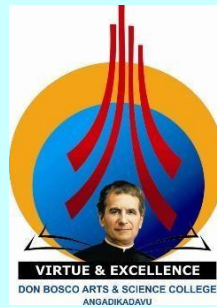


**DON BOSCO ARTS & SCIENCE
COLLEGE**

ANGADIKADAVU

*(Affiliated to Kannur University Approved by Government of
Kerala)*

**ANGADIKADAVU P.O., IRITTY, KANNUR –
670706**



COURSE PLAN

Department of Journalism

(2021 - 23)

SEMESTER – II

ACADEMIC YEAR 2021 – 22

II Semester (Department of Journalism) (2021 - 23)

| Sl. No. | Name of Subjects with Code | Name of the Teacher | Duty Hours Per Week |
|---------|-----------------------------------|---------------------------|---------------------|
| 1. | MCJ 2C 05: Media Laws and Ethics | Nithu PV | 04 |
| 2. | MCJ 2C 06: Magazine Journalism | Fr. Dr. Bastin Nellissery | 04 |
| 3. | MCJ 2C 07: Communication Theories | Anil Thomas | 04 |
| 4. | MCJ 2C 08: RADIO PRODUCTION | Sonnet Mathew | 04 |
| 5. | MCJ 2E 01: Photo Journalism | Shanu Salman | 04 |
| | Name of Class In-charge | Sonnet Mathew | |

| 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 |
|-----|-------------------------|--------------------------|--------------------------------------|--------------------------|-------------------------|
| 1 | MCJ 2C 07- Anil Thomas | MCJ 2C 05 - Nithu PV | MCJ 2C 06- Fr. Dr. Bastin Nellissery | MCJ 2C 08- Sonnet Mathew | MCJ 2E 01- Shanu Salman |
| 2 | MCJ 2C 05 - Nithu PV | MCJ 2C 07- Anil Thomas | MCJ 2C 06- Fr. Dr. Bastin Nellissery | MCJ 2C 08- Sonnet Mathew | MCJ 2E 01- Shanu Salman |
| 3 | MCJ 2E 01- Shanu Salman | MCJ 2C 08- Sonnet Mathew | MCJ 2C 06- Fr. Dr. Bastin Nellissery | MCJ 2C 05 - Nithu PV | MCJ 2C 07- Anil Thomas |
| 4 | MCJ 2C 05 - Nithu PV | MCJ 2C 08- Sonnet Mathew | MCJ 2C 06- Fr. Dr. Bastin Nellissery | MCJ 2C 07- Anil Thomas | MCJ 2E 01- Shanu Salman |
| 5 | MCJ 2C 07- Anil Thomas | MCJ 2C 08- Sonnet Mathew | MCJ 2C 06- Fr. Dr. Bastin Nellissery | MCJ 2C 05 - Nithu PV | MCJ 2E 01- Shanu Salman |
| 6 | MCJ 2C 07- Anil Thomas | MCJ 2C 05 - Nithu PV | MCJ 2C 06- Fr. Dr. Bastin Nellissery | MCJ 2C 08- Sonnet Mathew | MCJ 2E 01- Shanu Salman |

| | |
|------------------------------|-----------------------|
| Subject Code: | MCJ 2C 05: |
| Subject Name: | Media Laws and Ethics |
| No. of Credits: | 04 |
| No. of Contact Hours: | 72 |
| Hours per Week: | 04 |
| Name of the Teacher: | Nithu PV |

