



UNIVERSITY OF CALICUT

Abstract

B.Voc Programme in Broad Cast Journalism- Under Modified B.Voc Regulations 2014- Corrected Scheme & Syllabus after rectifying the anomaly - Implemented w.e.f. 2014 admission on wards - Approved- Orders issued.

G & A - IV - B

U.O.No. 9099/2017/Admn

Dated, Calicut University.P.O, 21.07.2017

*Read:-*1. U.O.No. 9225/2015/Admn Dated 01.09.2015
2. Letter from the Chairperson BoS Journalism UG dated 19/7/2017
3. Orders of the Vice Chancellor in the file of even no. dated 20.07.2017

ORDER

Vide paper read first above, orders were issued for implementing the Scheme & syllabi of B.Voc Broad Cast Journalism w.e.f 2014 Admission.

Vide paper read second above, the Chairperson, BoS, Journalism UG, has pointed out that there is an anomaly in the syllabi of BVoc Broad Cast Journalism, the mark distribution of the Internship / Project is given erroneously as 200 instead of 100.

Vide paper read third above, the Vice Chancellor has accorded sanction to implement the corrected scheme and syllabus of B.Voc Programme in Broad Cast Journalism Under Modified B.Voc Regulations 2014, rectifying the anomaly pointed out by the Chairperson.

Sanction has therefore been accorded to implement the corrected scheme and syllabus of B.Voc Programme in Broad Cast Journalism Under Modified B.Voc Regulations 2014, rectifying the anomaly pointed out by the Chairperson.

Orders are issued accordingly.

The UO read first above, stands modified to this extent.

(The syllabus is available in the website: University of Calicut.info)

Vasudevan .K

Assistant Registrar

To

The Principals Colleges offering the B.Voc Programme in Broad Cast Journalism of UGC

Copy to:

CE/ Ex Section/ EG Section/ DR and AR BA Branch/ EX IV/Director, SDE/SDE Exam Wing/ Tabulation Section / System Administrator with a request to upload the Syllabus in the University website/ GA I F Section/ Library/ SF/ FC/DF

Forwarded / By Order

Section Officer

UNIVERSITY OF CALICUT

**BOARD OF STUDIES (UG)
IN
JOURNALISM**

**B. Voc PROGRAMME
IN
BROADCAST JOURNALISM**

B VOC PROGRAMME IN BROADCAST JOURNALISM SYLLABUS SUMMARY

	C No	Course Code	Course Code & Title	Credits	Hours	Marks		
						Internal	External	Total
Semester I	1.1	GEC1EG01	(A01) The Four Skills of Communication	4	4	20	80	100
	1.2	GEC1ML02 GEC1AR02	MAL1A01(2) Malayalam-Bhashayum Sahithyavum-I	4	4	20	80	100
			ARB1A07(1) Arabic-Communication Skills in Arabic (<i>Muvasalath wa Murasarath</i> ; Dr. Mohammed Haneefa P)					
	1.3	GEC1CM03	Creative Writing and Translation for Media	4	4	20	80	100
	1.4	SDC1BJ01	Introduction to Mass Communication	4	4	20	80	100
	1.5	SDC1BJ02	Introduction to Broadcast Media	5	5	20	80	100
	1.6	SDC1BJ03	Fundamentals of Journalism	5	5	20	80	100
	1.7	SDC1BJ04	Media Laws and Ethics	4	4	20	80	100
Semester II	2.1	GEC2EG04	(A02) Modern Prose & Drama	4	5	20	80	100
	2.2	GEC2ML05 GEC2AR05	MAL2A02(2)- <i>Malayalam-Bhashayum Sahithyavum-II</i>	4	4	20	80	100
			ARB2A08(1)-Literature In Arabic					
	2.3	GEC2NM06	(A11) Basic Numerical Skills	4	4	20	80	100
	2.4	SDC2BJ05	Radio Production	5	5	20	80	100
	2.5	SDC2BJ06	Television Production	5	5	20	80	100
	2.6	SDC2BJ07	Advertising	4	4	20	80	100
	2.7	SDC2BJ08	Radio Production – Mini Project Work	4	3	20	60+20	100
Semester III	3.1	GEC3EG07	(A03) Inspiring Expressions	4	4	20	80	100
	3.2	GEC3IP08	Indian Politics & Communication	4	4	20	80	100
	3.3	GEC3GI09	(A12) General Informatics	4	4	20	80	100
	3.4	SDC3BJ09	Fundamentals of Audio and Video Editing	4	5	20	80	100
	3.5	SDC3BJ10	Radio Journalism	5	5	20	80	100
	3.6	SDC3BJ11	Television Journalism	5	5	20	80	100
	3.7	SDC3BJ12	Development Communication	4	4	20	80	100
Semester IV	4.1	GEC4EG10	(A04) Readings on Society	4	5	20	80	100
	4.2	GEC4BM11	(A14) Basics of Audio & Video Media	4	4	20	80	100
	4.3	GEC4ED12	(A13) Entrepreneurship Development	4	4	20	80	100
	4.4	SDC4BJ13	Advanced Television Production	5	5	20	80	100
	4.5	SDC4BJ14	Advanced Visual Editing	5	4	20	80	100
	4.6	SDC4BJ15	Multimedia Production	4	4	20	80	100

	4.7	SDC4BJ16	TV Production – Mini Project Work	4	4	20	60+20	100
Semester V	5.1	GEC5FA13	Film Appreciation	4	4	20	80	100
	5.2	GEC5MS14	Media and Society	4	4	20	80	100
	5.3	SDC5BJ17	Media Management	4	4	20	80	100
	5.4	SDC5BJ18	Documentary Film Production	5	5	20	80	100
	5.5	SDC5BJ19	Digital Journalism	5	5	20	80	100
	5.6	SDC5BJ20	Business Journalism	4	4	20	80	100
	5.7	SDC5BJ21	Sports Journalism	4	4	20	80	100
Sem VI	6.1	SDC6BJ22	Six Month Internship (900 Hours) or Two-month Internship (300 Hours) with Broadcast Production Project	30	900	20	60+20	100

Core Courses

Sl. No	Code	Title			Credits		Semester	Marks	
	Internal	External	Viva	Total					
	1	SDC1BJ01	Introduction to Mass Communication	4	I	20	80	-	100
	2	SDC1BJ02	Introduction to Broadcast Media	5	I	20	80	-	100
	3	SDC1BJ03	Fundamentals of Journalism	5	I	20	80	-	100
	4	SDC1BJ04	Media Laws and Ethics	4	I	20	80	-	100
5	SDC2BJ05		Radio Production	5	II	20	80	-	100
4	SDC2BJ06		Television Production	5	II	20	80	-	100
5	SDC2BJ07		Advertising	4	II	20	80	-	100
6	SDC2BJ08		Radio Production – Mini Project Work	4	II	20	Production 60	20	100
7	SDC3BJ09		Fundamentals of Audio-Video Editing	4	III	20	80	-	100
7	SDC3BJ10		Radio Journalism	5	III	20	80	-	100
8	SDC3BJ11		Television Journalism	5	III	20	80	-	100
9	SDC3BJ12		Development Communication	4	III	20	80	-	100
10	SDC4BJ13		Advanced Television Production	5	IV	20	80	-	100
11	SDC4BJ14		Advanced Visual Editing	5	IV	20	80	-	100
12	SDC4BJ15		Multimedia Production	4	IV	20	80	-	100
13	SDC4BJ16		TV Production – Mini Project Work	4	IV	20	Production 60	20	100
14	SDC5BJ17		Media Management	4	V	20	80	-	100
15	SDC5BJ18		Documentary Film Production	5	V	20	80	-	100
16	SDC5BJ19		Digital Journalism	5	V	20	80	-	100
17	SDC5BJ20		Business Journalism	4	V	20	80	-	100
18	SDC5BJ21		Sports Journalism	4	V	20	80	-	100
			Six Month						

19	SDC6BJ22	Internship (900 Hours) or Two-month Internship (300 Hours) with Broadcast Production Project	30	VI	20	60 Production Or Internship	20	100
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Semester I

GEC1CM03: Creative Writing and Translation for Media

Hours: 4

Credits: 4

Module I

Introduction to Writing

Rhetoric's play, Writing as teaching, Figures of Speech, Capturing ideas, Challenges to writers-Indifference, rival media, Kitsch, Displacement activity, Fantasy, Sexist and Disordered language.

