

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU

(Affiliated to Kannur University Approved by Government of Kerala)
ANGADIKADAVU P.O., IRITTY, KANNUR – 670706



COURSE PLAN

MCJ

(2019 – 21)

SEMESTER - II

ACADEMIC YEAR - (2019-20)

II Semester MCJ (2019 - 21)

SL. No.	Name of Subjects with Code	Name of the Teacher	Duty Hours per week
1.	MCJ 2C 05 Media Laws and Ethics	Nithu P. V.	4
2.	MCJ 2C 06 Magazine Journalism	Fr. Dr. Francis Karackat	4
3.	MCJ 2C 07 Communication Theories	Meghana Nair	4
4.	MCJ 2C 08 Radio Production	Previn P. F.	4
5.	MCJ 2E 01 Photo Journalism	Fr. Dr. Bastin Nellisseri	4
	Name of Class Incharge	Meghana Nair	

TIME TABLE

Day	09.50 Am - 10.45 Am	10.45 Am - 11.40 Am	11.55 Am - 12.50 Pm	01.40 Pm - 02.35 Pm	02.35 Pm - 03.30 Pm	3.35 Pm- 04.30 Pm
1	Meghana Nair MCJ2C07	Previn P.F. MCJ2C08	Nithu P.V. MCJ2C05	Fr. Bastian Nellissery MCJ2E01	Fr. Dr. Francis Karackat MCJ2C06	Previn P.F. MCJ2P01
2	Meghana Nair MCJ2C07	Nithu P.V. MCJ2C05	Previn P.F. MCJ2C08	Previn P.F. MCJ2P01	Fr. Bastian Nellissery MCJ2E01	Fr. Dr. Francis Karackat MCJ2C06
3	Meghana Nair MCJ2C07	Previn P.F. MCJ2C08	Nithu P.V. MCJ2C05	Fr. Bastian Nellissery MCJ2E01	Fr. Dr. Francis Karackat MCJ2C06	Previn P.F. MCJ2P01
4	Nithu P.V. MCJ2C05	Previn P.F. MCJ2C08	Meghana Nair MCJ2C07	Fr. Bastian Nellissery MCJ2E01	Previn P.F. MCJ2P01	Fr. Dr. Francis Karackat MCJ2C06
5	Nithu P.V. MCJ2C05	Previn P.F. MCJ2C08	Meghana Nair MCJ2C07	Fr. Bastian Nellissery MCJ2E01	Fr. Dr. Francis Karackat MCJ2C06	Previn P.F. MCJ2P01

Subject Code:	MCJ 2C 05
Subject Name:	Media Laws and Ethics
No. of Credits:	4
No. of Contact Hours:	72
Hours per Week:	4
Name of the Teacher:	Nithu P. V.

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.

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	04-11-2019 To 08-11-2019	1	Syllabus Introduction
		2	First Assignment work
		3	First Assignment
		4	Chapter Introduction
		5	Ethics in Journalism
		6	Debate on Ethics in Journalism
2	11-11-2019 To 15-11-2019	7	Ethics in Journalism- Discussion
		8	Assignment work
		9	Assignment work
		10	Assignment work
		11	Assignment work
3	18-11-2019 To 23-11-2019	12	Chapter Introduction
		19 Nov	Union Inauguration
		13	Concept of ethics
		14	Concept of ethics - virtue ethics
		15	Potter box approach
		23 Nov	Sports Day
4	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
5	01-12-2019 To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
6	09-12-2019	16	Chapter Analysis- Assignment+ Seminar Presentation

No of Weeks	Dates	Session	Topic
	To 13-12-2019	17	Chapter Introduction
		18	Fundamental rights
		19	Fundamental rights and freedom of speech and expression in Indian Constitution
		20	Reasonable restrictions
		12 Dec	Arts Day
		13 Dec	Arts Day
7	16-12-2019 To 20-12-2019	21	Emergency and censorship
		22	Self-regulation versus censorship
		23	Code of ethics for print and electronic media
		24	Code of ethics for print and electronic media
		25	Chapter Analysis- Assignment+ Seminar Presentation
		20 Dec	Christmas Celebration
8	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
9	30-12-2019 To 03-01-2020	26	Class Test- I st and II nd Module
		27	Chapter Introduction
		28	Defamation
		02 Jan	Mannam Jayanthi – Holiday
		29	Defamation - libel and slander and fair comment
10	06-01-2020 To 10-01-2020	06 Jan	First Internal II Semester PG
			First Internal II Semester PG
		08 Jan	First Internal II Semester PG
		30	Privacy and public interest
		31	Contempt of court
		32	Contempt of parliament and breach of privilege
11	13-01-2020 To 17-01-2020	33	Media and expunged proceedings of parliament
		34	Relevance of Right to Information Act in journalism
		35	Chapter Analysis- Assignment+ Seminar Presentation
		36	Class Test
		37	Chapter Introduction
12	20-01-2020	38	Reporters and sources
		39	Reporters and sources – trust and confidentiality