SYLLABUS

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

| No of Weeks | Dates | Session | Topic |
|-------------|--------------------------------|------------|--|
| 1 | 07-02-2022 To 12-02-2022 | 1 | Chapter Introduction |
| | | 2 | Concept of ethics |
| | | 3 | Virtue ethics |
| | | 4 | Potter box approach |
| | | 12-02-2022 | Second Saturday |
| 2 | 14-02-2022 To 19-02-2022 | 5 | Ethics- Analysis- Seminar |
| | | 6 | Chapter Analysis |
| | | 7 | Class Test |
| | | | College Arts Fest |
| | | | College Arts Fest |
| | | 8 | Test Paper Analysis |
| 3 | 21-02-2022 To 26-02-2022 | 9 | Chapter Introduction |
| | | 10 | Fundamental rights and freedom of speech and expression in Indian Constitution |
| | | 11 | Seminar |
| | | 12 | Reasonable restrictions |
| 4 | 28-02-2022 To 05-03-2022 | 13 | Emergency and censorship |
| | | 01-03-2022 | Shivarathri |
| | | 14 | Self-regulation versus censorship |
| | | 15 | Code of ethics for print and electronic media |
| | | 16 | Chapter Analysis |
| 5 | 07-03-2022 To 12-03-2022 | 17 | Class Test |
| | | 18 | Test paper Analysis |
| | | 19 | Chapter Introduction |
| | | 20 | Defamation- libel and slander and fair comment |
| | | 12-03-2022 | Second Saturday |
| 6 | 14-03-2022 To 19-03-2022 | 21 | Privacy and public interest |
| | | 22 | Contempt of court; contempt of parliament and breach of privilege |
| | | 23 | Seminar |
| | | 24 | Media and expunged proceedings of parliament |
| 7 | 21-03-2022 To 26-03-2022 | 25 | Relevance of Right to Information Act in journalism |
| | | 26 | Chapter Analysis |
| | | 27 | Class Test |
| | | 28 | Test paper Analysis |
| 8 | 28-03-2022 To 02-04-2022 | 29 | Chapter Introduction |
| | | 30 | Reporters and sources – trust and confidentiality |
| | | 31 | Bribes, junkets and freebies |
| | | 32 | Lobbying; puffery and suppression |
| 9 | 04-04-2022 | 33 | Yellow journalism and page-3 journalism |
| | | 34 | Paid news sting operation |

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| | To 09-04-2022 | 35 | Paparazzi journalism; fakery |
| | | 36 | Video piracy; plagiarism; social responsibility and accountability |
| 10 | 11-04-2022 To 16-04-2022 | 37 | Chapter Analysis |
| | | 38 | Class Test |
| | | 13-04-2022 | Easter Holidays |
| | | 14-04-2022 | Easter Holidays |
| | | 15-04-2022 | Easter Holidays |
| | | 16-04-2022 | Easter Holidays |
| 11 | 18-04-2022 To 23-04-2022 | 18-04-2022 | Easter Holidays |
| | | 39 | I Internal Examination |
| | | 40 | I Internal Examination |
| | | 41 | I Internal Examination |
| | | 42 | I Internal Examination |
| 12 | 25-04-2022 To 30-04-2022 | 43 | I Internal Examination |
| | | 44 | Chapter Introduction |
| | | 45 | Official Secrets Act and Copyright Act |
| | | 46 | Young Persons' (Harmful Publications) Act; Indecent Representation of Women (Prohibition) Act; Drug and Magic Remedies (Objectionable Advertisements) Act |
| 13 | 02-05-2022 To 07-05-2022 | 47 | Cinematograph Act; Information Technology Act |
| | | 02-05-2022 | RAMZAN |
| | | 48 | Laws protecting intellectual property rights |
| | | 49 | Chapter Analysis |
| | | 50 | Class Test |
| | | 51 | Chapter Introduction |
| 14 | 09-05-2022 To 14-05-2022 | 52 | Working Journalists and other Newspaper Employees (Conditions of Services and Miscellaneous Provisions) Act; Working Journalists (Fixation of rates and Wages) Act; Wage Boards |
| | | 53 | Chapter Analysis |
| | | 54 | Class Test |
| | | 55 | Chapter Introduction |
| | | 56 | Provisions to restrict media under IPC |
| | | 57 | Indian Post Office Act, Customs Act |
| 15 | 16-05-2022 To 21-05-2022 | 14-05-2022 | Second Saturday |
| | | 58 | Representation of the People Act, Civil Defense Act, Protection of Civil Rights Act |
| | | 59 | Criminal Law Amendment Act and Code of Criminal Procedure |
| | | 60 | Chapter Analysis |
| 16 | 23-05-2022 To | 61 | Revision |
| | | 62 | II Internal Examination |
| | | 63 | II Internal Examination |
| | | 64 | II Internal Examination |