Module II

Defining Creative Writing

Elements of Creative Writing: Fluency, Flexibility, Originality and Elaboration, How does Creative Writing differ from other types of writing? Processes of creative writing—Preparing, Planning, Incubation, Beginning, Flowing, The silence reservoir, Breakthroughs and finish lines, Issues in creative writing: Deadlines as lifelines, Restrictions of an Open field, Reflective criticism, Creativity and Resistance, Art and Propaganda.

Module III

Form and structure

Modes of Narration, News Feature versus fiction, Dreaming a fictional continuum, Character sketching, Story making, Writing screenplays, Creative nonfiction-Accuracy and art, Speaking with the reader, Writing about yourself, Writing about people and the world, Fieldwork and interviews, online – hypertext - textual and visual limitations – language and style multimedia support

Module IV

Feature Writing

Types of features, Feature writing – sourcing the feature – getting ideas – collection of facts – language and structure, Market for features, Editorials, Middles, Columns, writing for a target audience – content variety and style – music- competition – technological factors in writing for electronic media, Reviews – book, film, theatre. Writing for children.

Books for reference

1. Anjana Neira Dev, A Marwah & S Pal : Creative Writing A Beginners Manual
2. Andre Fontaine : The Art of Writing Non-fiction
3. Arthur T Turnbull & Russell N Baird : The Graphics of Communication
4. Brain Nicholas : Features with Flair
5. Chilton R Bush : Editorial thinking and writing
6. David Morley : The Cambridge introduction to creative writing
7. G N.S. Raghavan : Broadcasting in India
8. S.Natarajan : A History of the Press in India
9. Susan Pape and Sue Featherstom : Feature Writing

Continuous Assessment: 20 Marks

1. **Class Tests : 5 Marks (2.5 x2)**

There shall be two internal assessment examinations within the semester. One, at the completion of module three and the second, at the completion of module four.

2. **Attendance : 5 Marks**

Allotment of marks as per University regulations.

3. **Creative writing and Translation Assignments : 10 Marks (5x2)**

II. Semester End Examination: 80 Marks

SDC1BJ01: Introduction to Mass Communication

Hours: 4

Credits: 4

Objectives

- To familiarize the students with the basic elements of mass communication.
- To enable the students to assess media effects.
- To motivate the students to take up further studies and careers in mass communication.

Module I

Definition of communication - elements of communication - types of communication

Module II

Scope and purpose of communication models - models of Aristotle, Lasswell, Schramm, Berlo, Shannon & Weaver and Dance's model.

Module III

Concept of mass - evolution of mass communication - nature, characteristics, functions and dysfunctions of mass media - types of media: print, radio, TV, film and new media.

Module IV

Introduction to the status of mass media in general with special reference to India.

Books for Reference

1. Joseph A Devito : Communicology: An Introduction to the Study of Communication.
2. Turow, Joseph : Media Today: An Introduction to Mass Communication, 4th Edition, Routledge.
3. Joseph R. Dominick : The Dynamics of Mass Communication.
4. Denis McQuail : McQuail's Mass Communication Theory.
5. Melvin L. Defleur : Fundamentals of Human Communication.
6. Denis McQuail and Sven Windahl : Communication Models.
7. Agee, Ault & Emery : Main Currents in Mass Communication.
8. International Encyclopedia of Communication : Oxford.

Books for Further Reading

1. Marshall McLuhan : Understanding Media.
2. David K Berlo : The Process of Communication.
3. Kuppaswami : Communication and Social Change.
4. Keval J Kumar : Mass Communication in India.
5. D S Mehta : Mass Communication and Journalism in India.
6. Dr. J V Vilanilam : Mass Communication in India.
7. Andrew Beck & Peter Bennet : Communication Studies.
8. Rogers and Singhal : India's Communication Revolution.

Continuous Assessment: 20 Marks

1. Class Tests : 5 Marks (2.5 x 2)

There shall be two internal assessment examinations within the semester: one, at the completion of module two and the second, at the completion of module four.

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Media Assignments/ Presentation : 10 Marks (5x2)

Sample: *Each student shall present a seminar on a subject coming under module four in the syllabus allotted by the faculty and submit the paper for valuation.*

Semester End Examination: 80 Marks

SDC1BJ02: Introduction to Broadcast Media

Hours: 5

Credits: 5

Objectives

- To familiarize the students with the basic elements of broadcasting.
- To motivate the students to take up further studies and careers in broadcast media.

Module I

Introduction to broadcasting – definition of broadcasting; broadcast technology: earth station, teleport, uplinking, downlinking, transmission, cable, terrestrial and satellite transmission.

Module II

Elements of audio visual communication – 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
Elements of visual communication – theory of light – visual perception – eye and brain in visual decoding – colour – form – depth – movement – visual language – fundamentals of graphics

Module III

Characteristics of Radio and Television - Organizational structure of radio and television stations

Module IV

History of radio – Maxwell, Hertz, Marconi, Nicolas Tesla, Jagdish Chandra Bose, Lee De Forest, Charles Fessenden and others; radio as a military/naval communication instrument; radio becomes part of mass media; growth of radio up to 1950s; advent of television; revival of radio in the fragmented post-modern society ,Private FM & community radio. History of radio in India from 1921- Indian radio and colonial legacy; radio in the post-independence era.

Module V

Evolution and growth of television till date – *Doordarshan*, SITE, terrestrial, cable, satellite and DTH broadcast; history of Malayalam television.

Books for Reference

1. Joseph A Devito : Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Agee, Ault & Emery : Introduction to Mass Communications, Harper and Row, New York, 1985.
4. Spencer Crump : Fundamentals of Journalism, McGraw Hill Book Company.
5. Oxford : International Encyclopedia of Communications.
6. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.
7. John Vivian : The Media of Mass Communication, Allyn and Bacon.
8. Andrew Boyd: Broadcast Journalism, Techniques of Radio and Television News, Focal Press, London.

Books for Further Reading

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. Keval J Kumar: Mass Communication in India, Jaico Publishing House, New Delhi, 2005.

3. D S Mehta: Mass Communication and Journalism in India.
4. Dr. J V Vilanilam: Mass Communication in India.
5. Andrew Beck & Peter Bennet: Communication Studies.
6. Rogers and Singhal: India's Communication Revolution.
7. G.C.Aswathy: 'Broadcasting in India'.
8. Mehra Masani: 'Broadcasting and the People'.

Continuous Assessment: 20 Marks

1. **Class Tests** : **5 Marks (2.5 x 2)**

There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module five.

2. **Attendance** : **5 Marks**

Allotment of marks as per University regulations

3. **Media Assignment/ Practicals** : **10 Marks (5 x2)**

Sample: *Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.*

Semester End Examination: 80 Marks

SDC1BJ03: Fundamentals of Journalism

Hours: 5

Credits: 5

Objective:

This course aims at imparting basic understanding in journalism. The course will help the students easily understand the news, news values, news structure and editorial hierarchy in news organization particularly in newspapers.

