UNIVERSITY OF CALICUT

BOARD OF STUDIES IN JOURNALISM (PG)
FACULTY OF JOURNALISM

REGULATIONS & SYLLABUS

MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION (MA JMC-CBCSS)

FOR AFFILIATED COLLEGES
(FROM 2019 ADMISSION)

PROGRAMME STRUCTURE

MA JOURNALISM AND MASS COMMUNICATION (CBCSS)

Total Credits Required : 80

SEMESTER I

Minimum Credits Required: 20

Course Code	Title	Credits
Core Courses		
MCJ 1C 01	Introduction to Mass Communication	4
MCJ 1C 02	Reporting News	4
MCJ 1C 03	Editing News	4
MCJ 1C 04	Media History	3
MCJ 1C 05	Communication Laws and Ethics	3
Core Course- Practical		
MCJ 1L 01	Graphic Design and Print Media Production (Practical Course)	2
Total Credits		**20**
Ability Enhancement Course (AEC)		
MCJ 1A 01	Indian Politics *(Credits are not counted)*	4

SEMESTER II

Minimum Credits Required: 20

Course Code	Title	Credits
Core Courses		
MCJ 2C 01	Media, Culture and Society	4
MCJ 2C 02	Advertising and Marketing Communication	4
MCJ 2C 03	Radio and Television Production	4
MCJ 2C 04	Development Communication	3
MCJ 2C 05	Global Communication	3
Core Course- Practical		
MCJ 2L 01	Photography and Videography (Practical Course)	2
Total Credits		**20**
Professional Competency Course (PCC)		
MCJ 2A 1	Audio Visual Editing *(Credits are not counted)*	4

SEMESTER III
Minimum Credits Required: 20

Core Courses

MCJ 3C 01	Communication Research	4
MCJ 3C 02	Public Relations and Corporate Communication	4
MCJ 3C 03	Online Journalism	4
MCJ 3C 04	Media Management and Entrepreneurship	4

Elective Courses *(One elective course is to be chosen- Total 4 credits)*

MCJ 3E 01	Documentary Film Production	4
MCJ 3E 02	Technical Writing & Documentation	4

Total Credits **20**

SEMESTER IV
Minimum Credits Required: 20

Core Course Project/Viva

MCJ 4P 01	Dissertation and Viva	8

Core Course

MCJ 4C 01	Film Studies	4

Elective Courses *(Two elective courses are to be chosen- Total 8 credits)*

MCJ 4E 01	Data Journalism	4
MCJ 4E 02	Photojournalism	4
MCJ 4E 03	Political Economy of Indian Media	4

Total Credits **20**

Note :

Colleges can determine the elective course/s offered subject to the availability of teachers, facilities, workload sanctioned and the provisions in the CBCSS PG Regulations 2019.

MCJ 1C 02
REPORTING NEWS
(Core Course: 4 Credits)

Learning Objectives
- To explain basic concepts of news, news ethics and media writing trends with special focus on convergence journalism.
- To introduce news language and writing styles for the print, broadcast and new media.
- To present news management methods and new trends in the field.
- To acquaint students with various fields of specialized reporting.

Learning Outcomes

At the completion of the course the learners shall be able to
- Recognise news and report it professionally following the latest trends in the field and ethical considerations in place.
- Analyse the language of news and practice news writing
- Critically evaluate news management systems and related journalistic practices.

Module I
Basics of News Writing

Definition of News, News values, Soft news and Hard News, News and Media Convergence, Positive reporting.

Ethical Considerations: Balance, Bias, Quotes, Attribution, Objectivity v/s subjectivity, Plagiarism, Defamation- Libel & Slander, Copyright dimensions, Fake news, Fact verification.

Module II
Writing News

Principles of standard usage, principles of simple language, principles of meaningful language, principles of inclusive language.

Structuring story for the print, broadcast and digital media – inverted pyramid, hourglass, narrative story-telling and impersonal writing, elements (5Ws and 1 H) of news, writing leads and headlines and strategies for connecting paragraphs.