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|----|--------------------------------|----|-------------------------|
| | 28-05-2022 | 65 | II Internal Examination |
| | | 66 | II Internal Examination |
| | | 67 | II Internal Examination |
| 17 | 30-05-2022 To 04-06-2022 | 68 | Revision |
| | | 69 | Revision |
| | | 70 | Revision |
| | | 71 | Revision |
| | | 72 | Revision |
| | | | |

| | |
|------------------------------|----------------------------------|
| Subject Code: | MCJ 2C 06: |
| Subject Name: | Magazine Journalism |
| No. of Credits: | 04 |
| No. of Contact Hours: | 72 |
| Hours per Week: | 04 |
| Name of the Teacher: | Fr. Dr. Bastin Nellissery |

SYLLABUS

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

TEACHING SCHEDULE

| No of Weeks | Dates | Session | Topic |
|-------------|--------------------------------|------------|---|
| 1 | 07-02-2022 To 12-02-2022 | 1 | Chapter Introduction |
| | | 2 | Origin and growth of magazines |
| | | 3 | Pioneers of magazine journalism- John Dunton, Addison, Steele, Edward Cave |
| | | 4 | Organizational structure of a magazine; A survey of English and Malayalam magazines |
| | | 12-02-2022 | Second Saturday |
| 2 | 14-02-2022 To 19-02-2022 | 5 | Seminar |
| | | 6 | Chapter Analysis |
| | | 7 | Class Test |
| | | | College Arts Fest |
| | | | College Arts Fest |
| | | 8 | Test Paper Analysis |
| 3 | 21-02-2022 To 26-02-2022 | 9 | Chapter Introduction |
| | | 10 | Types of magazines – specialized magazines |
| | | 11 | General interest and specialized magazines, public relations magazines – internal and external house organs |
| | | 12 | Academic journals and Sunday magazines |
| 4 | 28-02-2022 To 05-03-2022 | 13 | E-zines, web-zines and web-edition magazines |
| | | 01-03-2022 | Shivarathri |
| | | 14 | Coffee table magazine |
| | | 15 | Magazine journalism terminology |
| 5 | 07-03-2022 To 12-03-2022 | 16 | Chapter Analysis |
| | | 17 | Class Test |
| | | 18 | Test paper Analysis |
| | | 19 | Chapter Introduction |
| | | 20 | Qualities and responsibilities of a magazine editor |
| 6 | 14-03-2022 To 19-03-2022 | 12-03-2022 | Second Saturday |
| | | 21 | Ingredients of a magazine article; editorial mix |
| | | 22 | Cover story selection criteria, cover design and cover lines |
| | | 23 | Comparison of cover stories in the mainstream magazines |
| 7 | 21-03-2022 To 26-03-2022 | 24 | Seminar |
| | | 25 | Seminar |
| | | 26 | Chapter Analysis |
| | | 27 | Class Test |
| 8 | 28-03-2022 | 28 | Test paper Analysis |
| | | 29 | Chapter Introduction |
| | | 30 | Film reviewing, advertising, criticism and rhetoric |

