M. A. Journalism and Mass Communication

2015-17
General Objectives of the Programme

The programme stresses a balance between the theoretical and practical aspects of journalism and mass communication. The curriculum is carefully tailored to prepare students for better academic careers in communication, giving them the broad liberal arts education necessary to succeed as communicators in today's challenging media scenario. The prescribed curriculum focuses on identifying the journalism competencies required to equip learners to sharpen their skills in a wide range like:

- Competencies of general knowledge and intellectual ability;
- Professional techniques of research, writing (and other forms of presentation), editing, design, and production;
- The ability to use the tools of journalism and to adapt to new technologies and innovative practices
- Professional understandings, including ethics
- Knowledge of journalism’s role in society, the organization and management of the news media, and laws circumscribing journalism practice; and
- Knowledge of best practices and specializations in journalism.
I. Eligibility for Admission
   a. Journalism Candidates: Candidates who have passed the bachelor’s degree with 50 percent of marks in the aggregate of all the examinations of the degree in the optional subjects of Journalism shall be eligible for admission with 50% of marks.

   b. Non-Journalism Graduates: Candidates who have passed the bachelor’s degree examination of Bangalore University or any other University recognized as equivalent to 50 percent of marks in the aggregate of all the subjects including the languages are eligible as per the Board of Studies.

II. Duration of the course
The course of study for the MA in Mass Communication and Journalism degree shall of two academic years comprise of four semesters. The course commencement, programme, Examination, Scheme of Instruction, Terms and vacations shall be as prescribed by the Board of Studies from time to time.

III. Examination
   a) There shall be a End Semester Examination at the end of each academic semester with a Maximum of 70 or 30 marks per paper.

   b) Internal Assessment Marks: Each paper shall have 30 or 20 marks for internal assessment.

IV. Minimum Requirement for Pass
a. Minimum for a pass in each Theory paper shall be 40% of the paper excluding Continuous evaluation (Internal Assessment) marks and 40% in the Practical paper marks excluding continuous evaluation (Internal Assessment) marks and 50% in the aggregate of the Papers in each semester put together. There is no separate minimum for continuous evaluation (Internal Assessment).
V Course Structure for M. A. Journalism and Mass Communication

Semester 1

<table>
<thead>
<tr>
<th>Subj:Code</th>
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Syllabus
Objective: to make the students aware of Communication Process, and to understand various dimensions of Journalism and Journalism Profession

Unit 1
Definition-Nature and scope of communication, Kinds of communication, Intrapersonal communication, Inter-personal communication, Group communication, Mass communication. Characteristics of verbal and non-verbal communication

Unit 2
Communication models, Aristotle’s model, Lasswell’s model, Shannon and Weaver models of communication

Unit 3
Definition- Nature and Scope of Journalism, Journalism as a profession, Responsibilities of a Journalist: Qualifications, Duties, characteristics of mass media, print media, radio, television and cinema. Journalism education in India, opportunities for Journalism graduates in professional organizations. Press Council of India, Trends in Journalism profession.

Unit 4
Globalization and media industry, commodification of news, information, ideology, content control, cultural imperialism. Globalization: impact on media in India.

Unit 5
Indian media after 1990: socio-political-economic and technological impact on Indian media – media convergence and fragmentation.

Suggested Reading
6. Professional Journalism – M. V. Kamat
7. Theory and Practice of Journalism – B. N. Ahuja
Semester I
MCJ151202: Media Laws and Ethics

Credits: 04  
Hours: 60

Objective: To enable students to understand the laws governing the media and to equip the upcoming professionals to practice ethical journalism as a profession.