No of Weeks	Dates	Session	Topic
	To 24-01-2020	40	Bribes, junkets and freebies
		41	Lobbying
		42	Puffery and suppression
13	27-01-2020 To 31-01-2020	43	Yellow journalism and page-3 journalism
		44	Paid news sting operation
		45	Paparazzi journalism
		46	Fakery, Video piracy, Plagiarism, Social responsibility and accountability
14	03-02-2020 To 07-02-2020	47	Chapter Analysis- Assignment+ Seminar Presentation
		48	Class Test
		49	Chapter Introduction
		50	Official Secrets Act; Copyright Act
15	10-02-2020 To 14-02-2020	51	Young Persons' (Harmful Publications) Act; Indecent Representation of Women (Prohibition) Act
		52	Drug and Magic Remedies(Objectionable Advertisements) Act; Cinematograph Act
		53	Laws protecting intellectual property rights
		54	Chapter Analysis- Assignment+ Seminar Presentation
16	17-02-2020 To 22-02-2020	55	Class Test
		56	Chapter Introduction
		21 Feb	Mahasivaratri – Holiday
		57	Working Journalists and other Newspaper Employees (Conditions of Services and Miscellaneous Provisions) Act
17	24-02-2020 To 28-02-2020	24 Feb	College Day
		58	Working Journalists (Fixation of rates and Wages) Act
		59	Wage Boards
		60	Chapter Analysis- Assignment+ Seminar Presentation
18	02-03-2020 To 07-03-2020	61	Class Test
		62	Chapter Introduction
		63	Provisions to restrict media under IPC
		64	Indian Post Office Act; Customs Act
19	09-03-2020 To 13-03-2020	65	Representation of the People Act; Civil Defense Act
		66	Protection of Civil Rights Act, Criminal Law Amendment Act
		67	Code of Criminal Procedure
		68	Chapter Analysis- Assignment+ Seminar Presentation
	16-03-2020	69	Class Test

No of Weeks	Dates	Session	Topic
20	To 20-03-2020	70	Seminar Presentation
		71	Seminar Presentation
		72	Revision
21	23-03-2020 To 27-03-2020		Second Internal II Semester PG
			Second Internal II Semester PG
			Second Internal II Semester PG
			Second Internal II Semester PG
			Second Internal II Semester PG
22	30-03-2020 To 03-04-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
23	06-04-2020	06 Apr	University Exam II Semester PG Begin

Subject Code:	MCJ 2C 06
Subject Name:	Magazine Journalism
No. of Credits:	4
No. of Contact Hours:	72
Hours per Week:	4
Name of the Teacher:	Fr. Dr. Francis Karackat

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 photofeatures; 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

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	04-11-2019 To 08-11-2019	1	Introduction: Newspapers versus Magazines
		2	Existential Crisis of Magazine Journalism
		3	Magazine's Survival Paradigm I
		4	Magazine's Survival Paradigm II
		5	Magazine's Survival Paradigm III
		6	Magazine Success Stories I
2	11-11-2019 To 15-11-2019	7	Magazine Success Stories II
		8	Role and Responsibilities of Magazine Editor I
		9	Role and Responsibilities of Magazine Editor II
		10	Role and Responsibilities of Magazine Editor III
		11	Comparison of Mainstream Magazines I
3	18-11-2019 To 23-11-2019	12	Comparison of Mainstream Magazines II
		19 Nov	Union Inauguration
		13	Comparison of Mainstream Magazines III
		14	Magazine Cover Story Selection Criteria I
		15	Magazine Cover Story Selection Criteria II
		23 Nov	Sports Day
4	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
5	01-12-2019 To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
6	09-12-2019	16	Magazine Cover Story Selection Criteria III

