

B.A. PROGRAMME IN MASS COMMUNICATION & JOURNALISM
(Under Choice Based Semester System) - Model I

RESTRUCTURED CURRICULUM – 2017ADMISSIONS ONWARDS
Detailed Scheme and Syllabus of the Programme



Mahatma Gandhi University, Kottayam

Acknowledgement

There are many profound personalities whose relentless guidance and support made syllabus restructuring 2017 a success. I take the opportunity to express my sincere appreciation to all those who were part of this endeavour for restructuring the syllabus of U.G. Programme in Mass Communication and Journalism under Mahatma Gandhi University, Kottayam.

I express profound gratitude to Honourable Vice-Chancellor, Pro-Vice Chancellor, Registrar, Members of the Syndicate, and Academic Council, for their sincere co-operation and guidance for completion of this work. I express gratitude to the members of Faculty and Board of studies for their guidance. I also appreciate the efforts of members of University Academic Section and other staff.

I am also grateful to all teachers who participated in the workshops organized by the University for restructuring the syllabus. I also place on record my gratitude to all professionals, academicians and other stakeholders who gave valuable suggestions in this regard

Dean

Social Sciences

M. G. University

TABLE OF CONTENTS

1	Aims and Objectives of the Programme
2	Eligibility
3	Course Design
SEMESTER I	
4	Common Course I
5	Common Course II
6	Common Course (Sec. language -I)
7	Core Paper I – Methodologies and Perspectives of Media studies (MC1CRT04)
8	Complementary Course I- Foundations of Mass Media (MC1CMT05)
SEMESTER II	
09	Common Course III -
10	Common Course IV
11	Common Course (Sec. language -II)
12	Core Paper II – Reporting and Feature Writing (MC2CRT09)
13	Complementary Course II – History and Growth of Media in India (MC2CMT10)
SEMESTER III	
14	Common Course V
15	Common Course(Sec. language -III)
16	Core Paper III – Editing, Design and pagination for print (MC3CRT13)
17	Core Paper IV – Photo Journalism (MC3CRT14)
18	Complementary Course III –Introduction to Online Journalism (MC3CMT15)
SEMESTER IV	
19	Common Course VI
20	Common Course (Sec. language -IV)
21	Core Paper V –Advertising (MC4CRT18)
22	Core Paper VI – Radio Production (MC4CRT19)
23	Complementary Course IV –Language and Translation studies (MC4CMT20)
SEMESTER V	
24	Core Paper VII- Television Production (MC5CRT21)
25	Core Paper VIII - Specialized Journalism (MC5CRT22)
26	Core Paper IX – Development Communication (MC5CRT23)
27	Core Paper X - Environmental Studies and Human Rights (MC5CRT24)
28	Open Course _ Writing for Media/ Writing for New Media / Introduction to photography (MC5OPT01/ MC5OPT02/ MC5OPT03)
SEMESTER VI	
29	Core Paper XI - Media Management, Law & Ethics (MC6CR26)
30	Core Paper XII - Film Studies (MC6CRT27)
31	Core Paper XIII - P.R. &Corporate Communication (MC6CRT28)
32	Core Paper XIV - Media, Culture & Society(MC6CRT29)
33	Choice Based Course - Documentary film production / Magazine Journalism / Business Journalism (MC6CBT01/ MC6CBT02/ MC6CBT03)
34	Project (MC6PR31)

AIMS AND OBJECTIVES OF THE PROGRAMME

In the present global scenario, Mass Communication has emerged as one of the most 'sought after' subjects of study in Social Sciences as it proximately communicates with the shifting knowledge real and diverse needs of the society. In the light of the expanding prospects of knowledge, constant endeavours have been made to include communication studies in many of the universities in the world. In our university, this is the first endeavour in this regard.

The principal aims and objectives of the B.A. Mass Communication and Journalism programme are:

- To provide students a well-grounded education in Communication Studies;
- To provide structured curricula which support the academic development of students;
- To acquire an all-round perspective and clarity of understanding in the discriminative and effective use and design of audio - visual, film and journalistic media for communication
- To provide and adapt curricula that prepares our graduates for employment and further study as communication scholars;
- To provide the students with the opportunity to pursue courses that emphasise theoretical and practical aspects of Mass Communication;
- To provide programmes that allows the students to choose from a wide range of communication streams;

ELIGIBILITY:

Eligibility for admission, norms for admission and reservation of seats for various Undergraduate Programmes shall be according to the regulations framed/orders issued by the University in this regard, from time to time.

COURSE DESIGN

The UG programme in B.A. Mass Communication and Journalism includes: (a) 10 common courses, (b) 14 core courses, (c) 4 complementary courses (d) 1 open course, (e) 1 choice based course and (f) 1 project. The students can select any choice based course offered by the department which offers the core courses, depending on the availability of teachers and infrastructural facilities in the institution. Open course shall be offered in any subject and the students shall have the option to do courses offered by other departments.

Under Graduate (B.A) programme in Mass Communication & Journalism, M.G University, Kottayam

Semester	Common/Core/Choice Based/Complementary Papers	Exam	Teaching Hours	Credits	Marks	
					Internal	External
S1	1.Common Course English I	S1	5	4	20	80
	2. Common Course English II	S1	4	3	20	80
	3.CommonCourse Second Language I	S1	4	4	20	80
	4. Core Paper I – (MC1CRT04) Methodologies and perspectives of Media studies	S1	6	4	20	80
	5. Complementary Course I (MC1CMT05) Foundations of Mass Media	S1	6	4	20	80
S2	6. Common Course English III	S2	5	4	20	80
	7. Common Course English IV	S2	4	3	20	80
	8. Common Course Second Language II	S2	4	4	20	80
	9. Core Paper II (MC2CRT09) Reporting and Feature Writing	S2	6	4	20	80
	10. Complementary Course II (MC2CMT10) History and Growth of Media in India	S2	6	4	20	80

Semester	Common/Core/Choice Based/Complementary Papers	Exam	Teaching Hours	Credits	Marks	
					Internal	External
S3	11. Common Course English V	S3	5	4	20	80
	12. Common Course Second Language III	S3	4	4	20	80
	13. Core Paper III (MC3CRT13) Editing, Design and Pagination for Print	S3	5	4	20	80
	14. Core Paper IV (MC3CRT14) Photo Journalism	S3	5	4	20	80
	15. Complementary Course III (MC3CMT15) Online Journalism	S3	6	4	20	80
S4	16. Common Course English VI	S4	5	4	20	80
	17. Common Course Second Language IV	S4	4	4	20	80
	18. Core Paper V (MC4CRT18) Advertising	S4	4	4	20	80
	19. Core Paper VI (MC4CRT19) Radio Production	S4	6	4	20	80
	20. Complementary Course IV (MC4CMT20) Language and Translation Studies	S4	6	4	20	80

Under Graduate (B.A) programme in Mass Communication & Journalism, M.G University, Kottayam

S5	21. Core Paper VII (MC5CRT21) Television Production	S5	5	4	20	80
	22. Core Paper VIII (MC5CRT22) Specialized Journalism	S5	5	4	20	80
	23. Core Paper IX (MC5CRT23) Development Communication	S5	5	4	20	80
	24. Core Paper X (MC5CRT24) Environmental Studies and Human Rights	S5	5	4	20	80
	25. Generic Elective (MC5OP01/ MC5OP02/ MC5OP03) Writing for media / New Media / Introduction to photography Media	S5	5	3	20	80
S6	26. Core Paper XI (MC6CRT26) Media Management, Law & Ethics	S6	5	4	20	80
	27. Core Paper XII (M6CRT27) Film Studies	S6	5	4	20	80
	28. Core Paper XIII (MC6CRT28) P.R. & Corporate Communication	S6	5	4	20	80
	29. Core Paper XIV (MC6CRT29) Media, Culture & Society	S6	5	4	20	80
	30. Choice based Course (MC6CBT01/ MC6CBT02/ MC6CBT03) Documentary film production / Magazine Journalism / Business Journalism	S6	5	4	20	80
31. Project (MC6PR31)	S6		3	20 (Viva voce)	80 (Project Report)	

SYLLABUS OF COURSES

SEMESTER I

Core Course- I	Methodology and Perspectives of Media studies
-----------------------	--

Total Contact Hours: 108

No. of Credits: 4

Objectives

1. To acquaint the students with the perspectives of Mass Communication
2. To familiarize the students with the different approaches to and concepts of media studies.
3. To enable students to see mass communication from the inter-disciplinary perspectives.

