

# **Master of Arts**

## **Journalism and Mass Communication**

### **PROGRAM STRUCTURE AND SYLLABUS**

2019-20 ADMISSIONS ONWARDS

(UNDER MAHATMA GANDHI UNIVERSITY PGCSS REGULATIONS 2019)



EXPERT COMMITTEE IN JOURNALISM AND MASS COMMUNICATION (PG)  
MAHATMA GANDHI UNIVERSITY  
2019

BOARD OF STUDIES IN JOURNALISM AND MASS COMMUNICATION (PG)

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Institute of Communication and Journalism  
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Keezhoor

### 1. Aim of the Programme

The main objective of the MAJMC programme is to prepare students for the exciting profession of Journalism, by meaningfully combining media theory and practice. The finished products are supposed to be socially responsible and responsive for the larger good of the people whom they serve, through the profession of Journalism.

### 2. Eligibility for Admission:

Any student with a bachelor's degree in any subject with a minimum marks of 45 percent or as per the university regulations is eligible to apply for admission to the MAJMC programme. A relaxation of 5 percent of marks is given to SC and ST students to secure admission to the MAJMC programme.

### 3. Medium of Instruction and Assessment:

The medium of instruction is English for the MAJMC programme except the elective course of Malayalam Journalism, the examination for which can be written in Malayalam only.

### 4. Faculty under which the Degree is awarded :

Faculty of social science

### 5. Specialization offered, if any:

Specialized elective courses are offered to cater to the needs of the profession/industry. The course is practice-oriented.

### 6. Note on compliance with UGC Minimum Standards for the conduct and award of Post Graduate Degrees:

The post-graduate programme in Journalism and Mass Communication complies with the UGC minimum standards for the conduct and award of post-graduate degrees, both in content structure, practical skills and evaluation as mandated by the University.

**Master of Arts in Journalism and Mass Communication  
(MAJMC)**

| Semester | Course Code  | Title of course                              | Type of the Course | Teaching Hours per Week | Credit | Total Credits |
|----------|--------------|--|--------------------|-------------------------|--------|---------------|
| I        | JM010101     | Introduction to Communication                | Theory             | 4                       | 4      | 19            |
|          | JM 010102    | History and Development of Journalism        | Theory             | 4                       | 4      |               |
|          | JM 010103    | News Reporting                               | Theory             | 4                       | 4      |               |
|          | JM 010104    | Business Journalism                          | Theory             | 4                       | 4      |               |
|          | JM 010105    | News Reporting                               | Practical          | 10                      | 3      |               |
| II       | JM 010201    | Editing for Print Media                      | Theory             | 4                       | 4      | 19            |
|          | JM 010202    | Advertising Practice                         | Theory             | 4                       | 4      |               |
|          | JM 010203    | Media Management                             | Theory             | 4                       | 4      |               |
|          | JM 010204    | New Media and Cyber Journalism               | Theory             | 4                       | 4      |               |
|          | JM 010205    | Editing and Translation                      | Practical          | 10                      | 3      |               |
| III      | JM 010301    | Public Relations and Corporate Communication | Theory             | 4                       | 4      | 19            |
|          | JM 010302    | Radio and Television                         | Theory             | 4                       | 4      |               |
|          | JM 010303    | Research Method for Media                    | Theory             | 4                       | 4      |               |
|          | JM 010304    | Film Studies                                 | Theory             | 4                       | 4      |               |
|          | JM 010305    | Video Production                             | Practical          | 10                      | 3      |               |
| IV       | JM 800401    | Elective - 1                                 | Theory             | 4                       | 4      | 23            |
|          | JM 800402    | Elective - 2                                 | Theory             | 4                       | 4      |               |
|          | JM 800403    | Elective - 3                                 | Theory             | 3                       | 3      |               |
|          | JM 010401    | Lab Journal                                  | Practical          | 4                       | 4      |               |
|          | JM 010402    | Project/Dissertation                         |                    | 5                       | 5      |               |
|          | JM 010403    | Comprehensive Viva-Voce                      |                    | 3                       | 3      |               |
|          | <b>Total</b> |  |                    |                         |        | 80            |

Group -1

|           |   |
|-----------|---|
| JM 800401 | Media Laws and Ethics                     |
| JM 800402 | Malayalam Journalism/Health Communication |
| JM 800403 | Magazine Journalism                       |

Group - II

|           |                               |
|-----------|-------------------------------|
| JM 810401 | Communication for Development |
| JM 810402 | Health Communication          |
| JM 810403 | Media and Society             |

| <b>FIRST SEMESTER COURSES</b>  |                                       |                           |                       |                      |
|--|---------------------------------------|---------------------------|-----------------------|----------------------|
| <b>Master of Arts in Journalism and Mass Communication<br/>(MAJMC)</b> |                                       |                           |                       |                      |
| <b>Course Code</b>   | <b>Title of the course</b>            | <b>Type of the Course</b> | <b>Hours per week</b> | <b>Total Credits</b> |
| JM010101   | Introduction to Communication         | Theory                    | 4                     | 4                    |
| JM 010102  | History and Development of Journalism | Theory                    | 4                     | 4                    |
| JM 010103  | News Reporting                        | Theory                    | 4                     | 4                    |
| JM 010104  | Business Journalism                   | Theory                    | 4                     | 4                    |
| JM 010105  | News Reporting                        | Practical                 | 10                    | 3                    |
| Total  |                                       |                           |                       | 19                   |

## **JM 010101: INTRODUCTION TO COMMUNICATION**

**The main objective of the course is to introduce the various aspects of communication process including its elements, models and theories.**

### ***Module 1:***

Communication: Definitions, meaning, elements-source, message, channel, receiver, feedback and noise-process, functions, nature, features and scope-7'Cs of communication-early forms of communication, human communication-verbal and non -verbal.

***Module 2:*** Types of communication- intra-personal, interpersonal, group and mass communication-nature, functions, barriers to communications-remedies - opinion leaders, gatekeepers, persuaders- sociological and psychological needs, eastern and western concepts of communication.

***Module 3:*** Models of communication - Aristotle, Claude E.Shannon and Warren Weaver, Harold D. Laswell, Wilbur Schramm and Charles E. Osgood, Gerbner, NewComb, David Berlo, SMCR, Becker, Riley and Riley, De Fleur, Westley and Mc Lean-structure, functions, applications, merits and demerits.

