

Structure and Syllabus under CBCS of Subject:

JOURNALISM & MASS COMMUNICATION

	Sem	Paper	Title of the Course	Hours	Credits	Marks	
						Internal	External
III Year	VI	7	Elective * A: Science communication B: Human rights and media	5	4	25	75
	VI	8	Cluster Electives **				
			A 1 : Radio Journalism	5	4	25	75
			2 : TV Journalism	5	4	25	75
			3 : Media issues	5	4	25	75
			B 1 : Photo Journalism	5	4	25	75
2 : Magazine Journalism			5	4	25	75	
3:Editing and newspaper production	5	4	25	75			
C 1 : Globalization and ICT s	5	4	25	75			
2: Internet and Social Media	5	4	25	75			
3: Web journalism	5	4	25	75			

*Candidate has to choose only one paper

** Candidates are advised to choose Cluster (A) if they have chosen VII (A) and Choose Cluster (B) if they have chosen VII(B) etc. However, a candidate may choose any cluster irrespective of what they have chosen in paper VII

III.B.A
Elective Paper

Semester -V (Paper-7)
Science Communication

Unit 1

Science communication – Definition – Nature – Scope and need – History of science communication – Key elements

Unit 2

Introduction to science writing – Science writing in media – Introduction and skills – Expanding fields for science writing – Science news – Writing science news – How to write a story.

Unit 3

Science communication and development – Science and technology in the ancient world- In ancient and medieval India – Diffusion of science and technology in British India – Progress in science and technology in post 1947 India communication and communication in modern India

Unit 4

Introduction to science writing – Science writing in media – Introduction and skills – Expanding fields for science writing – Science news – Writing science news – How to write a story

Unit 5

Health Communication-Overview- Issues and Trends- Opportunities and Disparities Health Communication- Sources-Barriers -Attributes -Community Outreach- Developing Effective Television Ads- Contemporary Approaches- Emerging Communication Techniques- Tele health and Telemedicine.

Reference Books

1. J V Vilanilam (1993): Science Communication and Development. Sage Publications, New Delhi
2. D.W.Burkett (1973): Writing Science News for the Mass Media, Gulf Publishing Company, Texas, USA
3. Richard K Thomas (2006): Health Communication. Springer. USA
4. Brian Brown, Paul Crawford and Ronal carter (2006). Evidence-based health communication McGraw Hill. London

**Elective Paper
Semester -V (Paper-7)**

Human Rights and Media

Unit I: Human rights – Concept – Meaning – Evolution – Kinds of human rights – Civil and political rights – Economic, social and cultural rights – Human rights under UN Charter – Commission on Human rights – UN high commissioner for human rights – International coverants on human rights

Unit II: Universal declaration of human rights – International bill of human rights – Preamble- Enumeration of rights in the declaration - Civil and political rights – Economic rights and social rights – India and the universal declaration

Unit III :International conventions on inhuman acts – Genocide – Apartheid- Torture and other cruel , inhuman or degrading treatment or punishment – Slavery- Slave trade – Forced or compulsory labour- Traffic in person and prostitution – Elimination of racial discrimination – Death penalty

Unit IV: Vulnerable groups and human rights – women, rights of the child – Child labour – Rights of the migrant workers – Refugees- Stateless persons – Disabled persons – Indigenous people – Older people – Human rights commissions in India – NHRC – SHRC – Human rights courts in districts

Unit V: Human rights and media – Newspapers – TV and Films – Agenda setting – Framing of issues – Newsworthiness - Assessment of reports – Reporting and writing of human rights report

Suggested Reading

- 1.GopalaBhargava (2001). *Human rights concern of the Future*. New Delhi: Gyan books.
- 2.H.OAggarwal (2000) *International Law & Human rights*. Allahabad: Central Law Publications.
3. NJ Wheeler and Timothy Dunne (1999).*Human Rights in Global politics*. London: Oxford University Press.

Practical

In the final exam, the candidates will be asked to appear for an exam where the external examiner will conduct the practical exam by giving a practice-oriented question. The answer paper will be evaluated by internal /external examiner.

Paper 8
CLUSTER ELECTIVE
A 1 : Radio Journalism

Unit I: Radio as a medium- Radio as a medium of mass communication in today's context - Characteristics of radio - Limitations of radio

Unit II: Different modes of transmission & stations - Three Modes of transmission: AM, SW and FM - Different types of radio stations

Unit III: Radio journalism- Meaning & Definition -Qualities of an anchor/presenter - Importance of pronunciation & voice modulation

Unit IV: Radio Formats - Meaning & Importance- Radio news - Radio talks - Radio features

Unit V: Practical training in radio production- Preparation of audio brief - Write news for radio - Write a feature for radio -Write questions for a radio talk- Research and drafting of questions for interview.

