

  
**KANNUR UNIVERSITY**

(Abstract)

(MCJ) Master of Communication and Journalism Programme - under Credit Based Semester System in Affiliated Colleges - Revised Scheme, Syllabus & Model Question Papers- Implemented with effect from 2016 Admission - Orders issued.

ACADEMIC C SECTION

U.O No. Acad/C1/10822/2014

Civil Station (PO), Dated, 11-07-2016

- Read: 1. U.O.No.Acad C1/11460/2013 dtd 12-03-2014  
2. U.O.of even No dtd 29-08-2014  
3. U.O.No.Acad C1/11460/2013 dated 05-12-2015 & 22-02-2016  
4. Minutes of the meeting of the Board of Studies in Journalism & Mass Communication(Cd) held on 25-02-2016  
5. U.O. of even No dtd 31-03-2016  
6. Letter dated 27- 06- 2016 from the Chairman, Board of Studies in Journalism & Mass Communication(Cd)

**ORDER**

1. The Regulations for Credit Based Semester System for P.G. Programmes in affiliated Colleges were implemented in the University with effect from 2014 admission vide paper read (1) above and certain modifications were effected to the same vide paper read (3) above.

2. As per the paper read (2) above, the Scheme, Syllabus & Model Question papers for Master of Communication and Journalism (MCJ) Programme were implemented in the University under Credit Based Semester System w.e.f. 2014 admission.

3. As certain anomalies were reported in the existing MCJ Syllabus implemented w.e.f 2014 admission and since the question paper setting of 2014 admission 3<sup>rd</sup> Sem and 2015 admission 1<sup>st</sup> Semester was over, the BOS vide paper read (4) above, decided to follow the existing Syllabus for 2014 & 2015 admission and the above decision of the board was implemented vide paper read (5) above. The Board of Studies also decided to revise the Syllabus w.e.f 2016 admission in the light of decision of the meeting and approved the restructured Syllabus by correcting the anomalies to be implemented w.e.f.2016 admission.

4. The Chairman Board of Studies in Journalism & Mass Communication (Cd) vide paper read (6) above has forwarded the revised Scheme, Syllabus and Model Question paper for Master of Communication and Journalism (MCJ) Programme for implementation with effect from 2016 admission.

5. The Vice Chancellor after considering the matter in detail, and in exercise of the powers of the Academic Council conferred under section 11 (1) of Kannur University Act 1996 and all other enabling provisions read together with has accorded sanction to implement the revised Scheme, Syllabus and Model Question papers as recommended by the Board of Studies in Journalism and Mass Communication (Cd) under Credit Based Semester System in affiliated Colleges with effect from 2016 admission, subject to report to the Academic Council.

6. Orders are, therefore, issued accordingly.

7. The revised Scheme, Syllabus and Model Question Papers w.e.f 2016 admission are appended.

Sd/-  
**JOINT REGISTRAR (ACADEMIC)**  
For REGISTRAR

\ To  
The Principals of Colleges offering MCJ Programmes

Copy to:

1. The Examination Branch (through PA to CE).
2. The Chairman BOS in Mass Communication & Journalism (Cd)
3. SF/DF/FC.

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SECTION OFFICER

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**KANNUR UNIVERSITY**

**REVISED SCHEME AND SYLLABUS FOR  
PG PROGRAMME IN**

**Master of Communication and Journalism  
(MCJ)**

**UNDER CREDIT BASED SEMESTER SYSTEM**

**KU CBSS-PG-2014**

**FOR**

**AFFILIATED COLLEGES UNDER KANNUR UNIVERSITY**

**From 2016 ADMISSION onwards**

**Prepared and offered by:** *Board of Studies of Journalism  
and Mass Communication, Kannur University*

# **MCJ Programme SYLLABUS for Affiliated Colleges in Kannur University w.e.f 2016**

## **Master of Communication and Journalism**

The syllabi of MCJ programme offered in the affiliated colleges of the university under semester system have been revised in the light of the decision of the meeting of the Board of studies, Journalism and Mass Communication held on 25/02/2016. The revised syllabi shall apply to MCJ programmes conducted by the affiliated colleges of Kannur university with effect from the academic year 2016-17 (2016 admission onwards) and regulations of PG Programme of Kannur University (KUCBSS –PG-2014 ) - U.O. No: Acad/C1/11460/2013 Dated 12/03/2014 and the revised order No.Acad/C1/11460/2013 Dated 05/12/2015 and 22.02.2016 shall be applicable to the MCJ Programme implemented w.e.f. 2016 admission.

### **I. Programme structure:**

#### **I Semester -from June to October**

| No    | Core / Elective | Course Code | Title of the Course                | Hours allotted per week | Credits | Marks |     |       |
|-------|-----------------|-------------|------------------------------------|-------------------------|---------|-------|-----|-------|
|       |                 |             |                                    |                         |         | CA    | ESE | Total |
| 1     | Core            | MCJ 1C 01   | Introduction to Mass Communication | 06                      | 04      | 15    | 60  | 75    |
| 2     | Core            | MCJ 1C 02   | Reporting for Newspapers           | 06                      | 04      | 15    | 60  | 75    |
| 3     | Core            | MCJ 1C 03   | Editing for Newspapers             | 06                      | 04      | 15    | 60  | 75    |
| 4     | Core            | MCJ 1C 04   | Television Production              | 07                      | 04      | 15    | 60  | 75    |
| Total |                 |             |                                    | 25                      | 16      | 60    | 240 | 300   |

## II Semester -from November to March

| No    | Core / Elective | Course Code   | Title of the Course  | Hours allotted per week | Credits | Marks                       |                         |       |
|-------|-----------------|---------------|--|-------------------------|---------|-----------------------------|-------------------------|-------|
|       |                 |               |  |                         |         | CA                          | ESE                     | Total |
| 1     | Core            | MCJ<br>2C 05  | Media Laws and Ethics  | 04                      | 04      | 15                          | 60                      | 75    |
| 2     | Core            | MCJ<br>2C 06  | Magazine Journalism  | 04                      | 04      | 15                          | 60                      | 75    |
| 3     | Core            | M CJ<br>2C 07 | Communication Theories   | 04                      | 04      | 15                          | 60                      | 75    |
| 4     | Core            | MCJ<br>2C 08  | Radio Production   | 04                      | 04      | 15                          | 60                      | 75    |
| 5     | Elective**      | MCJ<br>2E 01  | Photo Journalism   | 04                      | 04      | 15                          | 60                      | 75    |
| 6     | Elective**      | MCJ<br>2E 02  | Travel Journalism  |                         |         |                             |                         |       |
| 7     | Elective**      | MCJ<br>2E 03  | Health Communication   |                         |         |                             |                         |       |
| 8     | Practical – I   | MCJ<br>2 P 01 | Newspaper production ,<br>Video production,<br><br>Magazine production and<br>Radio production | 05                      | 02      | 10<br><br>(2.5+2.5+2.5+2.5) | 40<br><br>(10+10+10+10) | 50    |
| Total |                 |               |  | 25                      | 22      | 85                          | 340                     | 425   |

**\*\* Select one elective from this group**

**III Semester -from June to October**

| No    | Core / Elective | Course Code | Title of the Course                          | Hours allotted per week | Credits | Marks |     |       |
|-------|-----------------|-------------|--|-------------------------|---------|-------|-----|-------|
|       |                 |             |  |                         |         | CA    | ESE | Total |
| 1     | Core            | MCJ 3C 09   | Public Relations and Corporate Communication | 05                      | 04      | 15    | 60  | 75    |
| 2     | Core            | MCJ 3C 10   | Advertising                                  | 05                      | 04      | 15    | 60  | 75    |
| 3     | Core            | MCJ 3C 11   | Mass communication Research                  | 05                      | 04      | 15    | 60  | 75    |
| 4     | Core            | MCJ 3C 12   | Television Journalism                        | 05                      | 04      | 15    | 60  | 75    |
| 5     | Elective**      | MCJ 3E 04   | Indian Politics and Communication            | 05                      | 04      | 15    | 60  | 75    |
| 6     | Elective**      | MCJ 3E 05   | Agricultural Journalism                      |                         |         |       |     |       |
| 7     | Elective**      | MCJ 3E 06   | Business Journalism                          |                         |         |       |     |       |
| 8     | Elective**      | MCJ 3E 07   | Development Communication                    |                         |         |       |     |       |
| Total |                 |             |  | 25                      | 20      | 75    | 300 | 375   |

**\*\* Select one elective from this group**

**IV Semester- from November to March**

| No    | Core / Elective | Course Code   | Title of the Course   | Hours allotted per week | Credits | Marks             |                  |       |
|-------|-----------------|---------------|---|-------------------------|---------|-------------------|------------------|-------|
|       |                 |               |   |                         |         | CA                | ESE              | Total |
| 1     | Core            | MCJ<br>4C 13  | Introduction to Cinema  | 05                      | 04      | 15                | 60               | 75    |
| 2     | Core            | MCJ<br>4C 14  | New Media and Online Journalism                                       | 05                      | 04      | 15                | 60               | 75    |
| 3     | Elective**      | MCJ<br>4E 08  | Technical Writing   | 05                      | 04      | 15                | 60               | 75    |
| 4     | Elective**      | MCJ<br>4E 09  | Fashion Communication   |                         |         |                   |                  |       |
| 5     | Elective**      | MCJ<br>4E 10  | Sports Journalism   |                         |         |                   |                  |       |
| 6     | Practical – II  | MCJ<br>4P 02  | PSA production, TV News bulletin production and Short film production | 05                      | 02      | 10<br>(2.5+2.5+5) | 40<br>(10+10+20) | 50    |
| 7     | Project         | MCJ<br>4Pr    | Dissertation  | 05                      | 03      | 10                | 40               | 50    |
|       |                 |               | Internship*   | -                       | 02      | 25                | -                | 25    |
| 8     | Viva Voce       | MCJ<br>4 C 15 | Viva Voce   | --                      | 03      |                   | 50               | 50    |
| Total |                 |               |   | 25                      | 22      | 90                | 310              | 400   |

**\*\* Select one elective from this group**

**\*Marks for internship should be allotted by the HOD**

- a. Total marks for semester – I -300
- b. Total marks for semester – II- 425
- c. Total marks for semester – III- 375
- d. Total marks for semester – IV- 400
- e. Total marks for semester I to IV- 1500

## **II. Practicals**

### **Practical –I**

#### **MCJ 2 P 01 Newspaper production, Video production, Magazine production and Radio production.**

##### **1. Lab Newspapers: 5 Marks**

Each student shall submit five single-page printed A3-size lab-newspapers either in Malayalam or in English, prepared as part of reporting assignments within the semester, to be evaluated by external examiners.

##### **2. Newspaper Front Page: 5 Marks**

Each student shall edit and design the front page of an A3-size newspaper either in Malayalam or in English, with the stories given by the external examiners.

##### **3. Video production: 10 Marks**

Students, divided into teams of four members each, shall produce a video of their choice without dialogue limited to five minutes, during the semester and submit it for external valuation.

##### **4. Magazine production: 10 Marks**

Students shall be divided into teams of five members each, to bring out a printed multi-color 32-page-magazine either in Malayalam or in English, reported, subbed and designed by them during the semester. It shall be submitted for external valuation.

##### **5. Radio production: 10 Marks**

Each student shall produce a seven minutes radio feature / documentary on a topic and submit it for external valuation.

## **Practical –II**

### **MCJ 4P 02 PSA production, TV News bulletin production and Short film production**

#### **1. PSA production: 10 Marks**

Each student shall produce a Public Service Advertisement (PSA) in print/ audio/ visual format and submit it for external valuation.

#### **2. TV News bulletin production: 10 Marks**

Students either in groups of 4-5 or individually shall report, edit and present a news bulletin either in Malayalam or in English and submit it for external valuation. The duration of a solo news bulletin shall be seven minutes while for group productions it will be 25 minutes.

#### **3. Short film production: 20 Marks**

Students divided into teams of four or five members each shall produce either a documentary or a short film of 15-minutes, in Malayalam or English, within the semester and submit it for external valuation.

### **III. Dissertation:**

In the fourth semester each student shall submit a dissertation on any topic of his/her interest. The dissertation aims at introducing the students with research methodology and to prepare them for doing further research. Students are required to do a dissertation on a topic relating to an area of study chosen in consultation with the faculty. Each student shall be guided in his/her project by a member of the faculty.



#### **IV. VIVA:**

A Viva Voce examination will be conducted at the end of IV semester covering the whole programme including the project.