Module I: Introduction to Media Studies

Emergence and historical foundations of Media Studies. Inter-disciplinary significance – Facts - Values-Objectivity-Subjectivity - Political use of mass communication - Agenda setting - Framing- Normative Theories of the press.

Module II Introduction to Media Research

Basic principles and concepts of Mass media research – epistemology and approaches - Practical works- critical reading of the major themes in Indian Media ecology using normative media theories.

Module III- Linguistic Approach to media

Semiotics, Structuralist approach, Ideology and meanings. Fundamentals of Visual language, how to analyze visuals?

Module IV: Critical Approach

Marxist, Feminist, post-colonial readings in media – Hegemony – Media imperialism - Popular Culture - Culture Industry

Module V: Cultural Perspectives

Cultural effects of mass media. Politics of representation- Media and Audiences - From the mass audiences to the interactive - Media and Children, Media and Violence, Media and Gender. Introduction to New media studies.

Books for Reference

1. Communicology: An Introduction to the Study of Communication – Joseph A Devito, Harper & Row Publishers, New York.
2. Language and Communication : Dr. Liza Das, Available on :
http://www.iitg.ernet.in/scifac/qip/public_html/cd_cell/chapters/lizadasqip.pdf
3. Introduction to communication Studies, John Fiske,
4. A companion to media studies, Anagharad Valdivia (ed.)
5. Key concepts in communication, Tim O Sullivan, Sage.
6. Television Culture, John Fiske, Routledge
7. Audience Analysis: Denis McQuil, Sage.
8. Television Technology and cultural form, Raymond Williams
9. Media and Modernity: A social Theory of the Media, John.B.Thompson
10. Transformation of the public sphere: Jurgen Habermas
11. Understanding Media, Marshal Macluhan
11. Fundamentals of Media Effects: Bryant and Thompson.
12. Mass Media Research – An Introduction, Roger D. Wimmer and Joseph R. Dominick, Wadsworth Publishing Company, London.
13. International Encyclopedia of Communications, Oxford.
14. Prison Notebooks, Antonio Gramsci
15. McQuail's Mass Communication Theory: Denis McQuail, New Delhi.

I. Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

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. Media assignments / Seminar Presentation: 5 marks

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester-end examination : 80 Marks

Complementary Course I	Foundations of Mass communication
-------------------------------	--

Total Contact Hours: 108

No. of Credits: 4

Module I

Communication, Elements of communication, Importance of communication, Models of Communication, Types of communication: intra, inter group and mass communication; Features of Mass Communication, Functions of Mass communication, concept of 'Mass' and evolution of Mass communication.

Module II

Mass media, Types of mass media, Traditional media, Folk media, Print media, Electronic media, Broadcasting media, New media, Social media, Growth and evolution of mass media, Evolution of media technology

Module III

Media audience, Public opinion, Persuasion and Propaganda, Effects of mass media, Attitudinal and Behavioural effects of mass media, Community Media, Theories of media effects, Audience measurement

Module IV:

Mass media and their role in social life, Positive and negative influences of media, Theories of mass media : Magic bullet theory , Play theory, Individual difference theory, Two-step and Multi-step flow theory, Authoritarian theory , Libertarian or free press theory, Social Responsibility theory , Soviet media theory , Development communication theory, Democratization theory.

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. Agee, Ault & Emery: Main Currents in Mass Communication.
7. International Encyclopedia of Communication: Oxford.
8. David K Berlo : The Process of Communication.
9. Kuppuswami : Communication and Social Change.
10. Keval J Kumar: Mass Communication in India.
11. D S Mehta: Mass Communication and Journalism in India.
12. Dr. J V Vilanilam: Mass Communication in India.

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

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. Media assignments / Seminar Presentation : 5 marks

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester-end examination: 80 Marks

SEMESTER II

Core Paper II	Reporting and Feature Writing
----------------------	--------------------------------------

Total Contact Hours: 108

No. of Credits: 4

Course Objectives:

- a) To foster an understanding of what is news and how to approach different stories
- b) To impart writing and research skills required in reporting
- c) To appreciate differences between report and feature writing
- d) To inculcate skills for effective feature writing
- e) To appreciate the role of opinion writing

Module 1: News Reports

Main newspapers and magazines in India; Basics of news: what makes news?; News style: uses of simple language, impersonal, formal; Organising the material; How to use quotes effectively; Structure of news: Inverted Pyramid; Leads- 5Ws and 1H; Writing effective leads: Different kinds of leads and their functions; News values/determinants: Immediacy, proximity, prominence, magnitude, relevance, human interest;

Module 2: News Writing

Beat reporting: skills, sources, idea, story and examining major stories in Crime, Politics, Law, Industry, Labour, Education and Health; Sources of news: press handouts, press conference, news agency, govt. and corporate documents, and individuals; Rewriting press releases; How to develop sources, Gauging authenticity of sources and importance of cross-checking; How to cover press conferences, public meetings, speeches, events; Ethics in news reporting

Module 3: Feature Reports

Difference between 'feature' and 'news'; 'News' and 'Non-news'; Types of features: Columns, Editorial- types of editorials, profiles, trend stories, reviews

Module 4: Skills for Feature Writing

Skills for feature: interview, research, style, narrative; Interview: research before the interview, interview techniques; Research on the topic: formal research sources; Understanding style and tone: harmonious, light, descriptive, sarcastic, ironic, reflective, factual, conversational; Preparing profiles, obituaries, page 3, gossips, reviews (books, plays, exhibition),

Reference Books:

1. Mencher, Melvin; *News reporting and Writing*; (2010); 12th edition; Columbia University
2. Shrivastava, K. M.; *News Reporting and Editing*; (1987); Sterling Publication
3. Harris and Spark; *Practical Newspaper Reporting*, 4th edition; (2011); Focal Press
4. Randall, David; *The Universal Journalist*; 3rd edition; (2007); Pluto Press
5. John A. Paulos; *A Mathematician reads the newspapers*, (2013); Basic Books
6. Burgh, Hugode; *Investigative Journalism*; 2nd Ed. (2008); Routledge
7. Spark, David; *Investigative Reporting*; (1999); Focal Press
8. Scanlon, Paul; *Reporting rolling stone style*
9. Jenses, Carl; *The News that didn't make the news and why*
10. Woodward, Bob; *The Watergate Story*.
11. Blundell, William; *The Art and craft of feature writing*; (1988); Penguin
12. Growers, Ernest; *The Complete Plain Words*; (1962); Pelican 3.
13. Strunk and White; *Elements of Style*
14. Graves and Hodge; *The Reader over your shoulder*
15. Clayton, Joan; *Interviewing for Journalists*; (1994); Piatkus
16. Ed. Silvester, Christopher; *The Penguin Book of Columnists*; (1997); Penguin
17. Srinivasan. R; *Crusaders of the 4th Estate*; (1989); Bhartiya Vidya Bhavan

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

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. Media assignments / Seminar Presentation : 5 marks

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester-end examination: 80 Marks

Complementary 2	History and Growth of Media in India
------------------------	---

Total Contact Hours: 108

No. of Credits: 4

OBJECTIVE: The paper provides a social, political, economic and technological history of different mass media. The students will learn about print, radio, television, photography, film and the internet as it originated and as changing systems globally as well as in the Indian context. In addition each of these media is also historically analyzed in vast historical landscape and against historical events. They will be encouraged to apply this historical knowledge to the changing media contexts.