***Module 4:*** Concepts of communication - mass media - nature, scope, merits and demerits - social media as a new method of communication -normative theories of the Press- Authoritarian, Libertarian, Communist, Social Responsibility, Development Media and Democratic Participant - Marshall McLuhan- concepts of mechanical and electrical age, global village, medium is the message, hot media and cool media - folk media- types and functions.

Module 5: Media and ideology-Gramsci and Althusser - book as a mass medium, media audience-classifications- media as culture industry - media as Disneyland - media criticism by Daniel Boorstin.

## **Books for Reference**

1. Introduction to Mass Communication - Emery,Ault and Agee
2. Process & Effects of Mass Communication - Wilbur Schramm
3. Men, Messages and Media - Wilbur Schramm
4. Mass Communication & Journalism in India - Keval J.Kumar
5. Convergent Media : An introduction to MassCommunication - John V Pavlik& McIntosh
6. Understanding Mass Communication - Melvin L. De Fleur & Evelette
7. Media, Communication&Culture - James Lull
8. Mass Communication in India - J.V.Vilanilam
9. The Effects of Mass Communication - Joseph Klapper
10. The Media Reader - Hugh Mackay & Tim O Sullivan
11. Communication Studies - AndrewBeck,Peter Bennett,Peter Wall
12. Communication Models - Denis Mc Quail & Sven Windhal
13. Theories in Mass Communication - Denis Mc Quail
14. Introduction to Mass Media - Fred Fedler
15. Mass Media - William Rivers et al.

JM010102: HISTORY AND DEVELOPMENT OF JOURNALISM



*The course will provide a descriptive view of the history and development of journalism in English and Indian languages and also of professional organisations.*

**Module 1:** The Press: Its importance and significance - origin and growth of journalism at global level - beginning of journalism in India - the early print media in India - first newspaper of India: James Augustus Hickey - Indian press in nineteenth century - contributions of Christian missionaries to Indian journalism. - Serampore missionaries - James Silk Buckingham - early journalism in Madras, Bombay and Calcutta.

**Module 2:** Indian media: Media in pre-independence era - first war of Indian Independence - the birth of Indian language journals - Raja Ram Mohan Roy - the birth of Indian National Congress - national leaders and their contributions to media: Mahatma Gandhi as a journalist - Indian Press and freedom struggle - Indian press after Independence - the history of English daily newspapers - prominent journalists in India - media during emergency in India.

**Module 3:** History of language Press - characteristics and growth of Malayalam journalism - prominent newspapers and journalists in Malayalam - history of Indian broadcasting- AIR- Doordarshan - private satellite TV channels - educational and instructional TV - INSAT, PrasarBharathi - commercial broadcasting -FM Radio - satellite and Internet radio,

**Module 4:** Press commissions and committees – recommendations - A K Chanda -B G Varghese - P.C.Joshi- KuldipNayar - wage boards - news agencies and syndicates – PTI – UNI - professional organizations – INS– AINEC –Editors Guild - Press Institute of India –AMIC - Kerala Press Academy.

**Module 5:** Press Council of India-structure and functions-Information and Broadcasting ministry's outlets – PIB - Publication Division- Field Publicity - Song and Drama Division –RNI - concepts of ombudsman - Readers' Editor – issues of regulations in broadcasting.

## Books for Reference

1. History of the Press in India - S.Natarajan
  2. Indian Journalism - Nadig Krishnamurthy
  3. Communication History - John D.Steever
  4. Mass Communication in India - Keval J.Kumar
  5. History of Indian Journalism - J.Natarajan
  6. Mass communication & Journalism in India - D.S.Mehta
  7. The Indian Press - S.P.Sen
  8. The Provincial Press in India - T.J.S.George
  9. Television in India - P.C.Chatterji
  10. Broadcasting in India - G.C.Awasthy
  11. Broadcast Journalism - S.C.Bhat
  12. The Press - M.Chalapathi Rau
  13. History of Indian Journalism - R. Parthasarathy
  14. Folk Media in India - ShyamParamar
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## **JM010103: NEWS REPORTING**

*As news reporting is the core of journalistic profession, the course will dissect the concept, components and the specialised sectors of news reporting.*

**Module 1:** News- concepts, definitions, elements, values - news classification- sources of news - techniques of news gathering –dissemination -wire service and news flow.

**Module 2:** News story- structure of news story-inverted pyramid and other styles - principles of news writing - different types of lead - changing styles of news writing - reporting speeches - seminars, -conferences - press conferences – demonstrations – rallies –agitations - court proceedings - legislative assembly- parliament – government departments - non-governmental agencies.

**Module-3:** Reporter– qualifications - functions - news gathering qualities of reporter - cultivation of news sources - nose for news - social responsibility of a news reporter – correspondents -stringer, -mofussil, -district – foreign - political –sports – legal - special correspondents.

**Module -4:** Specialized reporting- development news - science and technical news - business news - election news – accidents – crime –war – disasters – conflicts – obituaries - weather - human interest stories.

**Module - 5:** Medical reporting, - tourism reporting - agriculture reporting - reporting cultural events - art of interviewing - types of interviews – investigative – interpretative –embedded - in-depth - cheque- book - Page Three and local page – aggressive – yellow – paparazzi – tabloid - precision and citizen journalism -planting stories-sting journalism.

## **Books for Reference**

- 1.Fundamentals of Journalism - Spencer Crump
- 2.The Professional Journalist - John Hohenberg
- 3.Professional Journalism - M.V. Kamath
- 4.The Newspaper Handbook - Richard Keeble
- 5.Reporting - M.V.Charnley
- 6.Modern News Reporting - C.Warren
- 7.Reportorial Writing - Paul V.Sheehan
8. Indian Reporters Guide - R.Critchfield
9. The Complete Reporter - S.Johnson & J.Harris
10. How to Report & Write the News - Cambell& Wolseley
11. Reporting for the Print Media - F.Fedler
12. The Investigative Journalist - H.J.Dygert
13. News Writing& Reporting Public Affairs- C.R.Bush
14. Basic News Writing - Melvin Mencher
15. Investigative Journalism - Hugo De Burgh
16. Journalism made Simple - David Wainwright
17. Interpretative Journalism - C.D.Mac Dougal
18. Precision Journalism - Philip Mayer
19. Reporting for the Media - Rangaswamy Parthasarathy.
20. Investigative Reporting - David Anderson & Benjaminson Peter

## **JM010104: BUSINESS JOURNALISM**

***Fundamentals of business journalism, a fast development specialised area, will be taught through the course, as adumbrated hereunder.***

***Module-1:*** Fundamentals of business journalism – growth– role – styles –trends - prospects and drawbacks - national and international business journals - history of Indian business journalism and financial reporting – roles – styles – trends- factors of growth of Indian business journalism.