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|-----------|--------------------------------|------------|--|
| | To 02-04-2022 | 31 | Essential elements of a film review – condensed plot synopsis, background information, abbreviated arguments about the film and evaluation |
| | | 32 | Book reviewing – pre-reading, reading and post-reading procedures |
| 9 | 04-04-2022 To 09-04-2022 | 33 | Writing format and principles of book reviewing |
| | | 34 | Art of reviewing: food, fashion, cosmetics and costumes |
| | | 35 | Chapter Analysis |
| | | 36 | Class Test |
| 10 | 11-04-2022 To 16-04-2022 | 37 | Chapter Introduction |
| | | 38 | Feature versus news story |
| | | 13-04-2022 | Easter Holidays |
| | | 14-04-2022 | Easter Holidays |
| | | 15-04-2022 | Easter Holidays |
| 11 | 18-04-2022 To 23-04-2022 | 16-04-2022 | Easter Holidays |
| | | 18-04-2022 | Easter Holidays |
| | | 39 | I Internal Examination |
| | | 40 | I Internal Examination |
| | | 41 | I Internal Examination |
| 12 | 25-04-2022 To 30-04-2022 | 42 | I Internal Examination |
| | | 43 | I Internal Examination |
| | | 44 | Feature versus article |
| | | 45 | Feature structure, feature headlines and feature leads |
| 13 | 02-05-2022 To 07-05-2022 | 46 | Classification of features and steps in writing feature |
| | | 47 | Chapter Analysis |
| | | 02-05-2022 | RAMZAN |
| | | 48 | Class Test |
| | | 49 | Chapter Introduction |
| | | 50 | Profile versus biography and profile requisites |
| 14 | 09-05-2022 To 14-05-2022 | 51 | Writing columns; preparing photo features; writing for specialized magazines |
| | | 52 | Current trends and challenges in magazine journalism-narrative journalism |
| | | 53 | Seminar |
| | | 54 | Seminar |
| | | 55 | Chapter Analysis |
| | | 56 | Class Test |
| 15 | 16-05-2022 To 21-05-2022 | 57 | Chapter Introduction |
| | | 14-05-2022 | Second Saturday |
| | | 58 | Magazine design and layout, photographs, illustrations, info-graphics, typography and white space |
| | | 59 | Magazine design softwares |
| 16 | 23-05-2022 | 60 | Chapter Analysis |
| | | 61 | Revision |
| | | 62 | II Internal Examination |

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| | To 28-05-2022 | 63 | II Internal Examination |
| | | 64 | II Internal Examination |
| | | 65 | II Internal Examination |
| | | 66 | II Internal Examination |
| | | 67 | II Internal Examination |
| 17 | 30-05-2022 To 04-06-2022 | 68 | Revision |
| | | 69 | Revision |
| | | 70 | Revision |
| | | 71 | Revision |
| | | 72 | Revision |
| | | | |

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|------------------------------|------------------------|
| Subject Code: | MCJ 2C 07: |
| Subject Name: | Communication Theories |
| No. of Credits: | 04 |
| No. of Contact Hours: | 72 |
| Hours per Week: | 04 |
| Name of the Teacher: | Anil Thomas |

SYLLABUS

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

TEACHING SCHEDULE

| No of Weeks | Dates | Session | Topic |
|-------------|--------------------------------|------------|---|
| 1 | 07-02-2022 To 12-02-2022 | 1 | Chapter Introduction |
| | | 2 | Concept of theory |
| | | 3 | Four approaches to theory – media-culturalist, media-materialist, social-culturalist and social materialist |
| | | 4 | Four kinds of theory – social-scientific, normative, operational and everyday/commonsense theory |
| | | 12-02-2022 | Second Saturday |
| 2 | 14-02-2022 To 19-02-2022 | 5 | Revision |
| | | 6 | Chapter Analysis |
| | | 7 | Class Test |
| | | | College Arts Fest |
| | | | College Arts Fest |
| | | 8 | Test Paper Analysis |
| 3 | 21-02-2022 To 26-02-2022 | 9 | Chapter Introduction |
| | | 10 | Theory of objectivity |
| | | 11 | Mass society theory; information society theory |
| | | 12 | Cultivation theory; agenda setting theory |
| 4 | 28-02-2022 To 05-03-2022 | 13 | Spiral of silence theory |
| | | 01-03-2022 | Shivarathri |
| | | 14 | Theory of cultural imperialism and cultural autonomy |
| | | 15 | Chapter Analysis |
| 5 | 07-03-2022 To 12-03-2022 | 16 | Class Test |
| | | 17 | Test paper Analysis |
| | | 18 | Chapter Introduction |
| | | 19 | Four dimensional perspective on media effects |
| | | 20 | Timing of effects- immediate and long term |
| 6 | 14-03-2022 To 19-03-2022 | 12-03-2022 | Second Saturday |
| | | 21 | Type of effects – cognitive, attitudinal emotional, physiological and behavioural |
| | | 22 | Type of effects – cognitive, attitudinal emotional, physiological and behavioural |
| | | 23 | Media influence on family |
| 7 | 21-03-2022 To 26-03-2022 | 24 | Impact of media on children; media literacy |
| | | 25 | Chapter Analysis |
| | | 26 | Class Test |
| | | 27 | Test paper Analysis |
| 8 | 28-03-2022 | 28 | Chapter Introduction |
| | | 29 | Four phases of mass communication effects theories |