Suggested Reading

- P. C. Chatterji (1987). *Broadcasting in India*. New Delhi: Sage Publications
- U. L. Barua (1983) *This is All India Radio- a handbook of radio broadcasting in India*. New Delhi: Publications Division
- Mehra Masani (1976) *Broadcasting and the people*. New Delhi: National Book Trust
- H. R. Luthra (1986). *Indian Broadcasting*. Publications Division, Ministry of Information and Broadcasting, Govt. of India
- G. C. Awasthi (1965). *Broadcasting in India*. New Delhi: Allied Publishers
- [Vanita Kohli-Khandekar](#) (2010). *The Indian media business*. New Delhi: Sage Publications
- Sharafat Yar Khan (1993) *Fundamentals of broadcasting- A Broadcaster's Companion*. New Delhi: Ideal Impressions (P) Ltd.
- Vyas R.V. (2002). Educational radio in India, *Turkish online journal of education July 2002 Vol. 3 Number 3*
- Singh M. (1999). Role of radio is more vital today, *Communicator: July- September 1999 pg 53-56*
- <http://www.allindiaradio.org>

Paper 8
CLUSTER ELECTIVE
A2: Television Journalism

UNIT I: Television as medium of mass communication – Video revolution Origin and growth – Characteristics -- Doordarsan origin and Growth in India – SITE - of Stages in TV programme production – Audience

UNIT II: Types of TV Programmes - TV News – Principle Code - News telecast technique – Programmes for special audience – Women – Youth – Children – Farmers – Students – Panel Discussion – Interview – Advertisements - Broadcast Ethics

UNIT III: Types of Private TV Channels - Comparison with other media - Educational TV - University TV - Commercial TV - Satellite TV - Cable TV - Digitalization – DTH TV – HD TV

UNIT IV: Script writing for Television - Types of scripts - Sources for Writing - Language – Grammar – Script for news – Script for commercials features, Script for interviews and plays. **UNIT V:** Studio operations: Sound and acoustics – Microphones – Lighting – Floor

planning – Duties of the TV crew - Shooting – Indoor – Outdoor – Location survey – Documentaries – Dramas – Variety programmes – Role of producer and News presenter -- Tapes and recording – different formats – dubbing - Cameras – Lenses – Basic shots – Movements – Video editing

Suggested Reading

Vasuki Belavadi. (2008). *Video Production*, New Delhi: Oxford University Press.

Stuart Hyde (1998). *Radio and Television Announcing*, New Delhi: Kanishka Publishers.

Chatterji P. C. (1991). *Broadcasting in India*, New Delhi: Sage Publications.

Saksena Gopal (2000). *Television in India: Changes and Challenges*, New Delhi: Visas Publications.

Chapman, Jane and Marie Kinsey (eds.) (2009). *Broadcast Journalism: A Critical Introduction*, London New York: Routledge.

Paper 8
CLUSTER ELECTIVE
A3: Media Issues

Unit I: Indian Press- Types of ownership pattern – Advantages and disadvantages- Newspaper registration process– Registrar of Newspapers of India- Structure and duties- newspaper circulation– Readerships surveys – Audit bureau of circulation-Advertising policy of Government of India- Indian newspaper society- origin and present status.

Unit II: Press commissions – Recommendations first press commission - second press commission-recommendations- Wage policy - Wage boards-Indian working journalists' movement- Indian press-expansion of newspapers-circulation strategies- import of newsprint-

Foreign direct investment in print media.

Unit III: Autonomy of radio and television in India-Committees of Information and Broadcasting ministry-Chanda-Verghese- Varadhan committees- PrasarBharthi-Liberalization of airways.

Unit IV: Privatization of radio-FM radio in India-growth of FM radio-business trends-content in FM radio-broadcasting news and issues in FM radio- Community radio in India-guidelines –content-present status of community radio/campus radio-the future of community radio.

Unit V: Television – Private TV – Uplinking and down linking policy of government of India.-Cable TV- DTH- Internet protocol television (IPTV)-TV ads. Regulations- Digital television-TRP ratings-Television regulatory authority of India.

Suggested Reading

Herbert Lee: *Newspaper Organization and Management*. New Delhi: Surjeet publications

P.C.Chatterji (1988).*Broadcasting in India*. New Delhi. Sage Publications

MehraMasani (1986); *Broadcasting and the people*. New Delhi. National Book Trust.

