MA in Journalism and Communication
Regulations and Syllabus (with effect from 2013-14)

Pattern of the course
Adopting the CBCS Pattern, the course of study for MA degree students shall extend over 4 semesters (Two years) and shall consist of:

- Theory and Practical papers[Core (C), Electives (E)]
- Projects
- Internship
- Soft-skills.

Students will earn the credits only when they pass in that paper/successfully complete that component as requirement for the completion of course.
In all the student has to gain specified number of credits (minimum 60 core credits).
In addition the student should take a minimum of 21 elective credits to complete the course.

Eligibility for admission
Any bachelor (undergraduate) degree holder of University of Madras or from any University declared eligible by University of Madras.
Admissions will be based on UG marks and entrance examination as per the Government of Tamil Nadu and University of Madras norms.

Eligibility for the award of the degree
As per the regulation a candidate becomes eligible for the award of the degree of MA in Journalism and Communication subject to the fulfillment of the following conditions:

- Undergone the Post – graduate course of study in Journalism and Communication offered by the University of Madras over 4 semesters (Two years full – time) and has earned the prescribed number of credits.
- Passes all the theory and practical examinations, completes the internship,
practice journal and prescribed projects. Examination Pattern will follow the University of Madras CBCS regulations.

- Meets all other requirements as prescribed by the Board of Studies in Journalism & Communication at the time of admission and the amendments introduced to the regulations by the Board of Studies in Journalism & Communication and academic council from time to time.

Syllabus for MA in Journalism and Communication

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MA Journalism and Communication
Semester I

CIS C001 History of Communication

Unit I The origins of writing – nature and characteristics of scripts in ancient civilisations (Hieroglyphic, Indus script, Chinese/Japanese Kanji, Brahmi, Tamil Brahmi and Vattelzhuthu), language, literature, communication and globalisation in the ancient worlds, modes of communication during Sangam age.

Unit II The nature and characteristics of ancient and medieval media of communication (clay tablets, pottery, papyrus, rock cut structures, granite stones, silk scrolls, palm manuscripts, drums, puppetry, koothu, magic lanterns, wooden blocks etc.), performing arts and traditional media in India, performing arts and communication during Sangam period.

Unit III The origins of printing technology in China, Korea and Western Europe, Different waves of print culture in ancient and medieval Asia, the characteristics of print based knowledge revolution, the historical contests between between orality and literacy, colonialism and communication during 16-20th centuries in India, the emergence of print culture in south India.

Unit IV The early newspapers, the implications of Industrial revolution on early waves of journalism, arrival of mass circulated newspapers, penny press, the birth of photography, phonogram, wireless telephony/radio, films and television, the birth of journalism in India.

Unit V 20th century as the fulcrum of modern mass media technologies, the impact of II World War on the growth of mass media technologies, the implications of Cold War on the development of Internet and Computer mediated communication, globalisation and new media, the impact of Emergency on the development of Indian media during 1980s-2000.

References:


**CIS C002 News Reporting I**

**Unit I** Facts vs comments, news vs views, fiction vs non fiction, subjectivity vs objectivity, Types of journalism – print, magazine, radio, television and literary journalism.

**Unit II** News sources, cultivation of news sources, source credibility, news values, non-disclosure principle vs public interest, censorship and self censorship.

**Unit III** News room organisation, key players in news room, traditional and modern formats of news structure – inverted pyramid vs formless structures, types of leads and bodies,

**Unit IV** Principles of news reporting, techniques of news gathering and reporting, common traps in news reporting, ethical challenges in news reporting.

**Unit V** News-views continuum, news interviews, types of news stories, features and special reports. Beat reporting – crime, sports, legislature, health, transport, education etc., news reporting for new media, urban affairs, rural affairs reporting and special affairs reporting.

**References:**


CIS C003 News Editing and Writing

Unit I News processing techniques and applications, principles of news editing, manual gatekeeping vs automated news filtering mechanisms; key tasks of the sub editor: evaluating copies, avoiding rhetoric, cutting the flab, polishing the language and ensuring accuracy.

Unit II The methods and skills of news editing, traditional vs modern methods of news editing, editorial and editing protocols, cultural challenges in news editing.

Unit III Principles of copy editing, types of copies, copy editing strategies, copy editing symbols, proof reading symbols, types of headlines, elements of headline writing.

Unit IV Elements of writing, elements of style in writing, style book, types of compositions, types of news writing, language, grammar and writing, rules of usage, techniques of rewriting.

Unit V Techniques of writing news stories, news backgrounders, news features and columns; editorial writing, types of editorials, types of special assignment writing.