| | | | |
|-----------|--------------------------------|------------|--|
| | To 02-04-2022 | 30 | “Almighty media”, testing the might of the media, return to ‘almighty media’ and “social constructivist” media influence |
| | | 31 | “Almighty media”, testing the might of the media, return to ‘almighty media’ and “social constructivist” media influence |
| | | 32 | Chapter Analysis |
| 9 | 04-04-2022 To 09-04-2022 | 33 | Class Test |
| | | 34 | Chapter Introduction |
| | | 35 | Contemporary theories of mass communication |
| | | 36 | Individual differences theory |
| 10 | 11-04-2022 To 16-04-2022 | 37 | Social categories theory, social relationships theory and cultural norms theory |
| | | 38 | Social categories theory, social relationships theory and cultural norms theory |
| | | 13-04-2022 | Easter Holidays |
| | | 14-04-2022 | Easter Holidays |
| | | 15-04-2022 | Easter Holidays |
| | | 16-04-2022 | Easter Holidays |
| 11 | 18-04-2022 To 23-04-2022 | 18-04-2022 | Easter Holidays |
| | | 39 | I Internal Examination |
| | | 40 | I Internal Examination |
| | | 41 | I Internal Examination |
| | | 42 | I Internal Examination |
| 12 | 25-04-2022 To 30-04-2022 | 43 | I Internal Examination |
| | | 44 | Chapter Introduction |
| | | 45 | Media ownership – chain, cross media |
| | | 46 | Conglomerate and vertical integration |
| 13 | 02-05-2022 To 07-05-2022 | 47 | Media mega mergers; media and cultural imperialism |
| | | 02-05-2022 | RAMZAN |
| | | 48 | Chapter Analysis |
| | | 49 | Chapter Introduction |
| | | 50 | Theories of learning; persuasive communication variables |
| | | 51 | Cognitive dissonance theory, congruity theory and balance theory |
| 14 | 09-05-2022 To 14-05-2022 | 52 | Information diffusion theory; gate-keeping theory |
| | | 53 | Two-step flow and multi-step flow theories ; feminist media theory |
| | | 54 | Chapter Analysis |
| | | 55 | Chapter Introduction |
| | | 56 | Media and political communication theories – pluralist model, dominant-ideology model, elite-values model and market model |
| | | 57 | Media and political communication theories – pluralist model, dominant-ideology model, elite-values model and market model |

| | | 14-05-2022 | Second Saturday |
|-----------|--------------------------------|------------|--|
| 15 | 16-05-2022 To 21-05-2022 | 58 | Media as custodians of democracy; mass media and governance; media and globalization |
| | | 59 | Mass media as propaganda machines |
| | | 60 | Politics of spin |
| | | 61 | Revision |
| 16 | 23-05-2022 To 28-05-2022 | 62 | II Internal Examination |
| | | 63 | II Internal Examination |
| | | 64 | II Internal Examination |
| | | 65 | II Internal Examination |
| | | 66 | II Internal Examination |
| 17 | 30-05-2022 To 04-06-2022 | 67 | II Internal Examination |
| | | 68 | Revision |
| | | 69 | Revision |
| | | 70 | Revision |
| | | 71 | Revision |
| | | 72 | Revision |
| | | | |