Module I: Introduction to Journalism

What is journalism? - Principles and functions of journalism - journalism as a profession - role and responsibilities of a journalist - ethics of journalism - How to start a publication?

Module II: Newspaper Organization

Organizational structure of a newspaper: business, mechanical and editorial departments - editorial hierarchy -responsibilities and qualities of chief editor, news editor, chief sub-editor, bureau chief, reporters – freelance journalism.

Module III: Newspaper Content

Contents of a newspaper – definition and types of news - news determinants – features – editorial – interviews – reviews – cartoons – columns - readers' letters - photojournalism.

Module IV: News Reporting

Reporting practices - news story structure - inverted pyramid style - hour glass style - lead and body – beats - press conferences - meet the press - news releases - news sources - principles of reporting.

Module V: News Editing

Principles of editing – role and responsibilities of a sub-editor - editing process - headlines and headlining - newspaper layout and design - style book - typesetting and printing methods: DTP and offset printing.

Reading list

1. K.M Shrivastava: '**News reporting and editing**', Sterling publishers Pvt. Ltd.
2. M.V Kamath: '**Professional Journalism**', Vikas publishing House.
3. Vir Bala Aggarwal: '**Essential of Practical Journalism**', concept publishing Company.
4. Bruce Itule, and Douglas Anderson: '**News Writing and Reporting for Today's Media**', McGraw Hill.
5. Julian Leiter, '**The Complete Reporter**', Macmillan.
6. Harold Evans, '**Newsman's English**' William Hainemann Ltd.
7. Baskette, Floyd K., Sissors, Jack Z., Brooks, S: '**The Art of Editing**', Macmillan Publishing Co. Inc.
8. Bruce Westly: **News Editing**.
9. M.L. Stein. and Susan F Paterno: '**The News Writer's Hand book**', Surjeet Publications.
10. Franklin: '**Key Concepts in Journalism Studies**', Vistaar Publications.

Continuous Assessment: 20 Marks

1. **Class Tests** : 5 Marks (2.5 x 5)
There shall be two internal assessment examinations within the semester: one, at the completion of module two and the second, at the completion of module five.
2. **Attendance** : 5 Marks
Allotment of marks as per University regulations
3. **Media Practical** : 10 Marks (5 x 2)
***Sample:** Students shall collectively bring out a laboratory newspaper with news story inputs from each student.*

Semester End Examination: 80 Marks

SDC1BJ04: Media Laws and Ethics

Hours: 4

Credits: 4

Objectives

- To provide students with an understanding of the basic legal concepts and press laws.
- To give an over view of the ethical issues in the current media scenario.

Module I

Basic Legal concepts - Judicial system in India - Indian Penal Code - fundamental rights - directive principles.

Module II

Freedom of the press - evolution of the concept of freedom of the press – freedom of speech and expression in Indian Constitution - article 19 (1) (a) and reasonable restrictions.

Module III

Defamation – libel, slander and defenses of media professional - Privacy and Cyber laws - Right to Information Act - Whistle Blower's Protection Act - Fairness Doctrine.

Module IV

Press Laws: Official Secrets Act - Press & Registration of Books Act - Copyright Act - Contempt of Court Act - Young Person's Harmful Publication Act - Indecent Representation of Women's Act - Drug & Magic Remedies Act - Working Journalists Act - Wage Boards, Film Certification Rules - Intellectual Property Rights.

Module -V

Electronic and New Media Laws

Emergence of electronic and new media law - The AIR Code - The Commercial Code of AIR & Doordarshan - Cable Television Act and Rules - Advertising Standards Council - Media regulations: self or govt.?

Module VI

Media Ethics and Issues - code of ethics for media personnel - Press Council of India - Code of ethics - censorship versus self-regulation - privacy versus public good - embedded journalism - sting journalism - corporatisation of media.

Books for Reference

1. Naresh Rao & Suparna Naresh, '**Media Laws, an appraisal**', Premier Publishing Company, Bangalore.
2. Kundra.S, '**Media Laws & Indian Constitution**', Anmol Publications Ltd, New Delhi.
3. Vakul Sharma, '**Handbook of Cyber Laws**', Macmillan, 2002.
4. Nirmala Lakshman, '**Writing a Nation, an Anthology of Indian Journalism**'.
5. Nalini Rajan, '**Practising Journalism**', Sage Publications.
6. Hamid Moulana, '**International Information Flow**'.
7. Karen Sandars, '**Ethics & Journalism**', Sage Publications.

Books for Further Reading

1. Aravind Singhal & Everett M.Rogers, '**India's Communication Revolution**', Sage

Publications.

2. Edward S. Herman & Noam Chomsky, '**Manufacturing Consent**', Vintage Publications.
3. Dr. Jan R. Hakemuldar et.al, '**Principles & Ethics of Journalism**', Anmol Publications.
4. Patrick Lee Plaisance, '**Media Ethics**', Sage Publications.

Continuous Assessment: 20 Marks

1. **Class Tests** : **5 Marks (2.5x2)**
There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of module six.
2. **Attendance** : **5 Marks**
Allotment of marks as per University regulations.
3. **Assignment** : **10 Marks (5x2)**
Sample: *Each student shall present a paper on one of the ethical issues connected with the media, suggested by the faculty and submit it for valuation.*

II. Semester End Examination: 80 Marks

Semester II

SDC2BJ05: Radio Production

Hours: 4

Credits: 5

Objective:

The course is intended to explore the art of radio production. The students are made familiar with the aesthetics of sound and its application in various radio programme formats.

Module 1

Frequency spectrum – AM – FM – short wave - long wave – satellite radio - internet radio – frequency – pitch – amplitude – timbre.

Module II

Radio formats - radio talk – interview - radio drama - chat shows - phone-in/phone-out programmes - running commentary - news bulletins – features - and documentaries – radio commercials - special abilities required for each format - writing for radio.

Module III

Role of radio broadcaster –announcer - disc jockey - radio host - ‘on-air’ techniques - performance - art of interviewing – speed – breathing - emphasis and pitch.

Module IV

Programme Production - theory of Sound - sound formats - Programme recording – radio studio - various types of microphones – speakers – headphones – recording software - sound effects – special effects- mixing and dubbing.

Books for Reference

1. Sound Engineering Explained, 2nd Edition – Michael Talbot-Smith.
2. Radio Production, 3rd Edition – Robert McLeish.
3. Other Voices – Vinod Pavarala and Kanchan K. Malik.

Books for Further Reading

1. Basic Radio Journalism – Paul Chantler and Peter Stewart (Focal Press).
2. This is All India Radio – U. L. Baruah.
3. Broadcast Journalism, Techniques of Radio and Television News, 5th Edition – Andrew Boyd.
4. Writing and Producing Radio Dramas – Esta De Fossard (Sage Publications).
5. Modern Radio Production, Programming and Performance – Carl Hausman, Philip Benoit, Lewis B O Donnell.

Continuous Assessment: 20 Marks

1. **Class Tests** **:5 Marks (2.5 x2)**
There shall be two internal assessment examinations within the semester. One, at the completion of module three and the second, at the completion of module four.
2. **Attendance** **: 5 Marks**
Allotment of marks as per University regulations.
3. **Radio production practical** **: 10 Marks (5x2)**
Sample: Students shall produce and submit a radio programme such as radio

documentary, PSA, radio interview and news magazine programme either individually or group-wise.

Semester End Examination: 80 Marks

SDC2BJ06: Television Production

Hours: 5

Credits: 5

Objectives:

The technical and aesthetic aspects of television production, steps involved in the production, from idea generation to telecast, are being discussed in this course. The course also covers video editing and the logic in weaving visuals to form a complete programme.