MODULE I

Historical Context of the Emergence of Mass Media Technologies Media and Modernity: Print Revolution – Different stages, Emergence of technologies Emergence of Mass Media in the Colonial Era with a focus on India

MODULE II

Print Media

History of the Press in India: Colonial Period, National Freedom Movement, Post-Independence Era, Emergency and Post Emergency Era, Changing Readership, Print Cultures, Language Press

MODULE III

Sound Media

The coming of Gramophone, Early history of Radio in India, History of AIR: Evolution of AIR Programming, Penetration of radio in rural India-Case studies

MODULE IV

Visual Media

The early years of Photography, Lithography and Cinema, From Silent Era to the talkies, Cinema in later decades, The coming of Television and the State's Development Agenda

Commercialization of Programming (1980s)

Invasion from the Skies: The Coming of Transnational Television (1990s)

Formation of Prasar Bharati

Suggested Readings:

- Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press, 2010) (Chapter 2 and Chapter 5)
- Parthasarthy Rangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).
- Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*, (New Delhi, Oxford 2003)
- Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1- 32
- Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) -39-57
- Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283)
- David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2, chapter 8 and Chapter 9.
- Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India,"
- *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)
- Parthasarthi, Vibhodh, "Constructing a 'New Media Market: Merchandising the Talking Machine" in
- *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)
- Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started,"

- John V. Vilanilam, “The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation,” in Television in Contemporary Asia by David French and Michael Richards (Ed) (Sage, 2000).

I. Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

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. Media assignments / Seminar Presentation: 5 marks

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester-end examination: 80 Marks

SEMESTER III

Core Paper III	Editing, Design and Pagination for print
-----------------------	---

Total Contact Hours: 108

No. of Credits: 4

Objectives:

1. To train the students in verbal and factual accuracy.
2. To initiate the students to the art of editing and headlining.

Module I

Newsroom Operation - qualities and responsibilities of a sub-editor – organizational structure of an editorial department: editor, managing editor, associate editor, news editor, assistant editor, chief sub-editors and sub-editors- news processing; desk operation; editing terminology; readers' editor/ombudsman.

Module II

Fundamentals of Editing — copytasting; editing for verbal clarity and correctness; editing to save space; editing for accuracy, objectivity, consistency, fairness, taste and legal propriety; style book. Handling copies, editing handouts and press releases

Design and pagination softwares — QuarkXpress (page design), Photoshop, Corel Draw, Illustrator and Indesign

Module III

Headlining - headline functions — headline language.

Types of headlines - banner, skyline, kicker, deck, strapline, label, editorial and feature headlines; captions and catchwords; traditional and modern headline styles.

Editorials - editorial page versus news pages: editorials, middles, features, columns and letters to the editor; types of editorials; qualities and responsibilities of a leader writer.

Module VI

Pagination - typography for legibility, harmony and white space; makeup versus design; principles of artistic design — balance, contrast, proportion and unity .Principles of page makeup, mechanics of dummies, Traditional and contemporary make-up concepts. Special effects — wraparounds and skews, photo cutouts, mortises and insets, screens and reverses, infographics, cartoons and caricatures.

Books for Reference

1. Bruce Westley, News Editing, Boston: Houghton Mifflin Company, 1972
2. Harold Evans, Newsman's English, Handling Newspaper Text, News Headlines, Pictures on a Page, Newspaper Design (*A Five-Volume Manual of English,Typography and Layout*) London: National Council for the Training of Journalists, 1984.
3. Floyd Baskette and Jack Sissors, The Art of Editing, New York: Macmillan Publishing Co, 1986
4. Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press, 2008
5. Sunil Saxena, Headline Writing, New Delhi: Sage Publications, 2006
6. AmbrishSaxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
7. Carl Sessions Stepp, Writing as Craft and Magic, New York: Oxford University Press, 2007

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

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. Media assignments / Seminar Presentation : 5 marks

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester-end examination: 80 Marks

Core Paper IV	Photojournalism
----------------------	------------------------

Total Contact Hours: 108

No. of Credits: 4

Objective

A basic understanding of photography is imparted to the students. The course also aims at imparting the use of photography for journalistic purposes both in print and electronic media.

MODULE I

History of photography; role of photography in communication and journalism; known Photojournalists

MODULE II

Definition, nature, scope and functions of Photo Journalism; qualifications and responsibilities of photojournalists; sources, covering issues, writing captions and cutlines for photo; legal and ethical requirements

MODULE III

Understanding the camera - types of camera, lens, films and filters. Module IV Focusing, shutter speed, aperture, depth of field, rule of thirds, exposure, lighting, composition, and flash photography

MODULE V

Types of photography - portrait, candid shot, news photo, photo feature, landscape, nature and wildlife, and sports; photo editing

MODULE VI

Digital camera - digital technology, digital effects and techniques and photo editing softwares

Books for Reference

1. Photo Journalism, The Professionals' Approach, 5th Edition — Kenneth Koine 2. Complete Guide to Digital Photography — Rick Sammon 3. Basic Photo Text — Ken Muse 4. A Professional's Basic Photography — Nirmal Pasricha 5. The Photography Handbook — Terence Wright Books for Further Reading 1. Visual Communication, Images with Messages, 3RI Edition — Paul Martin Lester 2. Photographic Composition — Tom Grill and Mark Scanlon 3. Basic Photography — Newnes 4. History of Photography — Cyernshem G R 5. Photo Journalism — Rothsteline 6. Photo Journalism Manual — Bergin Under Graduate (B.A) programme in Mass Communication & Journalism, M.G University, Kottayam Scheme, Syllabus and Model Question Papers w.e.f 2016-17 Admissions 7. Picture Editing — Stanley E Kalish and Clifton C Edom 8. Techniques of Photo Journalism — Mitten Feinberg 9. Encyclopedia of Photography — John Farndon, Editor 10. The Right Way to Use a Camera — Laurence Mallory 11. Pocket Guide to 35mm Photography — Editors of Eastman Kodak Company.

I. Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks There shall be two internal assessment examinations.
2. Attendance: 5 Marks Allotment of marks as per University regulations.
3. Photography (SLR) assignment :5 Marks

II. Semester End Examination: 80 Marks

Complementary Course III

Introduction to Online Journalism

Total Contact Hours- 108

Credits- 4

Objectives

This course focuses on providing students with the basic understanding of common trends in new media journalism, computer technology and applications associated with it.

MODULE I

History of computers and Internet, Internet as a medium of communication; Trends in internet usage in India. Basics of computer hardware and software – I/O devices, CPU, Storage devices, Types of software, common operating systems.

Module II

Features of online journalism- hypertext, multimedia; online aesthetics — content, design, colours, font, templates, navigation bars, and hyperlinks, Basics of MS-Word, MS- Power point, DTP

Module III

Annotative reporting and strengths and limitations; citizen journalism; portals; blogging, podcasting, vodcasting, microblogging.

Module IV:

Latest trends in computing – Augmented reality, Wearable computing, Internet of Things (IoT)

Reference:

Comdex Computer Course Kit, Dream Tech Press, New Delhi, 2006 - Vikas Gupta

Media and Power — James Curran

Media, Technology and Society — Brian Winston

Journalism Online — Mike Ward

Managing Media Convergence — Kenneth C. Killebrew

Foundations of IT, Excel Books, 2008 - Sharma, D.

Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance: 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation: 5 Marks

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

Semester End Examination: 80 Marks

SEMESTER IV

Core Paper V	Advertising
---------------------	--------------------

Total Contact Hours- 90

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

Advertising – Definition – Importance – Functions – Objectives – DAGMAR-AIDA - Distinguish Publicity, Propaganda and Public opinion - Historical Development of advertising - Social and Economic Benefits of Advertising - Classification of advertisements: Consumer, Corporate, Industrial, Retail, National, Trade; Public or Government Advertising; Product Advertising.

Module II

Elements of an Ad-headline, body copy- graphics and illustrations etc. Advertising Creative Development. Process- strategy, Creative development, developing the ad, testing effectiveness. Media of Advertising- Print, TV, Radio, Magazine, Vehicular, Online or web advertising. Advertising agencies- Structure and management- Careers.

Module III

Visualisation - copy writing - copy formats. Print ads: principles and components. Television advertising: principles, components and production. Radio advertisement: principles, components and production; Web advertisement - principles and components.