***Module -2 :*** Green revolution - white revolution - blue revolution - population policy - bank nationalization - information technology, bio-technology and telecommunication policies - new economic policy (NEP) – LPG–liberalization – privatization – globalization – FDI-commercial banks – non-banking financial institutions.

***Module-3:*** Money and markets- financial instruments – equity – stock – share – bond – debentures – loans – subsidies - stock exchanges- Wall Street - bullion market - Dalal Street – NASDAQ – NSE – BSE - online trading – bear – bull - brokers and sub brokers – SEBI - Reserve Bank of India – NABARD – IDBI - international financial institutions –IMF –WTO – World Bank –ADB - European Union - G9 and G11.

***Module-4:*** Indian economy-salient features – strengths - weakness and approaches - concept of planning- Five Year Plans-role of public and private sectors- review of Indian economic policies - India’s position in the world economy and market.

***Module-5:*** Kerala scenario- business journalism and financial reporting in Kerala- business publications in Kerala-Kerala budget- budget reporting- state planning - content analysis of major financial newspapers in English and Malayalam in India - business channels of television: an assessment.

## **Books for Reference**

1. Economic & Business Journalism - E.C.Thomas
2. How to Excel in Business Journalism - R.J.Venkiteswaran
3. The Penguin Dictionary of Economics - Graham Bannock  
&R.E.Bovcter etal
4. Business Communication - Asha Kaul
5. Business Communication:  
Process & Product - Mary Ellen Guffy
6. Business & the Media - Craig E.Aronoff
7. Business Writing for Results - Jane E.Cleland
8. Corporate Financial Reporting  
Theory & Practice - Andrew Higson
9. Media Markets & Democracy - C.Edwin Baker
10. Financial Reporting in Pacific Asia Regions - Ronald Ma
11. International Financial Reporting Standards - Hennie Van Grenning
12. Quality Financial Reporting - Paul Miller
13. Rich Media & Poor Democracy - Robert McChesney
14. Business Communication - Kaul
15. Annual Economic Survey Reports - The Hindu

| <b>SECOND SEMESTER COURSES</b>   |                                       |                           |                       |                      |
|--|---------------------------------------|---------------------------|-----------------------|----------------------|
| <b>Master of Arts in Journalism and Mass Communication<br/>(MAJMC)</b> |                                       |                           |                       |                      |
| <b>Course Code</b>   | <b>Title of the course</b>            | <b>Type of the Course</b> | <b>Hours per week</b> | <b>Total Credits</b> |
| JM 010201  | Editing for Print Media               | Theory                    | 4                     | 4                    |
| JM 010202  | Advertising Practice                  | Theory                    | 4                     | 4                    |
| JM 010203  | Media Management and Print Production | Theory                    | 4                     | 4                    |
| JM 010204  | New Media and Cyber Journalism        | Theory                    | 4                     | 4                    |
| JM 010205  | Editing and Translation               | Practical                 | 10                    | 3                    |
| Total  |                                       |                           |                       | 19                   |

## ***JM010201: EDITING FOR PRINT***

***The course will impart training in editing news and other types of copy besides headlining and designing.***

***Module 1:*** Editing– introduction – principles – need – functions – symbols – tools – terminology - line editing - creative editing and design editing - style sheet - editing process – selecting – examining – checking – correcting – condensing - slanting stories - integrating copy from different sources.

***Module 2:*** Rewriting- leads and stories - editing and translating news copy - managing developing stories - the mode of transmitting news stories to the editorial desk - copy flow - copy desk personnel - headlines- types - functions and trends - writing heads and sub heads- unit counts - writing editorials and middle pieces.

***Module 3:*** News processing–organizational hierarchy- news room setup - news desk - editorial duties and functions - new trends in editing -emergence of special editors - page editors - spot objectivity Vs advocacy in new stories-identifying and filtering fake news.

***Module 4:*** Fundamentals of print media design- principles of page makeup and design – traditional - contemporary design - computer aided design (CAD) - dummy preparation – pagination - use of white space - copy fitting –teasers - colour schemes - new trends in pagination - layout and design of local pages - editorial page, pullouts- special pages - supplements and weekend magazines - photo editing - photo selection – cutting – cropping – trimming – slashing – cutline - caption writing- photo layout - principles - types.

***Module 5:***Typography - typesetting methods - desk top publishing - printing process- letter press – offset – gravure - silk screen - line blocks - half tones - multi colour process - types of paper stocks – print - size of publication – colour positives – negatives – colour separation – digital printing - flexography.



## Books for Reference

1. Art of Editing - Baskette,Sissors and Brooks
2. News Editing - Bruce Westley
3. Editing in the Electronic Era - Martin L.Gibson
4. The Active News Room - International Press  
Institute
5. News Headlines - Harold Evans
6. Handling Newspaper Text - Harold Evans
7. Newspaper Design - Harold Evans
8. Design & Makeup of Newspapers  
In Electronic Era - Albert & Sutton
9. Newsman's English - Harold Evans
10. The Sub Editors Companion - Michael Hides
11. Copy Editing - Judish Butcher
12. Editing - T.J.S.George-IMC
13. The Magazine Publishing Industry - Charles P.Daly,Patrick  
Henry, Ellen Ryder
14. Modern Newspaper Design - E.C.Arnold
15. The Art of Editing News - R.C.McGriffert

## **JM010202: ADVERTISING PRACTICE**

*Advertising being a specialised area of creativity and business as well, the course will offer an in depth study of its professional dimensions.*

**Module 1:** Introduction to advertising - evolution of advertising in USA and India -advertising - functions and relevance - classification of advertising - advertising and marketing mix.

**Module 2:** Structure of an advertisement/TV commercial - fundamentals of layout – design - production processes in different media - spots and jingles - copy writing techniques and exercises in copy writing - scripting and storyboard preparation for commercials - advertising campaigns - landmark ad campaigns - corporate film making.