Unit 1
Press Freedom:
Salient features of Indian Constitution, Concept of Press Freedom, freedom of speech and Expression and their limits, Comparative press freedom, Press freedom during emergency, censorship

Unit 2
Specified Press Laws in India:

Unit 3
Media Acts:

Unit 4
Media Ethics:
Professional Ethics (The Golden Mean, the Categorical Imperative, the Principle of Utility, the Veil of Ignorance, Judeo-Christian- Islamic Ethics). Ethical Situations and Conflicts, Checkbook Journalism, Right of Privacy, Self-regulation, Obscenity and Media, Human Rights and Media.

Unit 5
Regulatory bodies and media ethics:
First and Second Press Commissions, Press Council of India

Suggested Reading
Objective: To initiate students to the skills and the challenges of reporting for print media and also an understanding of the duties and functions to be followed as a professional reporter.

Unit 1
Understanding News

Unit 2
Interviewing:
Pre- Interview Stage: preparations for interview, Types of Interviews, Interviewing techniques, Methods of writing interview stories

Unit 3
Specialised reporting:
Reporting courts, crime, parliament, sports, developmental reporting, science and environment, health and life style, obituaries.

Unit 4
Feature writing:
Types of features, Principles of feature writing, editorials, middles and columns, reviews- books, films, theatre.

Unit 5
Trends in reporting
New journalism, advocacy journalism, multi- cultural reporting, data journalism, multi-media story telling

Suggested Reading
Objective: To make the students understand about the significance of editing, and also help them to acquire basic editing skills required for print media

Unit 1
Need for editing:
Principles and functions of editing, structure of newspaper organization, editorial department; roles and responsibilities of a subeditor, convergence in editing.

Unit 2
Newsman’s English:
Sentences and their structure- Subject Verb Object structure and their variations; Tense in news writing; Negative and double negative expressions; Adjectives, modifiers, split infinitives; Subject verb agreement; Commonly used words for reporting news; Attributions and identification of news sources; Punctuation, paraphrasing and transitions in news writing, current trends in journalistic writing (English for journalist - Winford Hicks, published by Routledge is suggested as a core reference source for this unit)

Unit 3
Editing process
Proof reading, Style sheets, checking facts and figures, contextualising news, copy tasting, summarising, condensing.

Unit 4
Editorial and Headline Writing
Editorial meaning and significance, Types of editorials, Structure of an editorial, Letters to the editor. Headlines: Types of headlines, Functions and role of headlines, Techniques of headline writing.

Unit 5
Newspaper design- Elements, Principles of Layout, Typography, Editing Photographs, Illustrations, creating Info-graphics, Trends in printing technology.

Suggested Reading
I Semester
MCJ151205: Photojournalism

Credits: 04  Hours: 60

Objective: To provide an insight to the tools and techniques of capturing and reproducing images, equips the students to understand basic functions of still cameras and to evolve as a photojournalist

Unit 1
Introduction to Photography
Aesthetics in photography, Types of cameras, parts of the camera, Types of lenses

Unit 2
Picture structuring
Composition- Rule of thirds, Golden Section, Dynamic symmetry, in-camera editing, Elements in a composition- space, line, shape, form, texture, pattern, colour, the roles photographs play.

Unit 3
Key Concept
Shutter speed, ISO, Aperture, F. numbers, Depth of field, depth of focus, Changing focal lengths, Capturing photographs: Understanding basic day light, artificial lighting- Three point lighting.

Unit 4
Concept of photo journalism
Power of visuals, Photo as News: Text vs. photo; attributes of a news photo, use of photos in a newspaper; Photo editing, Caption writing.

Unit 5
Photo- features:
Location-position and planning, Essentials to capture actions, capturing emotions, Photography Equipment.

Suggested Reading
I Semester  
MCJ151206: Communication Skills

Credits: 02  
Hours: 30

Objectives: To make the students to aware of Communication Process

Unit 1
Communication:
Definition and importance; Elements and Process of Communication; Communication Models.

Unit 2
Levels of Communication:

Unit 3
Art of public speaking; Techniques of interpersonal relationships; Art of writing business and Personal letters; Group dynamics – Leadership styles. Importance of good communication in one’s life; Improving your communication skills, Preparing CVs.

