, B. *A Background to the Study of English Literature*. Macmillan.
5. Bernays, Anne and Pamela Painter. *What If: Writing Exercises for Fiction Writers*. William Morrow, 1991.
6. <http://www.bartelby.com/verse/>
7. <http://www.poetrytodayonline.com/>
8. <http://www.poetry-online.org/>
9. [http://en.wikipedia.org/wiki/Detective\\_fiction](http://en.wikipedia.org/wiki/Detective_fiction)
10. [http://en.wikipedia.org/wiki/Short\\_story](http://en.wikipedia.org/wiki/Short_story)

#### Direction to the Teachers:

- Focus should be on the main points mentioned in the contents of the syllabus. These are to be illustrated with the examples mentioned in the respective modules.
- Practice sessions should be arranged within the classroom to enable the students to try their hand at the various categories mentioned within each module. Multiple examples may also be mentioned in the class.
- Questions are not to be asked from any of the individual titles/works mentioned; they will be only on general comprehension based on the contents of the course structure mentioned in each module, including the writers mentioned in the syllabus.





## **CORE COURSE 2**

**ML 1231:Madhyama  
Rachana:Thathwavum  
Aavishkaravum**

**Credits: 4**

**Total Lecture Hours: 5**

**Course Outcomes:**

**CO1:Acquiring knowledge about  
Newspaper Writing  
(Understanding)**

**CO2:Analysing diversities in  
Radio programmes(Evaluating)**

**CO3:Creating interest in  
Screenplay Writing(Create)**

**CO4:Developing Script Writing  
skills(Apply)**

**CO5: Learning the technical  
aspects of Film**

**Production(Remember)**

# Syllabus Content:

## മൊഡ്യൂൾ : ഒന്ന്

പത്രരചന - വാർത്താ നിർമ്മിതി, എഡിറ്റോറിയൽ രചന, ഫീച്ചർ, അഭിമുഖം - ശ്രദ്ധിക്കേണ്ട ഘടകങ്ങൾ.

## മൊഡ്യൂൾ : രണ്ട്

റേഡിയോ പ്രോഗ്രാമുകൾ - അവയുടെ വൈവിധ്യം - ഫീച്ചർ, ചിത്രീകരണം, അഭിമുഖം, വാർത്ത - അവയുടെ സ്ക്രിപ്റ്റ് - സ്ക്രിപ്റ്റ് നിർമ്മിതിയിൽ ശ്രദ്ധിക്കേണ്ട ഘടകങ്ങൾ.

## മൊഡ്യൂൾ : മൂന്ന്

ടെലിവിഷൻ പ്രോഗ്രാമുകൾ - അവയുടെ വൈവിധ്യം - വാർത്ത, ഫീച്ചർ, അഭിമുഖം, ടെലിഫിലിം - അവയുടെ സ്ക്രിപ്റ്റ് - സ്ക്രിപ്റ്റ് നിർമ്മിതിയിൽ ശ്രദ്ധിക്കേണ്ട ഘടകങ്ങൾ.

## മൊഡ്യൂൾ : നാല്

ചലച്ചിത്രം - വിഭജനങ്ങൾ - കഥാചിത്രങ്ങൾ, ഹ്രസ്വചിത്രങ്ങൾ, ഡോക്യുമെന്ററികൾ - തിരക്കഥ രചന / സ്ക്രിപ്റ്റ് നിർമ്മിതി - ശ്രദ്ധിക്കേണ്ട ഘടകങ്ങൾ.

## മൊഡ്യൂൾ : അഞ്ച്

പ്രായോഗിക പഠനം - പത്രങ്ങളുടെ ഉള്ളടക്ക നിർമ്മിതി, റേഡിയോ ടെലിവിഷൻ പ്രോഗ്രാമുകളുടെ സ്ക്രിപ്റ്റ് നിർമ്മിതി, കഥാചിത്രങ്ങളുടെയും ഹ്രസ്വചിത്രങ്ങളുടെയും ഡോക്യുമെന്ററികളുടെയും തിരക്കഥാരചന / സ്ക്രിപ്റ്റ് നിർമ്മിതി എന്നിവയിലുള്ള പരിശീലനം - പരിശീലനത്തിന്റെ ഭാഗമായി വിദ്യാർത്ഥികൾ ഇവ തയ്യാറാക്കുകയും അവതരിപ്പിക്കുകയും ചെയ്യേണ്ടതാണ്. ഇത് സാധ്യമാകുംവിധം അസൈൻമെന്റുകൾ ക്രമീകരിക്കാവുന്നതാണ്. ഇതിനു വേണ്ടി വിദ്യാർത്ഥികളെ ഗ്രൂപ്പുകളാക്കാം. വിദഗ്ദ്ധരെ പങ്കെടുപ്പിച്ചുകൊണ്ടുള്ള സെമിനാറുകളും ശില്പശാലകളും സംഘടിപ്പിക്കുന്നത് പ്രയോജനകരമായിരിക്കും. താൽപര്യമുള്ള വിദ്യാർത്ഥികൾക്ക് ഹ്രസ്വചിത്രങ്ങളും ഡോക്യുമെന്ററികളും തയ്യാറാക്കി അവതരിപ്പിക്കുകയും ചെയ്യാം.