**Module 3:** Advertising agency system - structure and functions - prominent advertising agencies and personalities - accreditation system - media planning -advertising media- media selection - scheduling - media mix-print, radio, television, film – Internet.

**Module 4 :**Outdoor - direct mail - web advertising- mobile phones – infomercials -webmercials – advertorials - advertising research – scope - objectives - methods - professional organizations - ASCI and its code of conduct - advertising as a communication - AIDA - DAGMAR principles.

**Module 5:** Advertising and public relations – publicity - economic and social aspects of advertising - trends in contemporary advertising - status of advertising in India- issues and prospects - professional organisations of advertising.

## Books for Reference

1. Advertising - Frank Jeffkins
2. Ogilvy on Advertising - David Ogilvy
3. Unpublished Ogilvy - David Ogilvy
4. Advertising Management: Concepts & Cases - Manendra Mohan
5. Advertising Management - B.S.Rathore
6. Advertising Theory & Practice - Chunnawala and Sethia
7. Advertising Made Simple - Frank Jeffkins
8. Advertising - Watson, Rinehart & Winston
9. Advertising: Theory & Practice - Sandage etal.
10. Advertising Procedure - Otto Kleppner, Glenn Verrill, Thomas Russell
11. Advertising:Its Role in Modern Marketing - Watson S.Dunn
12. Copywriting - Philip Stabe
13. Cases in Advt. & Communication Management in India - Subrato Sen Gupta
14. Handbook of Advertising - Roger Bantz
15. Copywriting - Pat Quinn

## **JM010203: MEDIA MANAGEMENT**

*This course explains the facts and technicalities of media management, laws and ethics in vogue.*

**Module 1:** Principles and concept of newspaper management - principles of effective management - trends in modern management discipline - total quality management - types of media ownership-advantages and disadvantages – sole proprietorship – partnership – private - public limited companies – trusts – cooperatives - religious institutions - franchisees (chains) – corporations - Greiner’s development model.

**Module 2:** Economics of media – budgeting and finance - capital costs - investment - operation costs - source of revenue – expenditure - human resource – advertising-marketing, - circulation – readership - space selling - time selling - brand promotion - product promotion- ABC, NRS, DAVP – RIND –ILNA - management problems of small and medium and large newspapers - trade unionism - competition and sales promotional methods campaigns and strategies - production problems.

**Module 3:** Economic and administrative concerns of government supported electronic media- AIR – Doordarshan - competition from private satellite TV channels - public service broadcasting Vs commercial broadcasting - public relations in media management.

**Module 4:** Brief history of printing in India and Kerala - pricing: cost of production - supply of materials – printing – distribution – price- war among newspapers-elasticity in pricing- cost-benefit ratio- plans for increase in employee morale.

**Module 5:** Cultural context of media management- physical environment –employee participation in management-inter-departmental co-operation and co-ordination - impact of new technology on media operations-issues in performance evaluation of management and employees.

## Books for Reference

1. Newspaper Organisation & Management - William & Rucker
2. Newspaper Management - Frank Thayer
3. Newspaper Management in India - Gulab Kothari
4. Newspaper Economics & Management - T.N.Sindhwani
5. Management–Task, Responsibility & Practices - Peter F.Drucker
6. Modern Newspaper Production - Woods
7. Newspaper Organization & Management - J.Goulden
8. Elementary Typography - Bernard & Roger
9. Managing in the Media - Pater Block, William Housely & Ron Southwell
10. Financial Management for Media Operations - Richard E.Van Deusen
11. Electronic Media Management - Pringle, F Star & McCavit
12. Communication Networks Management - Terplan
13. Media Management in India - DibakarPanigrahy & P K Biswasroy
14. Modern Trends in Printing Technology - V.S.Krishnaswamy
15. History of Printing in India - B. S. Keshavan

## **JM 010204 : NEW MEDIA AND CYBER JOURNALISM**

*The objective of this course is to make the students familiar with the fundamentals of new media technologies with special emphasis on the web world with recent trends.*

**Module 1:** Definition and characteristics of new media - conventional media vs. new media - history of new media - the internet and the world wide web - uses - accessibility and net neutrality - commercial context of new media.

**Module 2:** New media theories - technological determinism – interactivity - networking and simulation - digital divide - post-national web and open source debate – Googleology -cultural context of new media - new media as a tool of hegemony.

**Module 3 :**Introduction to growth of social networking sites - Facebook and Twitter: An introduction - functions and usage - blogging – tool for mediating self and society - YouTube and its culture of video sharing - social media and political communication.

**Module 4:** New media route to development – e- governance - e- commerce - impact of new media on communication - new media and popular culture.

**Module 5:** Political uses of new media - identities and relationships in computer mediated communication – cybercrimes – pornography – privacy- internet censorship - ethical dimension of new media.

## **Books for reference**

1. Aithison, Jean, *New Media Language*, Routledge. (2003)
2. Christopher, Callahan, *A Journalist's Guide to the Internet: The Net as a Reporting Tool*. Second edition, Allyn Bacon (2003)
3. Dovey Jon, *New Media: A Critical Introduction* (2nd edition), Routledge.(2009).
4. Dewdney, Andrew & Ride, Peter, *The New Media Handbook*
5. Fenton, Natalie, *New Media, Old News: Journalism and Democracy in the Digital Age*, Sage Publications. (2009)
6. Hansen, Mark B.N, *The New Philosophy for New Media*, MIT Press.
7. Harries, Dan, *The New Media Book* ( Ed)
8. Huckerby, Martin, *The Net for Journalists*, UNESCO and The Thomson Foundation (2005)
9. Lievrouw, Leah A& Livingstone, Sonia, *Handbook of New Media*, Sage Publications.(2006)
10. Straubhaar, Joseph and La Rose, Robert, *Media Now- Communications Media in the Information Age*, Wadsworth (2000)

**THIRD SEMESTER COURSES**  
**Master of Arts in Journalism and Mass Communication**  
**(MAJMC)**

| Course Code | Title of the course                          | Type of the Course | Hours per week | Total Credits |
|-------------|--|--------------------|----------------|---------------|
| JM 010301   | Public Relations and Corporate Communication | Theory             | 4              | 4             |
| JM 010302   | Radio and Television                         | Theory             | 4              | 4             |
| JM 010303   | Research Method for Media                    | Theory             | 4              | 4             |
| JM 010304   | Film Studies                                 | Theory             | 4              | 4             |
| JM 010305   | Video Production                             | Practical          | 10             | 3             |
| Total       |  |                    |                | 19            |



## **JM010301:PUBLIC RELATIONS &CORPORATE COMMUNICATION**

*The major objective of the course is to analytically present the professional dimensions of public relations and corporate communication, an area of high employability.*

**Module 1:**Public relations – definitions - concept – characteristics – scope – relevance - origin and development - PR – propaganda – publicity - public opinion - PR functions – process - aims - strategic public relations - PR codes, of ethics - regulations - PR manager/practitioner – functions -responsibilities – qualifications - training.