Module III
Sourcing News

Story Ideas, cultivating sources, off-the record, beats, press releases, government and non-government sources, wire copies, news agencies, crowd sourcing, citizen reporting, Interviewing and its techniques.

On-the-scene coverage, speeches, conferences, follow-up stories, roundups. Social media as news sources.

Module IV
News Management

Desk and field interaction, news bureau management, types of reporters- local, national, foreign and specialist reporters.Freelancing. Engaging special reporters. News syndication. Intimate and precision journalism, advocacy reporting, multicultural reporting, data journalism.

MCJ 1C 03
EDITING NEWS
(Core Course: 4 Credits)

Learning Objectives
- To introduce students to the basics of news editing and design as well as the professional use of media language.
- To give practical training in editing news stories for print, broadcast and digital media on paper and computers.
- To familiarise students with the roles and rules of editorial staff.
- To explain the principles and techniques of editorial writing and preparing edit pages.
- To acquaint the students with managing textual and non-textual elements on different media formats.

Learning Outcomes

At the completion of the course, the learners shall be able to:
- Understand the role of editors and the functioning of the editorial section and the basic ethical issues confronting editors.
- Critically analyze copies to ensure accuracy and objectivity.
- Use correct grammar and eliminate items in poor taste in the copy.
- Write clear and accurate headlines, decks and captions.
- Design basic news pages.

Module I
Basics of Editing

Definitions, Need, Purpose and Principles of Editing, Organizational Pattern of Editorial section in newspaper, radio and television, Duties and Responsibilities of editor and editorial staff. Editing in the age of convergence.

Module II
English for Journalists

Parts of Speech, sentence structures, Tense in news writing; Negative and double negative expressions; Adjectives, modifiers; Split infinitives, Subject and verb agreement; commonly used words for reporting news, Attributions and identification of sources; punctuations, paraphrasing and transition devises in news writing, Current trends in journalistic writing.

(English for Journalists by Winford Hicks, published by Routledge is suggested as core reference source for this Module. Grammar exercises shall be given as assignments)

Module III
Editing Process

Proofreading, Style books, Checking facts and figures, Localising and contextualising news. Subbing, Copy fitting, Rewriting, Summarising, and Abstracting.

Preparing Edit Page

Editorial: meaning, significance, types, structure and writing techniques. Editorial policy formation.

Edit Page: contents, significance.

Headlines: types, functions and techniques.

Editing for Magazine.

(Text editing assignments shall be given in each segment after theory classes)

MCJ 1C 04
MEDIA HISTORY
(Core Course : 3 Credits)

Learning Objectives
- To understand the origin and development of various media in India and in the West.
- To familiarise students with the different media organisations and its ownership.
- To understand the recent trends in media.

Learning Outcome
At the completion of the course, the learners shall be able to
- Understand the transition of press in the world.
- Trace the growth of media in India and its engagement with politics and social change at the different points in history
- Recognise the outcomes of different commissions, Acts and amendments regarding media.
- Critically evaluate the functioning of Indian film industry and film certifications.

Module I
Origin and Development of the Press
> The rise of mass media, a brief history of the Press in the UK and the USA, Beginning of journalism in India, The Press in the colonial period- Major newspapers and editors in India with special focus on the Malayalam Press, The Press and the Freedom Struggle- The Press in Free India: Major newspapers and editors with special focus on the Malayalam Press. The Press in the Emergency and after, Indian media in the globalized and corporatized times, Current trends in Indian Press, Online news portals in India.

Module II
Broadcasting in India
> Brief history of broadcasting in India - AIR, Doordarshan, SITE, Chanda Committee, Varghese Committee. SITE, Open Sky Policy, FM Radio, Community Radio, Ham radio, Satellite radio Internet radio services, Private TV Channels, Cable Television, DTH and rating systems and agencies. Current trends in radio and television sectors.

Module III
Film and New Media in India
> Origin and development of Indian cinema, History of Malayalam cinema, New trends in Malayalam film, digital media in India: Early years, Social media penetration in India. Impact of digital technology on Indian mass media: A historical analysis. Film Certification in India.