Reports of Information and Broadcasting Ministry.

First press commission Report , Vol I & II.

Second press Commission Report Vol I & II.

VanitaKohli (2010) *The Indian media Business*: New Delhi: Sage

Ravidra Kumar (2014). *Three scores and fifteen*. New Delhi: Indian Newspaper Society
Publication

Paper 8

CLUSTER ELECTIVE B

1. Photo Journalism

Unit I: Photo Journalism - History of photojournalism- Photographer vs Photojournalist. Understanding visuals- Human interest visuals- Photography for different media- Newspaper, magazine, internet-Importance of visuals in journalism- Timeliness, unbiased and narrating the story.

Unit II: Techniques of Photojournalism- Types of cameras- Digital versus Analogue, SLR versus Point and Shoot cameras- Different types of lenses- tripod, flash- Aesthetics of photojournalism- Composition- Camera angles-Types of image formats- Raw, JPEG, TIFF. Understanding Lights- Mobile phone for photo journalism.

Unit III: Types of Photojournalism- Sports photojournalism- Travel photojournalism- Food, Still Life- Science- Medical- spot news-War photojournalism - Wildlife photojournalism.

Unit IV: Photo feature and Editing- The online photo editors- Manipulating the images- Applying effects- Technical skills for photo journalism.

Unit V: Ethical and Legal Issues- Staging versus truthfulness- Treating subjects with respect- Privacy, Stereotyping- Public interest visuals- Photography and digital technology- Photojournalism as a profession and business- Photo Agencies- Their role in media- Photo freelancing as a profession-Photojournalist as a writer.

Suggested Reading

1. Parrish, Fred S., (2001). Photojournalism: An Introduction, Wadsworth Publishing.
2. Brill, Betsy. (2001). Photo Journalism: The Professionals' Approach, Focal Press.
3. Hoy, Frank P., (1993) Photojournalism: The Visual Approach, Prentice Hall Books.
4. McCartney, Susan. (2001). Mastering the Basics of Photography, Allworth Press
5. Drew, Helen. (2005). The Fundamentals of Photography, AVA Publishing.

Paper-8

CLUSTER ELECTIVE B

2. Magazine Journalism

Unit I: Definition and types of magazines – News- Special interest- General, lifestyle, glamour, gossip.

Unit II: Brief history of the magazine-International Magazines- Magazines in India- Their boom- Glorious years of the new magazine.

Unit III: Magazine formats and their difference from other media- magazine formats within a genre -Unique features of magazines.

Unit IV : Overview of English and Telugu language magazines today- Vernacular magazines- specialized magazines such as literary, interior, fashion, food, travel magazines

Unit V: Editing for a magazine - Niche' journalism- Financial, Cultural, Women, Sports, health, Entertainment, Travel, Developmental magazines

Suggested Reading

- Davis, Anthony; Magazine Journalism Today; (1988); Heinemann
- Baird, Click; Magazine and Production; 4th edition
- Anderson, Douglas; Contemporary Sports Reporting; (1985); Nelson-Hall
- Melkote, Srinivas; Communication for development in the third world; (1991); Sage
- Ed. Glasser, Theodore; The idea of Public, Journalism;(1999); Guilford Press
- Bathla, Sonia; Women, Democracy and the Media; (1998); Sage Publication
- Joseph, Ammu and Abraham; Whose News
- Venkateswaran, R.J; How to Excel in Business Journalism; (1994); Sterling

Paper-8

CLUSTER ELECTIVE B

3. Editing and Newspaper production

Unit I: Editing – definition – principles– Hierarchy of editing department – Qualities – Duties and responsibilities of news editor/copy editor/sub editor – news flow management – leader writers – editorial board

Unit II: Using correct grammar and punctuation – Consistent style and correct words, numerals, abbreviations, capitalization, time, dateline, checking facts, reliability of different source, editing stories

Unit III: Leads and Headlines arrangement – Types of headlines – Purpose – Characteristics – Guidelines – Placement – alignment – Typography – Type size – Width – Style – Weights

Unit IV: Design and layout – Design principles – Contrast – Proportion – Unity – Design element – Body type – Borders – Open space – Art – Color – Layout style - newspaper layout – Basic guidelines – Inside pages – Pagination layout.

Unit V: Editing pictures – Photo shop – Selecting pictures – Selecting the best shot – Preparing images for publication – Scanning – Selecting a file format – Cropping and scaling photographs – Editing information graphic – Types – Guidelines – Evolution Printing Technology.

