

BA English (Vocational; Journalism)

HISTORY AND DEVELOPMENT OF JOURNALISM

Module I

- A brief introduction to journalism
- History and evolution
- Definition, meaning and scope
- Functions of journalism
- Kinds of journalism
- Principles of journalism.
- Roles and responsibilities of journalists

Module II

- Evolution of Indian press
- The pioneers of Indian journalism- James Augustus Hicky, – Bengal Gazette – Early Publications from Bengal – Calcutta Gazette – Bengal Journal – Oriental Magazine and Calcutta Chronicle, James Silk Buckingham, Serampore missionaries, Horniman, Raja Rammohan Roy and the Indian Press
- Important Newspapers – Kesari and MARATHA OF Tilak – Spectator – The Press and the Partition of Bengal – Annie Beasant and the Common Wheel – Gandhiji and the Press – Harijan and Young India – Leader – Bombay Chronicle – Hindustan Times – Swarat – Matrubhumi and BhajiBharatam from Kerala
- Gandhi as a journalist
- Nehru and the National Herald
- Quit India Movement and the Press
- Press before independence
- Role of press in freedom struggle
- Press after independence
- Press during emergency
- Indian press today
- Press Council of India.
- Role of press in a democracy

Module III

- Beginning of Modern Journalism in Kerala
- Early journals of Kerala - Basel Evangelical Missionaries -RajyaSamacharam-Paschimodhayam-Herman Gundert.
- First Magazine -JnanaNikshepam from Kottayam - CMS Missionaries -Benjamin Bailey - Objectives of the early Journalism.
- Development in the 19th Century - Western Star, the First English NewsPaper - Malabar Spectator and West Coast Express.
- Malayalam Dailies -SandhishtaVadi- Travancore Herald -SathyanandhaKahalam and the Criticism of Travancore government - Kerala Mithram-DevjiBhimji- Kerala Patrika and C. KunjuramaMenon -

Kerala Kesari and Poovadan Ravunni- Malayali - K. Ramakrishna Pillai - K.G. Sankar-E. Krishna Pillai and Kerala Sanchari-Vidya Vinodini and Vidya Vilasini-Sujana Nandini

- Malayala Manorama and Kandathil Varughese Mappila.
- The Press and the Development of language and literature.

Module IV

- Nationalist Movement and the Press in Kerala
- Development of English Education - Nationalist Movement.
- Swadeshabhimani Ramakrishna Pillai-Vakkam AbdulKhadharMaulavi-MoorkothKumaran and Mitavadi- C.V. Kunjuraman and Kerala Kaumudi- T.K. Madhavan and Desabhimani- Al-Ameen and Muhammed Abdu Rahiman.
- Impact of New Trends in Society -Samadarsi-Vivekodayam-Prabhatham-Mathrubhumi- K.P. Kesavamenon-Gomathi-Kesari Balakrishna Pillai-Desabhimani- Chandrika - Ideologies and the Press.
- Library Movement and the press
- Press and the Progressive Movement in Kerala -Nambuthiri Yogakshema Sabha -Yogakshemam-Unni Nambuthiri-Vagbhatananda and Atmavidhyakalam-Nayar- Service.
- Women Magazines
- Press and National Agitation -Lokamanyan-Swarat-Mathrubhumi- Al-Ameen -Bhaje Bharatham, etc.
- Press Regulation in Thiruvithamkur- 1926.
- K.G. Sankar and Malayala Rajyam- Express and Navajeevan from, Thrissur.

Module V

- Kerala Press Today
- Press and day today life in Kerala - Role in the spread of literacy.
- Establishment of Press Academy.
- Increasing circulation - competition
- Important journals, weeklies and newspapers.

Parthasarthy, Rangaswami. *Journalism in India*. Sterling Publications Pvt. Ltd: New Delhi, 1989.

INTRODUCTION TO MASS COMMUNICATION

Module I

- What is communication?
- Definition, nature, scope, functions.
- The Communication process
- Types of communication

Module II

- Theories of Communication
- Scope and Purpose of Communication Models

- Aristotle, Schramm, Berlo, Shannon and Weaver, Laswell, Dance's models
- What makes for effective communication - the parameters?
- Theories on communication effect- magic bullet/hypodermic needle, two-step, limited effect.
- Role of audience in communication.

Module III

- Concept of mass
- Evolution of mass communication
- Nature, characteristics, functions and dysfunctions of mass media
- Growth and evolution of different media: print, radio, television, cinema.
- The different facets of mass media.

Module IV

- New Media- meaning, definition and features.
- Web-based communication
- Online newspapers and journals.
- Limitation and current trends.

Module V

- Status of Mass media in India
- Media Imperialism

Course Text:

Kumar, Keval.J. *Mass Communication in India*. Jaico Publishing House, Bombay. 1991.

POLITICAL HISTORY OF INDIAN AND THE ROLE OF MEDIA

Module I: The Indian Press after Independence

- Changes in the outlook of Press
- Changing dynamics of Media in India
- Press commission
- Press council of India: Aims and Objectives
- Nehruvian Era and the strengthening of the Press

Module II: Media from Independence to the Present

- The state of media from Independence to Emergency
- The curtailment of press freedom during the Emergency
- Media during the period of Liberalisation (Post 1985)
- Deregularization of Television and Radio

Module III: Contemporary Issues in Media Studies

- Media and the portrayal of violence
- Media and National Development
- Media and the Environment
- Media and the representation of Minorities

Module IV: Radio and Television

- Characteristics of Radio as a medium
- AM/FM/SW/Satellite radio/Internet radio
- Types of radio programmes: radio talk, interview, drama, chat show, phone-in, phone-out, running commentary, news bulletins, features, documentaries
- Characteristics of TV as a medium
- TV formats
- Cable TV, DTH, and modern trends in TV