Module I

Audio-visual language - framing; Types of shots-based on size, camera movements and camera angle; composition, lighting and sound.

Module II

Editing - linear and non-linear, continuity editing – insert shot- cut-in and cutaways- acceleration editing, relational editing-Montage, thematic editing and parallel cutting; transition techniques – cut, fade, dissolve, wipe and split screen; visual effects – superimposition and chroma key.

Module III

Television programme formats – serials, chat shows, reality shows, music , games, quizzes, review s-film, documentary, books, music, programmes, promos.

Module IV

Studio personals – qualities and responsibilities of producer, floor manager, scene designer, costumer and makeup artist.

Module V

Stages of production - pre-production, production and postproduction: documentary, fiction; studio productions; field productions.

Module VI

Scripting and production of commercials, PSA and music albums

Books For Reference

1. Stanley J. Baran, *Introduction to Mass Communication*, McGraw Hill, 2006.
2. Vanita Kohli-Khandekar, *The Indian Media Business*, Response Books, 2006.
3. Zettl, *Television Production Handbook*, Wadsworth, 2000.
4. Ken Dancyger, *The Technique of Film and Video Editing, History, Theory, and Practice*, Focal Press, 2007.
5. Robert L. Hilliard, *Writing for Television, Radio, and New Media*, Wadsworth, 2004.
6. Arthur Asa Berger, *Scripts: Writing for Radio and Television*, Sage Publications, 1990

Books for Further Reading

1. Ralph Donald and Thomas Spann, *Fundamentals of Television Production*, Surjeet Publications, 2004.
2. Anthony Friedmann, *Writing for Visual Media*, Elsevier, 2006.

3. Ivan Cury, Directing and Producing for Television, Focal Press, 2007.
4. Joe Nicholas, John Price and Ben Moore, Advanced Media: Communication and Production, Nelson, 1996.
5. Bhaskar Ghose, Doordarshan Days, Penguin, 2005.
6. G.C. Awsathy, Broadcasting in India
7. K.S. Mullick, Tangled Tapes: The Inside Story of Indian Broadcasting

Continuous Assessment: 20 Marks

1. **Class Tests** : **5 Marks (2.5 x2)**
There shall be two internal assessment examinations within the semester. One, at the completion of module three and the second, at the completion of module four.
2. **Attendance** : **5 Marks**
Allotment of marks as per University regulations.
3. **Television production practical** : **10 Marks (5x2)**
Sample: Students shall produce and submit a television programme such as an extended news report, PSA and TV commercial.

Semester End Examination: 80 Marks

SDC2BJ07: Advertising

Hours: 4

Credits: 4

Objectives

- * To provide students with an understanding of key areas of advertising.
- * To provide the basis for career choices in advertising.
- * To provide training in ad copy writing for different media.

Module I

Definition, features, evolution and functions of advertising - kinds of advertising - advertising

agencies - trends in global advertising pattern.

Module II

Media planning – market analysis - product research - media reach and frequency – scheduling – segmentation – positioning - media mix and support media planning - Ad campaign.

Module III

Brand awareness and attitudes - brand identity - brand equity - brand image - brand loyalty - and Rossiter-Percy Model.

Module IV

Print ads – principles and components - television advertising – principles, components and production - radio advertisement – principles - components and production - internet advertisement – principles and components.

Module V

Visualisation - copy writing for print, radio, television and online advertisements.

Module VI

Effects of advertising - advertising and cultural values - economic, social and ethical issues of advertising - professional organizations and code of ethics – ABC, ASCI, AAAI and others.

Books for Reference

1. S.A Chunnawalla, Advertising: An Introductory Text. Mumbai, Himalaya Publishing House.
2. Subrata Banerjee, Advertising as a Career, New Delhi: national Book Trust.
3. J.V. Vilnilam and A. K. Varghese, Advertising Basics: A Resource Guide for Beginners, New Delhi: Sage Publications.

Books for Further Reading

- George Belch, Advertising and Promotion, Tata McGraw-Hill.
- S.H.H. Kazmi and Satish Batra, Advertising and Sales Promotion, Excel Books.
- Wells Burnett Moriarty, Advertising: Principles and Practice, Pearson Education.
- S.N. Murthy and U bhojana, Advertising; An IMC Perspective.

Continuous Assessment: 20 Marks

1. **Class Tests : 5 Marks (2.5 x2)**

There shall be two internal assessment examinations within the semester, one, at the completion of module four and the second, at the completion of module six.

2. **Attendance : 5 Marks**

Allotment of marks as per University regulations.

3. **Advertising Practicals :10 Marks (5x2)**

Sample: *Each student shall produce an ad copy for a print/electronic media for the promotion of product suggested by the faculty and submit it for valuation.*

SDC2BJ08: Radio Production-Mini Project Work

Hours: 3

Credits: 4

Objectives

* To provide students with practical experience in various aspects of Radio Programme Production.

Module

Produce a One Hour Radio Programme comprising of various programme formats including news bulletin, radio talk, interview, radio drama, chat shows, phone-in/phone-out programmes, running commentary, features, documentaries, PSAs, etc. This should be a group project and all the students in each group must have a role in the project. Evaluation can be done by the internal examiner based on internal assessment (20), viva voce (20) and production (60).

Semester III

GEC3IP08: Indian Politics and Communication

Hours: 4

Credits: 4

Module I

Political reporting from Colonial legacy; National Movement legacy; basic features and provisions of the Indian Constitution; linguistic organization of the States; regionalism.

Module II

Communication after independence: The Nehru era – major political parties and leaders, Congress and the Opposition; regional parties.

Module III

Political Communication: From Sastri to Indira Gandhi; Indira era – J.P. Movement and Emergency, Janata Coalition Government

Module IV

Media's role as political communicator: The Rajiv Years- Bofors and its aftermath; National Front Government; Pokhran II and Kargil War

Module V

Political agendas and reporting: Jammu and Kashmir; Punjab crisis; Mandal Commission, Babri Masjid, Godhra riots, 2G Spectrum scam and current issues.

Land reforms; agrarian struggles; green revolution; globalization, liberalization and privatization

Module VI

Reporting Kerala politics – a critique on major political parties and their leaders in Kerala; an analysis of performance of political parties in Legislative and Lok Sabha elections; constituencies and members of legislative assembly; a critique of the Coalition Governments; profile on Kerala Chief Ministers.

Books for Reference

1. Bipan Chandra, India after Independence, Penguin Books, 2000
2. Ramachandra Guha, India after Gandhi, Macmillan, 2007
3. Zoya Hasan, Parties and Party Politics in India, Oxford India, 2004
4. R. K. Pruthi, Prime Ministers of India, Indiana Publishers, 2006
5. Nandan Nilekani, Imagining India, Penguin Books, 2008
6. K. C. John, Kerala Rashtriyam, Oru Asambandha Natatakam, Pen Books, 1999
7. Cherian Philip, Kaal Nootandu

Continuous Assessment: 20 Marks

1. **Class Tests : 5 Marks (2.5 x 2)**

There shall be two internal assessment examinations within the semester: one, at the completion of module two and the second, at the completion of module three.

2. **Attendance : 5 Marks**

Allotment of marks as per University regulations.

3. **Media Assignments/ Presentation : 10 Marks (5x2)**

Sample: Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

Semester End Examination: 80 Marks

SDC3BJ09: Fundamentals of Audio-Video Editing

Hours: 5

Credits: 4

Module 1

What is sound – sound characteristics, pitch, tone, loudness, psychoacoustics, audio recording techniques and technologies, mics, sound mixers/synthesizers, audio recording devices, noise - signal ratio.

