

POST GRADUATE DIPLOMA IN TELEVISION JOURNALISM

Scheme of the course and syllabus

RATIONALE OF THE COURSE: Television News is the most important form of news media, which brings the day to day events of the society to people by presenting them in an audio-visual form. It is one of the most sought after media profession that the aspiring journalists strive for. It is imperative that an aspiring TV journalist should have a sound knowledge about the principles of journalistic practice supported by in-depth knowledge about the state-of-the-times technology to translate the news into audio-visual format. The curriculum enable the students to achieve a clear understanding about the knowledge of communication, ethical aspects of journalism and the skill to create content for the broadcast medium of TV.

OBJECTIVES OF THE COURSE: 1. To impart conceptual knowledge about communication, journalism and other media practices 2. To inculcate specific professional skills required to become a practicing TV journalist 3. To provide fundamental skills to handle audio-visual technology needed for TV Journalism. 4. To impart knowledge about legal and ethical aspects of journalism and develop a commitment to high quality standards 4. To develop written and spoken communication skills and effective skills for new media and technologies.

COURSE PARTICULARS:

Course Duration: Eleven months

1. A student is deemed to have passed the examination, if he/she gets a minimum of 40% in each part, and secure an aggregate of 40% at the final exam.
2. Successful candidates in the examination will be classified as follows: I – Class: Those who obtain 60% or above of the aggregate marks. II – Class: Those who obtain 50% and above but less than 60%. III – Class: Those who obtain 40% and above but less than 50%.
3. There will be no supplementary examination all failed candidates can appear for the exam only in the succeeding year after paying the requisite exam fee or within 3 years of the completion of the course.

SYLLABUS STRUCTURE:

Serial Number	Paper	Name of Subject	Marks
1	PAPER I	MASS COMMUNICATION AND MEDIA THEORIES	100

2	PAPER II	POLITICS AND SOCIETY	100
3	PAPER III	MEDIA LAWS AND ETHICS	100
4	PAPER IV	BASICS OF WRITING (ENGLISH AND MALAYALAM)	100
5	PAPER V	TV NEWS: REPORTING, EDITING AND NARRATING	100
6	PAPER VI	NEWS ROOM MANAGEMENT AND PRODUCTION OF NEWS BULLETINS	100
7	PAPER VII	PRODUCTION OF CURRENT AFFAIRS PROGRAMMES, SHORT FILMS AND DOCUMENTARIES	100
8	PAPER VIII	DIGITAL VIDEO CAMERA AND NON LINEAR EDITING	100
9	PAPER IX	NEW MEDIA AND DIGITAL JOURNALISM	100
10	PAPER X	PRODUCTION/DISSERTATION+ VIVA VOCE	100
TOTAL MARKS			1000

PG DIPLOMA IN TELEVISION JOURNALISM SYLLABUS

General Papers

1. PAPER I. MASS COMMUNICATION AND MEDIA THEORIES

Module 1

Various Types of Communication: Intrapersonal, Interpersonal and Group Communication, Verbal and Nonverbal Communication, Importance of Kinesics, Functions of Mass Communication.

Module 2

Models of Communication: Aristotle's definition of Rhetoric, Berlo's SMCR Model, Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model, Newcomb's Model of Communication, George Gerbner's Model, Schramm's Interactive Model

Module 3

Theories Mass Communication: Four theories of Press, Developmental & Democratic Participation theory, Media Effects: Hypodermic Needle, Two-Step Flow Theory, Gate-keeping, Psychological and Sociological Communication Theories. Eastern Communication Thoughts.

Module 4

Media Theories: Agenda Setting, Powerful Effects of Media: Dominant Paradigm, Diffusion of Innovations, Spiral of Silence, Critical and Cultural Theories: Hegemony, Political Economy & Frankfurt School, Cultural Studies, Public Sphere and Opinion: Manufacturing Consent/Propaganda model. New Media Theories: Marshal McLuhan and Concept of Global Village. Network Society. Theory of Castells.

Module 5

Gender and Media Studies. Feminist, Queer Studies and their impact on Media. (80 for written+20 for class presentations).

2. PAPER II. POLITICS AND SOCIETY

Module 1

An Outline of Modern World History Between two World Wars. World after World War II. United Nations, New World Order, Globalisation.

Module 2

Indian History since the British colonial period Formation of the Indian Press. Indian Nationalism and its various streams. Communist and Socialist Movement in India. Regional Parties

Module 3

Post-Independent India-Nehruvian era-Indira Gandhi and the Emergency. Growth of anti-Congress Socialist Politics in India. Weakening of Congress party at national level.

Module 4

Growth of BJP and Hindutva Politics. Mandal Politics. Regional political parties and their role in national politics. Coalition governments at the centre. New Social movements.

Module 5

Political development in Malabar, Kochi and Travancore. Kerala history since 1956: Unified Kerala Movement. Political parties and government formations. Coalition politics in Kerala. New Social Movements after the 1980s. (80 for written+20 for class presentations).

3. PAPER III. MEDIA LAWS AND ETHICS

Module 1

Indian Constitution. Freedom of Press. Constitutional safeguards of Freedom of Press.

Module 2

Historical development of press regulations. Press and Registration of Books Act 1867. Vernacular Press Act of 1878.

Module 3

Press Council of India. Press Council Act 1978. Libel, Slander and Defamation. Contempt of Court. Parliamentary Privileges.