## **First Semester**

### **MCJ 1C 01 : Intoduction to Mass Communication**

#### **Module I**

**Definition and elements of communication; intra, interpersonal, group and mass communication; verbal and non-verbal communication**

#### **Module II**

**Concept of mass communication; functions of mass communication; strengths and limitations of print, radio, television, film, new media and folk media**

#### **Module III**

**Communication models - Aristotle, Lasswell, Shannon and Weaver, Schramm, Berlo, Andersch-Staats- and Bostorn model, Dance model and Barnlund model**

#### **Module IV**

**Models of mass communication process – transmission, expression, publicity and reception, Westley and MacLean, Riley and Riley and Maletzke**

#### **Module V**

**Flow theories- gatekeeper, gatekeeping models of White, Galtung and Ruge; news flow model - McNelly, Bass and Mowlana; uses and gratifications theory**

#### **Module VI**

**Normative theories of media performance – authoritarian theory, libertarian theory, social responsibility theory, communist theory, development media theory and democratic-participant media theory**

### **Books for Reference**

1. Joseph A Devito : Communicology: Introduction to the study of Communication
2. Joseph R. Dominick : The Dynamics of Mass Communication
3. Denis McQuail : McQuail's Mass Communication Theory
4. Melvin L. Defleur : Fundamentals of Human Communication
5. Denis McQuail and Sven Windhal : Communication Models
6. Aglee, Ault & Emury : Main Currents in Mass Communication
7. J. V. Vilanilam : Mass Communication
8. Melvin L Deflur& Sandra Ball-Rokaech : Mass Communication Theory
9. Vir Bala Aggarwal, V. S. Gupta : Handbook of Journalism and Mass Communication

### **Books for Further Reading**

- Marshall McLuhan : Understanding Media
- David K Berlow : The Process of Communication
- Kuppuswami : Communication and Social Change
- Keval J Kumar : Mass Communication in India
- D S Mehta : Mass Communication and Journalism in India
- Dr. J V Vilanilam : Mass Communication in India

## **I. Continuous Assessment -Total marks 15**

### **1. Class Test: (6 marks)**

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

### **2. Attendance: (4 marks)**

Allotment of marks as per University regulations.

### **3. Seminar: (2.5 marks)**

Power point presentation by each student on current trends, challenges and issues in the field of communication.

### **4. Assignments: (2.5 marks)**

## **II. End Semester Examination: 60 Marks**

**Model Question Paper**

**MCJ Degree Examination**

**MCJ 1C 01:Introduction to Mass Communication**

**Time: 3 Hours**

**Max. Marks: 60**

Answer Question I and FOUR others. All questions carry equal marks.

**I. Write short notes on any FOUR of the following:**

1. Information society
2. Demassification
3. Global village
4. Information Society
5. Feedback
6. Gatekeeper

**II. Compare and contrast the characteristics of print media with electronic media.**

**III. Describe the process of communication with the help of Berlo's model.**

**IV. Bring out the differences between the libertarian theory and social responsibility theory.**

**V. Explain the functions and dysfunctions of mass communication.**

**VI. Critically examine the uses and gratifications theory.**

**VII. Define communication and explain the types of communication.**

**VIII. Discuss the models of communication process.**

## **MCJ: First Semester**

### **MCJ 1C 02: Reporting for Newspapers**

#### **Module I**

A brief history of newspaper journalism in India - early English and Malayalam newspapers and editors; English and Malayalam newspaper journalism today; Journalism as mission and profession - Journalist as reporter, interpreter, investigator, reformer, watchdog and activist; qualities and responsibilities of a reporter; reporting terminology

#### **Module II**

Definition and ingredients of news; types of news - hard and soft news, human interest stories, straight news, interpretative stories, brights, follow-ups, roundups and sidebars ; News structure - inverted pyramid, narrative, hourglass and focus; variety in leads; new journalism; precision journalism

#### **Module III**

News sources – news agencies, news releases, news conferences, news briefs, meet-the-press, beats and other media; tapping news sources; source credibility and attribution; off-the-record; Computer Assisted Reporting (CAR)

#### **Module IV**

Interviewing - news and personality interviews, telephonic and online interviews - interviewing hazards and tactics, research, angle, questions and presentation formats

#### **Module V**

Reporting accidents, natural calamities, natural and unnatural deaths, communal and political violence, terrorism, crime, sports, politics, elections, education, speech, seminar, environment, science, and technology, agriculture, budget, business and entertainment

#### **Module VI**

Investigative reporting – major scoops, undercover journalism, sting operation, public interest versus invasion of privacy, yellow journalism and Press Council of India's guidelines; citizen journalism

#### **Module VII**

News filters - adversarial journalism, advocacy journalism, advertorials, chequebook journalism, embedded journalism, gonzo journalism, lapdog journalism, mojo and sojo, market-driven journalism, Mc Journalism, media scrum, newszak and tabloidization; ombudsman

### Books for Reference

1. Melvin Mencher, **News Reporting and Writing**, New York, Oxford University Press, 2007
2. Jerry Lanson and Mitchell Stephens, **Writing and Reporting the News**, New York: Oxford University Press, 2008.
3. Fred Fedler and John Bender, **Reporting for the Media**, New York: Oxford University Press, 2001
4. Ambrish Saxena, **Fundamentals of Reporting and Editing**, New Delhi: Kanishka Publishers, 2007
5. Bob Franklin and Martin Hamer, **Key Concepts in Journalism Studies**, New Delhi: Vistaar Publications, 2006.
6. Tony Harcup, **Journalism: Principles and Practice**, New Delhi: Sage Publications, 2004.
7. Lynette Sheridan Burns, **Understanding Journalism**, New Delhi: Sage Publications, 2002.
8. Joan Clayton, **Interviewing for Journalists**, London: Piatkus Publishers, 1994
9. Hugo de Burgh, **Investigative Journalism: Context and Practice**, London: Routledge, 2000.
10. Straubhaar Larose, **Media Now**, New York: Thomson Wadsworth, 2004
11. Vanita Kohli-Khandekar, **The Indian Media Business**, New Delhi: Sage Publications, 2006

### Books for Further Reading

1. B.G. Verghese (Ed.), **Breaking the Big Story; Great Moments in Indian Journalism**, New Delhi: Penguin Books, 2003.
2. David Randall, **The Great Reporters**, London: Pluto Press, 2005.
3. T.J.S. George, **Lessons in Journalism: The Story of Pothan Joseph**, New Delhi: Viva Books, 2007
4. Anita Pratap, **Island of Blood**, New Delhi: Penguin Books, 2002
5. B. G. Verghese, **Warrior of the Fourth Estate: Ramnath Goenka of the Express**, New Delhi: Penguin Books, 2005

6. Kuldip Nayar, **Scoop: Inside Stories from the Partition to the Present**, New Delhi: HarperCollins Publishers, 2006
7. Edward Herman & Noam Chomsky, **Manufacturing Consent: The Political Economy of the Mass Media**, New York: Vintage, 1994
8. Bob Woodward, **The Secret Man: The Story of Watergate's Deep Throat**, London: Simon & Schuster, 2005.
9. P. Sainath, **Everybody Loves a Good Drought**, New Delhi: Penguin Books, 2004.
10. Laurence Campbell and Roland Wolseley, **How to Report and Write the News**, New York; Prentice-Hall, 1961
11. Shanti Swarrop Singh, **The Press and the Indian Parliament**, New Delhi, Classical Publishing Company, 2001
12. Curtis Macdougall, **Interpretative Reporting**, London; Macmillan Company, 1970
13. Carl Warren, **Modern News Reporting**, New York: Harper & Brothers Publications, 1968

#### **I. Continuous Assessment: 15 Marks**

##### **1. Class Tests : 6 Marks**

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

##### **2. Attendance : 4 Marks**

Allotment of marks as per University regulations.

##### **3. Interview Assignment : 2.5 Marks**

Each student shall submit a personality interview for assessment

##### **4. Seminar Presentation : 2.5 Marks**

#### **II. End semester examination: 60 Marks**



**Model Question Paper**

**First Semester MCJ Degree Examination**

**MCJ 1C 02: Reporting for Newspapers**

**Time: 3 Hours**

**Max. Marks: 60**

Answer Question I and FOUR others. All questions carry equal marks.

**I.** Write short notes on any four of the following.

1. Computer Assisted Reporting
2. Process Journalism
3. Readers' Editor
4. Chequebook Journalism
5. Broadloidization
6. Media Activism

**II.** Today journalism all at once is a mission, a profession and a business. Substantiate the demands and constraints placed on the journalists in their career in the current scenario.

**III.** Investigative reporting presupposes persistence, painstaking research and perilous risks. Comment on the challenges involved in scoops and exclusives, with suitable examples.

**IV.** The lead, the central part of a story can be written creatively with multifarious styles. Present any 12 popular innovative intros used in the newspapers today.

**V.** A journalist is neither a stenographer nor a historian, but is a reporter, a reformer and an activist. Comment on this statement explaining the prerequisites for a successful journalistic interview.

**VI.** The heart of newsgathering for a newspaper is the beat and extracting information is an art. Explain the rudiments of beat reporting and cultivation of news sources.

**VII.** Crime unreported is crime licensed and encouraged. Explain with examples the efficacy and challenges of crime reporting without going to the extremes of sensationalism.

**VIII.** To a journalist any event is a STORY to be reported. To a historian any event is a FACT to be recorded. Explain the contrast in the writing style of journalists and historians, with appropriate examples.

## **MCJ: First Semester**

### **MCJ 1C 03: Editing for Newspapers**

#### **Module I**

Organizational structure of the editorial department - qualities and responsibilities of chief editor, assistant editor, news editor, bureau chief, special correspondents, chief sub-editors and sub-editors; editing terminology

#### **Module II**

Newsman's language - active and positive sentences; avoidance of verbosity, redundancies, clichés and monotony; transition devices; precision in vocabulary; subject and verb agreement; tenses in news writing; accuracy in punctuations, prepositions and auxiliaries

#### **Module III**

Editing process – checking facts, correcting and polishing language, rewriting leads, condensing stories, localizing news and angling news; editing for accuracy, objectivity, fairness, moral and legal propriety; translating stories from English to Malayalam and from Malayalam to English; editing handouts and news releases; handling wire copy; revising stringers' and citizen journalists' stories; stylebook consistency

#### **Module IV**

Headlines –types and functions of headlines; principles of headlining; subheads, captions and catchwords; traditional and modern headline styles;

#### **Module V**

Editorial page – editorials, opinion pieces, middles and letters to the editor; principles of editorial writing; types of editorials; qualities of and responsibilities of leader writers;

## Module VI

Newspaper layout and design – principles of artistic design – balance, contrast, proportion and unity; traditional and modern design; typography and pagination; photographs, info-graphics; design softwares

### 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. Ambrish Saxena, **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

### Books for Further Reading

1. T.J.S. George, **Editing: A handbook for Journalists**, New Delhi: Indian Institute of Mass Communication, 1989
2. M.L. Stein and Susan Paterno, **The News Writer's Handbook**, New Delhi: Surjeet Publications, 2003
3. George Hough, **News Writing**, New Delhi: Kanishka Publishers, 2004
4. Jan Hakemulder and Fay Jonge, **News Reporting and Editing**, New Delhi: Anmol Publications, 2002
5. Ron Smith and Loraine O'Connell, **Editing Today**, New Delhi: Surjeet Publications, 2004

6. M.K. Joseph, **Outline of Editing**, New Delhi: Anmol Publications, 2002

**I. Continuous Assessment: 15 Marks**

**1. Class Tests : 6 Marks**

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

**2. Attendance : 4 Marks**

Allotment of marks as per University regulations.

**3. Assignment: 2.5 Marks**

Each student shall submit an editorial on a subject selected by the faculty for assessment

**4. Seminar Presentation: 2.5 Marks**

**II. End Semester Examination: 60 Marks**

**Model Question Paper**

**First Semester MCJ Degree Examination**

**MCJ 1C 03: Editing for Newspapers**

**Time: 3 Hours**

**Max. Marks: 60**

Answer Question I and FOUR others. All questions carry equal marks.

**I.** Write short notes on any four of the following:

1. Stylebook
2. Verbosity
3. Middles
4. Objectivity
5. Moral Propriety
6. Space Saving Techniques

**II.** The headline is the reader's guide, compass and index. Explain the functions of a headline in terms of readers' utility with appropriate examples.

**III.** Newspapering is a teamwork that needs symphony and synchronization. Present the organizational structure of a newspaper, explaining the responsibilities of the key persons in the editorial department.

**IV.** The sub-editor is the unsung hero in a newspaper. Comment on this statement on the challenges and responsibilities entailed in subbing.

**V.** The editorial reflects the stand of the newspaper on a given issue and therefore, it demands an in-depth research and analysis. Explain with examples the keys to punchy editorials.