No of Weeks	Dates	Session	Topic
	To 13-12-2019	17	Comparison of Cover Stories in Magazines I
		18	Comparison of Cover Stories in Magazines II
		19	Recipe for Features I
		20	Recipe for Features II
		12 Dec	Arts Day
		13 Dec	Arts Day
7	16-12-2019 To 20-12-2019	21	Recipe for Features III
		22	Focus Features I
		23	Focus Features II
		24	Focus Features: Analysis of Examples
		25	Narrative Features I
		20 Dec	Christmas Celebration
8	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
9	30-12-2019 To 03-01-2020	26	Narrative Features II
		27	Narrative Features: Analysis of Examples
		28	Crafting Profiles I
		02 Jan	Mannam Jayanthi – Holiday
		29	Crafting Profiles II
10	06-01-2020 To 10-01-2020	06 Jan	First Internal II Semester PG
			First Internal II Semester PG
		08 Jan	First Internal II Semester PG
		30	Profiles of Bigwigs: Analysis of Examples
		31	Profiles of Up-and-comers: Analysis of Examples
		32	Profiles of Unsung Heroes: Analysis of Examples
11	13-01-2020 To 17-01-2020	33	Feature categories I
		34	Feature categories II
		35	Crafting Film Reviews I
		36	Crafting Film Reviews II
		37	Crafting Film Reviews III
12	20-01-2020 To	38	Crafting Film Reviews IV
		39	Book Review Recipe I
		40	Book Review Recipe II

No of Weeks	Dates	Session	Topic
	24-01-2020	41	Book Review Recipe III
		42	Book Review Recipe IV
13	27-01-2020 To 31-01-2020	43	Book Review Recipe V
		44	Photo Feature I
		45	Photo Feature II
		46	Photo Feature III
14	03-02-2020 To 07-02-2020	47	Photo Feature: Analysis of Examples
		48	Travelogue I
		49	Travelogue II
		50	Travelogue III
15	10-02-2020 To 14-02-2020	51	Travelogue: Analysis of Examples
		52	Magazine Cover Design I
		53	Magazine Cover Design II
		54	Magazine Cover Design III
16	17-02-2020 To 22-02-2020	55	Magazine Cover Design: Analysis of Examples
		56	Magazine Design I
		21 Feb	Mahasivaratri – Holiday
		57	Magazine Design II
17	24-02-2020 To 28-02-2020	24 Feb	College Day
		58	Magazine Design III
		59	Magazine History: Then and Now I
		60	Magazine History: Then and Now II
18	02-03-2020 To 07-03-2020	61	Magazine Glossary I
		62	Magazine Glossary II
		63	Magazine Production: Reporting and Editing Practical
		64	Magazine Production: Reporting and Editing Practical
19	09-03-2020 To 13-03-2020	65	Magazine Production: Reporting and Editing Practical
		66	Magazine Production: Reporting and Editing Practical
		67	Magazine Production: Reporting and Editing Practical
		68	Magazine Production: Reporting and Editing Practical
20	16-03-2020 To 20-03-2020	69	Magazine Production: Reporting and Editing Practical
		70	Magazine Production: Reporting and Editing Practical
		71	Magazine Production: Reporting and Editing Practical
		72	Magazine Production: Reporting and Editing Practical
21	23-03-2020 To		Second Internal II Semester PG
			Second Internal II Semester PG
			Second Internal II Semester PG

No of Weeks	Dates	Session	Topic
	27-03-2020		Second Internal II Semester PG
			Second Internal II Semester PG
22	30-03-2020 To 03-04-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
23	06-04-2020	06 Apr	University Exam II Semester PG Begin

Subject Code:	MCJ 2C 07
Subject Name:	Communication Theories
No. of Credits:	4
No. of Contact Hours:	72
Hours per Week:	4
Name of the Teacher:	Meghana Nair