Module IV
Communication Institutions and Organisations
> Growth of mass communication in India: Institutions (IIMC, PCI, DAVP, MIB, Prasarbharati, RNI etc.). Wage boards and welfare measures for mass media, Media ownership patterns, management, organisations and economics and Press Commission Reports, News Agencies India– PTI, UNI, Reuters, AFP, AP etc. Professional media organizations: IFWJ, INS, Editors' Guild of India, ABC etc. Women collectives in the media sector.

CORE TEXTS
1. McQauil, D.(2010). *Mass Communication Theory*. New Delhi: Sage.
   (Chapter 2: The Rise of Mass Media)
2. Rau, M.C. (1968). *The Press in India*. New Delhi: Allied Publishers Pvt Ltd.

MCJ 1C 05
COMMUNICATION LAWS & ETHICS
(Core Course: 3 Credits)

Learning Objectives
- To provide an overview of the Indian legal system, Indian Constitution and to discuss in detail the freedom of speech and its limitations enshrined in it.
- To introduce the laws related to print, broadcasting and digital media, and intellectual property rights
- To discuss the ethical concerns in media operation with support of case studies.

Learning Outcomes

At the completion of the course, the learners should be able to:
- Have a thorough understanding of the constitutional provisions of media and communication.
- Understand the rules and regulations in relation to media and communication profession.
- Have discourses on media and communication ethics.

Module I

Indian Legal System

> Defining Media Laws, Defining Media Ethics. Legal system in India- Hierarchical Patterns, An overview of Indian Constitution, Indian Constitution and Freedom of Expression - Ideals, Cases and Criticisms. Indian Penal Code and communication related provisions, Laws and cases of Defamation: Civil and criminal defamation, libel and slander, fair comment, right to privacy, indecency, obscenity and pornography, Laws related to the rights of women and children, Privileges of Judiciary and Legislative: Contempt of Court 1952 and its amendments. Privileges of Parliament and legal aspects of parliamentary reporting.

Module II

Information, Communication and Rights

> Right to Information: Official Secrets Act 1923, Freedom of Information Bill, Right To Information Act, 2005. Case studies related to Right to Information, Intellectual Property: Copyright Act, Creative Commons and Free-Software Movement

Module III

Media Laws

> PRB Act, 1867, Delivery of Books and Newspapers (Public Libraries) Act, 1954, Press Council Act and its amendments, Newspaper Price and Page Act, Working Journalists Act, 1955, Working Journalists (Fixation of rates and wages) Act, 1958. Related case studies. Cable network TV Act 1995. Broadcast media laws – AIR and DD codes for advertising, Cinematograph Act, Certification Rules.New Media Laws: IT Act and its amendments. Data policies.

Module IV

Ethical Issues in Mass Communication

> Discourses on media ethics in contemporary society- sting operation, undercover reporting, fake news, data compromise etc along with related case studies.
> Professional codes of conduct–Press, Electronic Media, Digital Media, Advertising and Public Relations, Media and code of conduct of general elections.

CORE TEXTS
1. Jain, M. P., Naidu, D. S., &Chelameswar J. (2018). Indian Constitutional Law. LexiNexisVol I and II

MCJ 2C 01
MEDIA, CULTURE AND SOCIETY
(Core Course: 4 Credits)

Learning Objectives
- To problamatize the concept of culture with particular reference to communication.
- To understand how media systems are integrated into and shaped by larger systems of power, ideology and cultural understanding; how cultural processes and cultural commodities are produced, circulated and consumed.
- To introduce the vocabulary, methods and interpretative strategies generally used in cultural studies and related areas.
- To present the critical tools that explore how minorities are represented in the media and make them aware of the role of those representations in the reproduction of inequality and social injustice.