VI. Headline the Following Stories (4x 3=12 marks)

**1. CHANDIGARH:** CPI (M) general secretary Prakash Karat on Wednesday ruled out any scope of alliance with the Congress in any State during the run-up to the Lok Sabha elections, as the party was committed to ensure the defeat of the Congress as well as the BJP.

Talking to reporters on the sidelines of a meeting of the party's Punjab State Council here, Mr. Karat reiterated that the CPI(M) would be part of a non-Congress secular alliance of like-minded parties. If voted to power, the alliance would not only scrap the India-U.S. nuclear deal but also reverse a plethora of anti-people policies implemented during recent years.

**2. THIRUVANANTHAPURAM:** The Kerala Regional Committee of the Indian Newspaper Society (INS) has urged the Chief Minister V.S. Achuthanandan to make arrangements to revise government advertisement rates in view of the crisis faced by the newspaper industry owing to shortage of newsprint caused by the global meltdown.

INS also urged Electricity Minister T.K. Balan to exempt the newspaper industry from the 25 per cent curb on power supply and higher tariff rates, including thermal surcharge. In its memorandum to the Chief Minister, INS pointed out that the prices of newsprint had witnessed a 50 per cent increase in the last few months, with prices ruling at \$ 900 (Rs. 40,500) a metric tonne, excluding transportation costs, up from \$ 600 (Rs. 27,000).

**3. HYDERABAD:** Railways retained the title in the All-India inter-state senior women's cricket championship with an emphatic 10-wicket win over Maharashtra in the final at the Rajiv Gandhi Stadium here on Wednesday. Maharashtra elected to bat on a perfect batting strip but failed to make use of the opportunity and finished with a modest score of 153 for nine in 50 overs.

**4. DUBAI:** The Organisation of Petroleum Exporting Countries (OPEC) will cut daily oil production by 2 million barrels to shore up falling energy prices.

Saudi Arabia's Oil Minister Ali Naimi said on Wednesday, ahead of a crucial meeting of the grouping in Algeria, that there was a consensus among members to cut production by 2 million barrels from January 1, 2009.

## **VII. Edit and Headline Barack Obama's Speech**

If there is anyone out there who still doubts that America is a place where all things are possible, who still wonders if the dream of our founders is alive in our time, who still questions the power of our democracy, tonight is your answer. It's the answer spoken by young and old, rich and poor, Democrat and Republican, black, white, Hispanic, Asian, Native American, gay, straight, disabled and not disabled. We are, and always will be, the United States of America.

I will never forget, who this victory truly belongs to. It belongs to you. I was never the likeliest candidate for this office. This is your victory. And I know you didn't do this just to win an election. And I know you didn't do it for me. You did it because you understand the enormity of the task that lies ahead. For even as we celebrate tonight, we know the challenges that tomorrow will bring are the greatest of our lifetime \_ two wars, a planet in peril, the worst financial crisis in a century. Even as we stand here tonight, we know there are brave Americans waking up in the deserts of Iraq and the mountains of Afghanistan to risk their lives for us.

There's new energy to harness, new jobs to be created, new schools to build, and threats to meet, alliances to repair. The road ahead will be long. Our climb will be steep. We may not get there in one year or even in one term. But, America, I have never been more hopeful than I am tonight that we will get there. I promise you, we as a people will get there. There will be setbacks and false starts. There are many who won't agree with every decision or policy I make as president. And we know the government can't solve every problem.

But I will always be honest with you about the challenges we face. I will listen to you, especially when we disagree. And, above all, I will ask you to join in the work of

remaking this nation, the only way it's been done in America for 221 years \_ block by block, brick by brick, calloused hand by calloused hand.

In this country, we rise or fall as one nation, as one people. Let's resist the temptation to fall back on the same partisanship and pettiness and immaturity that has poisoned our politics for so long. Let's remember that it was a man from this state who first carried the banner of the Republican Party to the White House, a party founded on the values of self-reliance and individual liberty and national unity. And tonight, I think about all that she's seen throughout her century in America \_ the heartache and the hope; the struggle and the progress; the times we were told that we can't, and the people who pressed on with that American creed: Yes we can.

At a time when women's voices were silenced and their hopes dismissed, she lived to see them stand up and speak out and reach for the ballot. Yes we can. When there was despair in the dust bowl and depression across the land, she saw a nation conquer fear itself with a New Deal, new jobs, a new sense of common purpose. Yes we can. When the bombs fell on our harbor and tyranny threatened the world, she was there to witness a generation rise to greatness and a democracy was saved. Yes we can.

America, we have come so far. We have seen so much. But there is so much more to do. So tonight, let us ask ourselves \_ if our children should live to see the next century; if my daughters should be so lucky to live as long as Ann Nixon Cooper, what change will they see? What progress will we have made? This is our chance to answer that call. This is our moment. This is our time, to put our people back to work and open doors of opportunity for our kids; to restore prosperity and promote the cause of peace; to reclaim the American dream and reaffirm that fundamental truth, that, out of many, we are one; that while we breathe, we hope. And where we are met with cynicism and doubts and those who tell us that we can't, we will respond with that timeless creed that sums up the spirit of a people: Yes, we can. Thank you. God bless you. And may God bless the United States of America.

**(This speech carries 760 words. Edit it to a 260-word story)**



## **MCJ: First Semester**

### **MCJ 1C 04: TELEVISION PRODUCTION**

#### **Module I**

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

#### **Module II**

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

#### **Module III**

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

#### **Module IV**

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

#### **Module V**

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

#### **Module VI**

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

#### **Module VII**

Scripting and production of commercials, PSA and music albums

### **Books For Reference**

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

### **Books for Further Reading**

1. Ralph Donald and Thomas Spann, **Fundamentals of Television Production**, Surjeet Publications, 2004.
2. Anthony Friedmann, **Writing for Visual Media**, Elsevier, 2006.
3. Ivan Cury, **Directing and Producing for Television**, Focal Press, 2007.
4. Joe Nicholas, John Price and Ben Moore, **Advanced Media: Communication and Production**, Nelson, 1996.
5. Bhaskar Ghose, **Doordarshan Days**, Penguin, 2005.
6. G.C. Awsathy, **Broadcasting in India**
7. K.S. Mullick, **Tangled Tapes: The Inside Story of Indian Broadcasting**

## **I. Continuous Assessment: 15 Marks**

### **1. Class Tests : 6 Marks**

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

### **2. Attendance : 4 Marks**

Allotment of marks as per University regulations.

### **3. Shooting and Editing Assignment : 5 Marks**

## **II. End Semester Examination: 60 Marks**

**Model Question Paper**

**MCJ Degree Examination**

**MCJ 1C 04: TELEVISION PRODUCTION**

**Time: 3 Hours**

**Max. Marks: 60**

Answer Question I and FOUR others. All questions carry equal marks.

**I.** Write short notes on any four of the following:

1. Satellite Television
2. Continuity editing
3. Chroma Key
4. Switcher
5. PSA
6. Floor Plan

**II.** Write a script for a PSA on child labour.

**III.** Differentiate between linear and non-linear editing with suitable examples of their functioning.

**IV.** Enumerate the importance of lighting in television production and explain three-point lighting.

**V.** Detail the hand-signals used by the floor manager in a television production.

**VI.** What are the major differences between single camera and multi-camera productions? Corroborate with suitable examples.

**VII.** Trace the history of television in India.

**VIII.** Comment on the new trends in television programmes.

**MCJ: Second Semester**  
**MCJ 2C 05: Media Laws and Ethics**

**Module I**

Concept of ethics - virtue ethics; potter box approach

**Module II**

Fundamental rights and freedom of speech and expression in Indian Constitution; reasonable restrictions; Emergency and censorship; self-regulation versus censorship; code of ethics for print and electronic media

**Module III**

Defamation - libel and slander and fair comment; privacy and public interest; contempt of court; contempt of parliament and breach of privilege; media and expunged proceedings of parliament; relevance of Right to Information Act in journalism

**Module IV**

Reporters and sources – trust and confidentiality; bribes, junkets and freebies; lobbying; puffery and suppression; yellow journalism and page-3 journalism; Paid news sting operation; paparazzi journalism; fakery; video piracy; plagiarism; social responsibility and accountability

**Module V**

Official Secrets Act; Copyright Act; Young Persons' (Harmful Publications) Act; Indecent Representation of Women (Prohibition) Act; Drug and Magic Remedies (Objectionable Advertisements) Act; Cinematograph Act; Information Technology Act; laws protecting intellectual property rights

**Module VI**

Working Journalists and other Newspaper Employees (Conditions of Services and Miscellaneous Provisions) Act; Working Journalists (Fixation of rates and Wages) Act; Wage Boards

**Module VII**

Provisions to restrict media under IPC, Indian Post Office Act, Customs Act, Representation of the People Act, Civil Defense Act, Protection of Civil Rights Act, Criminal Law Amendment Act and Code of Criminal Procedure

### **Books for Reference**

1. Karean Sanders, **Ethics & Journalism**, Sage Publications.
2. Naresh Rao & Suparna Naresh, **Media Laws, an appraisal**, Premier Publishing Company, Bangalore.
3. Kundra S, **Media Laws & Indian Constitution**, Anmol Publications, New Delhi
4. Vakul Sharma, **Handbook of Cyber Laws**, Macmillan
5. Nirmala Lakshman, **Writing a Nation: An Anthology of Indian Journalism**
6. Nalinin Rajan, **Practising Journalism**, Sage Publications
7. Hamid Monlana, **International Information Flow**
8. Shanti Saroop Singh, **The Press and the Indian Parliament**, Classical Publishing Company, New Delhi.

### **For Further Reading**

1. Aravind Singhal & Everett M.Rogers, **India's Communication Revolution**, Sage Publications
2. Edward S. Hrman & Noam Chomsky, **Manufacturing Consent**, Vintage
3. Dr. Jan R. Hakemuldr, **Principles & Ethics of Journalism**, Anmol Publications.
4. Patrick Lee Plaisance, **Media Ethics**, Sage Publications

## **I. Continuous Assessment: 15 Marks**

### **1. Class Tests : 6 Marks**

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

### **2. Attendance : 4 Marks**

Allotment of marks as per University regulations.

### **3. Seminar : 2.5 Marks**

### **4. Assignments : 2.5 Marks**

## **II. End Semester Examination: 60 Marks**

**Model Question Paper**  
**MCJ: Second Semester**  
**MCJ 2C 05: Media Laws and Ethics**

**Time: 3 hours**

**Marks: 60**

Answer Question I and FOUR others. All questions carry equal marks.

**I.** Write short notes on any four of the following:

- a) Potter box
- b) Puffery
- c) Plagiarism
- d) Freebies
- e) Human sentiment
- f) Categorical Imperative

**II.** What are the implications of the Official Secrets Act for a journalist?

**III.** What are the precautions to be taken while reporting linked with the defamation laws?

**IV.** Propose a comprehensive code of ethics for the media personnel.

**V.** How relevant is RTI in journalism? Explain with examples

**VI.** How can a journalist strike a balance between public interest and invasion of privacy?

**VII.** “Journalism was originally a mission. Gradually it became a profession. Today it is a business.” Comment

**VIII.** “24-hour news channels have trivialized and sensationalized news.” Substantiate.



**MCJ: Second Semester**  
**MCJ 2C 06: Magazine Journalism**

**Module I**

Origin and growth of magazines; pioneers of magazine journalism - John Dunton, Addison, Steele, Edward Cave; organizational structure of a magazine; A survey of English and Malayalam magazines

**Module II**

Types of magazines – specialized magazines - general interest and specialized magazines, public relations magazines – internal and external house organs, academic journals and Sunday magazines, e-zines, web-zines and web-edition magazines; Coffee table magazine; magazine journalism terminology

**Module III**

Qualities and responsibilities of a magazine editor; ingredients of a magazine article; editorial mix; cover story selection criteria, cover design and cover lines, and comparison of cover stories in the mainstream magazines

**Module IV**

Film reviewing, advertising, criticism and rhetoric; essential elements of a film review – condensed plot synopsis, background information, abbreviated arguments about the film and evaluation; book reviewing – pre-reading, reading and post-reading procedures, writing format and principles of book reviewing, art of reviewing: food, fashion, cosmetics and costumes

**Module V**

Feature versus news story, feature versus article, feature structure, feature headlines, feature leads, classification of features and steps in writing feature

**Module VI**

Profile versus biography and profile requisites; writing columns; preparing photo features; writing for specialized magazines; current trends and challenges in magazine journalism-narrative journalism

**Module VII**

Magazine design and layout, photographs, illustrations, info-graphics, typography and white space; magazine design softwares

### Books for Reference

1. John Morrish, **Magazine Editing**, Routledge, 1996
2. Linda McLoughlin, **The Language of Magazines**, Routledge, 2001
3. Michelle Ruberg, **Handbook of Magazine Article Writing**, Writer's Digest, 2005
4. Antony Davis & Heinemann, **Magazine Journalism Today**, Professional Publishing, 1988
5. East R. Hutchison, **The Art of Feature Writing**, Oxford University Press, 2008
6. David E. Sumner & Holly G. Miller, **Feature and Magazine Writing**, Surjeeth Publications, 2006
7. Benton Rain Patterson & Coleman E. P. Patterson, **The Editor in Chief**, Surjeeth Publications, 2005
8. Jenny Mckay, **The Magazine Handbook**, Routledge, 2000

### Books for Further Reading

1. Humed Contractor, **The Art of Feature Writing** , Icon Publications, 2004
2. Steephan G. Bloom, **Inside the Writer's Mind**, Surjeeth Publications, 2004
3. Jill Dick, **Writing for Magazines**, Unistar Books, 2004
4. Edward Jay & John Lee, **Feature Writing for Newspapers and Magazines**, Harper and Row Publishers, 1988
5. Paul Nelson, **Articles and Features** , Houghton Mifflin Company, 1978
6. Louis Alexander, **Beyond the Facts**, Surjeeth Publications, 2003
7. Theodore Peterson, **Magazines in the Twentieth Century**, University of Illinois, 1956

## **I. Continuous Assessment: 15 Marks**

### **1. Class Tests**

**:6 Marks**

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

### **2. Attendance**

**: 4 Marks**

Allotment of marks as per University regulations.