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

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	04-11-2019 To 08-11-2019	1	Introduction to theories
		2	Four approaches to theories
		3	Five kinds of theories
		4	Theory of objectivity
		5	Mass society theory
		6	Information Society theory
2	11-11-2019 To 15-11-2019	7	Cultivation theory
		8	Agenda setting theory
		9	Spiral of silence theory
		10	Cultural Imperialism
		11	Cultural autonomy
3	18-11-2019 To 23-11-2019	12	Four dimensional perspectives of media
		19 Nov	Union Inauguration
		13	Media influence on family
		14	Influence on children
		15	Media literacy
		23 Nov	Sports Day
4	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
5	01-12-2019 To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
6	09-12-2019	16	Four phases of mass communication effects theories
		17	Almighty media

No of Weeks	Dates	Session	Topic
	To 13-12-2019	18	Testing the might of the media
		19	Social constructivist media influence
		20	Individual difference theory
		12 Dec	Arts Day
		13 Dec	Arts Day
7	16-12-2019 To 20-12-2019	21	Social categories theory
		22	Social relationship theory
		23	Cultural norms theory
		24	Class test
		25	Discussion
		20 Dec	Christmas Celebration
8	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
9	30-12-2019 To 03-01-2020	26	Media ownership
		27	Media mega mergers
		28	Media and cultural imperialism
		02 Jan	Mannam Jayanthi – Holiday
		29	Class test
10	06-01-2020 To 10-01-2020	06 Jan	First Internal II Semester PG
			First Internal II Semester PG
		08 Jan	First Internal II Semester PG
		30	Seminar
		31	Seminar
		32	Seminar
11	13-01-2020 To 17-01-2020	33	Seminar
		34	Theories of learning
		35	Persuasive communication variable
		36	Cognitive dissonance theory
		37	Congruity theory
12	20-01-2020 To 24-01-2020	38	Balance theory
		39	Information diffusion theory
		40	Gatekeeping theory
		41	Two step flow

No of Weeks	Dates	Session	Topic
		42	Multi step flow
13	27-01-2020 To 31-01-2020	43	Feminist media theory
		44	Media and political communication theory
		45	Pluralist model
		46	Dominant ideology model
14	03-02-2020 To 07-02-2020	47	Elite value model
		48	Market model
		49	Media as custodians of democracy
		50	Mass media and governance
15	10-02-2020 To 14-02-2020	51	Media and globalization
		52	Mass media as propaganda machines
		53	Politics of spin
		54	Class test
16	17-02-2020 To 22-02-2020	55	Seminar
		56	Seminar
		21 Feb	Mahasivaratri – Holiday
		57	Seminar
17	24-02-2020 To 28-02-2020	24 Feb	College Day
		58	Revision
		59	Revision
		60	Revision
18	02-03-2020 To 07-03-2020	61	Revision
		62	Revision
		63	Revision
		64	Revision
19	09-03-2020 To 13-03-2020	65	Revision
		66	Revision
		67	Revision
		68	Revision
20	16-03-2020 To 20-03-2020	69	Revision
		70	Revision
		71	Revision
		72	Revision
21	23-03-2020 To 27-03-2020		Second Internal II Semester PG
			Second Internal II Semester PG
			Second Internal II Semester PG
			Second Internal II Semester PG

No of Weeks	Dates	Session	Topic
			Second Internal II Semester PG
22	30-03-2020 To 03-04-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
23	06-04-2020	06 Apr	University Exam II Semester PG Begin

Subject Code:	MCJ 2C 08
Subject Name:	Radio Production
No. of Credits:	4
No. of Contact Hours:	72
Hours per Week:	4
Name of the Teacher:	Previn P. F.

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, customized 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

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	04-11-2019 To 08-11-2019	4	History of radio – Maxwell, Hertz, Marconi
		5	History of radio –Nicolas Tessla, Jagdish Chandra Bose, LeeDe Forest, Charles Fesenden and others
		6	History of radio –radio as a military/naval communication instrument; radio becomes part of mass media; growth of radio up to 1950s.
		7	History of radio –advent of television; revival of radio in the fragmented post-modern society.
		8	History of radio –advent of television; revival of radio in the fragmented post-modern society.
		9	History of radio - Private FM &community radio.
2	11-11-2019 To 15-11-2019	11	History of radio - Private FM &community radio.
		12	History of radio - History of radio in India from 1921- Indian radio and colonial legacy
		13	History of radio - Radio in the post-independence era
		14	History of Radio- Ban of Harmonium, Yuvavani, Prasarbharathietc
		15	Revision- History of Radio
3	18-11-2019 To 23-11-2019	18	Radio station- objectives and policies
		19 Nov	Union Inauguration
		20	Radio station- ethics.
		21	Radio with commercial interests
		22	Radio andpopular culture
		23 Nov	Sports Day
4	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
5	01-12-2019 To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break