Module IV

Advertising Agencies: Leading Advertising Agencies and functions - Agency and media relations. Advertising Agencies Association of India - The Advertising Standards Council of India - Advertising and Ethics; Advertising and Law - Code of ethics Advertising councils Professional Associations. Effects of advertising: advertising and cultural values – economics – social and ethical issues of advertising

Module V

Media strategy and media planning: The function of media planning in advertising – Media planning process - Advertising campaign - Branding- Techniques of branding. Advertising as a Marketing Tool: Concept of Marketing: Marketing Mix – 4 Ps in marketing. Sources of media research: Audit Bureau of Circulation - Press Audits – National readership survey/IRS - Businessmen’s readership survey, Television: Audience measurement - TRP - National television study - ADMAR satellite cable network study - Selecting media vehicles – Media mix.

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
4. George Belch, Advertising and Promotion, Tata McGraw-Hill
5. S.H.H. Kazmi and SatishBatra, Advertising and Sales Promotion, Excel Books
6. Wells Burnett Moriarty, Advertising: Principles and Practice, Pearson Education
7. Sinha Sanjeev, Advertising Marketing And Sales Management: Swasthik Publications : New Delhi

Books for Further Reading

The Advertising Handbook by Dell Dennison

Ogilvy on Advertising by David Ogilvy

Introduction to Advertising by Brewster, Arthur Judson/ Palmer, Herbert Hall

The Origin Of Brands by Ries, Al/ Ries, Laura

S.N. Murthy and U bhojana, Advertising; An IMC Perspective

I. Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

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. Media assignments / Seminar Presentation : 5 marks

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester-end examination: 80 Marks

Core Paper VI	Radio Production
----------------------	-------------------------

Contact Hours 90 Credits 4

Objective:

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

Module I

History and evolution of radio; characteristics of the medium, Broadcasting and Narrow casting.

Module II

Introducing radio formats: radio talk, interview, radio drama, chat shows, phone-in/phoneout programmes, running commentary, news bulletins, features, and documentaries; special abilities required for each format; writing for Radio.

Module III

Radio news - news-room management, news coverage, news formats, news presentation and structure and content of news bulletins.

Module IV

Radio Programme Production - Theory of Sound - frequency, spectrum: AM, FM, SW, Long Wave, Sound Formats.

Recording software, sound effects, mixing and dubbing. Satellite Radio and Internet Radio.

Module V

Role of radio broadcaster -announcer, disc jockey, radio host; 'on-air' techniques performance, art of interviewing, speed, breathing, emphasis and pitch.

Books for Reference

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

Books for Further Reading

4. Basic Radio Journalism — Paul Chantler and Peter Stewart (Focal Press).
5. This is All India Radio — U. L. Baruah.
6. Broadcast Journalism, Techniques of Radio and Television News — Andrew Boyd.
7. Writing and Producing Radio Dramas — Esta De Fossard (Sage Publications).
8. Beginning Radio — TV News Writing, 4th Edition — K. Tim Wulfemeyer (Surjeet Publications).
9. Radio — TV News Writing, A work book, 2m Edition — K. Tim Wulfemeyer (Surjeet Publications).
10. Modern Radio Production, Programming and Performance — Carl Hausman, Philip Benoit, Lewis B Donnell.

I Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance: 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation :5 Marks

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

II Semester End Examination: 80 Marks

Complementary Course IV	Language And Translation Studies
--------------------------------	---

Contact Hours 108 Credits 4

OBJECTIVE

- To familiarize the student with the evolution and use of language in different media.
- To familiarize the student with the theories and problems of translation.
- To train the student in media translation.

Module I: Linguistic Approach to Language as a tool for communication

Evolution of language, functions of language, verbal and non verbal communication, Paralanguage, semiotics, Fundamentals of Visual language. Language use in different media- modernization of language for use in different media.

Module II: Theory of Translation

Introduction to the basic concepts of translation. Translation - inter-cultural contacts - creative use of language - complexity and hereditary weight of language - creativity and translation – transcreation. Source language - Target language - concept of equivalence - total, approximate and null equivalences- producing an appeal of transfer in the target language - registers - distinction between narrative language and conversational language - translated into good and bad forms in the target language translation of polyphonic language. Kinds of translation: literary, technical and machine

Module III: Translation and the Media

Translation for Journalism: Linguistic mediation in the world of journalism. Journalistic typology; journalistic writing and language in different languages and idioms. Multilingual editing. Audiovisual journalism. Translation and Advertising: Written and oral advertising

language. Translation and local adaptation of advertising messages. Audiovisual translation: Introduction to the translation of cinema and television scripts. Comparison between translations in traditional formats and their adaptations to the screen (orality, multimodality) Bases of dubbing and subtitling.

MODULE IV: Translation Problem

Imitation - adaptation – interpretation –text, genre and discourse shifts in translation- ideology and translation - problems with titles- cultural untranslatability- problems of translation in print media, audiovisual journalism and cinema.

MODULE V: Practice on translation

Translation of News Paper News, Television and Radio news - Translation into and from one source language to a target language - Passages for comparison (involving two or more translations of the same text). Practice in the translation of advertisements, cinema and television scripts.

REFERENCES

1. Bassnett, Susan. *Translation Studies*. London: Methuen, 1980.
2. Baker, Mona, ed. *The Routledge Encyclopaedia of Translation Studies*. London: Routledge, 1998.
3. Trivedi, Harish, Susan Bassnet. *Postcolonial Translation: Theory and Practice*. London: Routledge, 1999.
4. Gentzler, Edwin. *Contemporary Translation Theories*. London: Routledge, 1993.
5. Bielsa, Esperanca and Bassnett, Susan. *Translation in Global News*. London: Routledge, 2008.
6. Cintas, Jorge Diaz, Anna Matamala, Joselia Neves, eds. *New Insights Into Audiovisual Translation and Media Accessibility: Media for All 2*. Amsterdam: Rodopi, 2010.

ADDITIONAL READINGS

1. St. Pierre, Paul and Prafulla C. Kar, eds. *In Translation: Reflections, Refractions, Transformations*. Delhi: Pencraft International, 2005.
2. Venuti, Lawrence, ed. *The Translation Studies Reader*. London: Routledge, 2000.
3. Niranjana, Tejaswini. *Siting Translation: History, Post-structuralism and the Colonial Context*. Hyderabad: Orient Longman, 1995.
4. Mukherjee, Sujit. *Translation as Discovery*. Delhi: Allied, 1981.
5. David, Dror Abend, ed. *Media and Translation: An Interdisciplinary Approach*. London: Bloomsbury Publications, 2014.

I Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation :5 Marks

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

II Semester End Examination: 80 Marks

SEMESTER V

Core Paper VII	Television Production
-----------------------	------------------------------

Total Contact Hours- 90 Credits- 4

Objectives

The course exposes students to the basic knowledge of television production, focusing on the aesthetics of production. It introduces various television programme formats and scripting styles.

MODULE I

History and evolution of television - characteristics; how does it differ from other media

Module II

Visual language - types of shots and composition

Module III

Television Journalism - Television news gathering - TV news writing styles - TV News presentation. Stages of programme production, T.V Crew, programme formats, NTSC & PAL standards

Module IV

The television camera - movements and angles; types of cameras

Module V

Lighting - purpose of lighting, indoor/ outdoor lighting, types of light, three point lighting, white/black balancing and colour temperature. Audio - types of microphones, audio console and its functions, lip-sync and sound mixing.

Module VI

Post-production techniques, linear and nonlinear editing, on-line and off-line editing, VFX and chroma-key

Books for Reference

1. Television Production Handbook, 7th Edition — Herbert Zettl
2. Directing and Producing for Television, A Format Approach — Ivan Cury
3. Writing for Visual Media, 3rd Edition — Anthony Friedmann

Books for Further Reading

1. Video Production Handbook — Gerald Millerson
2. Fundamentals of Television Production — Ralph Donald and Thomas Spann
3. The Art of the Storyboard, 21111 Edition — John Hart
4. Cinematography, Theory and Practice — Blain Brown
5. The Technique of Film and Video Editing-History, Theory, and Practice, 4th Edition — Ken Dancyger
6. Writing TV Scripts — Steve Wetton
7. Scripts, Writing for Radio and Television — Arthur Asa Berger (SAGE Publications)

Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester.