**Module 2:** History and development of public relations in India PR professional organizations - IPRA – PRSI – PRCI – PIB – DPR – DAVP - Films Division - public relations tools– preparing and planning house journals – newsletters – handouts – brochures - media releases – lobbying - media conferences - annual meetings - open houses – exhibitions – speeches - seminars and symposia - demonstrations - conducted tours – grapevine – interviews - publicity materials and corporate films.

**Module 3:** Public relations departments/agencies – publics- internal and external- organizational set up – functions - PR and communication flow-formal, informal -vertical – horizontal - PR campaigns- steps-fact finding – research – planning - implementing - evaluation and feedback - major PR campaigns - PR counselling and consultancy.

**Module 4:**Public relations in public and private sectors - PR for military - PR for tourism promotion - PR for sports/entertainment - PR for charitable institutions.

**Module 5:** Event management -public relations and use of mass media – print – radio – film – television – video - traditional media – Internet - customer relations- employee/labour relations- community relations- industrial/business relations- investor/shareholder relations - PR and corporate communication- corporate houses - contemporary trends in public relations.

## Books for Reference

1. Practical Public Relations - Sam Black
2. Public Relations Handbook - Philip Leslie
3. Public Relations in India - J.M.Kaul
4. Effective Public Relations - Scott M. Cutlip, Allen H Centre and Glen M Broom
5. Public Relations Concepts & Practices - Raymond Simon
6. Public Relations Problem & Perspectives - Anil Basu
7. Hand Book of Public Relations in India - D.S.Mehta
8. Public Relations - J.Jethwaney
9. Management of PR& Communication - Sailesh SenGupta
- 10 PR & Media Relations - G.C.Banic
11. Ad-Ventures of a PR Man - S.N.Surkund
12. Principles of Public Relations - C.S.Rayudu & K.R.Balan
13. The Challenge of Public Relations - C.K.Sardana
14. Successful Public Relations - Jim Dunn
15. Public Relations in India - C.V. Narasimha Reddy

## **JM 010302: RADIO AND TV**

*The main focus of the course is to highlight and evaluate the characteristics, production of programmes, research inputs for radio and television.*

**Module 1:** Characteristics of radio broadcasting - basic production techniques in radio broadcasting - characteristics of TV - basic production equipment – production control room - comparative study of radio and TV - qualities of a broadcast journalist - FM radio.

**Module 2:** Covering spot news – ENG - SNG – reporter on camera - writing news for radio and TV - news bulletin production - role of newscaster/anchor/comperes/presenters - the art of interviewing - scripting for radio and TV talks – discussion - magazine programmes and special audience programmes - outdoor broadcast - audience research and TAM - TRP.

**Module 3:** Various types of shots and camera movements - basic creative editing - lights and lighting- triangle rule of lighting.

**Module 4:** Programme production – research - writing a proposal - different stages - conceptualization of an idea/plot - one-line treatment - detailed treatment – screenplay - shooting script – storyboard - genre of scripts and programme - scripting documentary, studio programmes and telefilms - post production - audio – video mixing – editing - special effects – animation – titling – graphics - preview.

**Module 5:** Offline and online editing - linear and non-linear editing - new software options - revenue models of radio and TV production - floor management - talent search - soaps and reality shows - system of distribution - recent trends in national and global sponsorship.

## Books for Reference

1. The Radio Hand Book - Peter Wilby & Andy Conroy
2. The Technique of Radio Production - Robert McLeish
3. Creative Radio Production - Bruce H. Siegel
4. Broadcast News - Browzard & Holgate
5. Professional Broadcasting - Fletcher
6. Broadcast News Writing, Reporting & Producing - Ted White, Andrian J. Meppen & Steve Young
7. A Guide to the Presentation of Radio & TV News - David Keith Cohler
8. Broadcasting in India - PC Chatterji
9. Broadcasting around the World - William LmacCavitt
10. Broadcast News Hand Book - Donald W. Miles
11. Broadcasting & the People - Mehra Masani
12. Writing Television & Radio Programmes - E.E. Wells
13. Television Culture - John Fiske
14. Reading Television - John Fiske & John Hartley
15. International Handbook of Broadcasting - Philip T. Rosen

## **JM 010303: RESEARCH METHODS FOR MEDIA**

*The main objective of the present course is to explain and evaluate the application of research methods in mediated communication.*

**Module 1:** Nature and scope of mass communication research - research objectives and research problem - research – definitions - functions of research - types of mass communication research- qualitative, quantitative – historical – descriptive – exploratory – explanatory – fundamental – applied – scientific - analytical and experimental research - elements of research - research process.

**Module 2:** Hypothesis formulation - research design – measurements - reliability and validity - analysis and interpretation of data - sampling - types of sampling - sampling error.

**Module 3:** Nature and sources of data - techniques of data collection - questionnaire- interview schedule – interview - types of interview – observation - case study - content analysis - types of content analysis - process of content analysis - data processing – tabulation-relationship between mean, medium and mode - variation or dispersion - mean deviation and standard deviation.

**Module 4:** Correlation test - use of chi-square test - F-test - t-test – ANOVA - parametric and non-parametric tests of significance - Karl Pearson's co-efficient of correlation - research in print and electronic media - mass media effects studies.

**Module 5:** Market research - public opinion research - readership and audience survey research in communication and media - source analysis - thesis writing - project planning and budgeting - dissertation formats and submission - ethical perspective of mass media research - recent trends in communication and media research.