References:


**CIS C004 Print Journalism Practical I**

Part I

1st Week Writing four 200 words essays

2nd Week Reporting two 500 word news stories

3rd Week Reporting University Events (two 500 word news stories)

4th Week Urban Affairs Reporting (one 1000 word news feature)
5th Week Urban Affairs Reporting (four 500 word news stories)

6th Week Rural Affairs Reporting (one 1000 word news feature)
7th Week Arts/culture reporting (one 1000 word news feature)

8th Week Business reporting (four 500 word news stories)

9th Week Sports reporting (Four 500 word news stories)

10th Week Special audience reporting (Writing four news stories).

Part II
1st Week Editing four 500 words essays

2nd Week Editing four 500 word news stories

3rd Week Writing four headlines for news stories

4th Week Writing four headlines for news features

5th Week Proof reading four news stories

6th Week Proof reading four news features

7th Week Writing one news feature

8th Week Writing one editorial

9th Week Writing one column

10th Week Writing five letters to editor.
CIS E 001 Indian Constitution and Communication Laws

Unit 1 Introduction to Indian constitution – overview, salient features preamble, part I & II of constitution, citizenship Act 1955, fundamental rights – Article 12-18; Article 19 1 (a)– various freedoms reasonable restrictions

Unit 2 Brief view of fundamental rights Article 20 - 32, various writs; intellectual property rights- trademark, patents & copy right etc. defamation & contempt of court.

Unit 3 Brief view of directive principles; media-related Acts: parliamentary privileges; books and registration Act;
working journalist Act, press council of India; official secrets Act, cinematograph Act

Unit 4 Introduction to cyber laws, cyber crimes; ICANN, issues related to social networking;

Unit 5 Communication laws - issues and case studies right to information Act 2005 major judgements relating to media.

References

CIS E002 Indian Society, History and Politics

Unit I Indian social structure and stratification - caste, class, family, gender, race, ethnicity and kinship.

Unit II Approaches to the study of Indian social structure and stratification – Marxist, Periyarist and Durkheimian perspectives

Unit III Historical tracts of ancient, medieval and modern India, major dynasties of the north and south – Mauryas, Mughals, Cholas and the Vijayanagara empire, colonialism, nationalist movements and the birth of independent India.

Unit IV Indian parliamentary system, multi-party system, electoral system, Indian constitution, directive principles of state policy, fundamental rights, centre-state relations, regionalism vs
nationalism and the nature of civil society

**Unit V** Globalisation and the changing face of contemporary India, local citizens vs the global multinationals, expanding malls and growing number of farmers' suicides, the power of RTI vs power of corporate media and paid news.

**References:**


2. Basham A.L. *The Wonder that was India*, Sidgwick and Jackson, 2000


15. Unnithan-Kumar, Maya. *Identity, Gender and Poverty: New Perspectives on Caste and Tribe in*
Second Semester

CIS C005 Comparative Communication Systems


Unit 2 Differences and Similarities between Communication Systems in Oral Cultures and Non-Oral Cultures - Primary Orality and Secondary Orality


Unit 4 Differences and Similarities between Media Systems in Western Democracies and Asian Democracies - The cases of USA, UK, Sweden, Japan, Malaysia and India, Characteristics of media systems in SAARC region.

Unit 5 Theoretical frameworks for the study of Comparative Media Systems - Siebert, Peterson and Schramm's *Four Theories of the Press* and Hallin and Mancini's Four Dimensional Model of Media Systems.

References


CIS C006 Theories of Communication and Culture

Unit 1 Human Communication Theories/Concepts – Constructionist, constitutive and transactional models
Unit 2 Mass Communication Theories/Concepts - Agenda-setting, cultivation effects and knowledge gaps

Unit 3 Critical Theories and Concepts in Cultural Studies - Texts, signs, representation, active audience, culture industry, aura and ideological state apparatus

Unit 4 Eastern and Western Communication Philosophies - Aram (Thiruvalluvar), Rasas (Abhinava Gupta), Public Sphere (Habermas) and Rhizome (Deleuze)

Unit 5 Working Paper employing two of the above theories/concepts. (Typed A4 min.pages 15).

References

CIS C007 News Reporting II

Unit 1 In-depth story writing, urban affairs reporting, converting data to stories, generating data for story writing

Unit 2 Covering Tamil Nadu: socio-political developments, agriculture, rural poor, dalit issues.