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|------------------------------|----------------------|
| Subject Code: | MCJ 2C 08: |
| Subject Name: | RADIO PRODUCTION |
| No. of Credits: | 04 |
| No. of Contact Hours: | 72 |
| Hours per Week: | 04 |
| Name of the Teacher: | Sonnet Mathew |

SYLLABUS

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 programmewomen, 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 methodsAM, FM, SW; Digital sound formats- MP2, MP3,WAV

TEACHING SCHEDULE

| No of Weeks | Dates | Session | Topic |
|-------------|--------------------------------|------------|---|
| 1 | 07-02-2022 To 12-02-2022 | 1 | Chapter Introduction |
| | | 2 | History of radio – Maxwell, Hertz, Marconi, Nicolas Tesla, Jagdish Chandra Bose, Lee De Forest, Charles Fesenden and others |
| | | 3 | History of radio – Maxwell, Hertz, Marconi, Nicolas Tesla, Jagdish Chandra Bose, Lee De Forest, Charles Fesenden and others |
| | | 4 | Radio as a military/naval communication instrument |
| | | 12-02-2022 | Second Saturday |
| 2 | 14-02-2022 To 19-02-2022 | 5 | Radio becomes part of mass media |
| | | 6 | Growth of radio up to 1950s; advent of television; revival of radio in the fragmented post-modern society |
| | | 7 | Private FM & community radio |
| | | | College Arts Fest |
| | | | College Arts Fest |
| 3 | 21-02-2022 To 26-02-2022 | 8 | History of radio in India from 1921- Indian radio and colonial legacy |
| | | 9 | Radio in the post-independence era |
| | | 10 | Chapter Analysis |
| | | 11 | Class Test |
| 4 | 28-02-2022 To 05-03-2022 | 12 | Chapter Introduction |
| | | 13 | Radio station- objectives, policies and ethics |
| | | 01-03-2022 | Shivarathri |
| | | 14 | Radio with commercial interests |
| 5 | 07-03-2022 To 12-03-2022 | 15 | Radio and popular culture |
| | | 16 | Radio's role in disaster management |
| | | 17 | Chapter Analysis |
| | | 18 | Class Test |
| | | 19 | Chapter Introduction |
| 6 | 14-03-2022 To 19-03-2022 | 20 | Radio news – local, regional, national, and global news |
| | | 12-03-2022 | Second Saturday |
| | | 21 | Scripting for radio news |
| | | 22 | News personnel and the organizational structure |
| 7 | 21-03-2022 To 26-03-2022 | 23 | Language and style of news bulletins |
| | | 24 | News magazines; news flashes; structure of a news bulletin; voice cast |
| | | 25 | Chapter Analysis |
| | | 26 | Class Test |
| | | 27 | Chapter Introduction |
| | | 28 | Written and spoken language for broadcast |