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Shooting and Editing Assignment: 5 Marks

II. Semester End Examination: 80 Marks

Core Paper VIII	Specialized Journalism
------------------------	-------------------------------

Contact Hours 90 Credits- 4

Module 1: Magazine Journalism

Definition and genres of magazines - news, special interest, general, lifestyle, glamour, gossip; Brief history of the development of magazines; Reasons for its success internationally and in India; Magazine boom in India and the glorious years of the news magazine; Magazine formats and their difference from other media; Magazine formats within a genre and unique features that are developed.

Module 2: Financial Reporting

Introduction: wealth, welfare and scarcity; Views on economics: positive and normative economics; Definition, scope and importance of business economics; WTO, IMF, IDA, IFA, ABRD, ADB, UNCTAD and UNIDO; Tax System in India: Meaning and Types; IT Act, PAN, VAT, GST; New Economic Policy in India: LPG; General factors affecting the economy of a nation

Module 3: Sports Journalism

Definition of sports reporting; Language of sports journalism; Sports news and sports feature; Sports columns; Interviewing techniques; Sports photography; Examples of great sports writers; Ethical issues

Module 4: Business Journalism

Definition of business journalism; Nature and scope of business, trade, commerce, stock market and agriculture; Planning commission; NITI Aayog; Reserve bank of India: economic policies and their impact on the common man; The origin, growth and role of business journalism in India; different sectors of business journalism including IT, oil, power finance agriculture, steel infrastructure industries, traditional and modern industries; Stock market- rise and fall, BSE,

NSE, Share; rise of the market trends-scams-SEBI. Finance-banking-micro and micro finance-non-performing assets- self-help group-personal finance-insurance-mutual funds- bonds.

Module 5: Political Reporting

Political reporting: an overview; Main sources; Types: local, state, national & international; Public services; Political advertising; Covering political parties, political meetings and politicians; Political scams; Ethical issues: paid news, bias

References:

1. Tim Holmes, *Magazine Journalism*. SAGE Publications Ltd., 2010
2. [Earl R. Hutchison](#), *Art of Feature Writing*. Oxford University Press, 2008
3. Phil Andrews, *Sports Journalism: A Practical Introduction*. SAGE, 2013
4. ShantoIyengar, Jennifer A, McGrady, *Media Politics: A Citizen's Guide*. W.W.Norton, 2011
5. Hayes, Keith, *Business Journalism: How to Report on Business and Economics*: APRESS, 2014
6. SubhomoyBhattacharjee, *India's Coal Story*. PBI PAN INDIA, 2017
7. Mark Tatge, *New York Times Reader: Business and the Economy*. 2010
8. Ammu Joseph and Kalpana Sharma ed., *Whose news?: The media and women's issues* reprint, new Delhi, sage, 2006
9. KiranPrasad, ed. *women and media: challenging feminist discourse*.Delhi, the women press, 2005
10. Kiran Prasad, ed. *Women, globalization and mass media; international facets of emancipation*, Delhi, The women press, 2006
11. Mukta Gupta *Women, ChildWelfare and Media*, NewDelhi,Sarup, 2000 5. Julia Leslie and marymgee, *Invented identities; the interplay of gender, religion and politics in India*, Delhi, OUP, 2000
12. *The Sports Writing Hand Book*: Thomas Fensch.
13. *Media Sport*: edited by Lawrence A. Wenner, London & New York

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

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. Media assignments / Seminar Presentation : 5 marks

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester-end examination: 80 Marks

Core Paper IX	Development Communication
----------------------	----------------------------------

Total Contact Hours -90 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 meaning of development; first world, second world and third world; major development theories -dominant paradigm – its rise and fall –alternative paradigm – modernization approach

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, folk media as a tool for development

Module 4

Development communication in action – international agencies and development aid – FAO, ILO, UNDP, UNESCO, UNFPA, UNICEF and WHO; SITE and Kheda experiments in India; and Kerala model of development

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. Diffusion of Innovations-Everett Rogers

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 Joseph Ascroft.
 2. Development Communication and Media Debate – Mridula Menon.
 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.
1. Everybody Loves a Good Drought – P. Sainath.
 2. Project Chatterra: An experiment in Development Journalism- B.G.Varghese

I. Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

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. **Media assignments / Seminar Presentation : 5 marks**

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester-end examination: 80 Marks

Core Paper X	Environmental Studies and Human Rights
---------------------	---

Total Contact Hours -90

Credits - 3

CORE MODULE SYLLABUS FOR ENVIRONMENTAL STUDIES & HUMAN RIGHTS

FOR UNDER GRADUATE COURSES OF ALL BRANCHES

OF HIGHER EDUCATION

Vision

The importance of environmental science and environmental studies cannot be disputed. The need for sustainable development is a key to the future of mankind. Continuing problems of pollution, solid waste disposal, degradation of environment, issues like economic productivity and national security, Global warming, the depletion of ozone layer and loss of biodiversity have made everyone aware of environmental issues. The United Nations Conference on Environment and Development held in Rio de Janerio in 1992 and World Summit on Sustainable Development at Johannesburg in 2002 have drawn the attention of people around the globe to the deteriorating condition of our environment. It is clear that no citizen of the earth can afford to be ignorant of environment issues..

India is rich in biodiversity which provides various resources for people. Only about 1.7 million living organisms have been described and named globally. Still many more remain to be identified and described. Attempts are made to conserve them in ex-situ and in-situ situations. Intellectual property rights (IPRs) have become important in a biodiversity-rich country like India to protect microbes, plants and animals that have useful genetic properties. Destruction of habitats, over-use of energy resource and environmental pollution have been found to be responsible for the loss of a large number of life-forms. It is feared that a large proportion of life on earth may get wiped out in the near future.

In spite of the deteriorating status of the environment, study of environment have so far not received adequate attention in our academic programme. Recognizing this, the Hon'ble Supreme Court directed the UGC to introduce a basic course on environment at every level in college education. Accordingly, the matter was considered by UGC and it was decided that a six months compulsory core module course in environmental studies may be prepared and compulsorily implemented in all the University/Colleges of India.

The syllabus of environmental studies includes five modules including human rights. The first two modules are purely environmental studies according to the UGC directions. The second two modules are strictly related with the core subject and fifth module is for human rights.

Objectives

- Environmental Education encourages students to research, investigate how and why things happen, and make their own decisions about complex environmental issues by developing and enhancing critical and creative thinking skills. It helps to foster a new generation of informed consumers, workers, as well as policy or decision makers.
- Environmental Education helps students to understand how their decisions and actions affect the environment, builds knowledge and skills necessary to address complex environmental issues, as well as ways we can take action to keep our environment healthy and sustainable for the future. It encourages character building, and develop positive attitudes and values.
- To develop the sense of awareness among the students about the environment and its various problems and to help the students in realizing the inter-relationship between man and environment and helps to protect the nature and natural resources.
- To help the students in acquiring the basic knowledge about environment and the social norms that provide unity with environmental characteristics and create positive attitude about the environment.

MODULE I

Unit 1: Multidisciplinary nature of environmental studies

Definition, scope and importance

(2 hrs)

Need for public awareness.

Unit 2: Natural Resources:

Renewable and non-renewable resources: Natural resources and associated problems.

a) Forest resources: Use and over-exploitation, deforestation, case studies.

Timber extraction, mining, dams and their effects on forest and tribal people.

b) Water resources: Use and over-utilization of surface and ground water, Floods, drought, conflicts over water, dams-benefits and problems.

c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.

f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification

- Role of individual in conservation of natural resources.
- Equitable use of resources for sustainable life styles.

(10 hrs)

Unit 3: Ecosystems

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the given ecosystem:- Forest ecosystem

(6 hrs)

Module II

Unit 1: Biodiversity and its conservation

- Introduction
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.

- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered and endemic species of India

(8 hrs)

Unit 2: Environmental Pollution

Definition

Causes, effects and control measures of: -

- a. Air pollution
 - b. Water pollution
 - c. Soil pollution
 - d. Marine pollution
 - e. Noise pollution
 - f. Thermal pollution
 - g. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
 - Role of an individual in prevention of pollution
 - Pollution case studies
 - Disaster management: floods, earthquake, cyclone and landslides.

(8 hrs)

Unit 3: Social Issues and the Environment

- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people: its problems and concerns, Case studies
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion , nuclear accidents and holocaust, Case studies
- Consumerism and waste products
- Environment Protection Act
- Air (Prevention and Control of Pollution) Act
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness
- (10 hrs)

MODULE III

Scope and need of Environmental Journalism; Environment awareness and Media; Role of Environmental Journalists; Environmental Journalism and Development Communication.

(10 hrs)

MODULE IV

Environment advocacy through media; issues in climate and environment - population growth, sustainability, energy conservation, global warming, climate change, acid rain, destruction of tropical rain forests, accumulation of toxic wastes, disposal of all wastes, pollution of air and water etc.-Noted environmental journalists and publications; environmental journalism awards in India

(10 hrs)

MODULE V

Unit 1- Human Rights– An Introduction to Human Rights, Meaning, concept and development, Three Generations of Human Rights (Civil and Political Rights; Economic, Social and Cultural Rights).

Unit-2 Human Rights and United Nations – contributions, main human rights related organs - UNESCO, UNICEF, WHO, ILO, Declarations for women and children, Universal Declaration of Human Rights.

Human Rights in India – Fundamental rights and Indian Constitution, Rights for children and women, Scheduled Castes, Scheduled Tribes, Other Backward Castes and Minorities

Unit-3 Environment and Human Rights - Right to Clean Environment and Public Safety: Issues of Industrial Pollution, Prevention, Rehabilitation and Safety Aspect of New Technologies such as Chemical and Nuclear Technologies, Issues of Waste Disposal, Protection of environment - Conservation of natural resources and human rights: Reports, Case studies and policy formulation. Conservation issues of western ghats- mention

Gadgil committee report, Kasthuriengan report. Over exploitation of ground water resources, marine fisheries, sand mining etc.

(8 Hrs)

References:

1. The Green Pen: Environmental Journalism in India and South Asia – Keya Acharya and Frederick Noronha
2. Down to Earth – Centre for Science and Environment
3. Public Policies for Environmental Protection – P.R Portney
4. Nature Chronicles Of India - Ananda Banerjee
5. Eco Barons: The New Heroes of Environmental Activism – Edward Humes
6. Bharucha Erach, Text Book of Environmental Studies for undergraduate Courses. University Press, IInd Edition 2013 (TB)
7. Clark.R.S., Marine Pollution, Clarendon Press Oxford (Ref)
8. Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T.2001 Environmental Encyclopedia, Jaico Publ. House. Mumbai. 1196p .(Ref)
9. Dc A.K.Environmental Chemistry, Wiley Eastern Ltd.(Ref)
10. Down to Earth, Centre for Science and Environment (Ref)
11. Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment, Cambridge University Press 1140pb (Ref)
12. Jadhav.H & Bhosale.V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284p (Ref)
13. Mekinney, M.L & Schock.R.M. 1996 Environmental Science Systems & Solutions. Web enhanced edition 639p (Ref)
14. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. (TB)
15. Odum.E.P 1971. Fundamentals of Ecology. W.B. Saunders Co. USA 574p (Ref)
16. Rao.M.N & Datta.A.K. 1987 Waste Water treatment Oxford & IBII Publication Co.Pvt.Ltd.345p (Ref)
17. Rajagopalan. R, Environmental Studies from crisis and cure, Oxford University Press, Published: 2016 (TB)

18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut (Ref)
19. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (Ref)
20. Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Stadards, Vol I and II, Enviro Media (Ref)
21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (Ref)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p (Ref)
23. (M) Magazine (R) Reference (TB) Textbook

Human Rights

- a. Amartya Sen, The Idea Justice, New Delhi: Penguin Books, 2009.
- b. Chatrath, K. J.S., (ed.), Education for Human Rights and Democracy (Shimla: Indian Institute of Advanced Studies, 1998)
- c. Law Relating to Human Rights, Asia Law House,2001.
- d. Shireesh Pal Singh, Human Rights Education in 21st Century, Discovery Publishing House Pvt.Ltd, New Delhi,
- e. S.K.Khanna, Children And The Human Rights, Common Wealth Publishers,1998. 2011.
- f. Sudhir Kapoor, Human Rights in 21st Century,Mangal Deep Publications, Jaipur,2001.
- g. United Nations Development Programme, Human Development Report 2004: Cultural Liberty in Today's Diverse World, New Delhi: Oxford University Press, 2004.

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

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. Media assignments / Seminar Presentation: 5 marks

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester-end examination: 80 Marks

Open Course	Writing for media
--------------------	--------------------------

Total Contact Hours -90

Credits- 3

MODULE I

Introduction to Mass media - Importance – Role in society.

MODULE II

Introduction to Print media; Feature writing and Article writing; Lead-Headline-Editorials-Letter to the editor; Book and Film reviews- Interviews; Writing for magazine-Angle-Anecdote.

MODULE III

Introduction to Broadcasting; Radio and Television skills; Scripting for Radio and TV; Film-Fundamentals of film scripting, screenplay and production; Programmes - Features- News-Interviews-skits-music programmes.

MODULE IV

Advertising- Types of Advertising; Pamphlets- Leaflets-Brochures; Classifieds- Texts- Logo-Story Board.

MODULE V

Difference in writing styles between Print and Electronic media; Principles of MLA style; Use of style book; five w's and one H.

REFERENCE LIST

WRITING FOR THE MASS MEDIA (SIXTH EDITION)- James Glen Stovall, Pearson Education,2006.

BASIC NEWS WRITING- Melvin Menchar, William. C. Brown Co, 1983.

NEWS WRITING AND REPORTING -James. A. Neal & Suzane.S.Brown, Surjeeth Publications, 2003.

Under Graduate (B.A) programme in Mass Communication & Journalism, M.G University, Kottayam

BROADCAST NEWS WRITING, REPORTING & PRODUCTION- Ted White, Macmilian.

ADVERTISING- Ahuja & Chabara, Sujeeth Publications, 1989

THE SCREENWRITER'S WORKBOOK- Syd Field, Dell Publishing, 1984

MASS COMMUNICATION THEORY- Dennis Macquail, Vistaar Publications, 2007.

THE TV WRITER'S WORKBOOK: A CREATIVE APPROACH TO TELEVISION- Ellen Sandler, Delta, 2007

I. Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

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. Media assignments / Seminar Presentation: 5 marks

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester-end examination: 80 Marks

Open Course	Writing For New Media
--------------------	------------------------------

CONTACT HOURS-90 CREDITS - 3

MODULE I

Introduction to new media; Internet as a mass medium- Interactivity-Hypertextuality; Characteristics of Online Journalism; Blogs-News portals- Search engines- Social networking sites; E-governance.

MODULE II

Online reporting- Language and styles of online journalism; Tools for news gathering: News determinants in Cyberspace: Dos and Don'ts of internet reporting: New media techniques,

MODULE III

Online editing- Editing requirements; Content-Layout- Clarity- Style- Conciseness: Online-Heading: Web design.

MODULE IV

Page make up and Software solution; In Design and Quark Express.

MODULE V

Ethics in Online Journalism- Ethical issues in Online Journalism-Obscenity and Privacy- Copyright and Libel; Cyber laws.

REFERENCE LIST

Broadcasting News: The Craft and Technology of Online Journalism- Sunil Saxena

Web Production for Writers And Journalists- Jason Whittaker

New Media: Theories and Practice of Digitexuality-Anna Evertt, John.T.Cadwell.

Digital Sub Editing and Design- Stephen Quinn

21st Century Journalism in India- Nalini Rjan, Sage, 2007.

India's Communication Revolution- Aravind Singhal & Everret.M.Rogers.

Online Journalism- A Basic Text- Tapas Ray, Foundation, Delhi, 2006.

I. Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

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. Media assignments / Seminar Presentation: 5 marks

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester-end examination: 80 Marks

Open Course	Introduction to Photography
--------------------	------------------------------------

Contact Hours- 90

Credits- 3

Objective: A basic understanding of photography is imparted to the students.

Module I

History of photography; role of photography in communication; eminent Photographers

Module II

Understanding the camera - types of camera, lens, films and filters.

Module III

Focusing, shutter speed, aperture, depth of field, rule of thirds, exposure, lighting, composition

Module IV

Types of photography - portrait, candid shot, news photo, photo feature, landscape, nature and wildlife

Books for Reference 1. Photo Journalism, The Professionals' Approach, 5th Edition — Kenneth Koine 2. Complete Guide to Digital Photography — Rick Sammon 3. Basic Photo Text — Ken Muse 4. A Professional's Basic Photography — Nirmal Pasricha 5. The Photography Handbook — Terence Wright Books for Further Reading 1. Visual Communication, Images with Messages, 3RI Edition — Paul Martin Lester 2. Photographic Composition — Tom Grill and Mark Scanlon 3. Basic Photography — Newnes 4. History of Photography — Cyernshem G R 5. Photo Journalism — Rothsteline 6. Photo Journalism Manual — Bergin I. Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

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. Media assignments / Seminar Presentation : 5 marks

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester-end examination: 80 Marks

SEMESTER VI

Core Paper XI

Media Management, Law & Ethics

Total Contact Hours -90 Credits- 4

Objectives

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

Module I Management in Media organization – Structure – nature and process of management – levels of management – skills, functions and management roles – News room organisation and management - Economics of Print, Broadcast and Online media.

Module II Basic Legal concepts - Judicial system in India, fundamental rights; directive principles. Freedom of the press - evolution of the concept of freedom of the press — Constitutional foundations of Press in India - Article 19(1) (a) - Exception to the freedom of Press.

Module III Defamation — libel, slander and defences of media professional - Contempt of Court – Press and Parliamentary Privileges.

Module IV Media Laws and Acts in India: Official Secrets Act, Press & Registration of Books Act, Copyright 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, Privacy and Cyber laws. Other laws relating to Information and governance; Right to Information Act, Whistle Blowers Protection Act, 2011.

Module V Media and Ethical Issues - code of ethics for media personnel; Press Council of India; censorship versus self-regulation; privacy versus public good; embedded journalism and sting journalism. Media as propaganda machines; spin doctoring.

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. NirmalaLakshman, 'Writing a Nation, an Anthology of Indian Journalism',
5. NalininRajan, 'Practising Journalism', Sage Publications,
6. Hamid Moulana, 'International Information Flow',
7. Karen Sandars, 'Ethics & Journalism', Sage Publications
8. Avinash Chiranjeev, (2000), Electronic Media Management, Athors Press, Delhi
9. Media and communication management - Rayudu, C S.
10. Media organization and management: issues and challenges - Swami, S K; Author.
11. Edition: Publisher: New Delhi, Cyber Tech Publication ; 2011
12. Media management: a casebook approach/ George Sylvie ... [et al.]. - Sylvie, George | Wicks, Jan LeBlanc | Hollifield, C Ann | Lacy, Stephen | Sohn, Ardyth Broadrick.
13. Edition: 4th ed. Publisher: New York: Routledge, 2008
14. Media organization management - James redmond | Robert trager.
15. Edition: Ed.2 Publisher: New delhi Biztantra 2004
16. Media organisation and production - Cottle, Simon; Editor.
17. Edition: Publisher: New Delhi, Sage Publications India Pvt Ltd ; 2003

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

I Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks 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. Assignment: 5 Marks

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

Core Paper XII	Film Studies
-----------------------	---------------------

Total Contact Hours 90

Credits 4

Objective:

The course exposes the students to a brief theoretical background in order to facilitate film appreciation.

The students are introduced to the techniques and stages of short filmmaking.

Module I

A brief history of movies; the major cinema movements — German expressionism, Soviet montage, Italian neo-realism, French new wave, Latin American cinema, Hollywood cinema, Japanese cinema, African cinema and Indian cinema

Module II

Defining short film and film language — shot, scene, sequence, cuts and transitions, mise- en-scene and montage; key production roles

Module III

Stage One — Pre-production — idea, treatment, script, storyboard, schedule, budget, crew, location, art direction, casting and rehearsals

Module IV

Stage Two — Production: set Procedures, camera, sound, art and cast Module V

Stage Three — Post-production: visual editing, sound editing, marketing and distribution

Module VI

Film analysis and appreciation: practical lessons

Books for Reference

1. Producing and Directing the Short Film and Video, 3ffi Edition — David K. Irving and Peter W. Rea.
2. Studying Film — Nathan Abrams, Ian Bell and Jan Udris.
3. Short Films 101, How to Make a Short Film and Launch Your Filmmaking Career — Frederick Levy.

Books for Further Reading

1. Major Film Theories, An Introduction — J. Dudley Andrew.
2. How to Read a Film, 3rd Edition — James Monaco.
3. Film Studies, The Basics — Amy Villarejo.

4. Film Making — Tom Holden.
5. Cinematography, Theory and Practice — Blain Brown.
6. Directing, Film Techniques and Aesthetics, 4th Edition — Michael Rabiger.
7. Introduction to Mass Communication, 4th Edition — Stanley J. Baran.
8. A Guide to Filmmaking with Software Tools, Adobe Premiere and SoundForge.

I. Continuous Assessment: 20 Marks

1. Class Tests :10 Marks

There shall be two internal assessment examinations.

2. Attendance :5 Marks

Allotment of marks as per University regulations

3. Seminar/Film appreciation :5 Marks

Each student shall present a study evaluating a film

II End Semester Examination: 80 Marks

Core Paper XIII	PR & Corporate Communication
------------------------	---

No. of Contact hours: 90 Credits: 4

Objectives:

- * To initiate the students into the world of corporate communications, public relations
- * To pave the way for the students to choose the career of professional corporate communicators

Module I

Introduction to Public Relations: PR in olden times and growth of PR. PR in India and current scenario. What is PR- Definitions of PR- ABC of PR- Purpose of PR- Elements of PR: empathy, persuasion and dialogue. - Objectives and functions of public relations. Need for PR - Two way communications – Public: Internal and External public - Employee relations.

Module II

PR Principles: Planning, Implementation, Research and Evaluation - Tools of Public Relations: - Advertising, Media Relations, Press Release, Press Conference, House Journal , Corporate Film, Exhibitions and Trade fairs etc. PR in Public Sector and Private Sector:- Financial PR; Shareholder Relations - PR for Hospitals, Charitable Institutions, NGOs etc.

Module III

PR department in an organization. The PR professional- qualities and qualifications. Public in PR. Influence of Public. ‘Public’ and Public Opinion. Impact of public opinion on PR. PR as Management Tool- Community Relations - Government relations - Ethics in PR- IPRA code of conduct - PR Councils –PRSI - PR & technology - Use of Internet as a major PR Tool - Emerging Trends in PR

Module IV

Definition of corporate communication; scope, nature, role and evolution of corporate communications; internal and external audience. Corporate identity — key concepts of corporate

identity, corporate identity planning, corporate image, corporate personality, branding the corporate, corporate functions and corporate tools. Corporate PR: - Objectives of corporate PR. Planning and execution of Corporate PR. Social audit. Women in PR.

Module V

PR and Business Communication. What are the essentials of an effective business communication. Writing memos; report writing, writing proposals - Cross cultural Communication. Corporate citizenship.