## Books for Reference

1. Mass Media Research - Roger D.Wimmer & Joseph R.Dominick.
2. Theory & Research in Mass Communication - David K.Perry
3. Media & Communication Research Methods - Arthur Asa Berger
4. A Hand Book of Media & Communication Research - Klaus Bruhn Jensen
5. Media Research Methods - Barrie Gunter
6. Media Research Techniques - Arthur Asa Berger
7. Ethnographic Research for Media Studies - David Machin
8. Qualitative Media Analysis - David Altheide
9. An Integrated Approach to Communication Research - B.Michell
10. Research Methods for Communication Science - James H.Watt
11. Introduction to Research Methods - Robert B.Burns
12. Introduction to Mass Communication Research - Ralph Nafzieger& David M.White
13. Doing Media Research - Susanne Horning Priest
14. Research Methods in Mass Communication - Stempel& Westley
15. Content Analysis:An Introduction to Methodology - Krippendorf. K

## **JM 010304: FILM STUDIES**

*The objective of the course is to highlight the aesthetic aspects of film production and provide a critical view of its nuances.*

**Module 1:** Basic aspects of film language - mise - en - scene editing and meaning film narratives - economics of film production - film censorship as an issue - concept of visual aesthetics,

**Module 2 :** Early history of cinema - silent era - talkies era - studio system - star system - development of Indian cinema - regional cinema – documentaries - Soviet montage – German expressionism - Italian neo- realism - French new wave - parallel cinema in India.

**Module 3:** Film reviews - criticism - awards - film festivals - film magazines - film and society - film and literature - film and gender - film industry in Kerala: trends and issues.

**Module 4:** Film theories - symbolism in films - concept of national cinema - Hollywood and Bollywood cinema - film and television institutes in India ( public and private) - problems of Indian cinema.

**Module 5:** Committees on films in India - Khosla committee -ShivaramKaranth committee – andShyamBenegal committee - research on films - popular film directors of Malayalam cinema – Arvindan - AdoorGopalakrishnan - T V Chandran - RamuKariath - state government initiatives forthe development of Malayalam film industry - status and issues of Malayalam cinema.

## Books for Reference

1. Bordwell D, Staiger J. & Thompson K, *Classical Hollywood Cinema: Film Style and Mode of Production to 1960*, Routledge (1988).
2. Bordwell D, *Narration in Fiction Film*, Ediciones Paidós Ederica. (2003).
3. Eisenstein, Sergei, *Film Sense*
4. Eisenstein, Sergei, *Film Form*
5. Hill, John and Gibson, Pamela Church, *Film Studies*, Oxford University Press. (2000)
6. Hood, John W. *The Essential Mystery- The Major Film Makers of Indian Art Cinema*, Orient Longman (2000)
7. Monaco, James, *How to Read a Film (3rd Ed.)*, Oxford University Press, (1981)
8. Ray, Satyajit, *Our Films, Their Films*
8. Roberts, Graham & Wallis, Heather: *Introducing Film*, Arnold Publishers, (2003).
10. Smith, Geoffrey Nowell (Ed.) *The Oxford History of World Cinema*, Oxford University Press



**FOURTH SEMESTER COURSES**  
**Master of Arts in Journalism and Mass Communication**  
**(MAJMC)**

| Semester | Course Code | Title of course         | Type of the Course | Teaching Hours per Week | Credit | Total Credits |
|----------|-------------|-------------------------|--------------------|-------------------------|--------|---------------|
| IV       |             |                         |                    |                         |        | 23            |
|          | JM 800401   | Elective - 1            | Theory             | 4                       | 4      |               |
|          | JM 800402   | Elective - 2            | Theory             | 4                       | 4      |               |
|          | JM 800403   | Elective - 3            | Theory             | 3                       | 3      |               |
|          | JM 010401   | Lab Journal             | Practical          | 4                       | 4      |               |
|          | JM 010402   | Project/Dissertation    |                    | 5                       | 5      |               |
|          | JM 010403   | Comprehensive Viva-Voce |                    | 3                       | 3      |               |

Group -1

|           |   |
|-----------|---|
| JM 800401 | Media Laws and Ethics                     |
| JM 800402 | Malayalam Journalism/Health Communication |
| JM 800403 | Magazine Journalism                       |

Group - II

|           |                               |
|-----------|-------------------------------|
| JM 810401 | Communication for Development |
| JM 810402 | Health Communication          |
| JM 810402 | Media and Society             |

Group -1

|           |   |
|-----------|---|
| JM 800401 | Media Laws and Ethics                     |
| JM 800402 | Malayalam Journalism/Health Communication |
| JM 800403 | Magazine Journalism                       |

## **JM 800401: MEDIA LAWS AND ETHICS**

*The course will examine the details of media laws and ethics relevant to the present day conditions in India*

**Module 1:** Indian constitution- salient features - fundamental rights and directive principles - freedom of press and parliamentary privileges -powers of President and Governors -case studies with regard to freedom of speech and expression.

**Module 2:** Hierarchy of courts (civil and criminal) - cognizable and non-cognizable cases - anticipatory bail - bailable and non-bailable offences – defamation – sedition - types of writs - press legislations in India – Drug&Magic Remedies (Objectionable Advertisement) Act of 1954.

**Module 3:** The Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act of 1955 - Press Council Act of 1978-Cable Television Networks (Regulation) Act of 1995.

**Module 4:** Video and audio piracy - Information Technology Act, 2000 - cyber laws- censorship guidelines-Press Accreditation Rules - Cinematograph Act of 1952.

**Module 5:** Young Persons(Harmful Publications) Act of 1956 - Contempt of Court Act - Consumer Protection Act - Right to Information Act, 2005–Intellectual Property Right -media ethics- print and broadcasting- code of ethics for AIR and Doordarshan - Official Secret Act, 1923.