Module II

Audio recording – basic functions of a microphone, types of microphone, cables and connectivity.

Module III

Introduction to audio editing software – file formats, data selection, audio formats, MP3s, basics of audio editing, conversion of files from one format to another, spectrum analysis

Module IV

Introduction to digital audio workstation- Midi and digital sounds, audio special effects – audio plug-ins, sound processing software

Module V

Introduction to video editing software – features and characteristics, importing and organizing video clips, timeline tools, clips trimming, batch capturing, capturing with and without device controls

Module VI

Video editing techniques – transition devices and effects & using video and audio channels, muting/swapping channel, titling techniques, compositing, animating clips, motion setting, alpha channel and colour option, video effects and rendering

References

1. Gerald Millerson (1999), Television Production, Focal Press, London
2. Gary H. Anderson (1993), Video Editing and Post Production, Focal Press, London
3. John Villamil & Louis Molina (2001), Multimedia: An Introduction, Prentice – Hall, New Jersey
4. Hearn D. & Baker P. M. (2001), Computer Graphics, Prentice – Hall, New Jersey
5. Charles Poynton (2002), Digital Video and HDTV, Focal Press, London
6. R. G. Gupta (2003), Audio and Video Systems, Tata Mc Graw – Hill, New Delhi
7. Ben Long (2001), Digital Film Making Handbook, CRMIC, Rockland, MA

Continuous Assessment: 20 Marks

1. **Class Tests : 5 Marks (2.5 x2)**

There shall be two internal assessment examinations within the semester. One, at the completion of module three and the second, at the completion of module four.

2. **Attendance : 5 Marks**

Allotment of marks as per University regulations.

3. **Audio- Video practical : 10 Marks (5x2)**

Semester End Examination: 80 Marks

SDC3BJ10: Radio Journalism

Hours: 5

Credits: 5

Module I

Radio news room – organizational structure and operation of news room – editorial hierarchy.

Module II

Radio news – local, regional, national, and global news – scripting for radio news – language and style of news bulletins – news magazine programmes – news flashes – structure of a news bulletin – headline techniques - voice cast – news based programmes.

Module III

Radio news reporting – qualities and responsibilities of a radio reporter – live news reporting: straight-up live, live with interview, breaking news; techniques of live radio broadcasting

Module IV

Process of radio news editing - principles of script editing - proof reading & correction system - production of radio news reel - broadcasting codes and guide lines.

Module V

Familiarization with radio news studio - voice dispatches, Interview news, opinion & ideas. - use of tape recorder and dubbing machines.

Module VI

Radio news anchoring and presentation - qualities of a news anchor – live presentation – local slang and ‘standard’ language in broadcasting; voice modulation techniques – intimacy – formal and informal presentation – narrowcasting and presentation styles – RJs, DJs, and radio hosts.

Books for Reference:

1. Broadcast Cable and beyond by Joseph Dominick, Sherman Cope Land McGraw Hill.
2. Techniques of Radio & News : Andrew Boyd, Heinemann 1988.
3. Broadcast voice performance : Keith Michle, Focal press.
4. News Writing : George A. Hong, Kanishka publication, Delhi.
5. The Art of Digital Audio : John Walk.
6. Educational Broadcasting Radio and TV In India : Mohanty.
7. Broadcasting in India : UNESCO.
8. Radio Production : Robert MC Leish, Focal Press.
9. Beginning Radio – TV News Writing, 4th Edition : K. Tim Wulfemeyer (Surjeet Publications).
10. Radio – TV News Writing, A work book, 2nd Edition – K. Tim Wulfemeyer (Surjeet Publications).

Continuous Assessment: 20 Marks

1. **Class Tests : 5 Marks (2.5 x2)**

There shall be two internal assessment examinations within the semester. One, at the completion of module three and the second, at the completion of module five.

2. **Attendance : 5 Marks**

Allotment of marks as per University regulations.

3. Radio news production practical : 10 Marks (5x2)

Semester End Examination: 80 Marks

SDC3BJ11: Television Journalism

Hours: 5

Credits: 5

Module I

Organizational structure of a television news channel; bureau and desk operation; television news terminology

Module II

Television reporting – qualities and responsibilities of a television reporter; news formats - O-C, O-C VO, O-C VO SOT, O-C Graphics, O-C SOT, O-C Live, O-C Phono and O-C Package; ENG and DSNG; Piece To Camera (PTC) – stand-up, stand-up close, stand-up open and signature line, Live news reporting – straight-up live, live with interview, live with SOT, live with VO, live with VOSOT and live with package; breaking news; techniques of live telecast

Module III

Television news structure –headlines, teaser and teller leads, body and tag; subbing reporters', news agency and citizen journalists' copies; writing voice-over; studio package; rundown preparation; TV news language, ingredients of TV newscast

Module IV

Production Control Room (PCR) operation; role and responsibilities of producer, news editor, assignment editor, visual editor and graphics editor

Module V

Television interviews – opinion interview, information interview, news interview, filed interview, vox pop and personality interview, interviewing techniques; panel discussion, News based programmes-debates, satirical programmes etc..

Module VI

Television news anchoring; qualities of a news anchor; aesthetics of presentation – speed, breath, gesture, posture, facial expressions, pitch, pace, pause and duration

Module VII

Scoops and exclusives; New media tools and news breaking; sting operation – legal and ethical issues; critical analysis of leading English and Malayalam news channels; current trends and challenges

Books for Reference

1. Ivor Yorke, **Television News**, Focal Press
2. Zettl, **Television Production Handbook**, Wadsworth
3. Andrew Boyd, **Broadcast Journalism, Techniques of Radio and Television News**, Focal Press
4. Ted White, **Broadcast News Writing, Reporting and Production**
5. Gerald Millerson, **Effective TV Production**
6. Browssard and Holgate, **Broadcast News**
7. Fletcher, **Professional Broadcasting**

Books for Further Reading

1. Eric K. Gormly, **Writing and Producing Television News**, Surjeet Publications
2. Robert L. Hilliard, **Writing for Television, Radio, and New Media**, Wadsworth, 2004
3. Rick Thompson, **Writing for Broadcast Journalism**, Routledge.

Continuous Assessment: 20 Marks**1. Class Tests : 5 Marks (2.5 x2)**

There shall be two internal assessment examinations within the semester. One, at the completion of module three and the second, at the completion of module five.

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Television news production practical : 10 Marks (5x2)**Semester End Examination: 80 Marks**

SDC3BJ12: Development Communication

Hours: 4

Credits: 4

Objective

The course introduces the students to the issues of development and the specific role played by the media in development support communication. .

Module 1

The Concept of development- Different approaches to development(Economic, Sociological & Psychological) - major development theories

Module 2

Development communication - theories of development communication - development and communication campaigns – diffusion of innovations research – social marketing of family planning, health and pro-social innovations.

Module 3

Communication strategies for empowerment - participatory and sustainable development communication.

Module 4

Development communication in action – international agencies and development aid: FAO, ILO, UNDP, UNESCO, UNFPA, UNICEF and WHO.

Module 5

Role of radio, television, internet, ICTs (Information and Communication Technologies) and print media for development in the current scenario.

Books for Reference

1. Development Communication – B. N. Ahuja and S. S. Chhabra.
2. Communication for Development in the Third World – Srinivas R. Melkote and H. Leslie Steeves.
3. Communication for Development and Social Change – Jan Servaes, Editor.
4. International and Development Communication, A 21st-Century Perspective – Bella Mody, Editor.