Suggested Reading
I Semester

MCJ1512LI: Lab Journal Production

Credits: 02

Hours: 30

- Students of I and II semester of the programme have to compulsorily contribute to the production of Lab-Journal, ‘The Quadrangle’ during I semester and II semester issues have to be brought out. Each teacher shall be the Editor with the Head of the Department as Staff Editor. Students shall submit Practical Journal to the in-charge teachers concern. The in-charge teacher shall forward the Journal to the HoD for approval.

- The issue editor concerned will guide and supervise the work of students so as to bring out the Lab-Journal within the deadline set by the Department.

- All the students shall actively associate in publishing the Lab-Journal. It is mandatory on the part of each student to bring out Lab-Journal. Four students shall be in-charge of one issue.

- The degree shall not be awarded to those students who do not bring out the Lab-Journal as student Editors during their respective semesters. Total marks allocated for the lab Journal per semester is 50 marks, where 35 marks allocated for the individuals creative involvement in the production and 15 marks consist for Viva Voce examination.

II Semester
MCJ152201: Media Research

Credits: 04  Hours: 60

Objective: To sensitize students to communication research, and also enabling them to independently conceive and execute research projects

Unit 1
Research Process:
Nature and scope of communication research; development of mass media research, characteristics of scientific research; definition of research, basic and applied research.

Unit 2
Research Procedures:
Selection of research topic, literature review, setting hypothesis and research questions, data collection, analysis and interpretation of the data.

Unit 3
Research Approaches:
Elements of research, Qualitative research method – field observations, focus groups, case studies; Content analysis – Definitions, steps in content analysis, reliability and validity. Survey research – Descriptive and analytical surveys. Quantitative method – Definitions and components. Combined qualitative and quantitative designs. Sampling methods; procedures.

Unit 4
Data analysis:
Introduction to Statistics – Basic statistical procedure; techniques for communication research – Measures of central tendencies, frequency distribution, tests of significance, reliability, validity and correlations, SPSS package.

Unit 5
Report writing:
Writing research project, styles of presenting research findings – chapterization, essentials of thesis/dissertation, ethics in research – major trends in mass communication research in India.

Suggested Reading

II Semester
Objective: To expose students to classical and contemporary theories of communication, and to prepare students to examine the validity of theories in media discourse.

Unit 1: Introduction to Mass Communication Theory:
Defining and redefining mass communication, Emergence of scientific perspective on mass communication.

Unit 2: Normative Theories:
The origin of six normative theories of Media; Four theories of press, Developmental theories and Participatory theory.

Unit 3: Limited Effects Theories:
Paradigm shift in mass communication theory; Two step flow theory, Limited effects theories; Selective process; Information flow theory; Functional analysis approach and Diffusion theory.

Unit 4: Theories about the Role of Media in Every Day Life:
Rise of Cultural theory in Europe, Marxist theories; Neo-Marxism; Political economy theory; Social construction of reality.

Unit 5: Media and Audiences:
Uses and gratification theory, Marshall Mcluhan, Harold Innis; Knowledge gap; Agenda setting.

Suggested Reading
II Semester

MCJ152203: Radio Broadcasting

Credits: 04

Hours: 60

Objective: To make students aware of the importance of Radio Broadcasting in India, and train them as professional radio journalists.

Unit 1
Development of radio broadcasting:
Evolution and development of radio in India – Present status; radio as a medium of communication; broadcasting formats.

Unit 2
Types of programmes: Production, talks, interviews, discussion, drama, features, news, news reels, special audience programme for rural audience, women children, industrial workers, youth, students, teachers, phone-in-programmes, Agriculture programmes.

Unit 3
Development of radio:
Development of radio broadcasting: Evolution and development of radio in India – Present status; radio as a medium of communication; Organizational structure, Broadcasting formats, Community Radio, FM and AM Radio. Types of Radio programs, special audience programme for rural audience, women children, industrial workers, youth, students, teachers, phone-in-programmes, Agriculture programmes.

