

**DEPARTMENT OF COMMUNICATION**  
**M.A. Journalism and Mass Communication (NEP)**  
**SEMESTER II (January – June 2024)**

Course title	<b>History of Media</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	A
Course code	MAJMCC 503
Semester	II
Number of credits	4
Maximum intake	30
Day/Time	Tuesday and Friday 11 am -1pm
Name of the teacher/s	<b>Prof.T.T.Sreekumar</b>
Course description	<p>Include the following in the course description</p> <p><b>i) A brief overview of the course:</b>  The course discusses the history of print, radio, and television growth in India</p> <p><b>ii) Objectives of the course:</b>  <b>PO 1</b>  Demonstrate knowledge about the early developments in the history of print, radio, cinema and television in India  <b>PO 3</b>  Systematic understanding of the contemporary developments in the field of digital media</p> <p><b>iii) Learning outcomes:</b>  <b>a) Domain Specific</b>  To study the early developments in the history of communication and media worldwide.  To study and understand the developments in print, radio, and television growth in India</p> <p><b>c) Value addition</b>  To comprehend the original purpose and vision of media growth in India and its later developments.  To understand the context in which the current media grew and expanded.</p>
Course delivery	Lecture/Seminar/ student presentations
Evaluation scheme	Internal (modes of evaluation):40% End-semester (mode of evaluation):60%
Reading list	<p>Essential reading</p> <ul style="list-style-type: none"> <li>● Natarajan J, <i>History of Indian Journalism</i>, Publications Division. Ministry I&amp;B, Govt of India</li> <li>● Bhatt, S C <i>Indian Press since 1965</i>. Publications Division, Ministry I&amp;B, Govt of India</li> </ul>

	<ul style="list-style-type: none"><li>● Fang, Irwin, (1997) <i>A History of Mass communication. Six information revolutions.</i> Focal Press. USA</li><li>● S C Bhatt, (2010) <i>Broadcast Journalism, Basic Principles.</i> Har-Anand Publications Pvt Ltd.</li><li>● Dutta, Soma (2012) <i>English newspapers on Indian Independence.</i> Kalpaz Publications.</li></ul>
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Course title	<b>Editing &amp; Print Production</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	A
Course code	MAJMCC 504
Semester	II
Number of credits	4
Maximum intake	30
Day/Time	Monday 2p-4 pm and Thursday 11am-1pm
Name of the teacher/s	<b>Prof.Nagamallika.G</b>
Course description	<p>Include the following in the course description</p> <p><b>i) A brief overview of the course:</b>  A brief and introductory skill-oriented training in editing various kinds of news stories; special focus on feature writing; hands-on-training on lay-out and designing. This course intends to train the learner in imparting journalistic editing skills for print media with special focus on newspapers and magazines.</p> <p><b>Objectives of the course:</b></p> <p><b>PO 4</b>  Practice skills in news reporting including event coverage, data collection and interviewing sources  Training in writing and editing news and feature stories</p> <p><b>PO 6</b>  Learn newspaper designing and page layout for newspapers and magazines</p> <p><b>PO11</b>  Prepare the newspaper for publication and develop skills in copyediting and proofreading</p> <p><b>PO 11</b>  Building a creative portfolio of work which helps in creating opportunities for employment</p> <p><b>ii) Learning outcomes:</b></p> <p><b>C) Skill enhancement</b>  To impart skills in writing news and features that is locally, regionally and nationally relevant.  To gain hands-on-training in editing news stories and newspaper layout.</p> <p><b>d) Employability quotient</b>  To learn basic principles of designing.  To train in different aspects of newspaper production technologies.</p>
Course delivery	Lecture/Seminar/ practicals
Evaluation scheme	Internal (modes of evaluation):50% End-semester (mode of evaluation):50%
Reading list	

Course title	<b>International Communication</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	A
Course code	MAJMCE 508
Semester	II
Number of credits	4
Maximum intake	30
Day/Time	Monday 11 am-1pm and Wednesday 2pm-4pm
Name of the teacher/s	<b>Dr.A.Nagraj</b>
Course description	<p>Include the following in the course description</p> <p>i) <b>A brief overview of the course:</b> The course will provide an insight into theories and issues concerning global communication.</p> <p>ii) <b>Objectives of the course:</b></p> <p><b>PO 1</b> Understand international communication theories and discuss the communication imbalances and hegemony in the process of transnational communication</p> <p><b>PO 3</b> Develop broad understanding of media in different parts of the world</p> <p><b>PO 3</b> Learn about global communication systems, networks, and institutions that shape international communication</p> <p>iii) <b>Learning outcomes:</b></p> <p>a) <b>Domain Specific</b> To understand the basic theories of international communication and its approaches in the context of globalization. To understand the overall communication process and role of media in regional, national and international communication and its impact.</p> <p>b) <b>Value addition</b> Critical understanding of international dimensions of Communication in the context of Globalization, Ideological promotion, international relations and propaganda, emergence of third world political communication, and organizational structure and functions. Understanding the fundamental and complex relationship of Political, Economic and Cultural dimensions of International Communication and impact of ICT on news flow, international telecommunication and regulatory organizations.</p>
Course delivery	Lecture/Seminar
Evaluation scheme	Internal (modes of evaluation):40% End-semester (mode of evaluation):60%
Reading list	<i>Global Communication: Theories, Stakeholders, and Trends</i> by Thomas L. McPhail, John Wiley & Sons, 2011 <i>International Communication and Globalization: A Critical Introduction</i> by Ali Mohammadi, Sage, 1997.