Books for Further Reading

1. Participatory Communication, Working for change and development – Shirley A . White, K Sadanandan Nair and Joeph Ascroft.
2. Development Communication and Media Debate – Mridula Meneon.
3. India, the Emerging Giant – Arvind Panagariya.
4. Participatory Video, Images that Transform and Empower – Shirley A. White (Editor).
5. The Art of Facilitating Participation – Shirley A. White (Editor).
6. Television and Social Change in Rural India – Kirk Johnson.
7. Communication, Modernization and Social Development– K. Mahadevan, Kiran Prasad, Ito Youichi and Vijayan K. Pillai.
8. Everybody Loves a Good Drought – P. Sainath.

Continuous Assessment: 20 Marks

1. **Class Tests : 5 Marks (2.5 x2)**

There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of module five.

2. **Attendance : 5Marks**

Allotment of marks as per University regulations.

3. **Development communication Assignments : 10 Marks (5x2)**

Sample: *Each student shall study a development problem in the area approved by the faculty, write a 450-word story and submit it for valuation.*

Semester End Examination: 80 Marks

Semester IV

SDC4BJ13: Advanced Television Production

Hours: 5

Credits: 5

Objective:

The course discusses in-depth understanding of production aspects of various television formats and on-screen presentations.

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

Books for Reference

1. Boyd, Stewart & Alexander (2008), Broadcast Journalism: Techniques of Radio and Television News, New Delhi, Elsevier
2. Donald & Spann (2004) Fundamentals of Television Production, New Delhi, Surjeet Publications
3. Belavadi, Vasuki (2013), Video Production, New Delhi, OUP

Continuous Assessment: 20 Marks

1. Class Tests : 5 Marks (2.5 x2)

There shall be two internal assessment examinations within the semester. One, at the completion of module three and the second, at the completion of module four.

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Television production practical : 10 Marks (5x2)

Semester End Examination: 80 Marks

SDC4BJ14: Advanced Visual Editing

Hours: 4

Credits: 5

MODULE 1

Fundamentals of video formats; Video format compatibility; Audio format compatibility; Starting; Post Production; Raw source footage; Role of special effects; Audio design; Color correction; Keeping track of footages.

MODULE 2

Project; Media files, Clips and sequences; interfaces; Key board short cuts and short cut menus; Time code; Split Edits; Working with Multi-clips; Performing Slip, Slide, Ripple, and Roll Edits; Trimming Clips; Adding Transitions; Refining Transitions Using the Transition Editor; Sequence-to-Sequence Editing; Matching Frames and Play head Synchronization; Working with Timecode.

MODULE 3

Mixing Audio in the Timeline and Viewer; Using the Voice Over Tool; Using Audio Filters; Exporting Audio for Mixing in Other Applications; Working with Soundtrack Pro; Using Video Filters; Installing and Managing Video Effects; Video Filters; Changing Motion Parameters; Adjusting Parameters for Keyframed Effects; Reusing Effect and Motion Parameters; Changing Clip Speed; Working with Freeze Frames and Still Images; Compositing and Layering; Keying, Mattes, and Masks; Using Generator Clips; Using the Smooth Cam Filter; Creating Titles;

Working with Motion; Working with Master Templates; Measuring and Setting Video Levels.

MODULE 4

Color Correction; Color Correction Features; Color Correction Filters; Color Correction Examples; RT Extreme; Rendering and Video Processing; Mixed-Format Sequences; Backing Up and Restoring Projects; Offline and Online Editing; Reconnecting Clips and Offline Media; Overview of the Media Manager; Diagnostic Tools for Clips; Printing to Video and Output from the Timeline; Compressor with Final Cut Pro; Exporting Still Images and Image Sequences; Capture Settings and Presets; Device Control Settings and Presets; Sequence Settings and Presets. Editing Software: Any Photo Editing Software based on open source code.

REFERENCE

1. *Final Cut studio on the Spot*, Richard Harrington, Abba Shapiro, Robbie Carman, Focal Press, 2004
2. *Avid Assistant Editor's Handbook*, Kyra Coffie, Focal Press, 2011.

Continuous Assessment: 20 Marks

1. **Class Tests : 5 Marks (2.5 x2)**
There shall be two internal assessment examinations within the semester. One, at the completion of module three and the second, at the completion of module four.
2. **Attendance : 5 Marks**
Allotment of marks as per University regulations.
3. **Advanced editing practical : 10 Marks (5x2)**

Semester End Examination: 80 Marks

SDC4BJ15: Multimedia Production

Hours: 4

Credits: 4

Module 1

Introduction to multimedia – what is multimedia – definitions; nature and characteristics of multimedia products and services; multimedia applications; relevance of multimedia application in the media industry and the knowledge acquisition programs; multimedia system architecture

Module 2

Introduction to visual language – design principles; elements of design and layout; colour in design, use of text, pictures, graphs, drawings, video and audio in various media

Module 3

Multimedia file formats – standards & communication protocols; conversions; data compression and decompression; image authoring and editing tools; image file formats – JPEG, TIFF, GIF, PNG, layers, RGB, CMYK; contrast, brightness; slicing, contrast ratio; aspect ratio; gray scale; filters; blending tools; image enhancing & designing techniques

Module 4

Images and graphics in multimedia; creating and manipulating images using painting, drawing and editing; sources of images/graphics; scanning images; making and using charts/diagrams/vector drawings; use of colours

Module 5

Multimedia production; idea/concept; outline; script; story board; templates; user interface; production and delivery strategies; designing the navigation structures (linear, hierarchical, non-linear and composites); hot spots and buttons; text, images, sound and animation; video edit software and techniques of editing; video capturing and editing tools; video compression techniques; graphic techniques (tilting, special effects. Graphic plug-ins, matting and compositing, image matting, video matting, shadow matting and compositing, animating pictures)

Module 6

Multimedia authoring tools – page-bases; icon-bases; time-based and object-oriented tools; testing and evaluation of the project

Module 7

Practicals; use of Audition, Sound booth, Photoshop, Flash, Adobe Premier/Avid in classroom exercises; creation of an interactive website or multimedia CD

Books for reference

1. Rao, Bojkovic & Milovanovic (2009), Multimedia Communication Systems, New York, Phi Learning
2. Andrew Dewdney & Peter Ride (2006), New Media Handbook, London, Routledge
3. Lisa Brenneis & Michael Wohl (2011), Final Cut Pro, Peachpit Press
4. Peter Wells (2007), Digital Video Editing: A User's Guide
5. Richard Williams (2009), The Animator's Survival Kit, New York, Faber & Faber
6. D. S. Sherawat & Sanjay Sharma (2010), Multimedia Applications, New Delhi, SS Kataria

& Sons

7. Judith Jeffcoate, Multimedia in Practice, New Delhi, Pearson Education
8. J. Nielson (1995), Multimedia and Hypertext, London, Academic Press

Continuous Assessment: 20 Marks

1. **Class Tests : 5 Marks (2.5 x2)**

There shall be two internal assessment examinations within the semester. One, at the completion of module three and the second, at the completion of module four.

2. **Attendance : 5 Marks**

Allotment of marks as per University regulations.

3. **Multi-media practicals : 10 Marks (5x2)**

Semester End Examination: 80 Marks

SDC4BJ16: TV Production-Mini Project Work

Hours: 4

Credits: 4

Objectives

* To provide students with practical experience in various aspects of Television Programme Production.

Module

Produce a Two/Three hour long TV package comprising of various programme formats such as news bulletin, panel discussion, news based programmes, debates/talk shows, satirical programmes, interviews, documentaries, ads/PSAs, etc. This should be a group project and all the students in each group must have a role in the project. Evaluation can be done by the internal examiner based on internal assessment (20), viva voce (20) and production (60).