Unit 3 Business and finance reporting: budget reporting, covering stock exchanges, annual financial results

Unit 4 Celebrity interviews, film, art and culture reporting

Unit 5 Info graphics, photo features, cartoons, op-editorial, travel writing, typography and editorial design

References
1. Allan Hurlburt (1979) *The Grid*, Barrie and Jenkins,


**CIS C008 Print Journalism Practical II**

Week 1  
Writing a 200 words story covering press meeting/seminars

Week 2  
Writing a 350 words event-based story

Week 3  
Writing 500 word story using data from any database

Week 4  
Generating Database to write one 500 story

Week 5  
Writing 600 words Chennai-based in-depth story

Week 6  
Visualising Info graphics for stories

Week 7  
Shooting photo features

Week 8  
Drawing caricatures, Cartoons

Week 9  
Drawing up a magazine template

Week 10  
Writing a 900 word story on developmental issues

Week 11  
Writing an editorial on current themes.

Week 12  
Writing a city-based diary

**CIS E003 Public Relations**

Unit 1 Introduction to Public Relations, publicity, propaganda, advertising, brief history of Public Relations; Communication perspective of Public Relations - Public Relations theories and models

Unit 2 Public Relations in private sector and public sector, corporate communication: corporate identity, branding and reputation, Public Relations and Management;
Unit 3 Stakeholder communication: employee communication, media relations and community relations etc.,

Unit 4 Integrated marketing communication; marketing Public Relations. Public Relations case studies - local and international, Public Relations campaign - planning, execution, evaluation.

Unit 5 Crisis management and Public Relations – Case studies research in Public Relations, Public Relations ethics and online Public Relations

Public Relations Assignments:

- Identifying Public Relations advertisements
- Collecting Public Relations material (press release, in-house journals) from various organizations
- Writing effective press releases

Public Relations Skills/Tools:

- Preparing press releases
- Producing In House Journal
- Organizing press conference
- Production of Media kits

Public Relations Campaign
The students of the elective must organise a Public Relations campaign at the end of the semester on a relevant issue keeping in mind the social concerns and trends. This campaign would be the culmination of the Public Relations elective. The students will be fully responsible for this campaign and will demonstrate the skills and knowledge learnt in the elective course.

References

CIS E004 Tamil Society, History and Politics

Unit I Social life, cultural life and arts during Sangam period

Unit II Social life, cultural life and arts during the periods of Pallavas, Pandyas and Cholas

Unit III Social life, cultural life and arts during Vijayanagara period.
Unit IV Social life, cultural life and arts in Tamil Nadu during 16-20th centuries.

Unit V Social movements of 20th century Tamil Nadu - Thanthai Periyar and his Self – Respect
Movement and the Dravidian political movement.

References

Third Semester

CIS C009 Radio Journalism

Unit 1 Origins and characteristics of radio, characteristics of the aural faculty of humans, cultural meanings of sounds in India/Tamil Nadu
Unit 2 Important phases in the development of radio as a news media, the contributions of Second World War to radio's growth and the rise and rise of news radio during 1940s and 1950s, Radio in India – developments during pre-independent and post independent periods.
Unit 3 Radio news production – techniques of news gathering, news processing and news presentation
Unit 4 Radio news genres, writing skills for radio journalists, working with news as sounds, fundamentals of sound editing, news reading/presentation skills
Unit 5 One application oriented assignment in any two of the areas of radio journalism.

References

CIS C010 Communication Research Methods

Unit I Need for research, differences between common sense approach and research approach, research traditions in humanities, social sciences and communication, origins of communication research.

Unit II Qualitative and quantitative approaches in social science research, administrative vs applied research methods, multi-disciplinary approaches and methods – anthropological, cultural studies, literary, psychological, feminist and marxist.

Unit III Research questions and hypotheses, types of data, data collection, sampling procedures and
types, sampling errors and controls.

Unit IV Working with theories and concepts – structuration, moral panics, assemblage, deep play, agenda-setting, information seeking, diffusion of innovations and gatekeeping.

Unit V Dissertation/Graduate Seminar: Students must submit a minor dissertation (25 pages) and present the same in a graduate seminar.

References


8. Lindlof, Thomas et al., Qualitative Communication Research Methods, Sage 2002.


CIS C011 Radio Journalism Practical

1. Planning and producing a radio news interview

2. Planning and producing a radio news talk show

3. Writing leads for five radio news stories (for a 5 minutes news cast)

4. Writing five radio stories (for a 5 minutes news cast)

5. Rewriting/ translating two newspaper stories for radio news.

CIS C013 Film Studies

Unit 1 Critical introduction to the origins of film studies as an academic discipline.