Books for Reference

1. Joseph Fernandez, Corporate Communications A 21st Century Primer. New Delhi-Response Books.
2. C.S. Rayadu & K.R. Balan, Principles of Public Relations. Bangalore-Himalaya Publishing House.
3. CEOs of leading PR Firms. The Art of Public Relations. New Delhi, Vision Books.
4. Sharon Gerson, Technical Writing: Process and Product, Pearson Education
5. Prabhakar Naval & Basu Narendra, Public Relations; Nature and scope , Commonwealth Publishers, New Delhi

Books for Further Reading

1. B.N. Ahuja & SS Chhabra, Advertising & Public Relations. Delhi, Surjeet Publications.
2. Alison Theaker. The Public Relations Handbook. New Delhi-Vikas Publishing House Pvt. Ltd.
3. Scott.M. Cutlip, Allen H.Center. Effective Public Relations. New Jersey-PenticeHall. Books
4. Applied Public Relations and Communication by K.R. Balan

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

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. Media assignments / Seminar Presentation : 5 marks

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester-end examination: 80 Marks

Core Paper XIV

Media, Culture & Society

Total Contact Hours- 90 Credits- 4

Objective: The basic objective of this course is to develop an understanding of how media operates within the societal contexts and the role of media in cultural and cross-cultural discourses.

Module I:

Media and social change : media and development , political economy of media, media literacy, media on education, media and family, media and national integration , media and gender , media and human rights , media and environmental issues .

Module II:

Media and culture: culture as a social institution, popular culture and mass culture, mass society, culture industry, cultural communication: inter and intra cultural communication; media and cultural manufacture, corporate culture and media, Medium as the message, technological transitions and media industries. Media and consumerism, Communication industries, Cultural imperialism, Cultural pluralism

Module III:

Media and representations: Media and women, Media and children, Media and the youth, Media and the marginalized, Media in the era of information age, Social media and protest movements

Module IV:

Information and communication as a tool of equality and exploitation, international news flow, Issues in international communication, International news agencies and syndicates, Mac Bride's commission report, NWEIO, Impact of globalization on media systems, Trans national media ownership , Gaming industry,

References:

1. Ideology and Modern Culture: Critical Social Theory in the era of mass communication – John B Thompson
2. Culture, Media and Society – Michael Gurevitch and Tony Bennet
3. Introduction to Communication Studies – John Fiske
4. Communication, Culture and Media Studies: Key Concepts – John Heartly
5. Many Voices; One World: Mac.Bride Commission

I. Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

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. Media assignments / Seminar Presentation : 5 marks

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester-end examination: 80 Marks

Choice based Course	Documentary Film Production
----------------------------	------------------------------------

Total Contact Hours- 90

Credits- 4

Objective:

This course introduces the students to the nuances of documentary film production.

Module 1

A short history of documentary film making, status of documentary film production in India, Scope and relevance of documentary film making.

Module 2

Functions of documentary as a medium. Types of documentaries - narrative, investigative, biographic, scientific, historical.

Module 3

Writing for documentaries – structure and approach - research for documentaries – treatment and scripting

Module 4

Production of documentaries - shooting and editing. Eminent documentary makers in India

References:

1. Introduction to Documentary – Bill Nichols
2. Writing, Directing and Producing Documentary Films and Videos – Alan Rosenthal
3. Documentary Storytelling: Making Stronger and More Dramatic Nonfiction Films - Sheila Curran Bernard
4. Directing the Documentary - Michael Rabiger
5. Representing Reality - B Nichols

I Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance: 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation: 5 Marks

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

Semester End Examination: 80 Marks

Choice Based Course	Magazine Journalism
----------------------------	----------------------------

Total Contact Hours- 90

Credits- 4

Objective:

This course introduces the students to the nuances of magazine journalism, feature writing and reviews.

Module I

A brief history of magazine journalism, global scenario and current trends in magazine journalism in India; magazine journalism versus newspaper journalism

Module II

Types of magazines- general interest magazines, special audience magazines, public relations magazines, literary magazines, Sunday magazines and journals; online magazines- e-zines, webzines, web-edition magazines; a review of leading general interest magazines in English and Malayalam

Module III

Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology

Module IV

Cover and cover story – functions of the cover- cover design formats – coverblaze - coverlines; contents page; cover story selection criteria: length, strength, importance, promotability and illustratability.

Module V

Magazine articles- features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers.

Module VI

Magazine Design –format, layout, typography, colour, photos, illustrations, infographics and blurbs .

Books for Reference

1. Feature and Magazine Writing – David E. Sumner & Holly G. Miller, Surjeeth Publications (2006)
2. The Art of Feature Writing – Humed Contractor, Icon Publications Pvt. Ltd. (2004)
3. Inside the Writer’s Mind – Steephan G. Bloom, SurjeethPublications (2004)
4. Writing for Magazines – Jill Dick, UnistarBooks(2004)

Books for Further Reading

1. Magazine Editing – John Morrish, Routledge (1996)
2. The Language of magazines – Linda mcloughlin, Inter Text.(2001)
3. Handbook of magazine article writing – Michelle Ruberg, Writer’s Digest (2005)
4. Magazine Journalism Today – Antony Davis, Heinemann professional publishing (1988)
6. The Art of Feature Writing – East R. Hutchison, Oxford University Press (2008)
7. The Editor in Chief – Benton Rain Patterson & Coleman E. P. Patterson, Surjeeth Publications(2005)

The Magazine Hand book – Jenny Mckay, Routledge (2000)

I Continuous Assessment: 20 Marks

1. Class Tests: 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance: 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation: 5 Marks

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

Semester End Examination: 80 Marks

Choice Based Course	Business Journalism
----------------------------	----------------------------

Total Contact Hours -90 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

A foundational course on economics, covering all major schools of modern economic thinking - Classical, Neo-classical, Marxian, Keynesian and Monetarist

MODULE II

Institutional framework of modern economy covering the institutions, which play a key role in shaping economic policies as well as implementing them at the national and the global levels - Emergence of Bretton Woods Institutions, GATT and WTO, United Nations agencies like UNCTAD, UNIDO and ILO, Planning Commission of India, Ministry of Finance and Commerce . NITI Ayog and Planning boards at the state level.

MODULE III

Milestones of Indian economy - Brief account of Indian economy on the eve of independence, process of the finalization of first Five-Year plan, general overview of Nehruvian model, Bank nationalization, Green revolution, control and permit raj and New Economic Policy of 1991

Business reporting and editing - corporate reporting; banking; policy-making institutions; market reporting -stock market, currency exchange markets and commodity markets; regulatory bodies; company law; budget; trade policies

MODULE V

Business newspapers, magazines, news agencies and television channels - A straight narrative on business dailies and magazines in the country as well as abroad - Wall Street Journal, Financial Times (London), The Economic Times, The Financial Express, Business Line, Economist

Fortune, Forbes, Outlook Money, Outlook Business, Business Today, Business World and Business India; 24x7 television channels dedicated to business – CNBC, NDTV Profit and others; financial and data service wire agencies - NewsWire18, Reuters, Bloomberg, Dow Jones and others.

MODULE VI

Salient features of Kerala economy on a national and global perspective - debate on Kerala model of development and the linkages of the state's economy with global markets; Cash crops in Kerala; Role of Major dailies like Manorama, Mathrubhmi and the Hindu in covering business stories linked to Kerala; specialized business journals like Dhanam, and Business Deepika

Books for Reference

1. Adam Smith, Wealth of Nations
2. Karl Marx, Das Capital
3. John Maynard Keynes, General Theory of Employment, Interest and Money Joseph Schumpeter, Capitalism, Socialism and Democracy
4. R.Raviraman (ed.) ,Development, Democracy and the State: Critiquing Kerala Model of Development
5. Thomas Piketty, Capital in the 21st century

Books for Further 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.
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 Bhagwati, 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.

I. Continuous Assessment: 20 Marks 1. Class Tests: 10 Marks

There shall be two internal assessment examinations within the semester

2. Attendance: 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation :5 Marks

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

Semester End Examination: 80 Marks

PROJECT WORK

Every student shall carryout a project, at the end of 6th semester. The project has to be a typewritten report, in not less than 25 pages, of a visit to a media firm of the student's choice. The report must contain the organisational structure, characteristics, content creation patterns, functioning and the brand position of the firm.

Each student of the B.A. Mass Communication & Journalism programme should undergo a project work (3 credits) for 2 weeks (40 hrs) under the supervision and guidance of a faculty member in the concerned department. The student should submit two bound copies of the project certified by the supervising teacher before the commencement of the sixth semester theory examination.