Unit 4
Writing for radio
Principles of script writing; Types of scripts; Script formats; Creativity in scripting and editing for radio; Radio commentary; dubbing and mixing.

Unit 5
Programme Production:
The producer- responsibilities, qualities, Studio production -Techniques of handling various sound equipment’s; Studio and Outdoor broadcast; Digital technologies; Creating audio special effects. Preparation- Programme items; treatments, running orders, pot points, Fixing guests

Suggested Reading
4. Luthana H.R. 1986. Broadcasting In India. Publication Division, New Delhi, Govt.Of India.
II Semester

MCJ152204: Introduction to Film Studies

Credits: 04  
Hours: 60

Objective: To provide an understanding of film as an art form, and appreciation of the craftsmanship of well known film directors.

Unit 1
Film History:
The beginning of cinematography, development of cinema as medium of mass communication. Indian cinema- Growth and development- Regional and alternate cinema.

Unit 2
Film aesthetics:
Language and grammar of film- signs and syntax. Art of film; criticism and review of cinema: psychology and sociology of cinema. Censorship of films in India: Film journalism in India; film society movement in India; impact of globalization on Indian cinema.

Unit 3
Film theory:
Form and function. Soviet Cinema, French new wave, German Expressionism, Italian Neo-Realism, Japanese Films.

Unit 4
Study World Film masters:

Unit 5
Study of Indian film masters:

Suggested readings:
1. Eric Barnouw and S. Krishnamurthy.(1980). Indian Film, New Delhi, Oxford University press
Objective: To provide an understanding of advertising theory and practice, and its role in modern society.

Unit 1
Evolution of advertising:
Evolution of advertising, Indian advertising scene; types of advertising — product, service, institutional/corporate, industrial and public service; Advertising media — print, radio, TV/Film, Supplementary media; Outdoor advertising; Advertising agency system and operations; Client, creative and media services in an agency.

Unit 2
Ad-production:
Slogans, headlines, body copy, Creating illustration, Fundamentals of layout; importance of colours and placing of text, advertising as persuasive communication; Stimulus-response model; Maslow’s Hierarchy of needs; Ad copy themes and appeals — types of appeals, branding.

Unit 3
Advertising campaigns:
Planning, execution and evaluation—campaign objectives; campaign budget; Ad design and messaging strategies; Ads creation, pre-test and release; Media planning and media mix; Campaign evaluation.

Unit 4
Advertising audience:
Socio-demographic and psychographic profiles; Audience segmentation; Ad avoidance by audience; Advertising and economy; Relevance of public service advertising; Difference between print, audio, TV ads, new media advertising

Unit 5
Advertising Ethics:
Ethical and moral issues in advertising, Indian laws relating to advertising, Code of conduct in advertising.

Suggested reading
II Semester

MCJ152206: New Media Journalism

Credits: 04  Hours: 60

Objective: To provide an understanding of multimedia components in journalism, and to train them in blogging and multimedia story telling.

Unit 1
Information and Communication Technology:
Basic concepts, scope and limitations of communication technology, new patterns of information traffic, computer mediated community formation, implications on society - digital divide and democratization of information. Emergence of new media and their differences from old media.

Unit 2
Web Journalism:
Web Journalism – definition, origin, development and contemporary relevance; differences from traditional journalistic practices-Interactivity, sociability, multimedia content, autonomy, playfulness, privacy, personalization, digitization and convergence. Audiences of Web Journalism, web broadcasting, search engine optimization.

Unit 3
Writing and Editing for the Web:
Online editions of newspapers, Online reporting- tools for newsgathering. Writing for the Web – principles, limitations and new trends. Editing of web content. Management and economics of online editions, online advertisements and their types.