### **3. Seminar and Assignments**

**: 5 Marks**

Each student shall make a critical analysis of a magazine and make a presentation. The paper should be submitted for valuation.

## **II. End Semester Examination: 60 Marks**

**Model Question Paper**

**MCJ Degree Examination**

**MCJ 2C 06: Magazine Journalism**

**Time: 3 Hours**

**Max. Marks: 60**

Answer Question I and FOUR others. All questions carry equal marks.

**I** Write short notes on any four of the following.

1. E-zines
2. Freebies
3. TOT
4. Typography
5. White Space
6. Pull-quote

**II.** “A magazine’s success is in its cover, cover lines and cover story.” Substantiate.

**III.** “A feature is an unperishable commodity that no reader can miss.” Elucidate the recipe for a feature with suitable examples.

**IV.** “A magazine editor’s role is like that of a conductor in a concert.” Elaborate on the Herculean task of manning a magazine.

**V.** “With the onslaught of television news channels, television is today what newspaper was yesterday, newspaper is today what magazine was yesterday, and magazine is today what tabloid was yesterday.” Comment on the current trends and survival tactics in the magazine industry today.

**VI.** “A film review is basically a critique, arousing curiosity but sustaining suspense.” Explain with an appropriate example .

**VII.** “A profile is a life-sketch but not a chronological biography; it is like a garland intertwined with twists and emotional roller coasters.” Explicate with examples.

## **MCJ: Second Semester**

### **MCJ 2C 07: Communication Theories**

#### **Module I**

Concept of theory; four approaches to theory – media-culturalist, media-materialist, social-culturalist and social materialist; four kinds of theory – social-scientific, normative, operational and everyday/commonsense theory

#### **Module II**

Theory of objectivity; mass society theory; information society theory; cultivation theory; agenda setting theory; spiral of silence theory; theory of cultural imperialism and cultural autonomy

#### **Module III**

Four dimensional perspective on media effects – timing of effects- immediate and long term, type of effects – cognitive, attitudinal emotional, physiological and behavioural ; media influence on family; impact of media on children; media literacy

#### **Module IV**

Four phases of mass communication effects theories – “almighty media”, testing the might of the media, return to ‘almighty media’ and “social constructivist” media influence

#### **Module V**

Contemporary theories of mass communication - individual differences theory, social categories theory, social relationships theory and cultural norms theory

#### **Module VI**

Media ownership – chain, cross media, conglomerate and vertical integration; media mega mergers; media and cultural imperialism

#### **Module VII**

Theories of learning; persuasive communication variables; cognitive dissonance theory, congruity theory and balance theory; information diffusion theory; gate-keeping theory; two-step flow and multi-step flow theories ; feminist media theory.

#### **Module VIII**

Media and political communication theories – pluralist model, dominant-ideology model, elite-values model and market model; media as custodians of democracy; mass media and governance; media and globalization; mass media as propaganda machines; politics of spin

## Books for Reference

1. Stanley J. Baran & Dennis K Davis, **Mass Communication Theory: Foundations, Ferment, and Future**, Thomson & Wadsworth
2. Gerald Stone, **Clarifying Communication Theory**, Surjeet Publications
3. Denis McQuail, **McQuail's Mass Communication Theory**, Sage Publications
4. Denis McQuail, **McQuail's Reader in Mass Communication Theory**, Sage Publications
5. Bettinghus E P, **Persuasive Communication**
6. Melvin I. DeFleur, **Theories of Mass Communication**, David McKay Company
7. J.V. Vilanilam, **Mass Communication: Theory and Practice**, Makhanlal Chaturvedi Rashtriya Patrakarita Viswavidyalaya, Bhopal
8. Srinivas R. Melkote & Sandhya Rao, **Critical Issues in Mass Communication**, Sage Publications
9. W. James Potter, **Media Literacy**, Sage Publications

### I. Continuous Assessment: 15 Marks

|                       |                 |
|-----------------------|-----------------|
| <b>1. Class Tests</b> | <b>:6 Marks</b> |
|-----------------------|-----------------|

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

|                      |                  |
|----------------------|------------------|
| <b>2. Attendance</b> | <b>: 4 Marks</b> |
|----------------------|------------------|

Allotment of marks as per University regulations.

|                   |                   |
|-------------------|-------------------|
| <b>3. Seminar</b> | <b>:2.5 Marks</b> |
|-------------------|-------------------|

|                       |                   |
|-----------------------|-------------------|
| <b>4. Assignments</b> | <b>:2.5 Marks</b> |
|-----------------------|-------------------|

### II. End Semester Examination: 60 Marks

**Model Question Paper**  
**MCJ Degree Examination**

**MCJ 2C 07: Communication Theories**

**Time: 3 Hours**

**Max. Marks: 60**

Answer question I and FOUR others. All questions carry equal marks.

**I.** Write short notes on any four of the following:

1. Culture jamming
2. Convergence
3. Information Society
4. Streaming
5. Spin
6. Digital divide

**II.** ‘Mass media have a uniform and direct effect on the society.’ Examine the validity of this theory, with a postmortem of the various media impact studies.

**III.** Examine the implications inherent in the cognitive dissonance theory for a communicator.

**IV.** The ethnic, religious and cultural conflicts in the world have their roots in ethnocentrism. Examine the relevance of intercultural communication competence in the ‘global village’.

**V.** Information or innovation diffusion pattern changes with the advancement of technology. Substantiate it with scientific studies in the area.

**VI.** ‘Media is the fourth estate.’ Examine Edmund Burke’s statement making an assessment of the performance of the media in a democracy.

**VII.** What are the key factors of persuasive communication?

## **MCJ: Second Semester**

### **MCJ 2C 08: RADIO PRODUCTION**

#### **Module I**

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

#### **Module II**

Radio station- objectives, policies and ethics. `Radio with commercial interests; radio and popular culture; radio’s role in disaster management

#### **Module III**

Radio news – local, regional, national, and global news; scripting for radio news; news personnel and the organizational structure; language and style of news bulletins; news magazines; news flashes; structure of a news bulletin; voice cast

#### **Module IV**

Written and spoken language for broadcast; role of written script; live presentation; local slang and ‘standard’ language in broadcasting; voice modulation techniques; intimacy; formal and informal presentation; narrowcasting and presentation styles; RJs, DJs and radio hosts

#### **Module V**

Radio formats - music in radio; art of interviewing; radio play as ‘Minds’ Theatre’; creation of radio persona in chat shows; stock characters, Special audience programme- women, agricultural/farm, youth and children, radio magazine

#### **Module VI**

Commercials - making commercials, revenue generation, audience research, customised programmes, brand building of radio, publicity of programmes and radio channels, audience response, selling of radio personality, sources of advertisement, marketing techniques, creation of advertisements and jingles

#### **Module VII**

The technical side of broadcast - the physics of sound generation; Transmission methods- AM, FM, SW; Digital sound formats- MP2, MP3, WAV



### Books for Reference

1. Stanley J. Baran, **Introduction to Mass Communication**, McGraw Hill
2. Robert McLeish, **Radio Production**, Focal Press
3. Vanita Kohli-Khandekar, **The Indian Media Business**, Response Books

### Books for Further Reading

1. Paul Chantler and Peter Stewart, **Basic Radio Journalism**. Focal Press
2. U. L. Baruah, **This is All India Radio**.
3. Andrew Boyd, **Broadcast Journalism, Techniques of Radio and Television News**
4. Esta De Fossard, **Writing and Producing Radio Dramas**, Sage Publications
5. K. Tim Wulfemeyer, **Beginning Radio–TV News Writing**, Surjeet Publications
6. K. Tim Wulfemeyer, **Radio–TV News Writing Workbook**, Surjeet Publications
7. Carl Hausman, Philip Benoit and Lewis Donnell, **Modern Radio Production, Programming and Performance**
8. Robert L. Hilliard, **Writing for Television, Radio, and New Media**, Wadsworth
9. **Encyclopaedia of Broadcasting: Television and Radio, Vol. I, II & III**
10. G.P.S. Nair, *Radio Smaranakal*
11. Thikkodiyar, *Arangu Kanatha Natan*
12. *P. Bhaskarante Jeevithavum Kalayum*
13. K. A. Beena, *Radio: Kalayum Kathayum*

## **I. Continuous Assessment: 15 Marks**

### **1. Class Tests : 6 Marks**

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

### **2. Attendance : 4 Marks**

Allotment of marks as per University regulations.

### **3. Assignments : 2.5 Marks**

### **4. Seminar : 2.5 Marks**

## **II. End Semester Examination: 60 Marks**

**Model Question Paper**  
**MCJ Degree Examination**

**MCJ 2C 08: RADIO PRODUCTION**

**Time: 3 Hours**

**Max. Marks: 60**

Answer Question I and FOUR others. All questions carry equal marks.

**I.** Write short notes on any four of the following.

1. Radio, the universal medium
2. RJs
3. F M radios
4. Community radio
5. Phone-outs
6. Running commentaries

**II.** Elaborate the role of radio in disaster management with examples.

**III.** Is radio a momentary medium? Discuss the effectiveness of communication through radio in Kerala

**IV.** Write a news script for the morning bulletin on *Thiruvonum* (Hints: Govt. withdraws load shedding, Onam markets to be extended up to Christmas, President to visit Kerala in October, 60 suspected killed in a plane crash in US). ..

**V.** Suggest five new radio formats, with title and target audience.

**VI.** Make a comparative analysis of the presentation techniques of private FM channels and AIR's medium wave channels.

**VII.** Discuss the plus and minus points of the proposal to grant news bulletins on private FM stations.

**VIII.** Is state-funding of public service broadcasters required in India in the changing scenario? Elaborate.

## **MCJ: Third Semester**

### **MCJ 3C 09: Public Relations and Corporate Communication**

#### **Module I**

Definition of public relations; evolution of public relations; history of PR in India; scope and functions of public relations; PR and propaganda; PR and corporate advertising; publicity and public relations.

#### **Module II**

Organizational set-up of public relations departments/agencies; public relations in private and public sectors; Central and State Government public relations departments; PR campaign; PR tools; Government media units and their functions; Role and responsibility of PRO

#### **Module III**

Public relations and spin doctoring, PR professionals and political image management, lobbying, packaging, merchandising, customer care, e-marketing, crisis resolution and communication

#### **Module IV**

PR and media relations – issuing news releases, holding briefings and news conferences, organizing facility visits, sponsorship and exhibitions, producing newsletters, house journals and brochures, new media, PR and public, trade union relations, customer relations, employee relations, community relations, and stockholder relations

#### **Module V**

Corporate Communication- definition, Corporate identity and corporate image; corporate culture and corporate citizenship; functions of corporate communicator, corporate social responsibility; public relations and corporate community involvement; public relations and corporate reputation

#### **Module VI**

PR professional organizations; PR code of ethics

### Books for Reference

1. Joseph Fernandez, **Corporate Communications: A 21<sup>st</sup> Century Primer**, Response
2. Philip Kitchen & Don Schultz, **Raising the corporate umbrella: Corporate communications in the 21st Century**, Palgrave.
3. Sumantra Ghoshal, **World Class in India**, Penguin
4. Philip Lesly, **Handbook of Public Relations & Communications**, Jaico
5. Jaishri Jethwaney, **Public Relations: Concepts, Strategies and Tools**, Sterling
6. Sam Black, **Practical Public Relations**, Universal Books
7. C.S. Rayadu & K. R. Balan, **Principles of Public Relations**, Himalaya Publishing House
8. Alison Theaker, **The Public Relations Handbook**, Routledge
9. G.C. Banik, **PR& Media Relations**, Jaico
10. P. R. Smith, **Marketing Communications**, Kogman Page India

### Books for Further Reading

1. Anil Basu, **Public Relations: Problems & Prospects with Case Studies**, Image Publications
2. CEOs of leading PR Firms, **The Art of Public Relations**, Vision Books.
3. B.N.Ahuja & S.S. Chhabra, **Advertising & Public Relations**, Surjeet Publications
4. Scott.M. Cutlip & Allen H.Center, **Effective Public Relations**, Prentice Hall
5. **India Business Yearbook**, Vikas Publications

## **I. Continuous Assessment: 15 Marks**

### **1. Class Tests : 6 Marks**

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

### **2. Attendance : 4 Marks**

Allotment of marks as per University regulations.