Learning Outcomes
At the completion of the course, students shall be able to
- Understand and apply key vocabulary, methods and interpretative strategies used in cultural studies and related areas.
- Have an informed and critical awareness of how media operates in a social system.
- Apply critical understandings of media cultures and institutions to reflect on their own use of media in professional, creative and personal practices.
- Develop a non-essentialist understanding of both their and other cultures, societies, regions and beyond.
- Critically analyse media representation of various segments of the society

Module I
Media/Culture

What's culture? Culture, Popular culture, Mass culture, High culture/low culture, Counterculture, Culture and civilisation, Leavisism, Culturalism, Culture as body of knowledge, Culture as mass deception, Culture industry, Culture as capital, Culture as an Anthropological category, Multiculturalism, Clash of civilization, Inter-cultural communication.

Module II
Media/Language/Ideology

Introduction to linguistics, Socio-linguistics, Structural linguistics, Ferdinand de Saussure, Structuralism, Culture and myth, Roland Barthes, Semiology, Post Structuralism, Jacques Derrida and Deconstruction, Jacques Lacan, Discourse and power (Michael Foucault and Edward W Said), Classical Marxism, The Frankfurt School, Althusserianism, Hegemony, Subaltern studies, Gender and mass culture, Feminist critique, Post-modernism and decline of metanarratives.

Module III
Media/Technology

Politics and Philosophy of technology, Media as technology, Technology as tool and method, Technology as worldview, Medium theory, Mechanical reproduction,

MCJ 2C 04
DEVELOPMENT COMMUNICATION
(Core Course: 3 Credits)

Learning Objectives
- To familiarise students with the basic concepts in development, development communication, social change and empowerment and related areas.
- To introduce various approaches in communication for development and social change.
- To present development communication policies and action plans in various sectors in India.

Learning Outcomes
At the completion of the course, learners shall be able to
- Recognise key concepts, approaches and action plans in the field of development communication in the global and national scenario.
- Identify the potential of various communication methods for social change.
- Critically evaluate the communication practices implanted by various agencies for development and social change.

Module I
Key concepts in Development
> Development: concept and definitions, reasons for underdevelopment, problems, Issues and approaches in development, Characteristics of developing countries, Indicators of development
> Models of development – Adam Smith, Ricardo, Maltheus, Rostow, Marx, Mahatma Gandhi, Dominant paradigm of development and its criticism

Module II
Development Communication
> Development communication: Concept, definition – process – role of media in development communication – social, cultural and economic barriers. Development communication models of Lerner, Schramm, Rogers. Social Marketing Approach, Entertainment-education strategies.

Module III
Diverse Approaches
> Alternative Paradigm: Participatory communication approach, participatory action research. An overview of folk and traditional media and their use in development. Empowerment Framework of Development – concept – definitions – dimensions. Sustainable development, Gender and Development.

Module IV
Indian Context
> A brief history of development communication in India – KHEDA, SITE etc.Development communication policy in India – action plan – democratic decentralisation, Panchayati Raj, Rural development initiatives.
> Development support communication: case studies in agriculture, health, education, family planning, science popularization.

CORE TEXTS
1. Melkote, S. R and Steeves, H.L. (2015). *Communication for Development – Theory and Practice for Empowerment and Social Justice.* New Delhi: Sage.
2. Slater, D. (2014). *New Media, Development and Globalization.*Cambridge: Polity Press.

Module VI

Issues and Trends in Research Domain

International Journals in Communication, Ethical perspective of Communication Research – Plagiarism, IPR issues. Using the Web for academic research and publication, academic databases and search engines.

CORE TEXTS

1. Wimmer, R. D., & Dominick, J. R. (1987). *Mass media research: An introduction.*Belmont, CA: Wadsworth.
2. Kerlinger, F. N.: Foundations *of behavioral research*. New York: Holt, Rinehart and Winston
3. Berger, Arthur Asa: Media Research Techniques, Newbury Park: Sage Publications
4. Lowery & De fluer: Milestones in Mass Communication Research, Pearson

SUGGESTED READINGS

1. Hansen, A. (2010). *Mass communication research methods*. Los Angeles: SAGE.
2. Kumar, R. (2019). *Research methodology: A step-by-step guide for beginners*. London: SAGE.
3. Buddenbaum, J. M., & Novak, K. B. (2001). *Applied communication research*. Ames, IA: Iowa State University Press. reprinted in India by Surjeet, 2005