Unit 4
Themes and issues in Web Journalism:

Suggested reading
II Semester
MCJ1522LI: Lab Journal Production

Credits: 02
Hours: 30

- Students of I and II semester of the programme have to compulsorily contribute to the production of Lab-Journal, ‘The Quadrangle’ during I semester and II semester issues have to be brought out. Each teacher shall be the Editor with the Head of the Department as Staff Editor. Students shall submit Practical Journal to the in-charge teachers concern. The in-charge teacher shall forward the Journal to the HoD for approval.

- The issue editor concerned will guide and supervise the work of students so as to bring out the Lab-Journal within the deadline set by the Department.

- All the students shall actively associate in publishing the Lab-Journal. It is mandatory on the part of each student to bring out Lab-Journal. Four students shall be in-charge of one issue.

- The degree shall not be awarded to those students who do not bring out the Lab-Journal as student Editors during their respective semesters. Total marks allocated for the lab Journal per semester is 50 marks, where 35 marks allocated for the individuals creative involvement in the production and 15 marks consist for Viva Voce examination.
MCJ1522L2: Radio Documentary Production

Credits: 02 Hours: 30

- The assignment is to produce a radio documentary of minimum 10 minutes, and the work should be original. The students can work in groups (maximum 6 members) and all the groups must be approved by the staff-in-charge. The work should be submitted in the second semester before the end semester examinations. Total marks allocated for the production will be 50, where 35 marks allocated for the individuals creative involvement in the production and 15 marks consist for Viva Voce examination.

- The degree shall not be awarded to those students who do not bring radio documentary. Total marks allocated for the lab Journal per semester is 50 marks, where 35 marks allocated for the individuals creative involvement in the production and 15 marks consist for Viva Voce examination.

III Semester
MCJ153201: Development Communication

Credits: 04 Hours: 60

Objective: To enable the students to understand factors governing national development, and prepare them to critically evaluate developmental approaches and programmes.

Unit 1
Concepts of Development:
Approaches to development, Complexities of development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Cultural model, Participatory model.

Unit 2
Social Change:
Its meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Diffusion of innovation concept of modernization and post-modern.

Unit 3
Development Communication:
Defining development communication development communication policies and practices in India; Indian media and development communication; Development support communication; Role of folk and ICT in development.

Unit 4
Development Perspectives:
An ethical perspective of development, Empowerment – concept – definitions – dimensions. Sustainable development, Women in development (WID), Gender and development (GAD)

Unit 5
Reporting developmental issues:
Specific requirements of media writing with special reference to print, radio and television, environmental issues, health, agriculture.

Suggested Reading

III Semester
MCJ153202: Television Journalism

Credits: 04

Objective: To impart to students the essentials of television production techniques, and to train them in TV production.

Unit 1
Development of Television:
Evolution of Television in India; present status of television, Private and public broadcasting. TV as a medium of communication; TV production formats; news bulletins, documentary, serials, talk shows, and emerging formats.

Unit 2
Understanding TV Programme productions:
Film and TV language and its grammar; Basic theories of shot composition; shot size, camera movement, lighting techniques; Recording and editing (linear and non-linear).

Unit 3
Production Process:
Production process, pre-production stage-conception, research and development of story and script; Storyboard; Writing scripts, selection of talents, costumes, location, backdrop, Planning and execution as per pre-production plan.

Unit 4
Television Production Management:
Planning and management of single and multi-camera productions; understanding different production environments; Floor and studios management; Managing budget; Talent, scheduling, shooting, ethics in programme production.

Unit 5
Post Production:
Objectives of editing, grammar of edit, transitions, montage; editing systems and software; Editing sound and music; aesthetics of video and audio and mixing; Creating graphics and titles, credits; Preview.

Suggested readings:
III Semester

MCJ153A01: Business Journalism

Credits: 04 Hours: 60

Objective: To make students familiar with business concepts and to train students in business reporting

Unit 1
Economic theories and policies:
An overview of economic theories; Indian economic policies after economic liberalization, Exim policies, Industrial policies, corporate structure and financial institutions; Multinationals; Salient features of Companies Act and Labour Act of Central and State govt.