### **3. Seminar : 2.5 Marks**

### **4. Assignments : 2.5 Marks**

## **II. End Semester Examination: 60 Marks**

**Model Question Paper**

**MCJ Degree Examination**

**MCJ 3C 09: Public Relations and Corporate Communication**

**Time: 3 Hours**

**Max. Marks: 60**

Answer Question I and FOUR others. All questions carry equal marks.

**I. Write short notes on any four of the following:**

1. Grapevine
2. E-marketing
3. Lobbying
4. Institutional advertising
5. Muckrakers
6. Open House

**II.** Differentiate between PR, advertising, publicity and propaganda.

**III.** What is the role of corporate communication in the image building of an organization?

**IV.** Public relations is today defined as “the deliberate management of public image and information in pursuit of organizational interests.” Discuss.

**V.** Describe the organizational set-up of a PR department in the public sector and the function of its PR personnel.

**VI.** How does public relations influence public opinion? Discuss some of the ethical issues involved while executing PR campaigns.

**VII.** Assess the role of PR in crisis management.

**MCJ: Third Semester**  
**MCJ 3C 10: Advertising**

**Module I**

History and evolution of advertising; defining modern advertising; key concepts of advertising; roles and functions of advertising – marketing, communication, economic, social; key players - advertiser, advertising agency, media, suppliers and target audience; types of advertising

**Module II**

Consumer Behavior – cultural, social, psychological and behavioral influences; consumer decision process; segmenting, targeting and positioning; branding

**Module III**

Advertisement copywriting for print – copywriter and advertising writing style, writing headlines, display copy and body copy, illustrations and photos, typography and design; Tools of copy writing-radio, television, web; planning and production of television commercials

**Module IV**

Potentials and limitations of different media in advertising; Media planning and buying – the aperture concept, media plan – media research, media objectives, media strategies and media buying; art and science of creative advertising and facets of creative strategy

**Module V**

Evaluation of advertising effectiveness – types and stages of evaluation, copy testing, media evaluation – audience exposure, and advertising ROI and media efficiency

**Module VI**

Advertising ethics – poor taste and offensive advertising, reinforcing stereotypes, body image and self-image, targeting children, misleading claims and other message strategies, advertising controversial products; professional organizations

**Books for Reference**

1. S.A Chunnawalla, **Advertising: An Introductory Text**, Himalaya Publishing House
2. Subrata Banerjee, **Advertising as a Career**, National Book Trust
3. J.V. Vilanilam and A. K. Varghese, **Advertising Basics: A Resource Guide for Beginners**, Sage Publications
4. Wells, Moriarty and Burnett, **Advertising: Principles and Practice**, Pearson Education



### **Books for Further Reading**

1. George Belch, **Advertising and Promotion**, Tata McGraw-Hill
2. S.H.H. Kazmi and Satish Batra, **Advertising and Sales Promotion**, Excel Books
3. S.N. Murthy and Ubhojana, **Advertising: An IMC Perspective**
4. Littlefield and Kirkpatrick, **Advertising, Mass Communication and Marketing**
5. Otto Kleppner, **Advertising Procedures**
6. Sandage and Frybeger, **Advertising Theory and Practice**
7. Roger Barton, **Handbook of Advertising**

### **I. Continuous Assessment: 15 Marks**

#### **1. Class Tests : 6 Marks**

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

#### **2. Attendance : 4 Marks**

Allotment of marks as per University regulations.

#### **3. Seminar :2.5 Marks**

#### **4. Assignments :2.5 Marks**

### **III. End Semester Examination: 60 Marks**

**Model Question Paper**  
**MCJ Degree Examination**  
**MCJ 3C 10: Advertising**

**Time: 3 Hours**

**Max. Marks: 60**

Answer Question I and FOUR others. All questions carry equal marks.

**I.** Write short notes on any four of the following.

1. Niche market
2. Yellow pages
3. Guerilla marketing
4. Off-line advertising
5. Media aperture
6. Jingles

**II.** Discuss the roles and functions of advertising within society and business.

**III.** Critique the key ethical issues that challenge the practice of advertising.

**IV.** Describe how the consumer decision process works.

**V.** Explain the key concepts of media planning and buying

**VI.** Explain the basic stylistics of advertising copy

**VII.** What are the ethical issues in advertising?

**VIII.** Prepare a print ad for a new English magazine to be launched shortly.

.

## **MCJ: Third Semester**

### **MCJ 3C 11: Mass Communication Research**

#### **Module I**

Nature and scope of research; development of mass media research; an evaluation of communication research in India, media research and scientific method; methods of knowing; characteristics of scientific method; academic and applied research

#### **Module II**

Research procedures – determining topic relevance, review of literature, hypothesis formulation, conceptualization and theory building, research design, sampling techniques, data collection, statistical tests, data analysis and interpretation, research reporting, conclusions and recommendations; statistical packages for data analysis (SPSS)

#### **Module III**

Elements of research – concepts and constructs, variables and measurements, reliability and validity; sampling – probability and non-probability samples, sample size and sample error

#### **Module IV**

Qualitative research methods – field observations, focus groups, intensive, interviews and case studies; content analysis – uses and limitations, steps, examples, reliability and validity

#### **Module V**

Survey research – descriptive and analytical surveys, advantages and disadvantages, constructing questions, questionnaire design, pre-testing, data collection and analysis; longitudinal research – development and types of longitudinal studies; experimental research – advantages and disadvantages of laboratory experiments, conducting experimental research, experimental design and field experiments

#### **Module VI**

Measures of central tendencies – computation of mean, median and mode; measures of dispersion- range, mean deviation, standard deviation; measures of variance; skewness and correlation tests – chi-square, f-test, t-test and ANOVA

#### **Module VII**

Thesis style(APA) – bibliography, indexing, abstracting, reference, citation, appendix and manuscript preparation

#### **Books for Reference**

1. Roger D. Wimmer & Joseph R. Dominick, **Mass Media Research**, Thomson

2. Barrie Gunter, **Media Research Methods**, Sage
3. Arthur Asa Berger, **Media Research Methods**, Sage
4. John Adams, **Research Methods for Graduate Business and Social Science Students**, Response
5. Arthur Asa Berger, **Media and Communication Research Methods**, Sage
6. Anders Hansen et al., **Mass Communication Research Methods**, Macmillan
7. Gerianne Merrigan & Carol Logan Huston, **Communication Research Methods**, Thomson

### Books for Further Reading

1. Klaus Krippen Dorff, **Content Analysis: An Introduction to its Methodology**, Sage
2. Susanna Horning Priest, **Doing Media Research: An Introduction**, Sage
3. David Dooley, **Social Research Methods**, Prentice Hall

### **I. Continuous Assessment: 15 Marks**

#### **1. Class Tests : 6 Marks**

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

#### **2. Attendance : 4 Marks**

Allotment of marks as per University regulations.

#### **3. Seminar : 2.5 Marks**

#### **4. Assignments : 2.5 Marks**

### **II. End Semester Examination: 60 Marks**

**Model Question Paper**

**MCJ Degree Examination**

**MCJ 3C 11: Mass Communication Research**

**Time: 3 Hours**

**Max. Marks: 60**

Answer question I and FOUR others. All questions carry equal marks

**I.** Write short notes on any four of the following:

1. Likert Scale
2. T-test
3. Independent variable
4. Snowball sampling technique
5. Standard deviation
6. Normal curve

**II.** What are experiments? Differentiate between laboratory experiments and field experiments.

**III.** Define probability sampling and explain three most commonly used probability sampling methods.

**IV.** Define content analysis. Explain the steps involved in analyzing development news in two Malayalam dailies of your choice.

**V.** Prepare a questionnaire to collect data on college students' demographic variables and their TV viewing habits with special reference to Malayalam TV. Channels. The items in

the questionnaire should be structured to assess the popularity of the channels as well as the popularity of the programmes broadcast by the channels.

**VI.** Explain the salient features of nominal, ordinal and interval data in communication research.

**VII.** Evaluate the status of communication research in India.

**VIII.** Find the standard deviation for the following frequency distribution of scores:

| <b>Class Interval</b> | <b>f</b> |
|-----------------------|----------|
| 17 – 19               | 1        |
| 14 – 16               | 2        |
| 11 – 13               | 3        |
| 8 – 10                | 5        |
| 5 – 7                 | 4        |
| 2 - 4                 | 2        |

## **MCJ: Third Semester**

### **MCJ 3C 12: Television Journalism**

#### **Module I**

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

#### **Module II**

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

#### **Module III**

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

#### **Module IV**

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

#### **Module V**

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

#### **Module VI**

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

#### **Module VII**

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

### **Books for Reference**

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

### **Books for Further Reading**

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

## **I. Continuous Assessment: 15 Marks**

### **1. Class Tests : 6 Marks**

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



**2. Attendance : 4 Marks**

Allotment of marks as per University regulations

**3. Interview Assignment : 5 Marks**

Students divided into teams of four members each, shall produce a 20-minute personality interview and submit for valuation.

**II. End Semester Examination: 60 Marks**

**Model Question Paper**

**III Semester MCJ Degree Examination**

**MCJ 3C 12: Television Journalism**

**Time: 3 Hours**

**Max. Marks: 60**

Answer Question I and FOUR others. All questions carry equal marks.

**I.** Write short notes on any four of the following.

1. Breaker
2. Bump
3. Evergreen
4. Rundown
5. PTC
6. TRP

**II.** Explain the various steps involved in a television interview.

**III.** Discuss the role of a television reporter in the current scenario

**IV.** Prepare a 20-minute television news bulletin in the split-page format using current events

**V.** Explain the traits of a successful news anchor

**VI.** Compare any two national television news channels and assess their role in Indian democracy.

**VII.** Elucidate the challenges of reporting live news

**VIII.** “With the onslaught of 24-hour television news channels, events are either sensationalized or trivialized.” Comment.

**MCJ: Fourth Semester**  
**MCJ 4C 13 : Introduction to Cinema**

**Module I**

Lumiere Brothers, the era of silent movies, evolution of sound films and major cinema movements - German expressionism, Soviet montage, Italian neo-realism and 'French New Wave'; Hollywood cinema, Japanese cinema; Indian new wave cinema; Current trends: in Latin American, South Korean, and Iranian cinema.

**Module II**

Film genres – romantic comedies, romantic drama, cops and robbers, gangsters, sci-fi fantasy, detective, funny, spoofs, thrillers, horror, religious, suspense, courtroom, musicals, history, epics, war and others.

**Module III**

Film terminology; characteristics, potentials and limitations of cinema; types of films - feature films, documentaries, short films, animations and others; art versus commercial cinema;

**Module IV**

Film direction – qualities and responsibilities of a film director, world's great directors; acting – challenges and responsibilities, world's great actors.

Scripting for short films and documentaries - format, scripting steps, storyboarding, shooting script and script breakdown.

**Module V**

Brief history of documentary; characteristics and functions of documentary; Types: cinema direct, cinema verite, interactive documentary, observational documentary, expository documentary, and reflexive documentary.

**Module VI**

Shooting - camera as storyteller, composition of shot; Types of shot- size of shots; camera movements; camera angle; continuity; lighting. Production management in cinema-shooting schedule, budgeting, casting, sets, props, wardrobe and makeup; location management.