Module 4

Broadcasting Codes. Cable Television Network Regulations Act, 1995. Cable Television Network Regulations Act (Amendment Bill) 2002. Cinematograph Act of 1952. Cyber laws regarding Media.

Module 5

The Information Technology Act, 2000. Right to Information. Official Secret Act. Copyrights, Intellectual Property Right (80 for written+20 for class presentations)

4. PAPER IV. BASICS OF WRITING (ENGLISH AND MALAYALAM)

Module 1.

English Reading practice. Get familiar with various modes of writing. News. Editorials. Articles. Features. Fictional writings. Technical writings. Advertisings. Using dictionaries and thesaurus. Understanding different genres of writing.

Module 2

Learning basic writing skills: proper spelling and punctuation, vocabulary. Structuring sentences and paragraphs.

Module 3

Developing advanced writing skills. Writing short pieces. Short essays. Writing an article. Writing a feature story. Different types of features. Writing leaders, middle pages and columns.

Module 4

Reportage, Interviews, Profiles, Book and Film Reviews. Reviews of performances.

Module 5

Writing practices for different forms of media. Writing for a Newspaper, Writing for Radio. Writing for Television Writing for Digital Media. Writing Scripts for Film and Documentaries.

Module 6

Principles and Methods of effective writing for Mass Media. Writing for an audience. Writing for mass audience and writing for specific audience. General Rules of Grammar and Exceptions in Mass Media writing. Redundancy, Cliché and Jargon. Idioms and Phrases. Using right words.

Module 7

Style in Writing. Comparisons of styles. Words, phrases and constructions peculiar to journalistic writing. Style book and house style. Verbosity and Hackneyed use of language.

Module 8

Malayalam reading practice. Spelling and basic grammar. Sentence structure and patterns. Using apt word. Literary Malayalam and Journalistic Malayalam. Improving vocabulary in Malayalam. Learning correct pronunciation.

Module 9

Principles of Translation. Developing skills of translation. News translation. Translations from English to Malayalam and Vice Versa. (80 for written+20 for projects)

Special Papers

5. PAPER V. TV NEWS: REPORTING, EDITING AND NARRATING

Module 1

Tools and techniques, locating and developing TV stories-Structuring TV news report, V/O's, packages & story formats. Module 2

Opening, bridging and closing, reporting live: DSNG, Multiple OB locations and Split screen, V/O from field and technical challenges.

Module 3

Writing for TV, different types of visuals, structuring TV news reports--Different types of PTC-Interactive OB exercises.

Module 4

Facing the camera and voice training, Studio anchoring and Use of Teleprompter, Voice over, sound track for features.

Module 5

Moderating studio news programmes. **(50 for written+50 for practical)**

6. PAPER VI. NEWS ROOM MANAGEMENT AND PRODUCTION OF NEWS BULLETINS

Module 1

Input/output and Assignment Desks, TV news production desk and its functions Visual sources: servers, graphics, archives, MSR and OB.

Module 2

Writing to visuals, the writing process- Thinking audio and video, Planning and structuring the copy for various audio visual inputs.

Module 3

Editing bytes, procuring & editing visuals – archives, graphics & other sources.

Module 4

Writing Anchor Leads, Subtitles, scrawls and other TV screen value addition, instruments. **(50 for written+50 for practical)**

7. PAPER VII. PRODUCTION OF CURRENT AFFAIRS PROGRAMMES, SHORT FILMS AND DOCUMENTARIES

Module 1

The production programmes based on current affairs. Research and data collection.

Module 2

The production process- News analysis and experts, Commercials and promo breaks. Discussions and talk shows, organizing the studio for TV news programmes.

Module 3

Short film making, theory and practice. Documentary making theory and practice. **(50 for theory +50 for practical)**

8. PAPER VIII. DIGITAL VIDEO CAMERA AND NON LINEAR EDITING

Module 1

Different camera formats-ENG cameras, studio cameras, shooting equipment

Module 2

Editing: theories

Module 3

Linear and non-linear editing-Final Cut Pro, Avid Premier, Adobe Premiere.

Module 4

Editing live stories-editing online-editing news stories

Module 5

Mixing audio-Sound track and practical training-(50 for written+50 for practical)

Module 1

What is New Media? Basic concepts. Emergence of New Media.

Module 2

Writing for the Web. Content writing. Blogging-Online audio. Online Video. Digital News production.

Module 3

Basics of Mobile Journalism. Multimedia Editing. Social media and Online Community Engagement. Writing for Interactive Media.

Module 4

Data Journalism. Search Engine Optimization and Marketing-Retargeting of Content. Public Relations and Reputation Management through Online. Digital Marketing. (80 for written+20 for presentations).

9. PAPER IX. NEW MEDIA AND DIGITAL JOURNALISM

Module 1

What is New Media? Basic concepts. Emergence of New Media.

Module 2

Writing for the Web. Content writing. Blogging-Online audio. Online Video. Digital News production.

Module 3

Basics of Mobile Journalism. Multimedia Editing. Social media and Online Community Engagement. Writing for Interactive Media.

Module 4

Data Journalism. Search Engine Optimization and Marketing-Retargeting of Content. Public Relations and Reputation Management through Online. Digital Marketing. (80 for written+20 for presentations).

10. PAPER X. PRODUCTION/DISSERTATION+ VIVA VOCE (50 FOR PRODUCTION+50 FOR VIVA VOCE)