Suggested Reading

1. Bruce Westley: News Editing. New Delhi: IBH Publishers.
2. Frank Barton (1989): The newsroom: A manual of journalism. New Delhi: Sterling Publishers.
3. R. Parthasarathy: Basic Journalism. New Delhi: McMillan

Paper-8
CLUSTER ELECTIVE C

1.Globalization and ICTs

Unit I : Globalization- Definition, Context and Challenge- Globalization and International Politics- Globalization and International Institutions- UN, World Bank, IMF, GATT and WTO, NGOs, MNCs

Unit II: Globalization networks and their impact- Globalization, ICT and Development- Technical Origin, Innovations and Productivity, Socio-economic impacts, Political impacts, ICT and E-commerce

Unit III: Diffusion of ICT- the Digital Divide- Indian Economy, Employment and ICT- ICT markets and labor markets- Software and Hardware industries- Indian IT industry

Unit IV: State, ICT and Development- ICT and Good Governance- Governance Virtual to real- Bridging the Digital Divide- ICT Options for India- Policy issues- ICT in rural India- the Kerala Experience

Unit V: ICT enabled partnerships in rural India, E-Governance through partnerships, ICT and service delivery- E seva- Case studies, Cyber laws and its implications

Suggested Reading

1. Sumit Roy. (2005). *Globalization, ICT and Developing Nation*, New Delhi: Sage.
2. R. K. Bagga, et al. (2005). *The State, IT and Development*, New Delhi: Sage.
3. James N. Rosenau and JP Singh. 2006). *Information Technologies and Global Politics*, New York: State University of New York Press.
4. David Held et al. (2005). *Debating Globalization*, New York: Polity Press.
5. Peter N. Stearns. (2010). *Globalization in World History*, London: Routledge.

Paper-8

CLUSTER ELECTIVE C

2. Internet and Social Media

Unit I: Humanity in the Age of the Internet- The Internet before the Internet- “Pulling” the Internet into Existence- Human Nature and the Internet

Unit II: What the internet did – Privacy- Fidelity- Volume- Velocity- Range- Persistence- Searchability

Unit III: Introduction to Networks – the Internet –Working on Internet –Addressing Skills-Domains and Sub Domains- Main features of Internet-WWW-e-mail-Tools for Web Search.

Unit IV: Websites-Blogs-Micro Blogs-social Networks-YouTube-Twitter-linked in-Pod Casting- Photo sharing – Social Book Markings-Online communities.

Unit V: Digitalization-Web Design –Electronic publication –e-News Papers-Screen- Typography Navigation-printer friendly web pages – Advertising on Internet-Viral Marketing-Law relating to Cyber Media.

Suggested Reading

1. Marshall. T.Poe. (2012). A history of communications: Cambridge University Press
2. Deborah Chambers (2012). Social media and personal relationships,Palgrave MacMillan

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Paper-8
CLUSTER ELECTIVE C
3. Web journalism

Unit I: Web journalism-characteristics- Audience demands- History of web journalism – Need for web journalism- Growth of web journalism- Web journalism in India- Origin and growth

Unit II: Web writing- Characteristics- Forms of writing- Lateral writing- Web journalism vs print journalism- Objectivity vs subjectivity- Code of ethics in web journalism

Unit III: On-line journalism- Gate keeping- Accuracy and verification- source transparency as a new ethic- Bloggers vs journalists- Watchdogs in web journalism

Unit IV: User-generated content-citizens initiatives- Polling and the web- Interactive dialogue through emails- case studies

Unit V: Citizen Journalism and the public sphere- Freedom of expression-Ethical issues and case studies

Suggested Reading

1. Arun Sandhu. (2000). *Internet Journalism: Yesterday, Today and Tomorrow*, Pune: Pune University.
2. Cecilla Friend and Jane B Singer. (2009). *Online Journalism Ethics*, New Delhi: PHI.
3. NaliniRajan. (ed) (2008). *Practicing Journalism*, New Delhi: Sage Publications.
4. J G Stovall. (2006). *Writing for the Mass Media*, New Delhi: Pearson.
5. David Berry. (2009). *Journalism, Ethics and Society*, London: Ashgate.

Practical

1. **Production.** The student shall submit an assignment (newspaper/ small magazine/ news photo album/ radio capsule/ TV capsule/ create an e-paper) that is given by the examiner in respective clusters.
2. **Internship.** The student may be sent for an internship of minimum of 6 weeks to a media organization for hands-on-experience, and submit a report on return from internship to the department for evaluation by an examiner.
3. **Viva voce:** The student needs to attend to a Viva voce exam to be conducted by internal/external examiner after the end of third year.