Unit 2
Basic concepts:
Understanding and analysis of budget and the Share market; Corporate and Governance; Glossary of stock market.

Unit 3
Mass media and business:
A study of major business publications, Reporting commerce; Budget stock market and trends; Banking and Stock market, Reporting proceedings of the meetings of Stock Holders, Chambers of Commerce and other financial/ Business organizations; Takeovers and Mergers; Preparing of articles for business publication: Business pages, Trends in business reporting, Foreign Direct Investment, Mergers and Acquisitions.

Unit 4
Business analysis:
Interpretation, Investigation in depth reporting of Commerce and Economic trends including performance of Public and Private companies; Micro and Macro analysis, Economic policies, Institutions and Industries.

Unit 5
Business correspondence, reporting and proposals:
Reports and proposals routine letters and goodwill messages, persuasive and sales messages, Negative messages, Report planning and research. Business reports proposals and formal reports. Preparing production of Annual reports.

Suggested Reading
III Semester

MCJ153B01: Introduction to Design Concepts

Credits: 04  
Hours: 60

Objective: To prepare students to understand the basic aesthetic knowledge and skills required to produce meaningful designs

Unit 1
Design aesthetics:
Graphic design- meaning, nature- art/ craft, Design elements

Unit 2
Design Process:
Principles, stages of designing, typography, layout, design identity

Unit 3
Idea Generation:
Themes, brainstorming, inspirations, symbolism, layers of meaning, thinking in images, signs, appropriations, shapes, visual metaphors

Unit 4
Delivering message:
Image editing, text editing, print- paper sizes, file formats, colour separation, colour correction.

Unit 5
Creating corporate identity and Design software:
corporate stationary, visual publicity materials, Corel Draw, Photoshop, Quark Express.

Suggested reading
III Semester

MCJ153203: Corporate Communication

Credits: 04  
Hours: 60

Objective: To make students aware of the importance of corporate communication and its critical role in organizations

Unit 1

Basic Concepts:
Definition of Corporate Communication; Origin and development of corporate communication, Public relation, propaganda and publicity, public opinion; corporate communication- function, corporate communication and social responsibility, public relations agencies and personnel.

Unit 2

Corporation communication:
PR Tools, Process, internal and external publics, employees, shareholders, consumers and vendors. Public relations in Government and in public sector, Market communication, Agency, in-house PR.

Unit 3

Building a distinct corporate identity:
Concepts, variables and process – making of house styles (logo, lettering and process)

Unit 4

Media relations:
Organizing press conferences, facility visits, press briefs – proactive and reactive media relations – ethical aspects in media relations – role of technology in Corporate communication

Unit 5

Strategic corporate communication and management:
Defining strategy and its relevance, campaign planning, management and execution – role of corporate communication in crisis communication and disaster management. Corporate communication issues and cases; Recent trends; Ethical and professional issues.

Suggested Readings:

III Semester

MCJ153204: Environmental Communication

Credits: 04

Hours: 60

Objective: To help students keep abreast with environmental issues and to prepare students to effectively communicate on environmental issues.

Unit 1
Basic perspective:
Definition, nature and importance of environment parameters of Environment; Environmental hazards, Pollution- natural and Man-made.

Unit 2
Contemporary issues:
Local, National, International Environmental issues.
Environmental protection programmes and strategies.

Unit 3
Media & empowerment:
Role of media in protecting the Environment and Ecology; Communication strategies for on-going campaigns – A detailed study of specialized environment ecology, Media organization and units.

Unit 4
Development v/s environment debate:
International agreement; Earth summits;
Protection of environment; Natural resources, Flora- fauna, rivers and eco-system; Laws protecting environment; Problems in safeguarding the system.