Visual editing - editing techniques and transition devices; sound editing – spotting, on-screen sounds, ambient sounds, off-screen sounds, synchronous and asynchronous sound, background and foreground music, dialogue tracks, sound effects, music tracks and re-recording

## Movies For Viewing And Analysis

### Movies by Lumiere Brothers:

Arrival of a Train

Gardener with a watering hose

Workers Leaving the Factory

Demolition of a wall

Breakfast scene

### **Other Movies**

1. A Trip to Moon by George Melies
2. The Birth of a Nation by D.W. Griffith
3. The Cabinet of Dr. Caligari by Robert Wiene
4. Battleship Potemkin by Sergei M. Eisenstein
5. Modern Times by Charles Chaplin
6. The Grand Illusion by Jean Renoir
7. Citizen Kane by Orson Welles
8. Bicycle Thieves by Vittorio De Sica
9. Rashomon by Akira Kurosawa
10. Roman Holiday by William Wyler.
11. Pather Panchali by Satyajit Ray
12. Wild Strawberries by Ingmar Bergman.
13. The Godfather by Francis Ford Coppola.
14. Pyaasa by Guru Dutt.
15. Hiroshima, mon amour by Alain Resnais.
16. Breathless by Jean-Luc Godard.
17. Knife in the Water by Roman Polanski.
18. Bhuvan Shome by Mrinal Sen.

19. Jules and Jim by François Truffaut.
20. Ankur by Shyam Benegal.
21. One who flew over the Cuckoo's Nest by Milos Forman.
22. Elipathayam by Adoor Gopalakrishnan.
23. Nayakan by Mani Ratnam.
24. Amma Ariyaan by John Abraham.
25. Piravi by Shaji N. Karun.
26. Through the Olive Trees by Abbas Kiarostami.
27. Postino by Michael Radford.
28. The Cyclist by Mohsen Makhmalbaf.
29. Gulabi Talkies by Girish Kasaravalli.
30. Spring, Summer, Fall, Winter... and Spring by Kim Ki-duk.
31. Veedu by Balu Mahendra.
32. Run Lola Run by Tom Tykwer.
33. The Day I Became a Woman by Marzieh Meshkini.
34. Thoovanathumbikal by P Padmarajan.
35. Traffic by Rajesh Pillai.

**Documentaries for Viewing and Analysis:**

1. **Born into Brothels**, directed by Ross Kauffman and Zana Briski.
2. **Bowling for Columbine**, directed by Michael Moore.
3. **Fahrenheit 9/11**, directed by Michael Moore.
4. **The Fog of War**, directed by Errol Morris.
5. **March of the Penguins**, directed by Luc Jacquet.
6. **The Man with the Movie Camera**, directed by Dziga Vertov.
7. **Ram Ke Naam**, directed by Anand Patwardhan.
8. **Bombay Our City**, directed by Anand Patwardhan.
9. **Hey Ram!! Genocide in the Land of Gandhi**, directed by Gopal Menon.
10. **The Fire Within**, directed by Shri Prakash.

11. **PAPA 2**, directed by Gopal Menon.
12. **Have you seen the arana?** (Ningal aranaye kando?), directed by Sunanda Bhat.
13. **Salesmen**
14. **Glass**
15. **Zoo**

### Books for Reference

1. Bernard F Dick, **Anatomy of Film**, St. Martin Press, New York, 1978
2. John Russo, **Making Movies**, Dell Trade, 1989.
3. Susan Hayward, **Key concept in Cinema studies**, Routledge, 2004.
4. Louis Giannetti, **Understanding Movies**, Simon and Schuster Company, USA
5. Nathan Abrelams, Ian Bell and Jan Udris, **Studying Film**
6. J. Dudley Andrew, **Major Film Theories: An Introduction.**
7. Tom Holden, **Film Making**
8. Brain Brown, **Cinematography: Theory and Practice.**
9. Stanley J. Baran, **Introduction to Mass Communication**
10. Keval J. Kumar, **Mass Communication in India'**, Jaico Publishing House
11. Anwar Huda, **The Art and Science of Cinema**, Atlantic Publishers
12. H.N. Narahari Rao, **The most Memorable Films of the World**, Prism Books
13. Sheila Curran Bernard, **Documentary Storytelling**, Focal Press, 2007.
14. Jag Mohan, **Documentary Films and Indian Awakening**, Publications Division, Films Division, 1990.
15. Michael Rabiger, **Directing the Documentary**, Focal Press.
16. Arthur Asa Berger, **Script Writing for Radio and Television**, Sage Publications.

### Books for Further Reading

1. James Monaco, **How to Read a Film**, Oxford University Press, 2000.
2. Nick Lacey, **Introduction to Film**, Palgrave Macmillan, 2005.

3. Shohini Chaudhuri, **Contemporary World Cinema**, Edinburgh University Press, 2005.
4. Yves Thoraval, **The Cinemas of India**, Macmillan, 2000.
5. David K. Irving and Peter W. Rea, **Producing and Directing the Short Film and Video**, Focal Press, 2006.
6. Mike Wolverton, **Reality on Reels: How to Make Documentaries for Video/Radio/Film**, Surjeet Publications, 2005.
7. Rajiv Mehrotra, **The Open Frame Reader: Unreeling the Documentary Film**

## **I. Continuous Assessment: 15 Marks**

### **1. Class Tests : 6 Marks**

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

### **2. Attendance : 4 Marks**

Allotment of marks as per University regulations

### **3. Film Analysis : 5 Marks**

Each student shall make a critical study of a celebrated filmmaker and make a power-point presentation.

## **II. End Semester Examination: 60 Marks**

**Model Question Paper**

**MCJ Degree Examination**

**MCJ 4C 13: Introduction to Cinema**

**Time: 3 Hours**

**Max. Marks: 60**

Answer Question I and FOUR others. All questions carry equal marks.

**I.** Write short notes on any four of the following.

1. Mise-en-scene
2. Expressionism
3. Avant-garde
4. Classical cutting
5. Montage
6. Cinema verite

**II.** Compare and discuss ‘Born into Brothels’ and ‘Bombay Our City.’

**III.** What is docudrama and how does it differ from other forms of documentary?

**IV.** Prepare a proposal for a documentary film with all the required stages of documentary filmmaking on any one of the following topics:

1. Kuttanad: The Rice Bowl of India
2. A Self-help Group in Kerala

**V.** Comment on the father of documentary, elucidating his contributions.

**VI.** Analyse and compare any two movies / documentaries of a director of your choice.

**VII.** Trace the history of Malayalam cinema, with its ups and downs. .

**VIII.** Explain the differences between the production process of documentaries and short films.



## **MCJ: Fourth Semester**

### **MCJ 4C 14: NEW MEDIA AND ONLINE JOURNALISM**

#### **Module I**

Basics of Internet; History of Internet, how Internet works — the web and the file transfer — Usenet and news groups — Researching via Internet — emerging trends.

#### **Module II**

Electronic Environment; News gathering, processing, visual storytelling, news content in online environment, Journalism via Internet.

#### **Module III**

Online Journalism; The rise of online news, breaking news — scoops- facts and fakes — immediacy, depth and interactivity, confirming authenticity; emerging trends; online newsgathering.

#### **Module IV**

Online reporting-writing style and packaging for online news; Crisis and scandals, redefining news, alternative perspectives, truth, objectivity and fairness — cases studies, emerging trends in online reporting.

#### **Module V**

Participatory and Citizen Journalism; Reporting in the liberalized era - People's news source, news on demand, digital citizens; communicating crisis.

#### **Module VI**

New Media: legal and ethical communications; Origin and development of new media, crossing thresholds, communities of interest, trends.

Ethical issues in online journalism - copyright issues, regulating online practices, plagiarism; IT Act 2000.

### **Books for reference**

1. Allan, Stuart : Online News
2. Bakardjieva, Maria : Internet Society
3. Jagdish, Chakravarthy : Cyber Media Journalism, Emerging Technologies
4. Jones G Steven : Cyber Society
5. Whitaker, Jason : The Internet, The Basics

## **I. Continuous Assessment: 15 Marks**

### **1. Class Tests : 6 Marks**

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

### **2. Attendance : 4 Marks**

Allotment of marks as per University regulations

### **3. Seminar : 2.5 Marks**

### **4. Assignments : 2.5 Marks**

## **II. End Semester Examination: 60 Marks**

**Model Question Paper**  
**MCJ Degree Examination**

**MCJ 4C 14: New Media and Online Journalism**

**Time: 3 Hours**

**Max. Marks: 60**

Answer question I and FOUR Others. All questions carry equal marks

**I.** Write short notes on any four of the following

1. Information Highway
2. E-newspapers
3. E-zine
4. WhatsApp
5. Blog writing
6. Ethical Hacker

**II** Explain the advantages and disadvantages of Web Journalism

**III** Explain relevance of Internet in Print, Broadcast Media and Films

**IV** Duties and responsibilities of On-line Editors'

**V** Illustrate Web radio and Web TV

**VI** Explain digital divide

**VII** what are the challenges faced by online journalism in India?

**VIII** what is Participatory Journalism? Explain with suitable examples

# ELECTIVE PAPERS

**Second Semester: Elective Course**

## **MCJ 2E 01: PHOTO JOURNALISM**

### **Module I**

Evolution of photography- history and development, Types of Cameras- Single Lens Reflex (SLR), Twin Lens Reflex (TLR), Rangefinder Cameras, View Cameras, Polaroid Cameras, Super wide-Angle Camera, Panoramic Camera, Aerial Camera, Sub-miniature Camera; Digital Photography.

### **Module II**

Lenses- focal length, Focus and Magnification; Lenses of normal, short and long focal length; convertible, enlarging, perspective, supplementary, zoom and Macro lenses; Lenses and Composition- Aperture Settings, Shutter Speed and Depth of field

### **Module III**

Visualization of A Photograph- Characteristics of A Photograph, Composition, Point of View, Framing, Horizontal and Vertical Format, Centre of Interest, Horizontal Line, Near-Far Relationship, Time of Day And Decisive Moment; Lighting-Front, Side, Back And Revealing Lights; Shooting in Artificial and Mixed Light

### **Module IV**

Scope and Significance of Photojournalism, News Photographs, Advertisements Photographs, Wild Life Photographs, Sports Photographs; Review of Photography Magazine; Leading Photojournalists in India; International Photojournalists; Ethics in Photo Journalism; Paparazzi Journalism; Photo Essay; Freelance Photography.

### **Module V**

Editing Photographs- Transferring Photographs to a personal Computer; Photo Selection, Cropping, Scaling and Toning; Photo Editing Software

## **Books for Reference:**

- Arthur Rostein : Photo Journalism
- B K Deshpandey : Photo Journalism
- Huy : Photo Journalism (the visual approach)
- Jonathan Hilton : Action photography
- Lewis : Photo journalism: Content and technique
- Lizwells : The photography reader
- Loup langton : Photo journalism and today's news
- Rick Samon's : Complete guide to Digital photography
- Salomon : Advertising photography
- Scharf : Pioneers of photography
- Steve Bavister : Digital photography
- Walden : Photography and Philosophy

## **I. Continuous Assessment: 15 Marks**

### **1. Class Tests : 6 Marks**

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

### **2. Attendance : 4 Marks**

Allotment of marks as per University regulations

### **3. Seminar : 2.5 Marks**

### **4. Assignments : 2.5 Marks**

## **II. End Semester Examination: 60 Marks**

**Model Question Paper**  
**MCJ Degree Examination**

**MCJ 2E 01: Photo Journalism**

**Time: 3 Hours**

**Total Marks: 60**

Answer question I and FOUR others. All questions carry equal marks.

**I.** Write short notes on any four of the following.

1. Portraits
2. Shutter speed
3. Filters
4. Depth-of-field
5. Colour balance
6. Rule of the Thirds

**II.** Trace the history of photo journalism

**III.** What are the salient features of advertisement photography?

**IV.** Explain the challenges in sports photography.

**V.** Briefly analyse the traits and qualities of a wild-life photographer

**VI.** “Photographs are the paintings with light” -discuss the creative side of photography

**VII.** Explain the various types of camera lenses used for special tasks.

**VIII.** Evaluate the scope of photography and editing in the digital world

## **Second Semester: Elective Course**

### **MCJ 2E 02 : Travel Journalism**

#### **Module I**

Travel Journalism: Significance, relevance and scope, Role and responsibility of mass media in travel and tourism industry

#### **Module II**

Writing for Travel magazines, tourism brochures , travel books and travel e-zines; Tourism and hospitality industry and packages; Reporting -Travel marts, Calendar festival, fashion and food.

#### **Module III**

Travel writing: Narrative journalism, Personalized reporting and non –fiction writing.

Travel writers- William Dalrymple, Vikram Seth, Anita Nair, Dilip D'Souza, Samanth Subramanian, S K Pottakkad, M T Vasudevan Nair, Raveendran, Sakariya and Santhosh George Kulangara.

#### **Module 1V**

Content and packaging of major tourism magazines and Periodicals in English and Malayalam: review and analysis.