## Books for Reference

1. PressLaws - A.N.Grover
2. Freedom of Press in India - A.G.Noorani
3. Law of the Press - DurgadasBasu
4. The Press in India - R.C.Sarkar
5. Press Laws in India - K.L.Umrigar
6. Press Laws - Mudholkar
7. Law of the Press in India - DurgadasBasu
8. Essential Laws for Journalists - L.C.J.Momae& R.M.Taylor
9. Introduction to the Constitution of India - DurgadasBasu
10. Freedom of Information - V.R.KrishnaIyer
11. Human Rights & Communications - J.V.Vilanilam
12. Electronic Media Law - Roger L.Sadler
13. Journalists Guide to Media Law - Mark Pearson
14. Ethical Issues in Journalism  
& MassMedia - AndrewBelsey&  
RuthChadwick

## **JM 800402 : MALAYALAM JOURNALISM**

*The focus here is entirely on Malayalam journalism, its different facets along with historical developments.*

**Module 1:** - Origin – growth – development – characteristics of Malayalam print media in Kerala - beginning of printing and publishing in Kerala- contributions of missionaries - Malayalam journalism during pre-Independence period and Renaissance period - Malayalam media and Indian Independence struggle – role – contributions - Herman Gundert- Swadeshbhimani Ramakrishna Pillai - Nidherikkal Mani Kathanar - KesariBalakrishna Pillai - KandathilVergheseMappillai - C.V.Kunniraman - K.P. Keshava Menon - Malayalam journalism and literature - socio-political movements in Kerala.

**Module 2:** Edit page – letters to editor – editorial – middle - survey and campaign – translation of news copy from English to Malayalam - headlines and caption writing - news writing – re-writing the copy - feature writing - writing for Malayalam web portals.

**Module 3:** .Emergency and Malayalam media - emergence of political press and new generation newspapers in Kerala - magazines and tabloids- specialised publications for women – sports – film – health -automotive – cartooning - column writing - internet and foreign editions.

**Module 4:** Emergence of broadcasting and electronic media in Kerala – AIR – Doordarshan - satellite TV channels - FM radio and commercials - contemporary trends in Malayalam journalism - regional and local newspapers - problems and prospects in me Malayalam language media - status of investigative journalism in Malayalam - inter and intra-media competition - cross media ownership in Malayalam journalism.

**Module 5:** The religious press in Malayalam/ Kerala - status of women journalists in Kerala - literary press in Malayalam - gender portrayal in Malayalam journalism - Malayalam journalism outside Kerala and India.

## Books for Reference

1. MalayalaPathraCharitram - ChummarChundal & Sukumaran Pottekkadu
2. VrithantaPathraPravarthanam - K.Ramakrishna Pillai
3. Swa Le - M.K.Menon
4. Patrabhasaha - Kerala Press Academy
5. Kerala PathraCharitram - Perunna K.N.Nair
6. MathrubhoomiyudeCharitram - V.R.Menon
7. MalayalaManorama-SamskaraTharangini - MurkothuKunhappa
8. PathrangalVichithrangal - K.P.Vijayan
9. Vivarthanam - KuttikrishnaMarar
10. MalayalaPathrathinte Katha - Perunna K.N.Nair
11. Kerala PathrapravarthanaCharitram - PuthupallyRaghavan
12. Aranooottandilude - P.Narayanan Nair
13. Kandathil Varghese Mappila - A.D.Harisharma
14. OruPathrapravarthakanteOrmakuruppukal - V.M.Nair
15. NambiarPinneyumMunnilNilkkunnu - P.Sreedharan
16. MadyamangalumMalayalasaahithyavum - Kerala Bhasha Institute
17. BhashayumMadhyamavum - V.K.Narayanan
18. Pathralokam - T.Venugopalan
19. Innu InnalathelumBhedam - K.Mohandas Radhakrishnan
20. ManoramaSmaranakal - MalayalaManorama Publications
21. Kerala PathraPravarthanamSuvarnaadyangal - G.Priyadarshanam
22. MalayaliyudeRathrikal - K.C.Narayanan

## **JM 800403 : MAGAZINE JOURNALISM**

*The major objective of the course is to examine the various aspects of magazine journalism encompassing content creation, editing and designing of different types of magazines.*

**Module 1:** Classification of magazines by content - general and specialized magazines - professional and technical magazines - news magazines- little magazines – political - current affairs - women’s – society – literary – automobile – business – health – IT – science – sports - film – children – agriculture – medicine - real estate - travel and tourism – management – career – photography - interiors and design – architecture - leisure and entertainment – crime – tabloids - e-publishing - trends in magazine journalism - online magazines and their future.

**Module 2:** Production of magazines–design – layout – cover – format - illustration principles – graphics – typography - info graphs – contents– cartoons – columns – photographs - principles of magazine editing - photo editing rules - use of colour - major e-magazines.

**Module 3:** Special issues and supplements - economics and business of magazine publishing - factor of competition- planning and launching a magazine - readership surveys - content studies– market research - subscription drives - circulation and readership drive - newsstand sales - promotional strategies and techniques - market trends.

**Module 4:** -Magazines – major publishing houses and magazines in India - magazines in Kerala - prominent editors - publishing houses and future of magazines in Kerala.

**Module 5:** Impact of electronic media on magazines in India - magazine advertisements– structure–positioning - use of software for magazine - ethical and legal issues in magazine publication - major investigative stories published in national and regional magazines of India.

## Books for Reference

1. Understanding Magazines - Roland E.Wolsely
2. How to Write Small Magazine Articles - Ray Paul Nelson
3. The Magazine Publishing Industry - Charles P.Daly,Patrick Henry, Ellen Ryder.
4. Magazines in the Twentieth Century - T.Peterson
5. The Magazine World - R.E.Wolsley
6. Editing the small Magazines - Rowena Fergusson
7. Magazine Design - Maclean
8. The Changing Magazine - R.E.Wolsley
9. Magazine Publishing & Production in India - Narendra Kumar
10. Magazine Writing the Inside Angle - Art Spikol
11. Careers in Magazine Publishing - Toni L.Rocha
12. The Magazine Article - Peter P.Jacobs
13. Magazine Editing - John Morrish
14. Understanding Women's Magazines - Anna Gough Yates
15. The Magazines Handbook - Jenny McKay



Group - II

|           |                               |
|-----------|-------------------------------|
| JM 810401 | Communication for Development |
| JM 810402 | Health Communication          |
| JM 810403 | Media and Society             |

## **JM810401 : COMMUNICATION FOR DEVELOPMENT**

*The course elaborates the different dimensions of communication for development.*

**Module 1:** Concept of development – origin – definitions – meaning – characteristics – models - indices – obstacles - reasons and remedies for under-development – science, technology and development - development communication – origin – meaning – concept – definition - philosophy.

**Module 2:** Role of communication and information in development - development support communication - media selection and message design for development - conventional and new media for development - multimedia and development.