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|----|--------------------------------|------------|--|
| 8 | 28-03-2022 To 02-04-2022 | 29 | Role of written script; live presentation; local slang and 'standard' language in broadcasting |
| | | 30 | Voice modulation techniques; intimacy; formal and informal presentation |
| | | 31 | Narrowcasting and presentation styles; RJs, DJs and radio hosts |
| | | 32 | Chapter Analysis |
| 9 | 04-04-2022 To 09-04-2022 | 33 | Class Test |
| | | 34 | Chapter Introduction |
| | | 35 | Radio formats - music in radio |
| | | 36 | Art of interviewing |
| 10 | 11-04-2022 To 16-04-2022 | 37 | Radio play as 'Minds' Theatre' |
| | | 38 | Creation of radio persona in chat shows; stock characters |
| | | 13-04-2022 | Easter Holidays |
| | | 14-04-2022 | Easter Holidays |
| | | 15-04-2022 | Easter Holidays |
| | | 16-04-2022 | Easter Holidays |
| 11 | 18-04-2022 To 23-04-2022 | 18-04-2022 | Easter Holidays |
| | | 39 | I Internal Examination |
| | | 40 | I Internal Examination |
| | | 41 | I Internal Examination |
| | | 42 | I Internal Examination |
| 12 | 25-04-2022 To 30-04-2022 | 43 | I Internal Examination |
| | | 44 | Special audience programmewomen, agricultural/farm, youth and children, radio magazine |
| | | 45 | Chapter Introduction |
| | | 46 | Commercials - making commercials |
| 13 | 02-05-2022 To 07-05-2022 | 47 | Revenue generation, audience research, customised programmes |
| | | 02-05-2022 | RAMZAN |
| | | 48 | Brand building of radio, publicity of programmes and radio channels |
| | | 49 | Audience response, selling of radio personality, sources of advertisement |
| | | 50 | Marketing techniques, creation of advertisements and jingles |
| | | 51 | Chapter Analysis |
| 14 | 09-05-2022 To 14-05-2022 | 52 | Chapter Introduction |
| | | 53 | The technical side of broadcast |
| | | 54 | The physics of sound generation |
| | | 55 | Transmission methods AM, FM, SW |
| | | 56 | Digital sound formats- MP2, MP3, WAV |
| | | 57 | Seminar |
| 15 | 16-05-2022 | 14-05-2022 | Second Saturday |
| | | 58 | Seminar |

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|-----------|--------------------------------|----|-------------------------|
| | To 21-05-2022 | 59 | Seminar |
| | | 60 | Seminar |
| | | 61 | Revision |
| 16 | 23-05-2022 To 28-05-2022 | 62 | II Internal Examination |
| | | 63 | II Internal Examination |
| | | 64 | II Internal Examination |
| | | 65 | II Internal Examination |
| | | 66 | II Internal Examination |
| | | 67 | II Internal Examination |
| 17 | 30-05-2022 To 04-06-2022 | 68 | Revision |
| | | 69 | Revision |
| | | 70 | Revision |
| | | 71 | Revision |
| | | 72 | Revision |
| | | | |

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| Subject Code: | MCJ 2E 01: |
| Subject Name: | PHOTO JOURNALISM |
| No. of Credits: | 04 |
| No. of Contact Hours: | 72 |
| Hours per Week: | 04 |
| Name of the Teacher: | Shanu Salman |

SYLLABUS

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

TEACHING SCHEDULE

| No of Weeks | Dates | Session | Topic |
|-------------|--------------------------------|-----------------|--|
| 1 | 07-02-2022 To 12-02-2022 | 1 | Chapter Introduction |
| | | 2 | Evolution of photography- history and development |
| | | 3 | Types of Cameras- Single Lens Reflex (SLR), Twin Lens Reflex (TLR), Rangefinder Cameras |
| | | 4 | View Cameras |
| | | 12-02-2022 | Second Saturday |
| 2 | 14-02-2022 To 19-02-2022 | 5 | Polaroid Cameras, Super wide-Angle Camera, Panoramic Camera, Aerial Camera, Sub-miniature Camera |
| | | 6 | Polaroid Cameras, Super wide-Angle Camera, Panoramic Camera, Aerial Camera, Sub-miniature Camera |
| | | 7 | Digital Photography |
| | | | College Arts Fest |
| | | | College Arts Fest |
| | | 8 | Practical Work |
| 3 | 21-02-2022 To 26-02-2022 | 9 | Practical Work |
| | | 10 | Practical Work |
| | | 11 | Practical Work |
| | | 12 | Chapter Analysis |
| 4 | 28-02-2022 To 05-03-2022 | 13 | Class Test |
| | | 01-03-2022 | Shivarathri |
| | | 14 | Chapter Introduction |
| | | 15 | Lenses- focal length |
| 5 | 07-03-2022 To 12-03-2022 | 16 | Focus and Magnification |
| | | 17 | Lenses of normal, short and long focal length |
| | | 18 | Convertible, enlarging, perspective, supplementary, zoom and Macro lenses |
| | | 19 | Lenses and Composition |
| | | 20 | Aperture Settings, Shutter Speed and Depth of field |
| | 12-03-2022 | Second Saturday | |
| 6 | 14-03-2022 To 19-03-2022 | 21 | Practical Work |
| | | 22 | Practical Work |
| | | 23 | Practical Work |
| | | 24 | Practical Work |
| 7 | 21-03-2022 To 26-03-2022 | 25 | Chapter Analysis |
| | | 26 | Class Test |
| | | 27 | Chapter Introduction |
| | | 28 | Visualization of A Photograph |
| 8 | 28-03-2022 | 29 | Characteristics of A Photograph |
| | | 30 | Composition, Point of View, Framing |