#### **Module V**

Role of photography and photo essays in travel writing

#### **Books for Reference:**

William Dalrymple : Nine Lives

Samanth Subramanian: Following Fish-Travels around the Indian coast

Vikram Seth: From Heaven Lake- Travels Through Sinkiang and Tibet

Dilip D'Souza: Road Runner

Anita Nair: The elephants are coming and other essays

S K Pottakad: London Notebook

M T Vasudevan Nair: Manushyar, Nizhalukal

Raveendran : Akalangalile Manushyar

Raveendran: Budha Padham

Zachariya : Nabiyude Nattil

Zachariya: Bum Bum Hara Hara Bum Bum Bol!

Santhosh George Kulangara: Baltic Diary

**I. Continuous Assessment : 15 marks**

**1. Class Test: 6marks**

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

**2. Attendance : 4 marks**

Allotment of marks as per University regulations

**3. Seminar : 2.5 marks**

**4. Assignments: 2.5 marks**

**II. End Semester Examination: 60 marks**



**Model Question Paper**  
**MCJ Degree Examination**

**MCJ 2E 02: Travel Journalism**

**Time : 3 hours**

**Max. Marks : 60**

Answer question one and FOUR others. All questions carry equal marks.

**I.** Write short notes on any four of the following

1. 'Nabiyude Naattil'
2. Safari Channel
3. Discover India
4. Centre spread
5. Travel marts
6. Jithendra Singh

**II.** What are the qualities required for a good travel writer, also identify the essential ingredients for an effective travel piece.

**III.** What is the role and responsibility of new media in travel and tourism industry?

**IV.** What is the role of photo essays and maps in writing travel pieces for magazines and periodicals?

**V.** Create a brochure for KTDC for their upcoming heritage tourism package in North Malabar.

**VI.** 'Travel books and magazines are replaced by e-zines and advertisements'-Discuss the statement.

**VII.** Explain the role of William Dalrymple in popularizing travel writing.

**Second Semester: Elective Course**  
**MCJ 2E 03 : Health Communication**

**MODULE 1**

Introduction to health Communication- Concept of health and Disease, Role of communication and campaigns in health and population programs

**MODULE II**

Communication process and principles applied to Health & population; various health policies of Indian governments and its communications via Mass media.

**MODULE III**

Media and Journalist: roles in health coverage; Non-traditional Media; Health Magazines; Print, Radio and Television: Health Information in News and Entertainment programs ;

Health Communication: in Blogs, podcasts and other e-media innovations; Risk and crisis of health communication in the media.

Health writing for print media: features, articles and columns.

**MODULE IV**

Communication Campaign –steps for conducting campaign- content and treatment of message; selection of the media, audience variable –monitoring feedback& evaluation- Preparation of stickers, posters, bill boards.

**MODULE V**

Health and family welfare programs in community-World Health Organization, UNICEF, Health campaigns in India- National health policy, India's population problem and National family welfare programs ;Campaign against Polio, AIDS/HIV, Malaria, Smallpox, Female infanticide, child mortality ,mother and baby care vaccinations.

### **Books for reference**

1. Danger, fear and insecurity by Seale, Clive. (2002): Chapter 4 in Media and Health, p 67-92, Sage.
2. Mass Communication and Public Health: Complexities and Conflict by Charles Atkin, & Larry Wallack (Eds.), Sage
3. Health Communication: From Theory to Practice by Renata Schiavo (2007), Jossey Bass, San Francisco
4. Handbook of Health Communication by Teresa L. Thompson.
5. Health Communication Message Design: Theory and Practice by Hyunyi Cho , Sage

### **I. Continuous Assessment: 15 marks**

#### **1. Class Test: 6 marks**

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

#### **2. Attendance : 4 marks**

Allotment of marks as per University regulations

#### **3. Seminar : 2.5 marks**

Analysis of any two health magazines either in English or Malayalam

#### **4. Assignments: 2.5 marks**

### **II. End Semester Examination: 60**

**Model Question Paper**  
**MCJ Degree Examination**

**MCJ 2E 03 Health Communication**

**Time : 3Hours**

**Maximum Marks : 60**

Answers question one and FOUR others. All question carry equal marks

**I.** Write short notes on any four of the following.

1. National Population policy
2. UNICEF
3. ASHA
4. Child mortality
5. SITE
- 6 'Aarogyam'

**II.** Analyze content of two health magazines.

**III.** Explain the role of radio in promoting health campaigns.

**IV.** Explain the crisis faced by the media while reporting health campaign in India.

**V.** Prepare a poster for any polio campaign.

**VI.** Detail the role of Television in spreading awareness about family welfare  
Programmes

**VII.** Explain the major components of health communication

### **Third Semester: Elective Courses**

#### **MCJ 3E 04: Indian Politics and communication**

##### **Module I**

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

##### **Module II**

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

##### **Module III**

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

##### **Module IV**

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

##### **Module V**

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

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

##### **Module VI**

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

#### **Books for Reference**

1. Bipan Chandra, India after Independence, Penguin Books, 2000
2. Ramachandra Guha, India after Gandhi, Macmillan, 2007

3. Zoya Hasan, Parties and Party Politics in India, Oxford India, 2004
4. R. K. Pruthi, Prime Ministers of India, Indiana Publishers, 2006
5. Nandan Nilekani, Imagining India, Penguin Books, 2008
6. K. C. John, Kerala Rashtriyam, Oru Asambandha Natatakam, Pen Books, 1999
7. Cherian Philip, Kaal Nootandu

### **I. Continuous Assessment: 15 marks**

#### **1. Class Tests: 6 marks**

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

#### **2. Attendance : 4 marks**

#### **3. Seminar : 2.5 marks**

#### **4. Assignment: 2.5 marks**

### **II. End Semester Examination: 60 marks**

**Model Question Paper**  
**MCJ Degree Examination**

**MCJ 3E 04: Indian Politics and communication**

**Time: 3 Hours**

**Marks : 60**

Answer question I and FOUR others. All questions carry equal marks

**I. Write Short Notes on any four of the following.**

1. Chipko Movement
2. GNLF
3. JKLF
4. Kamaraj Plan
5. Mandal Commission
6. Operation Blue Star

**II. “Coalition Government is a liability.” Substantiate your view**

**III. How should India proceed for a permanent solution to the Kashmir issue?**

**IV. “Maoism is the biggest internal threat to India.” Comment**

**V. “Communal politics is a dangerous trend in Kerala.” Elucidate**

**VI. “Regional parties are hazardous to unity and integrity of the nation.” Explain your stand.**

**VII. Make an objective analysis of the performance of the former UPA Government.**

**VIII. “Today the ideology of all the political parties seems to be same.” Critically examine this statement.**

**Third Semester: Elective Course**  
**MCJ 3E 05 : Agricultural Journalism**

**Module I**

Meaning, Nature, Scope and Characteristics of agricultural Journalism; Agricultural Movement in India, Media and Green Revolution; Role and Significance of Media in Agrarian Society; Status of Agricultural Journalism in India

**Module II**

Present Status of Production and Economic Condition of Farmers in India, The Present Agricultural Policy of India , Services and Implementation of Agriculture Related Departmental Programs; Agriculture and Indian economy.

**Module III**

Agricultural Media Reporting, Features, Interviews Articles, Analytical Stories, Techniques and Terminologies, Agricultural programs on TV Channels: Agricultural training centers - Communication program for farmers, extension training, Krishi mela and exhibition, loan mela, agricultural TV channel; Kisan TV, Kisan Vani, Agricultural radio program- Krishi ranga; Print: *Down to Earth* magazine.

**Module IV**

Agricultural supplements of Daily Newspapers, Agricultural Journals & Eminent Agricultural Scientists scientists Dr. M.S. Swaminathan, Dr. M. Mahadevappa (Paddy), L.Lakshmanaiah (Ragi), Dwarkanath (Extension technology) S.V. Rangaswamy, Narayana Reddy.

**Module V**

Recent trends and developments in Agricultural Journalism.

**Reference Books :**

1. Writing for farm families by Kamath, M.G
2. Mass Communication & Journalism in India .(2006) By Mehta D.S
3. Farm Journalism (2004) By Mukhopadhyaya
- 4 Claron Burnet: Agricultural news writing.
5. Nelson Antrim Cragard: Agricultural journalism.



6 Rodney Fox: Agricultural and Technical.

7 Agricultural news writing - Claron Burnett

8 Agricultural and Technical Journalism- Rodney Fox

9 The invisible farm - Thomas F Pawlick

10 Pioneer agricultural journalists - William E. Ogilvie

11. Agricultural journalism - Nelson Antrim Crawford 12. One straw revolution - Fukuoka Masanobu

### **I. Continuous Assessment: 15 marks**

#### **1. Class Tests: 6 marks**

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

#### **2. Attendance : 4 marks**

#### **3. Seminar : 2.5 marks**

#### **4. Assignment: 2.5 marks**

### **II. End Semester Examination: 60 marks**

**Model Question Paper**  
**MCJ Degree Examination**

**MCJ 3E 05 Agricultural Journalism**

**Time: 3 Hours**

**Marks: 60**

Answer question I and FOUR others. All questions carry equal marks

**I.** Answer any four of the following.

1. Dr. M.S Swaminathan
2. Agrarian society
3. Karshaka Sree
4. P.Sainath
5. Krishidershan
6. 'One-Straw revolution'.

**II.** Explain agricultural movements in India.

**III.** How Green Revolution helped Indian agricultural sector?

**IV.** Explain the role of media in agricultural development.

**V.** Write on Varghese Kurian and his contributions to White Revolution.

**VI.** Write on Agriculture and Indian economy.

**VII.** Detail meaning, nature, scope and characteristics of agricultural journalism.

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**Third Semester: Elective Course**  
**MCJ 3E 06 : BUSINESS JOURNALISM**

**Module I**

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

**Module II**

Milestones of Indian economy - Brief account of Indian economy on the eve of independence and after; process of the finalization of first five-year plan, general overview of Nehruvian model, bank nationalization, green revolution, control and permit raj and liberalization of the 1990s.

**Module III**

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

**Module IV**

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, 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; Role of major dailies like Manorama, Mathrubhumi and the Hindu in covering business stories linked to Kerala; Specialized business journals: Business Today, Business Line, Dhanam, Business Deepika etc.

**Module V**

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.

**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*

4. Joseph Schumpeter, *Capitalism, Socialism and Democracy*

### **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. *Political Cycles* and *Marco Economy and Bailout and Bail-in* are two books by him, which provide a perspective on economic meltdowns.

5: C.T. Kurien, *Global Capitalism and Indian Economy*, provides a good understanding of Indian economy on a global perspective. *Rethinking Economics*, reflections based on a study of Indian economy is also a good work for students.

6: Jagdish Bhajwati, a professor of Columbia University, long considered as a potential candidate for Nobel Prize in economics, is an ardent supporter of the liberalization, privatization and globalization theme. His book, *In Defense of Globalization*, is a good read.

7: John Bellamy Foster, *The Great Financial Crisis* is a very good book on the 2008 global financial crisis.

8: Robert McCheseny, *The Political Economy of Media* It is a very good book on linkages between big business groups and media in the U.S. The methodology used by McChesney could be extended to analyze media situation even in our country.

9. *Dollars and signs* is a very good internet site on business journalism

10: Robert Brenner, *The Boom and the Bubble: The US in World Economy* provides a lucid account of the role of American economy in driving global developments

11: Dr. K. K. George, *Limits to Kerala Model of Development* provides a good introduction to the chronic problem of fiscal deficits in Kerala

### **I. Continuous Assessment: 15 Marks**

#### **1. Class Tests : 6 Marks**

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

#### **2. Attendance : 4 Marks**

Allotment of marks as per University regulations

#### **3. Seminar : 2.5 Marks**

#### **4. Assignments : 2.5 Marks**

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### **II. End Semester Examination: 60 Marks**

**Model Question Paper**  
**MCJ Degree Examination**

**MCJ 3E 06 : Business Journalism**

**Time: 3 Hours**

**Max. Marks: 60**

Answer question I and FOUR others. All questions carry equal marks.

**I.** Write short notes on any FOUR of the following:

1. Business Cycle
2. SEBI
3. Sensex
4. NIFTY
5. FMC
6. Credit Policy

**II.** Trace the origin and development of modern stock exchanges.

**III.** Economic planning is not the best way for achieving rapid economic growth.

Do you agree with this statement in the context of the history of Indian economic growth?

**IV.** Write an essay on the significance of credit policy of Reserve Bank of India

**V.** Elucidate the role of World Bank and IMF as multi-lateral funding agencies

**VI.** What are the merits and de-merits of futures trading in agriculture commodities?

**VII.** Detail India's union budget making process

**VIII.** Detail the role of business television networks in spreading awareness about financial markets to a larger audience

## **MCJ: Third Semester: Elective Course**

### **MCJ 3E 07 : Development Communication**

#### **Module I**

First, second and third world; concepts of development; reasons for underdevelopment; indicators of development; empowerment and development communication; psychological and socio-economic constraints on development, development and globalization.