Unit 5
Writing and reporting environmental issues:
Environmental reporting, Types of stories-investigative, in-depth and interpretative; writing for different media. Case studies of major environmental movements and media response in India.

Suggested Readings

7. Roger Jefferry, Nandini Sundar. (Eds) 2003. A New Moral Economy For India’s
Forests, New Delhi Sage Publication.
The assignment is to produce a radio documentary of minimum 10 minutes, and the work should be original. The students can work in groups (maximum 6 members) and all the groups must be approved by the staff-in-charge. The work should be submitted in the second semester before the end semester examinations. Total marks allocated for the production will be 50, where 35 marks allocated for the individuals creative involvement in the production and 15 marks consist for Viva Voce examination. The degree shall not be awarded to those students who do not bring radio documentary.
III Semester
MCJ1532L2: Photo Feature Production

Credits: 02  Hours: 30

* The assignment is to produce a niche photography magazine of minimum 16 pages in the third semester before the end semester exams. The work should be original and the topic of coverage should be approved by the staff-in-charge. Total marks allocated for the production will be 50, where 35 marks allocated for the individuals creative involvement in the production and 15 marks consist for Viva Voce examination. The degree shall not be awarded to those students who do not submit the photo feature album.
IV Semester

MCJ154201: Media and Society

Credits: 04  
Hours: 60

Objective: To make students aware of contemporary media development and challenges in India and appreciate the role of media in fulfilling the aspirations of people.

Unit 1
Mass media and society:
Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media.

Unit 2
Media and democracy:
Public sphere, Freedom of speech and expression, Right to information, Right to privacy and media as a watchdog, Media and human rights.

Unit 3
Mass media and public interest:
A critical study of media, Analysis of media contents, its role in serving public; marginalized groups. Role of media in social movements: political – cultural movements, national integration, communal harmony, dalit movements, agrarian movements.

Unit 4
Media Ownership, Regulations and Society:
Ownership of media, content – control, Internal and external threats, pressures on media – media regulations, issues of social class, poverty, development and public health.

Unit 5
Media credibility:
Factors affecting media credibility, contemporary issues, media performance and its role, critical analysis of media credibility: Paid news

Suggested Reading
IV Semester

MCJ154202: Media Management

Credits: 04  
Hours: 60

Objective: To introduce students to principles of Media business and management practices.

Unit 1
Ownership patterns and principles:
Principles of media management and their significance – media as an industry and profession. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies.

Unit 2
Organizational Structure:
Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections

Unit 3
Media Economics:
Concepts and Issues - role of the market, government intervention, market responses, consumer and producer choices, labour, monopoly and competition in the media market

Unit 4
The Marketing Perspective of Media:
Marketing Mix, life cycles, market and product planning and analysis, use of consumer research for product development, promotion, advertiser influence in product design, distribution.

Unit 5
Regulatory bodies of media:
Electronic Media Monitoring Centre of Ministry of Information and Broadcasting; News Broadcasters Association, Code of Ethics and Broadcasting Standards; Indian Broadcasting Foundation and Broadcasting Content Complaint Council.

Suggested Readings:
IV Semester

MCJ154A01: Magazine Journalism

Credits: 04

Objective: To initiate students to the skills and the challenges in magazine reporting and production

Unit 1
Magazine Journalism:

Unit 2
Magazine Types:
General interest magazines – special audience magazines, human interest, trade magazines, an overview of Magazine scene in India.

Unit 3
Writing for Magazine:
Feature and columns for general interest, special audience and trade magazines, specialized journals.

Unit 4
Editing for Magazine:
Editing of articles/ features, copy fitting, picture editing and selection, picture cropping. House style.

Unit 5
Magazine design:
Cover, content and inside pages design, Magazine formats and production techniques.

Suggested Reading
IV Semester

MCJ154B01: Technical Writing

Credits: 04

Objective: To introduce the students to the essentials of technical writing and to develop the required skill set to write and edit technical documents.