Semester V

GEC5FA13: Film Appreciation

Hours: 4

Credits: 4

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 6

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

Books for reference

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

Press

17. Erik Barnow & S. Krishna Swamy (1963), The Indian Film, New York, Columbia University Press

Continuous Assessment: 20 Marks

1. **Class Tests : 5 Marks (2.5x2)**

There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of module six.

2. **Attendance : 5 Marks**

Allotment of marks as per University regulations

3. **Seminar/Production Assignment : 10 Marks (5x2)**

***Sample 1.** Each student shall present a study evaluating a film*

***Sample 2.** Each student shall write a script for a short film of 5 minutes duration on a story thread provided by the faculty.*

Semester End Examination: 80 Marks

GEC5MS14: Media and Society

Hours: 4

Credits: 4

Objective:

The course touches upon various issues pertaining to mass media practices, the operational framework of institutions and societal interaction of mass media.

Module 1

Media as an institution of society – roles – functions – effects of media – construction of reality – press as ‘Fourth Estate’ – media freedom – public service broadcasting – media power and accountability

Module 2

Mass society – media culture – globalisation – media as cultural industry – cultural imperialism – hegemony – identity – gender and media – communication technology determinism

Module 3

Mass media and civil society – politics, democracy and media – new media communication – interactivity in virtual community – new media and social change – digital divide

Books for Reference

1. Elihu Katz, Mass media and social change
2. John Hartley, Communication Cultural and Media Studies
3. Ratnesh Dwivedi (2013), Mass Media and Communication in Global Scenario, Kalpaz Publication
4. Maya Ranganathan and Usha M. Rodrigues (2010), Indian Media in a Globalised World, New Delhi, Sage

Continuous Assessment: 20 Marks

1. **Class Tests : 5 Marks (2.5 x 2)**
There shall be two internal assessment examinations within the semester: one, at the completion of module two and the second, at the completion of module three.
2. **Attendance : 5 Marks**
Allotment of marks as per University regulations.
3. **Media Assignments/ Presentation : 10 Marks (5x2)**
Sample: Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

Semester End Examination: 80 Marks

SDC5BJ17: Media Management

Hours: 4

Credits: 4

Module I

Principles of Management

Process and Approaches, Management Skills, Understanding Markets and Audiences, Functions and Characteristics of Media Products, Economics of Media Products, Media in a Free Market Economy, Ownership of media, News management, Issues, The Financialization of News, Client Advertising Profile, Second filter Advertising Control, Sourcing, Flak.

Module II

Overview of Media Organizations

Structure and pattern of Ownership, Managing Media Organizations, Media Management Essentials. The Indian Media Business: An overview.

Module III

Newspaper Organization & Management

Organization of a Newspaper, Publication, Registration, Newspaper Production, Newspaper and Community, Research, Newspaper Management in India, Press Council of India, Managerial Function in a Newspaper Organization, Editorial Management, Advertising Management, Circulation, Personnel and Financial Management, Accounting, Printing, Competition.

Module IV

Internet and Electronic Media Management

International Perspective: The Global TV Marketplace, Structure of CATV Systems, Television Management in India, Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media Budget Development, The Design Process – scheduling, Production Tracking Form, transmitting, Record keeping, quality control and cost effective techniques. Employee/employer and customer relations services; marketing strategies– brand promotion (space/time, circulation) – reach – promotion – market survey techniques – human research development for media. Managing a radio station, Audience research, Community Radio: Organization and Management.

Books for Reference

Core texts

1. Kohli-Khandekar : The Indian Media Business.
2. Alan B Allberran : Management of Electronic Media

Suggested readings

1. Ruckerr L. W. and Williams : Newspaper organisation and management press
2. Kothari Gulab : Newspaper Management in India
3. Sindhvani Trilok : Newspaper Economics Management
4. Goulden John : Newspaper Management
5. Ben Bagdikian : The media Monopoly
6. Ben Bagdikian : Double Vision

Continuous Assessment: 20 Marks

1. **Class Tests** : **5 Marks (2.5x2)**
There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of module four.
2. **Attendance** : **5 Marks**
Allotment of marks as per University regulations.
3. **Assignments** : **10 Marks (5x2)**

Semester End Examination: 80 Marks

SDC5BJ18: Documentary Film Production

Hours: 5

Credits: 5

Objective:

The course offers a basic understanding of the documentary genre enabling the students to frame issues creatively and critically. This initiation facilitates a platform for students to pursue art of documentary filmmaking as a career option.

Module I

History and Evolution of documentary filmmaking- Flaherty, Grierson & Vertov - Grierson's first principles of documentary film making - Functions of documentary – observation, analysis and persuasion.

Module II

Types of documentary: reportage, interviews, investigative, narrative, dramatized, expository, propaganda, expedition, travel and wildlife - Steps involved in documentary film making: pre-production - production and Post Production.

Module III

Writing for documentary – proposal, treatment and script- Shooting aspects- editing a documentary film.

Module IV

Status of documentary film making in India.

Books for Reference

1. Documentary Storytelling, 2nd Edition – Sheila Curran Bernard.
2. Writing for Visual Media, 2nd Edition – Anthony Friedmann.

Books for Further Reading

1. Directing the Documentary – Michael Rabiger.
2. How to Make Documentaries for Video/Radio/Film – Mike Wolverton.
3. The Open Frame Reader, Unreeling the Documentary Film – Rajiv Mehrotra (Editor).

Continuous Assessment: 20 Marks

1. **Class Tests : 5 Marks (2.5 x2)**

There shall be two internal assessment examinations within the semester, one, at the completion of module two and the second, at the completion of module four.

2. **Attendance : 5 Marks**

Allotment of marks as per University regulations.

3. **Documentary production :10 Marks**

Sample: *Students shall produce a documentary film not exceeding 10 minutes duration group-wise.*

Semester End Examination: 80 Marks

SDC1BJ19: Digital Journalism

Hours: 5

Credits: 5

Objectives:

The course intends to introduce the students to new media and online journalism. It also delves into the technicality of the web designing.

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 II

Online Communication and Internet

Online communication: meaning and definition - features of online communication – Internet: characteristics, networking, ISP and browsers - types of websites, video conferencing - Webcasting

Module III

New Media

Digital media and communication - ICT and digital divide - Information society - New World Information Order and E-governance - convergence: need, nature and future of convergence, emerging trends - mobile technology - social media & Web 2.0

Module IV

Online Journalism, Laws and Ethics

Traditional vs Online Journalism- difference in news consumption, presentation and uses - online writing & editing - annotative reporting and strengths and limitations - participatory journalism - dos and don'ts of online journalism - cyber crimes & security: types and dimensions - cyber laws & ethics and the difficulty in enforcing them.

Module V

Web Designing

Elements & principles of web designing - basic programming for web designing—HTML

Books for Reference:

1. Ronal Dewolk, Introduction to Online Journalism, Allyn&Bacon, ISBN 0205286895
2. John Vernon Pavlik, New Media Technology, Allyn& Bacon
ISBN 020527093X
3. Michael M. Mirabito, New Communication Technologies : Application.
4. Jason Whittaker, Web production for writers and journalists, Routledge, 2002.
5. Anna Everett & John T. Caldwell, New media theories and practice of digitextuality, Routledge, 2003.
6. Stephen Quinn, Digital sub-editing and design, Focal Press, 2001.
7. Sunil Saxena, Breaking news: craft and technology of online journalism, Tata McGrawHill, 2004.

Continuous Assessment: 20 Marks

1. Class Tests : 5 Marks (2.5 x2)

There shall be two internal assessment examinations within the semester. One, at the completion of module three and the second, at the completion of module four.