#### **Module II**

India's communication revolution from bullock cars to cyber marts; television and social change: SITE, Kheda and Jhabua communication projects, *Hum Log*; radio for development communication; community radio; print media and development communication; new media and development; folk/traditional media and development communication.

#### **Module III**

Theories and models of development – Adam Smith, Ricardo, Malthuse, Rostow, Marx and Mahatma Gandhi; modernization and dominant paradigm of development; sustainable and participatory development; Liberation theology – Paolo Freire, Brazilian experience, Sarvodaya Shramadana Movement in Sril Lanka, family life education in Ghana.

#### **Module IV**

Development communication models – Lerner, Schramm, Rogers; pro-persuasion model of development; mass media model of development; New World Information and Communication Order and McBride Commission Report; UNESCO Declaration on mass media.

#### **Module V**

Kerala model of development – Kerala's paradoxes, Kerala's industrial development, impact of migration on Kerala's economy and society, Kerala health model, People's Plan; media and development in Kerala.

### Books for Reference

1. Wilbur Schramm, **Mass Media and National Development**
2. Lerner, **The Passing of a Traditional Society**
3. Dube S.C., **India's Changing Villages: Human Factors in Community Development**
4. Srinivas Melkote & Leslie Steeves, **Communication for Development in the Third World**
5. Kuppuswamy, **Social Change in India**
6. Y.V.L. Rao, **Communication and Development**
7. Cheng, **Media Policies and National Development: Characteristics of 16 Asian Countries**
8. Majid Tehranian, **Communication Policy for National Development**
9. Thomas Friedman, **The World is Flat**
10. Singhal Rogers, **India's Communication Revolution: From Bullock carts to Cyber Marts**
11. J.P. Yadav, **Television and Social Change, Vol. I & II**
12. P. Sainath, **Everybody Loves a Good Drought**
13. Joseph Tharamanagalam, **Kerala: The paradoxes of Public Action and Development**
14. P. Surendran, **The Kerala Economy: Development, Problems and Prospects**

### I. Continuous Assessment: 15 Marks

#### **1. Class Tests : 6 Marks**

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

#### **2. Attendance : 4 Marks**

Allotment of marks as per University regulations

#### **3. Seminar : 2.5 Marks**



**4. Assignments**

**:2.5 Marks**

**II. End Semester Examination: 60 Marks**

**Model Question Paper**  
**MCJ Degree Examination**

**MCJ 3E 07: Development Communication**

**Time: 3 Hours**

**Max. Marks: 60**

Answer question I and FOUR Others. All questions carry equal marks.

**I.** Write short notes on any four of the following.

1. Kheda communication project
2. Radio rural farm
3. Pro-development soap opera
4. Krishi Darshan
5. Environmental journalism
6. Extension communication

**II.** Discuss with the help of examples the potential of radio as a medium for rural development in India.

**III.** Critically evaluate Lerner's model of development communication.

**IV.** What are the criticisms leveled against the dominant paradigm of development?

**V.** Discuss the merits and demerits of the Kerala Development Model.

**VI.** What are the indicators of development? How can they be applied universally?

**VII.** Critically analyze W.W. Rostow's five-stage theory of growth.

**VIII.** Summarize the major theories of development communication proposed by Wilbur Schramm.

## **Fourth Semester: Elective Course**

### **MCJ 4E 08: Technical Writing**

#### **Module I**

Technical writing: definition- technical writing and other forms of writing, roles and functions of technical communicators in software and IT companies- Roles and responsibilities of technical writers and editors.

#### **Module II**

Stages in the preparation of a technical document - pre-writing, writing and post-writing; audience and task analysis; technical writing techniques - data collection methods, working with Subject Matter Experts (SMEs), collecting and organizing information, drafting information verbally and visually, working with images and illustrations and storyboarding.

#### **Module III**

Technical Writing Style Guide-Technical editing process: editing for accuracy, language and style; technical writing software tools.

#### **Module IV**

End products of Technical writing: reports, memos, proposals, letters, abstracts and user manuals.

#### **Module V**

Technical writing practice: ethics and other issues.

#### **Books for Reference**

1. Raman Sharma, **Technical Communication**, Oxford University, 2004
2. Barry J. Rosenberg, **Technical Writing for Engineers and Scientists**, Massachusetts, May 2005.
3. Paul V. Anderson, **Technical Communication A reader centered Approach**, New Delhi, Rahul Print O Pack, 2007.
4. Riordan Pauley, **Technical Report Writing Today**, Biztantra, 2004
5. Donald W Bush & Charles P Campbell, **How to Edit Technical Documents** Universities Press, 1995

6. Jason Whittaker, **Web Production for Writers and Journalists**, Routledge, 2002
7. Straubhaar La Rose, **Media Now**, Thomson Wadsworth, 2004
8. Stephen Quinn, **Digital Sub-editing and design**, Focal Press, 2001

**I. Continuous Assessment: 15 marks**

**1. Class Tests : 6 marks :**

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

**2. Attendance : 4 marks**

**3. Seminar: 2.5 marks**

**4. Assignment : 2.5 marks**

**II. End Semester Examination: 60 marks**

**Model Question Paper**  
**MCJ Degree Examination**

**MCJ 4E 08: Technical Writing**

**Time: 3 Hours**

**Marks: 60**

Answer Question I and FOUR others. All questions carry equal marks

**I.** Write short notes on any four of the following

1. JPEG and MPEG
2. FTP
3. Field Reference
4. Usability
5. TIFF and GIFF

**II.** Explain the various stages involved in the preparation of technical documents.

**III.** “Technical writing is a team work.” Elucidate.

**IV.** Explain the different software tools used in Technical writing

**V.** Elaborate the quality parameters required in preparing documents?

**VI.** Explain the basic principles of Technical writing

**VII.** Explain the role of project manager in preparing project documents.

**VIII.** User manuals are the interfaces between laymen and technology. Substantiate.

**Fourth Semester: Elective Course**  
**MCJ 4E 09 : Fashion Communication**

**Module I**

History of Fashion: Recorded History of Fashion, Western and Indian-Fashion with reference to Paris; Origins of Indian Fashion – Jain and Buddhist documents: Sattika – Saree and Cilappathikaram by IlangoAdikal of Classical Tamil Literature -Indulgence of men on beautification-New philosophies emerge after French Revolutions-A emergence of ‘bourgeoisies’ or middle class-Russian Revolution.

**Module II**

Factors Influencing Fashion: Industrial Revolution as a key driver-World Wars influence on general lifestyle-Women’s entry into factory floors-Emergence of a new and more promising market: Earning Women-The birth of Designers and ‘Haute Couture’ -Fashion is dictated by Designers-Famous Designers and Design Houses; Eastern and Western Fashion concepts.

**Module III**

Designers: Charles Frederick Worth. Paul Poiret .Gabrielle Coco Chanel. Jean Patou. Madeleine Vionnet. Elsa Schiaparelli .Christian Dior .Cristobal Balenciaga .Pierre Cardin .Mary Quant. Yves Saint Laurent. Calvin Klein .Ralph Lauren .Giorgio Armani. Claude Montana .Moschino. Guccio Gucci. Issey Miyake. Kenzo. Rei Kawakubo. Hanae Mori. Donna Karan. Christian Lacroix. Paloma Picasso. Bijan. Alexander Mc Queen. Stella McCartney. Karl Lagerfeld .John Galliano. Jean Paul Gaultier. Hussein Chalayan. Yohji Yamamoto .Benetton .Dolce & Gabbana .Prada .Louis Vuitton.

David Abraham .Shahab Durazi .Sabyasachi Mukherjee .J JVallaya .Ritu Beri. Ritu Kumar .Manish Arora .Anamika Khanna .Manish Malhotra .Sandeep Khosla .Raghavendra Rathore. Rohit Bal .Rajesh Pratap Singh. Wendell Rodrigues .Satya Paul .Suneet Verma .Tarun Tahliani

**Module IV**

Costumes as a communicative media in films/ Case Studies :

**International:**

- 1) Last Emperor – Transition from royal life to a commoner through invasion and revolution

- 2) Gladiator – Old Roman costumes (dramatized)
- 3) The Kid – European costumes of 20's and 30's
- 4) Gandhi – Swadeshi costumes during British Raj
- 5) Titanic – Post industrial British and American costumes showing the devised of classes

### **Indian:**

- 1) Devadas – Dramatised classical story
- 2) AngadiTheru – Costumes on fantasy of lower society
- 3) 3 Idiots – Representation of people with different characters
- 4) Celluloid – The transition from old cinema to new
- 5) Kodyettam – Picturisation of modern indian civilisation

### **Module V**

Fashion Trends Forecasting – Reading and Reporting : the role of journals, magazines and other media in forecasting-Studying market conditions-Noting the lifestyles of the customers-Feedback from customers-Past data analysis-Observing “street fashion” & what celebrities are wearing-Keeping up with current events, media, arts & the mood of the public Surveying Fashion publications, catalogs, magazines & fashion websites - Evaluating popular designer collections.

### **Books for reference:**

- 1) Understanding Media – Marshall Mc Luhan
- 2) Television – Raymond Williams
- 3) Language of Fashion – Roland Barthes
- 4) Fashion In Fiction Text And Clothing In Literature, Film And Television – Peter McNeil
- 5) Fashion and Music – Janice Miller
- 6) Advertising in the Fashion Industry – Anna Robbins
- 7) Objectified ( Movie) – Gary Hustwit
- 8) Introducing Culture Studies – Ziauddin Sardar (third edition)
- 9) Fashion Forecasting - Evelyn L. Brannon
- 10) The Next Big Thing: Spotting and forecasting consumer trends for profit, William Higham,
- 11) Cloth and Colonialism - Bernard Cohn.
- 12) Ancient & Medieval Indian Costumes - Roshan Alkazi

13) Costume Design 101: The Business and Art of Creating Costumes for Film and Television - Richard La Motte.

**Further reading :**

- 1) Ways of Seeing – John Berger
- 2) Introducing Semiotics – Paul Cobley
- 3) Lateral Thinking – Edward De Bono
- 4) Costume Design - Barbara and Cletus Anderson
- 5) Classical Indian Theatre - Ayyappa Pannicker.
- 6) Natyasastra - P.S.R. Appa Rao

**I. Continuous Assessment: 15 marks**

**1. Class Tests : 6 marks**

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

**2. Attendance : 4 marks**

**3. Seminar : 2.5 marks**

**4. Assignment : 2.5 marks**

**II. End Semester Examination: 60 marks**



**Model Question Paper**  
**MCJ Degree Examination**

**MCJ 4E 09: Fashion Communication**

**Time: 3 Hours**

**Max Marks : 60**

1) Discuss briefly any four of the following in 50 to 150 words each.

(4x 5 = 20)

- i) Fashion Seasons
- ii) Ramp Shows and Sale Shows
- iii) Haute Couture
- iv) Visual Merchanding
- v) Sari

2) **Write short notes on any four of the following**

(4x10 = 40)

- i) Difference between Indian and International fashion consumption
- ii) Paris as a Fashion Capital
- iii) Any Indian movie and its costume design
- iv) Contributions of World War II to the emergence of Fashion Design
- v) Any three Indian Fashion Designers and their signature styles.

## **Fourth Semester: Elective Course**

### **MCJ 4E 10 : Sports Journalism**

#### **Module I**

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

#### **Module II**

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

#### **Module III**

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

#### **Module IV**

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

#### **Module V**

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

## **Module VI**

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

### **Books for Reference**

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

### **I. Continuous Assessment: 15 Marks**

#### **1. Class Tests : 6 Marks**

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

#### **2. Attendance : 4 Marks**

Allotment of marks as per University regulations

#### **3. Seminar : 2.5 Marks**

#### **4. Assignments : 2.5 Marks**

### **II. End Semester Examination: 60 Marks**

**Model Question Paper**  
**MCJ Degree Examination**

**MCJ 4E 10: Sports Journalism**

**Time: 3 Hours**

**Max. Marks: 60**

Answer question I and FOUR others. All questions carry equal marks

**I.** Write short notes on any four of the following.

1. Curtain-raiser
2. Neo Sports
3. Color Pieces
4. Ghost writing
5. Underlay
6. Upsound

**II.** Write a review of a Malayalam sports magazine.

**III.** Prepare a profile of Sania Mirza.

**IV.** Critically analyze the sports pages of two English newspapers.

**V.** “Indian media is obsessed with cricket.” Comment.

**VI.** How is radio commentary different from television?

**VII.** Discuss the challenges faced by print and broadcast sports journalists in the context of the new media environment.**VIII.** Examine the impact on sports journalism with the ongoing commercialization of the sports industry and media corporations.