No of Weeks	Dates	Session	Topic
			Semester Break
			Semester Break
			Semester Break
			Semester Break
6	09-12-2019 To 13-12-2019	09	Radio's role in disaster management
		10	Radio news – local, regional, national, and global news
		11	Scripting for radio news
		12 Dec	Arts Day
		13 Dec	Arts Day
7	16-12-2019 To 20-12-2019	16	News personnel and the organizational structure
		17	Language and style of news bulletins
		18	Newsmagazines; news flashes; structure of a news bulletin; voice cast
		19	Class Test I
		20 Dec	Christmas Celebration
8	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
9	30-12-2019 To 03-01-2020	30	Written and spoken language for broadcast
		31	Role of written script; live presentation
		01	Localslang and 'standard' language in broadcasting;
		02 Jan	Mannam Jayanthi – Holiday
		03	Voice modulation techniques; intimacy; formal and informal presentation
10	06-01-2020 To 10-01-2020	06 Jan	First Internal II Semester PG
		07 Jan	First Internal II Semester PG
		08 Jan	First Internal II Semester PG
		09	Narrowcasting and presentation styles
		10	RJs, DJs and radio hosts
11	13-01-2020 To 17-01-2020	13	Radio formats - music in radio
		14	Radio formats - Art of interviewing
		15	Radio play as 'Minds' Theatre'
		16	Creation of radio persona in chat shows
		17	Special audience programme women

No of Weeks	Dates	Session	Topic
12	20-01-2020 To 24-01-2020	20	Special audience programme agricultural/farm
		21	Special audience programme youth and children
		22	Stock characters, radio magazine
		23	Rough production of a radio drama- group work
		24	Evaluation of rough production
13	27-01-2020 To 31-01-2020	27	Making of commercials
		28	Revenue generation
		29	Audience research
		30	Customized programmes
		31	Signature tune of different stations
14	03-02-2020 To 07-02-2020	03	Brand building of radio
		04	Publicity of programmes and radio channels
		05	Selling of radio personality, audience response
		06	Marketing techniques
		07	Jingles of different radio stations
15	10-02-2020 To 14-02-2020	10	Creation of advertisements and jingles
		11	Audition Software practice
		12	Audition Software practice
		13	Assignment: Create a radio commercial
		14	Evaluation of commercial produced.
16	17-02-2020 To 22-02-2020	17	The technical side of broadcast - the physics of sound generation
		18	Electromagnetic waves
		19	What is a Radio Wave and its importance in broadcasting?
		20	Amplitude Modulation
		21 Feb	Mahasivaratri – Holiday
		22	Characteristics of AM
17	24-02-2020 To 28-02-2020	24 Feb	College Day
		25	Characteristic of Frequency modulation
		26	Short Wave
		27	Difference between AM and FM in broadcasting.
		28	Digital sound formats- MP2, MP3,WAV
18	02-03-2020 To 06-03-2020	02	Class Test II
		03	Radio Production- Concept
		04	Radio Production- Research for the production
		05	Radio Production- One line script
		06	Radio Production- Script writing
	09-03-2020	09	Radio Production- Recording

No of Weeks	Dates	Session	Topic
19	To 13-03-2020	10	Radio Production- Recording
		11	Radio Production- Editing
		12	Radio Production- Editing
		13	Radio Production- Submission
20	16-03-2020 To 20-03-2020	16	Revision- Module I
		17	Revision- Module II & III
		18	Revision- Module IV
		19	Revision-Module V
		20	Revision- Module VI&VII
21	23-03-2020 To 27-03-2020		Second Internal II Semester PG
			Second Internal II Semester PG
			Second Internal II Semester PG
			Second Internal II Semester PG
			Second Internal II Semester PG
22	30-03-2020 To 03-04-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
23	06-04-2020	06 Apr	University Exam II Semester PG Begin

Subject Code:	MCJ 2E 01
Subject Name:	Photo Journalism
No. of Credits:	4
No. of Contact Hours:	72
Hours per Week:	4
Name of the Teacher:	Fr. Dr. Biju J. Nellissery

