

# POST GRADUATE DIPLOMA IN JOURNALISM AND COMMUNICATION

## Scheme of the course and syllabus

**RATIONALE OF THE COURSE:** Mass Communication plays a significant role in making people aware of what is happening in society, and the profession of Journalism offers the best chance for an aspiring journalist to contribute his commitment and social responsibility to the society. In order to achieve this goal every media person has to go through theoretical and practical training in Journalism.

The curriculum is aimed to provide maximum professional experience to the students. It also exposes them to the contemporary media world in order to familiarise them with the latest trends and state-of-the-art technology.

**OBJECTIVES OF THE COURSE:** 1. To provide in depth knowledge about the principles of mass communication, journalism and its practical aspects 2. To build up the necessary skills required for practicing as a professional journalist with a clear focus on print journalism 3. To provide fundamental skills to practice as a media person across various media platforms. 4. To impart knowledge about legal and ethical aspects of journalism and develop a commitment to high standards of quality consciousness 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
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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 & MALAYALAM)	100
5	PAPER V	NEWS REPORTING	100
6	PAPER VI	EDITING AND EDITORIAL PRACTICES	100
7	PAPER VII	SPECIALIZED REPORTING	100
8	PAPER VIII	BROADCAST JOURNALISM	100
9	PAPER IX	NEW MEDIA AND DATA JOURNALISM	100
10	PAPER X	PUBLIC RELATIONS AND ADVERTISING	100
<b>TOTAL MARKS</b>			<b>1000</b>

# **PG DIPLOMA IN JOURNALISM AND COMMUNICATION 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). (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. NEWS REPORTING**

#### **Module 1**

Journalist in society. Qualifications of a reporter. Organisation of a reporting team. Routine beat and special reporting. Deadlines.

#### **Module 2**

What is News? Concept of News. Types of News. Hard News and Soft News. Elements of News. Events and Processes. News and Views. Sources of News and Cultivation of sources.

#### **Module 3**

Structure of a news report/news story. The intro and the body. Techniques of News Writing. Time element in news writing. Attribution. Off-the record. Embargo. Pool reporting. Follow up. Advocacy.

#### **Module 4**

Beat Reporting and major beats. Press conferences, speeches, public meetings, rallies, festivities, Crimes, Accident, Court, Agitations, Unrests, Legislature, Events, Cinema, Arts, Weather and Sports, Consumer affairs, Health, Education, Political Parties, Social Organisations.

#### **Module 5**

Writing Press Release, Writing News from a Press Release. Interpretive and Investigative Reporting. News Analysis. Photojournalism. News Agencies: International News Agencies, Indian News Agencies, Translating News Agency Stories. **(80 for written+20 for practical)**

## **6. PAPER VI. EDITING AND EDITORIAL PRACTICES**

### **Module 1**

Concept of Editing. Responsibilities of Editor. Qualifications. Editorial Structure in a Newspaper. Sources of Copy and News Co-Ordination, Gate keeping, copy-tasting. Concept of Editorial autonomy.

### **Module 2**

Editing Process. Editorial Skills: Basics, fluency, punctuations and spelling. Sub-editing. Writing Lead/Intro, headline, caption, and blurb. Inverted pyramid style, hourglass style. Accuracy, consistency, house style in a newspaper. Fine-tuning, making story legally sound. Condensation and rewriting.

### **Module 3**

Editing features and in depth stories. Headline writing. Writing captions and cutlines for visuals.

### **Module 4**

Advanced editing theories--DTP, Photoshop, Using Apple Mac System and editing by using Free Software tools. Basics of design using applications like InDesign, Design Theory.

### **Module 5**

Layout of a Newspaper. Basic principles of newspaper design. Page layout and design. Typography. Makeup of front, inside, special and feature pages. White space. Basics of Photo-editing. Layout of a Periodical, Basics of Print Technology. **(80 for written+20 for practical)**



## **Module 6**

Magazine pages. Special pages. Editing letters to the Editor. Using Library and archives.

## **7. PAPER VII. SPECIALIZED REPORTING**

### **Module 1**

Importance of specialized reporting. Qualities needed for specialized reporting. Area specialisation. Economic, Sports, Science and health, Gender and Media and Environment reporting.

### **Module 2**

Economic and Finance Journalism. Indian economy. Centre-state fiscal relations. Planning. Budgets. Business and financial environment in India. Public finance. Taxation. Rural economy, agriculture, crops and commodities, small and medium industries. Banking and other financial institutions. Market mechanisms. Corporate reporting. Regulatory bodies. International trade. International economic organisations. Multinational corporations. Global market trends. Impact of globalisation. Digital economy in India.

### **Module 3**

Major sports events in the world and India. Sports laws and administration. Rules of major athletic and sports events. Sports statistics. Sports writing for newspaper, agencies and magazines. Sports columns. Sports photography. Sports reporting design. Page making for sport pages. Sports commentary, interviews and anchoring. Sports reporting for web media.

### **Module 4**

Importance of scientific temper. Basic ideas of science and health. Formats of science and health journalism. Tracking the changes in science and health. Scientific and health institutions.

Growth of medical science and technology. Reporting pandemics and epidemics. Urban and rural medical conditions in India. Scientific organizations and critique of medical practices.

### **Module 5**

Gender as a specific area. Understanding gender as a social category. Socialisation and stereotype. Constructing gender and LGBT identities. Gender hegemony in media language. Representation of gender in mass media. Role of women and other marginalised groups in media. Role of media in feminist planning and development policies. Role of media in determining concept of sexuality and gender equity in the sphere of sexuality.

### **Module 6**

Environment and Development. Environment reporting as a major area of journalism. The concept of development in the modern world and its impact. Different concepts of development. Models of development: Gandhian/marxist/socialist/capitalist. Global warming and other major threats to environment. Concept of sustainable economy and critique of homocentric development models. Natural disasters and environmental reporting. (80 for written+20 for practical)

## **8. PAPER VIII. BROADCAST JOURNALISM**

### **Module 1**

Idea of broadcast journalism. How is it differing from print media? Growth of Radio and Television in India. Public and private sector in broadcasting.

### **Module 2**

Emergence of Radio as a mass medium. Radio in India. Writing for radio. Importance of aural values. Language and grammar. Radio news reporting. Writing commercials, features and

presentations for radio. Radio programme production. Understanding basic technology. Presentation. Announcement and Anchoring.

### **Module 3**

Emergence of TV as a mass medium. Writing for television. Basic principles of script writing. Writing for news, programmes, interviews, documentaries, short talks and commercials. Basic production technology of TV. Understanding the concepts of production, pre-production and post-production work. (50 for written+50 for practical)

## **9. PAPER IX. NEW MEDIA AND DATA 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. PUBLIC RELATIONS AND ADVERTISING**

### **Module 1**

What is Public Relation? Evolution and Growth of Public Relations. Reputation Management. Integrated Marketing Communication.

## **Module 2**

Formation of Public Opinion. Opinion Leaders. Role of PR in opinion formation and persuasion.

## **Module 3**

The Ethics of PR. Social Responsibility Code of Professional Standards for PR. Code of Ethics.

## **Module 4**

Government PR. Corporate PR. Advertising basics. Understanding different modes of advertising. Theory and Practice of Copywriting. (80 for written+20 for practical)

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