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|-----------|--------------------------------|------------|---|
| | To 02-04-2022 | 31 | Horizontal and Vertical Format |
| | | 32 | Centre of Interest, Horizontal Line |
| 9 | 04-04-2022 To 09-04-2022 | 33 | Near-Far Relationship |
| | | 34 | Time of Day And Decisive Moment |
| | | 35 | Lighting-Front, Side, Back And Revealing Lights |
| | | 36 | Shooting in Artificial and Mixed Light |
| 10 | 11-04-2022 To 16-04-2022 | 37 | Practical Work |
| | | 38 | Practical Work |
| | | 13-04-2022 | Easter Holidays |
| | | 14-04-2022 | Easter Holidays |
| | | 15-04-2022 | Easter Holidays |
| | | 16-04-2022 | Easter Holidays |
| 11 | 18-04-2022 To 23-04-2022 | 18-04-2022 | Easter Holidays |
| | | 39 | I Internal Examination |
| | | 40 | I Internal Examination |
| | | 41 | I Internal Examination |
| | | 42 | I Internal Examination |
| 12 | 25-04-2022 To 30-04-2022 | 43 | I Internal Examination |
| | | 44 | Practical Work |
| | | 45 | Practical Work |
| | | 46 | Practical Work |
| 13 | 02-05-2022 To 07-05-2022 | 47 | Chapter Analysis |
| | | 02-05-2022 | RAMZAN |
| | | 48 | Chapter Introduction |
| | | 49 | Scope and Significance of Photojournalism |
| | | 50 | News Photographs, Advertisements Photographs, Wild Life Photographs, Sports Photographs |
| | | 51 | Review of Photography Magazine |
| 14 | 09-05-2022 To 14-05-2022 | 52 | Leading Photojournalists in India, International Photojournalists |
| | | 53 | Ethics in Photo Journalism |
| | | 54 | Paparazzi Journalism; Photo Essay; Freelance Photography. |
| | | 55 | Chapter Introduction |
| | | 56 | Editing Photographs |
| | | 57 | Transferring Photographs to a personal Computer |
| 15 | 16-05-2022 To 21-05-2022 | 14-05-2022 | Second Saturday |
| | | 58 | Photo Selection, Cropping, Scaling and Toning |
| | | 59 | Photo Editing Software |
| | | 60 | Practical Work |
| 16 | 23-05-2022 To | 61 | Revision |
| | | 62 | II Internal Examination |
| | | 63 | II Internal Examination |
| | | 64 | II Internal Examination |

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| | 28-05-2022 | 65 | II Internal Examination |
| | | 66 | II Internal Examination |
| | | 67 | II Internal Examination |
| 17 | 30-05-2022 To 04-06-2022 | 68 | Revision |
| | | 69 | Revision |
| | | 70 | Revision |
| | | 71 | Revision |
| | | 72 | Revision |
| | | | |