SUGGESTED LINKS

1. https://prezi.com/p/xpmdpkfkhziv/media-and-mass-comm-research/
2. http://soniapsebastiao.weebly.com/uploads/2/0/3/9/20393123/ebook_handbook-of-media-and-communication-research.pdf
3. http://egyanagar.osou.ac.in/slmfiles/JMC-08-BLOCK-01.pdf
4. https://www.routledgehandbooks.com/pdf/doi/10.4324/9780203409800.ch2
5. http://125.234.102.146:8080/dspace/bitstream/DNULIB_52011/8649/1/media_research_techniques_1998.pdf

MCJ 3C 02
PUBLIC RELATIONS & CORPORATE COMMUNICATION
(Core Course: 4 Credits)

Learning Objectives
- To understand the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.
- To know the evolution of Corporate Communication and its expanded role in organizational and marketing communication

Learning Outcomes

After the completion of the course, the learners shall be able to
- Explain the role of the public relations in the corporate environment and describe the strategies, tactics, and techniques of public relations and corporate communications

Module I

Public Relations

Public Relations   concept and definition : - Evolution and growth of public relations, Propaganda, Publicity, Public opinion , Lobbying -Functions of public relations - Characteristics and qualifications of PR personnel

Module II

PR tools & methods

Public relations writing - Increasing importance of PR, target audience and publics of PR - PR campaign stages and planning -Organisation setup of PR departments/ agencies; PR in public / private sectors, Central and State PR departments

Module III

Principles of PR

Laws and ethics in PR, PR organizations ,PRSI code, - PRSI, IPRA- PR as a management function, PR and crisis management, Functions of PR agency, PR counselling and Consultancy-Corporate Social Responsibility ,PR and social auditing.

Module IV

Communication in Organizations

Types - internal and external, downward, upward, horizontal and diagonal communication. Principles of effective communication, corporate communication- definition, historical perspective, contemporary relevance. Facets of corporate communication-organizational communication, marketing communication, management communication.

Module V

Corporate Communication

Functions of corporate communication - Employee Relations (ER) Investor Relations (IR), Media Relations (MR), Government Relations (GR), Costumer Relations (CR) and Public Relations (PR). Audiences, objectives, functions, principles and tools of communication in. ER, IR, MR, GR, CR and PR.

Module VI

Corporate Reputation

Concept of corporate personality, components of corporate personality, stakeholder perception. Role of communication in building corporate reputation, corporate identity corporate image and corporate brands. Building a distinct corporate identity: concepts, variables and process making of house styles (logo, lettering and process)-Corporate communication management-strategic corporate communication and issue management, measuring the effectiveness of corporate communication.

Module VI

Online Journalism: Themes and Issues

Online communication law. Security issues on the Internet- social, political, legal and ethical issues. Citizen journalism on the Web, Social media and journalism, Future of online journalism. Mobile journalism.

CORE TEXTS

1. Bradshaw, P. (2013). The Online Journalism Handbook. doi:10.4324/9781315834184
2. Hill, S., & Lashmar, P. (2014). *Online journalism: The essential guide*. Los Angeles, Calif: Sage Publications.

SUGGESTED READINGS

1. Craig, R. (2007). *Online journalism: Reporting, writing, and editing for new media*. Southbank, Victoria, Australia: Thomson/Wadsworth.
2. Luckie, M. S. (2012). *The digital journalists handbook*. S.l.: CreateSpace.
3. Friend, C., & Singer, J. B. (2007). *Online journalism ethics: Traditions and transitions*. New York: M.E. Sharpe.

SUGGESTED LINKS

1. https://www.npr.org/programs/morning-edition/
2. https://www.routledge.com/The-Online-Journalism-Handbook-Skills-to-survive-and-thrive-in-the-digital/Bradshaw/p/book/9781138791565
3. http://ayorek.org/files/References/Handbook%20of%20Global%20Online%20Journalism.pdf