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

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	04-11-2019 To 08-11-2019	1	General Introduction to Photo Journalism
		2	Evolution of photography- history and development
		3	Types of Cameras - Single Lens Reflex (SLR)
		4	Twin Lens Reflex (TLR), Rangefinder Cameras
		5	View Cameras, Polaroid Cameras
		6	Super wide-Angle Camera, Panoramic Camera
2	11-11-2019 To 15-11-2019	7	Aerial Camera, Sub-miniature Camera
		8	Digital Photography
		9	Digital Photography
		10	Lenses- focal length, Focus and Magnification
		11	Lenses- focal length, Focus and Magnification
3	18-11-2019 To 23-11-2019	12	Lenses of normal, short and long focal length
		19 Nov	Union Inauguration
		13	Convertible, enlarging, perspective, supplementary
		14	Zoom and Macro lenses
		15	Lenses and Composition (Practical)
		23 Nov	Sports Day
4	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
5	01-12-2019 To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
6	09-12-2019	16	Lenses and Composition (Practical)
		17	Aperture Settings

No of Weeks	Dates	Session	Topic
	To 13-12-2019	18	Shutter Speed
		19	Depth of field
		20	Practical
		12 Dec	Arts Day
		13 Dec	Arts Day
7	16-12-2019 To 20-12-2019	21	Practical
		22	Practical
		23	Practical
		24	Practical
		25	Practical
		20 Dec	Christmas Celebration
8	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
9	30-12-2019 To 03-01-2020	26	Visualization of A Photograph
		27	Characteristics of A Photograph
		28	Composition
		02 Jan	Mannam Jayanthi – Holiday
		29	Point ofView, Framing, Horizontal and Vertical Format
10	06-01-2020 To 10-01-2020	06 Jan	First Internal II Semester PG
			First Internal II Semester PG
		08 Jan	First Internal II Semester PG
		30	Centre of Interest, Horizontal Line, Near-Far Relationship
		31	Time of Day and Decisive Moment
		32	Lighting
11	13-01-2020 To 17-01-2020	33	Lighting
		34	Lighting
		35	Shooting in Artificial and Mixed Light
		36	Shooting in Artificial and Mixed Light
		37	Shooting in Artificial and Mixed Light
12	20-01-2020 To 24-01-2020	38	Practical
		39	Practical
		40	Practical
		41	Scope and Significance of Photojournalism

No of Weeks	Dates	Session	Topic
		42	News Photographs
13	27-01-2020 To 31-01-2020	43	News Photographs
		44	News Photographs
		45	Advertisements Photographs, Wild Life Photographs,
		46	Sports Photographs
14	03-02-2020 To 07-02-2020	47	Review of Photography Magazine
		48	Review of Photography Magazine
		49	Review of Photography Magazine
		50	Review of Photography Magazine
15	10-02-2020 To 14-02-2020	51	Leading Photojournalists in India
		52	Leading Photojournalists in India
		53	International Photojournalists
		54	International Photojournalists
16	17-02-2020 To 22-02-2020	55	Ethics in Photo Journalism
		56	Ethics in Photo Journalism
		21 Feb	Mahasivaratri – Holiday
		57	Paparazzi Journalism
17	24-02-2020 To 28-02-2020	24 Feb	College Day
		58	Photo Essay
		59	Photo Essay (practical)
		60	Photo Essay (practical)
18	02-03-2020 To 07-03-2020	61	Freelance Photography
		62	Editing Photographs
		63	Editing Photographs (practical)
		64	Editing Photographs (practical)
19	09-03-2020 To 13-03-2020	65	Photo Selection, Cropping, Scaling and Toning
		66	Photo Selection, Cropping, Scaling and Toning
		67	Photo Editing Software
		68	Revision
20	16-03-2020 To 20-03-2020	69	Revision
		70	Revision
		71	Revision
		72	Revision
21	23-03-2020 To 27-03-2020		Second Internal II Semester PG
			Second Internal II Semester PG
			Second Internal II Semester PG
			Second Internal II Semester PG

No of Weeks	Dates	Session	Topic
			Second Internal II Semester PG
22	30-03-2020 To 03-04-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
23	06-04-2020	06 Apr	University Exam II Semester PG Begin