Unit 2 Histories of pre-cinema, cinema and early cinema with special reference to India/Tamil Nadu

Unit 3 The dominant tracts of The Theory and The Post-Theory in film studies.
Unit 4 Theorising Indian cinema/Tamil cinema with particular reference to the cultural studies and political economy approaches

Unit 5 Two assignments in any two of the above areas (Typed A4 min.pages 8).

References


**CIS E005 Tamil Journalism**

Unit 1 A Social History of Tamil Journalism covering the different phases in Tamil Print Culture since 16th century

Unit 2 Trends in Tamil Journalism during pre-independent and post-independent periods

Unit 3 Fact vs Fiction in Tamil Journalism with special reference to the journalistic practices of Tamil magazine journalism

Unit 4 Reporting and Editing skills for Tamil newspapers

Unit 5 Reporting, Editing and Writing skills for Tamil magazines

References:


**CIS E006 Performing Arts and Communication**

Unit 1  A Socio-cultural history of traditional communication and performing arts in Tamil Nadu

Unit 2  Characteristics and genres of folk and theatre arts in Tamil.

Unit 3  Cultural communication and performing arts, marginalisation and performing arts, empowerment and performing arts.

Unit 4  Street theatre workshops

Unit 5  Folk dance workshops

**References:**


**Fourth Semester**

**CIS C014 Television Journalism**

Unit 1  Origins and characteristics of television, characteristics of the visual faculty of humans, cultural meanings of visuals in India/Tamil Nadu

Unit 2  Important phases in the development of television as a news media in India, news television in India – ownership models, legal frameworks, news cultural landscapes, challenges/myths in content creation and the nexus between politics and television news in Tamil Nadu

Unit 3  Television news production – techniques of news gathering, news processing and news presentation

Unit 4  Television news genres, writing skills for radio journalists, working with news as visuals and sounds, fundamentals of television news editing, news reading/presentation skills.

Unit 5  One application oriented assignment in any two of the areas of television journalism.

**References**


**CIS C015 Television Journalism Practical**

1. Planning and producing a television news interview

2. Planning and producing a television news talk show

3. Writing leads for five television news stories (for a 5 minutes news cast)

4. Writing five television stories (for a 5 minutes news cast)

5. Rewriting /translating two newspaper stories for television news.

**CIS C016 Practice Journal**

1. Every student has to bring out a Practice Journal, *Marina Times*, as Student Editor (at least one issue) in 16 pages of Printed content with contributions in the areas of reporting, editing, designing, layout and production from all students.

2. The field area for news gathering for the Practice Journal is from Chepauk upto Vysarbad.

3. The issues will be marked as per the following pattern.

**CIS E007 Cross Cultural Communication**

Unit 1 Characteristics of cross cultural communication modes in South India/Tamil Nadu

Unit 2 The different cultural meanings of cultural artefacts in every day life contexts in South India/Tamil Nadu

Unit 3 The theories and concepts of Edward T Hall – *Kinesics* and *Proxemics*

Unit 4 The cultural history of cross cultural communication in the planes of popular culture, public spaces and literature in Tamil Nadu.

Unit 5 Two assignments in one of the areas of cross cultural communication.

**References**


**CIS E008 Communication Ethics and Policies**

Unit 1 Ethical philosophies of the West and East with special reference to Immanuel Kant, Thiruvalluvar, Thirumoolar and Confucious.

Unit 2 The different meanings of communication ethics and policies in USA, UK, Germany, Japan and India.

Unit 3 The forgotten communication ethics of India/Tamil Nadu and the emergence of new communication ethics in India/Tamil Nadu, communication policies as vehicles of governance and controls.

Unit 4 The political economy of the Indian media, content and communication policies, communication policies as the new ISAs (Ideological State Apparatus) and sites of class struggles.

Unit 5 Two assignments using in one of the areas of environmental journalism.

**References**


**CIS E009 Environmental Journalism**

Unit 1 Origins and characteristics of environmental activism/movements in India/Tamil Nadu, the cultural meanings of nature, land, water, air, sky and light in Tamil Nadu.

Unit 2 The green politics and globalisation vs the politics of news and globalisation.

Unit 3 Major environmental movements across the world and India – the *Minamata movement*, *Three Mile Island Anti Nuclear Movement*, *Silent Valley Movement*, *Chipko movement*, *Narmada bachao andolan movement* and the *Kudankulam Anti Nuclear Movement*.

Unit 4 Modes and techniques of environmental journalism, understanding the alternative meanings.
of science and technologies, cultivation of critical perspectives on the mainstream narratives of the role of science in development and science as development

Unit 5 One field-based assignment in one of the areas of environmental journalism.

References