**Module 3:** Major theories and models of development communication- dominant paradigm - communication approaches - dependency theory - new paradigm of development - bipolar theories of development- communitarian theory of development - alternative concepts of development - socialistic model - integrated rural development of McNamara, self-help groups - participatory concepts and Gandhian model of development.

**Module 4:** -India and development - industrialisation and globalisation - family planning - rural development –MNREGA - rural education and public health - TV and Indian development – SITE - educational programmes - KHEDA – INSAT – EDUSAT - radio and development - radio rural forums - community radio - case studies in development communication.

**Module 5:** Kerala and development - Kerala model of development - people’s plan - state planning commission – KSSP – Kudumbasree – Janasree – NHGs – microfinancing - Victors Channel - development journalism - development news – concept - contemporary issues in development - development and women - human rights - marginalised communities and NGOs - writing development features.

## Books for Reference

1. Mass Media & National Development - Wilbur Schramm
2. Science Communication & Development - J.V.Vilaniam
3. Communication & Development - Y.V.L. Rao
4. Rural Development in Kerala - B.Vijaya Kumar
5. Media & Development - M.R.Dua
6. Communication & Social Development - B.Kuppuswamy
7. India's Information Revolution - Arvind Singhal & Everett M.Rogers
8. Perspectives on Development Communication - Shirley White & SadanandanNair
9. Mass Media & Rural Development - Aravind K.Singhal
10. Communication Policy for National Development - Majid Tehranian
11. Designing Messages for Development Communication - Bella Mody
12. Rethinking Development Communication - N.Jayaveera&AmunaGama
13. Participatory Communication for Social Change - Jan Servaes
14. Communication for Development - Srinivas Melkote
15. Development Discourses: Issues & Concerns - T.K.Oommen

## **JM 810402 : HEALTH COMMUNICATION**

*This course is intended to be offered as an elective, as Health Communication is emerging as a specialised area of study these days. The content includes concepts, mediated campaigns and issues involved.*

**Module-1:** Concept of health and disease- evolution of the concept of modern medicine- status of health problems in India- national health policy - primary health care- national health programmes - concept of small family - India's population problem and policy.

**Module 2:**Role of communication in health and population programmes - communication process and principles applied to health and population- interpersonal and mass media sources - source credibility factors-opinion leaders and change agents.

**Module-3:** Content and treatment of message- health and family welfare communication campaigns-World Health Organization – UNICEF-campaigns against polio- AIDS/HIV- malaria - small pox - female infanticide - role of Ayush.

**Module-4:** Hurdles in health communication campaign - resistance to change - overcoming the hurdles - role of opinion leaders - role of primary health centres and anganwadi – ASHA - message preparation for health campaign - message structure - cultural adaptation - preparation of stickers, posters, bill boards - channel for health campaign - media selection.

**Module -5 :** Advantages of traditional media, mass media and new media -National Rural Health Mission (NRHM) - a critical assessment - health as a communication discourse- health magazines- health columns in newspapers- ethical and legal aspects of health communication- religious components in health communication - health as an input of development - national and international health indices.

## Books for Reference

1. Mass Communication & Public Health - Charles K. Atkin
2. Managing Communication in Health - Mark Darley
3. Effective Communication Skills for Health Professionals - Philip Bernard
4. Handbook of Health Communication - L. Teresa
5. Global Public Health Communication - Muhiuddin Haider
6. Internet & Health Communication - Ronald E. Rice
7. Designing Health Communication Campaigns - Thomas E. Backer
8. Public Health Communication - Robert C. Hornik
9. Communication & Health - Eileen Berlin
10. Health Communication - Shane Alex
11. Making Health Communication Program Works- UN Reporter
12. Strategic Communication in HIV/AIDS Epidemic - Jane T. Bertrand
13. Designing Health Messages - Edward Mai Back
14. Annual Reports - UNICEF and WHO
15. National Health Report - Government of India

## **JM 810403 : MEDIA AND SOCIETY**

*The course will assess the relationship between media and society in detail which is important in the contemporary context.*

**Module 1:** Structure of society -- media in the context of Indian society -media content - contrasts and contradictions – media consumers - sociology of Indian media - impact of new technology on Indian society and media.

**Module 2:** Effects of media upon society - media and gender issues - media and children - mediated violence - political dimensions of mass media - psycho-analytical approach to communication - semiological dimensions of communication.

**Module 3:** A philosophical discourse of mass communication - philosophical aspects of media functions - media literacy - a conceptual framed work - elements - UNESCO's efforts to promote media literacy - mass media, language and logic - mediated stereotypes.

**Module 4:** Social Institutions - family, school, religion and massmedia - media and marginalized sections - role of media in empowering them - agenda setting function of the media-corporatisation of media.

**Module 5:**Media in the post truth era – media and post modernism – concept of fake news – media and new social movements – the concept of bystander journalism - media and literature: reciprocal impact – media as culture industry - media education in India.

### **Books for reference:**

1. Lester, Paulm: Visual Communication: Images with Messages, Wadsworth Publishing Co. 1998.
2. Sitaram K. S. Cultural and Communication: A World View, Mac-Graw Hill, New York, 1995.
3. Bhabha, Homi K. ,The Location of Culture London, New York: Routledge, 1994
4. Burton, Gralne, Media and Society: Critical Perspectives New Delhi: Tata McGraw Hill, 2010
5. Lurtis, Deborah Pratt, Introduction to Visual Literacy: A Guide to the Visual Arts and Communication , Englewood Liffs N J: Prentice Hall, 1987
6. Kellner, Douglas, Media Culture: Cultural Studies, Identity and Politics Between the Modern and Post Modern, Routledge, 1995.
7. Lester, Paul Martin Visual Communication: Images with Messages, Belmont Wadsworth Publishing, 1995.
8. Melkote, Srinivas R. & Steve, H. Leslie (2001) Communication for Development in the Third World: Theory and Practice for Empowerment, New Delhi: Sage Publication
9. Messaril, Paul (1994) Visual Literacy :Image, Mind and Reality, Bonlder Co: West View Press.
10. Rogers, E. M & Singhal, A., (2000) Communication Revolution in India: From Bullock Carts to Cyber Marts, Sage Publication.

**Laboratory Journal**

**Dissertation**

**Viva Voce**