2. **Attendance : 5 Marks**

Allotment of marks as per University regulations.

3. **Digital journalism / web-designing practical : 10 Marks (5x2)**

Semester End Examination: 80 Marks

SDC5BJ20: Business Journalism

Hours: 4

Credits: 4

Objectives

1. To provide the basics of business journalism in business newspapers, magazines, news agencies and television channels.
2. To provide the theoretical frame work for the analysis of financial markets.
3. To introduce the basics of global, Indian and Kerala economy.

MODULE I

Major schools of modern economic thinking: Classical, Neo-classical, Marxian, Keynesian and Monetarist - Important institutions that play a key role in shaping economic policies as well as implementing them at the national and the global levels: Breton Woods Institutions, GATT and WTO, United Nations agencies like Unctad, Unido and ILO, Planning Commission of India.

MODULE II

Milestones of Indian economy - five-year plans - general overview of Nehruvian model - bank nationalization - green revolution - control and permit raj and liberalization of the 1990s - 2008 global financial crisis and Indian economy.

MODULE III

Business reporting and editing - corporate reporting – banking - policy-making institutions - market reporting - stock market - currency exchange markets and commodity markets - regulatory bodies – budget - leading business newspapers, magazines, news agencies and television channels in India and abroad.

MODULE IV

Salient features of Kerala economy: Kerala model of development and the linkages of the state's economy with global markets - Cash crops in Kerala - Migration to the Gulf and other countries - Migrant labourers in Kerala - Status of agriculture - response to 2008 global recession - role of major dailies like Malayala Manorama, Mathrubhmi and The Hindu in covering business stories linked to Kerala - specialized business journals like Dhanam, and Business Deepika.

Books for Reading

1. Paul M Sweezy, *The Theory of Capitalist Development* (It is a classic text on understanding Marxist political economy).
2. Michael Lewis, *Liar's Poker* (It is a roller-coaster description of what really happens in Wall Street, the Mecca of Global financial markets. A good read for any aspiring journalist).
3. Robert Shiller, *Irrational Exuberance* (It is another work taking a close look at the functioning of financial markets),
4. Nouriel Roubini, a professor at Stern School of Business is widely credited with predicting the 2008 global financial crisis. He is a much sought after economist at present. *Political Cycles* and *Marco Economy and Bailout and Bail-in* are two books by him, which provide a perspective on economic meltdowns.
5. C.T. Kurien, *Global Capitalism and Indian Economy*, provides a good understanding of Indian economy on a global perspective. *Rethinking Economics*, reflections based on a study of Indian economy is also a good work for students.
6. Jagdish Bhajwati, a professor of Columbia University, long considered as a potential candidate for Nobel Prize in economics, is an ardent supporter of the liberalization, privatization and globalization theme. His book, *In Defense of Globalization*, is a good read.
7. John Bellamy Foster, *The Great Financial Crisis* is a very good book on the 2008 global financial crisis.
8. Robert McChesney, *The Political Economy of Media* It is a very good book on linkages between big business groups and media in the U.S. The methodology used by McChesney could be extended to analyze media situation even in our country. *Dollars and signs* is a very good internet site on business journalism.
9. Robert Brenner, *The Boom and the Bubble: The US in World Economy* provides a lucid account of the role of American economy in driving global developments.
10. Dr. K. K. George, *Limits to Kerala Model of Development* provides a good introduction to the chronic problem of fiscal deficits in Kerala.

Continuous Assessment: 20 Marks

1. Class Tests : 5 Marks (2.5x2)

There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of module four.

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Assignment :10 Marks (5x2)

Sample: *Each student shall present a paper on an economic issue proposed by the faculty and submit it for valuation.*

Semester End Examination: 80 Marks

SDC5BJ21: Sports Journalism

Hours: 4

Credits: 4

Module I

History of organized sports and sports journalism with special emphasis on India - ancient and modern sports, Olympics, cricket, tennis, hockey, football, volleyball and athletics; sports journalism as a specialized field of activity in India. Its fledgling days, its growth with the Asian Games in 1951, the jump with India's Prudential Cup victory, and the future

Module II

Rules and regulations of major sports events; sports statistics; sports institutions – international, national and local; professional sports academies

Module III

Sports desk operation; qualities of a sports reporter; structure of sports writing - types of sports writing - match reports, interviews, features and profiles; choosing the right subject matter and angle; interviewing skills and techniques; feature styles, intro, middle and end; investigative reports; writing for the tabloid, broadsheet, internet, radio and television

Module IV

Impact of sports on society; ethics and the sports journalist: balance and impartiality; sports and politics; drug abuse and sports; violence in sports; sports as business and entertainment

Module V

Perception of sports in mass media - influence of the new media on print, reporting turning analytical; scripting sports stories for television and radio; preparing reviews, and interviews for television and radio; television and radio sports commentary; live sports reporting

Module VI

Sports columns; ghost writing; sports photography; sub-editing and design; analysis of sports pages of English and Malayalam newspapers; a critique of English and Malayalam sports magazines; analysis of sports channels; popular sports analysis programmes on television

Books for Reference

1. Stanley Woodward, **Sports Page**
2. Brad Schultz, **Sports Media: Reporting, Producing and Planning**
3. Rajan Bala, **The Covers Are Off**
4. Ramachandra Guha, **The States of Indian Cricket**
5. Raymond Boyle, **Sports Journalism: Context and Issues**
6. Boria Majumdar, **Indian Cricket Through the Ages**
7. Conrad Fink, **Sports Writing**
8. R.G. Goel, **Encyclopedia of Sports and Games**
9. Goodwill, **Great Sports Personalities of the World**
10. Ray Stubbs, **Sports Book**
11. Garry Whannel, **Media Sports Stars**

Continuous Assessment: 20 Marks

1. **Class Tests : 5 Marks (2.5x2)**

There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of module four.

2. **Attendance : 5 Marks**

Allotment of marks as per University regulations.

3. **Sports journalism practical :10 Marks (5x2)**

Semester End Examination: 80 Marks

Semester VI

SDC6BJ22 - Internship

Hours: 900

Credits: 30

Six Month Internship or Two-month Internship with a Broadcast Production Project

Each student is required to undergo an internship of 900 Hours in a media organization (TV/Radio/Online Media/Production House/Ad Agency) approved by the institution in India or abroad. At the end of the Internship he/she is required to prepare and submit a detailed report in the prescribed format with a diary of daily work and proofs of work done during the internship period. An Internship Completion Certificate from the media organization should also be presented to the college.

Students can also opt for a 300 Hours of Internship with an individual Broadcast Production Project (Radio/TV production, preferably a news based programme) of not more than 30 minutes. The subject for Broadcast Project must have a social relevance and a news value, and the detailed script with a complete action plan should be submitted to the Guide before starting the production process. In the case of Radio programmes, all the works including scripting, presentation and editing should be done by students themselves. For TV Programmes, scripting, presentation or P to C, and editing should be done by the candidate himself, whereas he may take the help of his classmates for Camera and other technical works. A copy of the detailed script in the prescribed format should be submitted to the External Examiner for evaluation.

The evaluation of the Internship report and Broadcast Production Project (along with a Viva-Voce pertaining to Internship work and Project) will be done by an External Examiner appointed by the University. Distribution of marks will be in the following pattern: Internal Marks – 20, Internship/Project – 40, Viva – 20

Those who are opting for 900 Hours of Internship may do it in two or three different media organization any time during the Sixth Semester period. Works done by the students during the internship which satisfies the criteria for Broadcast Production Project may also consider for the end semester evaluation.

If any student fails to do the Internship or Project or Both, his/her result will be withheld until the internship requirement is met within 12 months from the completion of the course.