Course title	<b>Culture and Communication</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	A
Course code	MAJMCE 509
Semester	II
Number of credits	4
Maximum intake	30
Day/Time	Tuesday and Thursday 4p-6pm
Name of the teacher/s	<b>Dr. Srinivas Lankala</b>
Course description	<p><b><i>i) Course Description:</i></b>  The course provides an introductory overview of the interdisciplinary field of Media Studies. It is structured as a survey course as well as a reading seminar that explores different forms of media analysis from the multiple perspectives of Communication and Journalism, Cultural Studies, Critical Theory, Technology Studies and the broader social sciences.</p> <p><b><i>ii) Objectives of the course:</i></b></p> <p><b>PO 1</b></p> <p>Understand and critically evaluate media structures, texts, effects, industries and practices</p> <p><b>PO 2</b></p> <p>Develop a broad understanding of the sub-fields in the study of media which students may encounter in more depth in subsequent semesters.</p> <p><b>Learning Outcomes:</b></p> <p><b>a) Domain Specific</b>  Explain the theoretical concepts of media, communication, culture and critique  Describe the historical evolution of different media and evaluate their future trajectories</p> <p><b>b) Value addition</b>  Understand multiple disciplinary and theoretical approaches to studying media  Analyse the role and effect of the media in contemporary social and political contexts.</p>
Course delivery	Lecture/Seminar
Evaluation scheme	Internal (modes of evaluation):40%

	End-semester (mode of evaluation):60%
Reading list	<ul style="list-style-type: none"> <li>● Breckenridge, Carol A. 1995. <i>Consuming Modernity: Public Culture in a South Asian World</i>. University of Minnesota Press.</li> <li>● Carey, James W. 2009. <i>Communication as Culture: Essays on Media and Society</i>. Routledge.</li> <li>● Chun, Wendy Hui Kyong and Thomas Keenan (Eds.). 2006. <i>New Media, Old Media : A History and Theory Reader</i>. Routledge.</li> <li>● Couldry, Nick and Andreas Hepp. 2017. <i>The Mediated Construction of Reality</i>. Polity Press.</li> <li>● Curran, James and David Morley (Eds.). 2006. <i>Media &amp; Cultural Theory</i>. Routledge.</li> <li>● Dahlberg, Lincoln and Sean Phelan (Eds.). 2011. <i>Discourse Theory and Critical Media Politics</i>. Palgrave Macmillan.</li> <li>● Durham, Meenakshi Gigi and Douglas M. Kellner (Eds.). 2006. <i>Media and Cultural Studies: KeyWorks</i>. Blackwell.</li> <li>● Fuchs, Christian. 2016. <i>Critical Theory of Communication</i>. University of Westminster Press.</li> <li>● Gillespie, Tarleton et al (Eds.). 2014. <i>Media Technologies: Essays on Communication, Materiality, and Society</i>. The MIT Press.</li> <li>● Hansen, Mark B.N. 2006. 'Media Theory'. <i>Theory Culture Society</i>. 23, p.297.</li> <li>● Laughey, Dan. 2007. <i>Key Themes in Media Theory</i>. Open University Press.</li> <li>● Lister, Martin et al. 2009. <i>New Media: A Critical Introduction</i>. Routledge.</li> <li>● McLuhan, Marshall. 1994. <i>Understanding Media: The Extensions of Man</i>. The MIT Press.</li> <li>● McLuhan, Marshall. 2010. <i>The Gutenberg Galaxy: The Making of Typographic Man</i>. University of Toronto Press.</li> <li>● Mitchell, W.J.T. and Mark Hansen. 2010. <i>Critical Terms for Media Studies</i>. The University of Chicago Press.</li> <li>● Morley, David and Kevin Robins. 1995. <i>Spaces of Identity: Global Media, Electronic Landscapes and Cultural Boundaries</i>. Routledge.</li> <li>● Rajagopal, Arvind. 2001. <i>Politics After Television: Hindu Nationalism and the Reshaping of the Public in India</i>. Cambridge University Press.</li> <li>● Silverstone, Roger. 1999. <i>Why Study the Media?</i> Sage Publications.</li> <li>● Taylor, Paul and Jan Harris. 2008. <i>Critical Theories of Mass Media: Then and Now</i>. Open University Press.</li> <li>● Zerzan, John and Alice Carnes (Eds.). 1991. <i>Questioning Technology: Tool, Toy or Tyrant?</i> New Society Publishers.</li> </ul>

Course title	<b>Photo Journalism</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	A
Course code	MAJMCE 510
Semester	II
Number of credits	4
Maximum intake	30
Day/Time	Friday 2pm-6pm
Name of the teacher/s	<b>External – Mr.Krishnendu</b>
Course description	<p><b><i>i) Course Description:</i></b> It is a practical oriented course, which initiates a student of journalism to specialise in photojournalism. It includes practical aspects of photography combined with analysis of photo journalistic work. Ethical aspects of taking photos from an important part of the course.</p> <p><b><i>ii) Objectives of the course:</i></b></p> <p><b>PO 6</b> Learn about the concepts and applications of Photojournalism and understand storyboard, concept and execution of different photo and video stories</p> <p><b>PO 6</b> Learn about photography equipment and handling in advance level and practice digital Photography and videography</p> <p><b>PO 7</b> Understand Photojournalism Ethics and discuss case studies</p> <p><b>PO 11</b> Develop a creative portfolio which increases the employability potential</p> <p><b>Learning Outcomes:</b></p> <p><b>c) Skill enhancement</b> demonstrate the ability to communicate complex ideas and stories through images, captions, and presentations.</p> <p><b>d) employability quotient</b> Trained to work as photojournalists for newspapers, magazines, online publications, and other media organizations. Equipped to work as documentary photographers, able to produce photo features and projects for exhibitions, publications, and online platforms</p>
Course delivery	Lecture/Seminar
Evaluation scheme	Internal (modes of evaluation):40% End-semester (mode of evaluation):60%
Reading list	