Module V: Online Journalism

- Features of Online Journalism, hypertext, multimedia, interactivity
- Portals, blogging, webcasting, podcasting, screencasting, videocasting
- Video podcasting, wikis
- Strengths and weaknesses, legal considerations

CONSTITUTION AND MEDIA LAWS

Module I

- Salient features of Indian constitution
- Judicial System in India
- The preamble of the Indian Constitution
- Fundamental rights and duties
- Directive principles of state policy

Module II

- Freedom of the Press.
- Constitutional guarantee of press freedom under Art 19 (1)(a)
- Reasonable restrictions under Art 19(2) and Art 19(6).
- Interpretation by the Supreme Court on Press Freedom in India.
- Contempt of Court: meaning and reasons for the law of contempt
- Civil and Criminal contempt
- Defenses for contempt

Module III

- Law: Origin and definition
- Law and morality
- Kinds of law: civil and criminal.
- Press Legislations-brief overview of press legislations in India from the British to the present.

- Censorship- meaning and need for censorship
- Legislative Privileges- history and need for the law.
- Tension between press and legislature.
- IPC and CPC.

Module IV

- Defamation- meaning and definition.
- Libel and Slander.
- Test of defamation
- Defenses for defamation.

Module V

- Press Laws: Official Secrets Act, Press & Registration of Books Act, Copyright Act, Contempt of Court Act, Young Person's Harmful Publication Act, Indecent Representation of Women's Act, Drug & Magic Remedies Act, Working Journalists Act, Wage Boards, Film Certification Rules, Intellectual Property Rights, Privacy and Cyber laws
- Right to Information Act.

Basu, Durga Das. (1998). Law of the Press (4th Edition). Prentice Hall, New Delhi.

NEWS REPORTING AND EDITING

SEMESTER: 3

CREDITS: 4

CATEGORY: Vocational

HOURS: 5

Module I:

- Reporter- Qualifications and attributes of a reporter- Concept of news definition, types and news values. Sources of news and attribution. Research for news.

Module II:

- Structure of a news story- 5ws and 1H, Inverted pyramid, hour glass and chronology. Lead, body and conclusion. Background and quotes. Writing a lead, types of leads. Interview techniques- preparation, questions and writing the report.

Module III:

- Types of Reporting-general assignments, basics of covering accidents, deaths, natural disasters, crime, court, sports, business, budget, politics, elections, speech, seminars and entertainment
- Investigative journalism and reporting.
- Reporting science and environment

Module IV:

- Editorial hierarchy - departmental chart
- Editing- need and purpose of editing, functions of a sub-editor, chief sub and news editor. Newspaper style sheet.
- Handling copies – handling reporters’ and correspondents’ copies, news agency copies, stringers’ and agents’ copies, citizen journalists’ copies
- Editing handouts and press releases
- Translating stories from English to Malayalam and from Malayalam to English
- Trimming human interest stories – slashing the roundup – cutting the straight news

Module V:

- Headlines- meaning, types and principles of headline writing. Rewriting copy- principles of rewriting. Newspaper Design typography, page layout, principles of page design
- Editorials, middles, features, columns and letters to the editor; types of editorials
- Editorial page versus news pages
- Qualities and responsibilities of a leader writer.

WRITING FOR THE MEDIA

SEMESTER: 3

CREDITS: 4

CATEGORY: Vocational

HOURS: 5

Module I:

- Analysing hard news stories--features--human interest stories--understanding the structure of various types of stories--writing editorials--methods of writing interview stories--book review--film review--travel writing

Module II:

- Leads and its types--their structure--writing different types of leads.

Module III:

- Headlines--types of headlines--how to write headlines.

Module IV:

- Writing for the radio and television--features of radio news--features of television news--techniques of writing radio news and television news--radio feature--script writing for TV talk show, Panel discussion.

Module V:

- Writing news for the internet--Content writing for Web sites--blog writing

SEMESTER: 4

CREDITS: 4

CATEGORY: Vocational

HOURS: 5

Module I:

- Management of Newspaper establishment--Organizational structure of a newspaper--co-ordination of various departments--basic principles of newspaper management--circulation promotion strategies--National Readership Survey--Indian Readership Survey.

Module II:

- Types of newspaper ownership--advantages and disadvantages of various types of ownership--the impact of different types of ownership on editorial independence and media ethics.

Module III:

- Newspaper economics-- Newspaper income and expenditure--Advertising--its impact on the freedom of the press--Economics of Television.

Module IV:

- Recent trends in Media ownership--concentration of media ownership--vertical and horizontal integration--Media conglomerates--its effects on freedom of the press and editorial independence--its effects on the nature of media content.

Module V:

- Current trends in media--agenda setting by media--news as a constructed phenomenon--challenges faced by media in a democracy--accountability, transparency etc.

PUBLIC REATIONS AND ADVERTISING

SEMESTER: 4

CREDITS: 4

CATEGORY: Vocational

HOURS: 5

Module I:

- Public Relations – Definition Scope and history Functions and responsibilities of a public relations manager organizational set up of public relations organization.

Module II:

- Public relations in public and private sectors – public relations in Government – Method and ethics of public relations – public relation codes – Professional Organisations.

Module III:

- Public relation tools – Press release, exhibitions, information and publicity campaigns, open house, house journals, company and its publics.

Module IV:

- History and growth of advertising – Functions of advertising – Types of advertising – structure of an ad – Principles of copy writing – Visualisation, advertisement campaigns – Sports and Advertising – online ads

Module V:

- Advertising agency- Structure and operation – Advertising research – code of ethics in advertising – professional agencies – socio – economic aspects of advertising.