Unit 1
Basics of technical writing:
Nature and scope of technical writing, Differences between technical writing and other forms of writing; Qualifications of technical writers and editors; Glossary of technical writing and application.

Unit 2
Products of technical writing:
End products of technical writing – technical reports, project proposals, project abstracts, project documents and manuals-technical, installation and end-user; Creating a technical document; Professionals involved in creating technical documents.

Unit 3
Technical Writing Team:
Technical Writing: a team work; Roles and transportation of technical document editors, writers and managers; Documents, testing and revision; Documents formats-hard and soft versions.

Unit 4
Technical Writing Principles:
Principles of Technical Writing; Styles in Technical Writing; Clarity, precision, coherence and logical sequence in writing; The writing process- aim of writing, knowing the writing assignment, its clients and end users; Gathering facts/data; planning the documents content; document design; Writing the draft; Draft revision; use of graphic/illustrations.

Unit 5
Editing technical documents:
The technical editing process-review of the document aim, content and its organization; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/illustrations, copy fitting, design and layout of documents; Online editing.

Suggested Reading
IV Semester  
MCJ1542I1: Internship

Credits: 04  
Hours: 60

- Each student will have to undergo a four-week long internship programme or attachment in any of the media organizations such as newspapers, magazines, radio, television, agencies of advertising and public relations/corporate communication, or any other media organization of repute identified by the students and faculty jointly/individually wherein facilities for internship are easily available locally or regionally.

- A report of internship will have to be submitted confidentially to the HoD from the organization. The internship report shall comprise of the filled in assessment card signed and stamped by the organization where the candidate has undergone internship. This would be followed a seminar presentation and submission of a report of the work done during the internship period. The Internship will be evaluated for 70 marks and followed by Viva Voce for 30 marks both evaluation and Viva Voce will be done by an external examiner and an internal examiner. The degree shall not be awarded to those students who do not undergo internship.
Each student of the programme will have to submit a dissertation at the end of fourth semester and before the commencement of the final examination. Unless the dissertation is submitted before the examination, the student shall not be allowed to take the final examination. The dissertation shall be evaluated for 70 marks and followed by Viva Voce for 30 marks both evaluation and Viva Voce will be done by an external examiner and an internal examiner. The degree shall not be awarded to those students who do not submit the dissertation.
IV Semester
MCJ1542L1: Short film Production

Credits: 02  
Hours: 30

* The assignment is to produce a short film/ documentary of minimum 5 minutes, and the work should be original. The students can work in groups (maximum 6 members) and all the groups must be approved by the staff-in-charge. The work should be submitted in the fourth semester before the end semester examinations. Total marks allocated for the production will be 50, where 35 marks allocated for the individuals creative involvement in the production and 15 marks consist for Viva Voce examination. The degree shall not be awarded to those students who do not produce the short film.
INTERDISCIPLINARY ELECTIVE FOR NON-JOURNALISM STREAMS (III Semester)

Paper 3.4: Introduction to Digital Photography

Objective: To provide an insight to the tools and techniques of capturing and reproducing images, equips the students to understand basic functions of still cameras.

Unit 1
Camera and Lenses:
Aesthetics in photography, Types of cameras, parts of the camera, Types of lenses

Unit 2
Photo Composition:
Picture structuring- Composition- Rule of thirds, Golden Section, Dynamic symmetry, in- camera editing,
Elements in a composition- space, line, shape, form, texture, pattern, colour, the roles photographs play.

Unit 3
Key Concepts of Photography
Shutter speed, ISO, Aperture, F. numbers, Depth of field, depth of focus, Changing focal lengths,
Capturing photographs: Understanding basic day light, artificial lighting- Three point lighting.

Unit 4
Editing
Photo editing, Photo- essay: Location-position and planning, Essentials to capture actions, Equipment in specialized photography.

Suggested Reading