

Masters In Journalism - MJ Online Media (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 MJ Online Media subject to the fulfillment of the following conditions:

- Undergone the Post –graduate course of study in Online Media 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 from time to time.

Syllabus for Masters in Journalism MJ (Online Media)

Course Code	Course Title	C/E/S	Credit	
Semester I				
CIS C001	History of Communication	C	4	
CIS C002	News Reporting I	C	4	
CIS C003	News Editing and Writing	C	4	
CIS C004	Print Journalism Practical I	C	3	
CIS E001	Indian Constitution and Communication Laws	E	3	
CIS E002	Indian Society, History and Politics	E	3	
UOMS001	Soft Skill	S	2	
Semester II				
CIS C005	Comparative Communication Systems	C	4	
CIS C006	Theories of Communication and Culture	C	4	
CIS C007	News Reporting II	C	4	
CIS C008	Print Journalism Practical II	C	3	
CIS E003	Public Relations	E	3	
CIS E004	Tamil Society, History and Politics	E	3	
UOMS002	Soft Skill	S	2	

Subject Code	Course Title	C/E/S	Credits	
Semester III				
CIS C 009	Internet Mediated Communication	C	4	
CIS C 010	Web 2.0 Journalism	C	4	
CIS C 011	Web 2.0 Journalism Practical	C	4	
CIS C 012	Online Research Methods	C	3	
CIS E 005	Tamil Journalism	E	2	
CIS E 006	Performing Arts and Communication	E	2	
UOMS003	Soft Skill	S	2	
UOMI001	Internship	I	2	
Semester IV				
CIS C 013	Mobile Phone Communication	C	4	
CIS C 014	Mobile Journalism	C	4	
CIS C 015	Mobile Journalism Practical	C	3	
CIS C 016	Projects	C	4	
CIS E 007	Cross Cultural Communication	E	3	
CIS E 008	Communication Ethics and Policies	E	2	
UOMS004	Soft Skill	S	2	

MJ Online Media
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 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:

1. Anderson, Benedict, *Imagined Communities*, Verso, 1991.
2. Baines, John, *Visual and Written Culture in Ancient Egypt*, Oxford University Press, 2009.
3. Baskaran, Theodore, S. *Message Bearers: Nationalist Politics and Entertainment Media in South India 1980-1945*, Cre-A, 1981.
4. Blackburn, Stuart, *Print, Folklore and Colonialism in South India*, Orient Blackswan, 2006.
5. Conboy, Martin, *Journalism: A Critical History*, Sage, 2004.
6. Innis, Harold, *Empire and Communications*, The General Pub. Co, 1986.
7. Innis, Harold, *Bias of Communication*, University of Toronto Press, 2008.
8. Kleeman, Terry and Barrett, Tracy, *The Ancient Chinese World*, Oxford University Press, 2005.
9. Krishnamurthy, Nadig, *Indian Journalism*, University of Mysore, 1966.
10. Mark Kenoyer, Jonathan and Heuston, Kimberley, *The Ancient South Asian World*, Oxford University Press, 2005.
11. McLuhan, Marshall, *Understanding Media: The Extensions of Man*, MIT Press, 1994.

12. McLuhan, Marshall, *Gutenberg's Galaxy*, University of Toronto Press, 2011.
13. Ramanujan A.K and Shulman, David. *Poems of Love and War: From the Eight Anthologies and the Ten Long Poems of Classical Tamil*, Columbia University Press, 2001.
14. Ong, Walter, *Orality and Literacy*, Routledge, 2002.
15. Sadasivan, D, *Public Opinion in Madras Presidency 1858-1909*, University of Madras, 1974.
16. Venkatachalapathy, A.R, *The Province of the Book: Scholars, Scribes, and Scribblers in Colonial Tamilnadu*, Permanent Black, 2011.

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:

1. Adams, Sally and Hicks, Wynford, *Interviewing for Journalists (Media Skills)*, Routledge, 2009.
2. Brooks, Brian S, Kennedy, George and Moen, Daryl R. *News Reporting and Writing*, Bedford/ St. Martin's, 2007
3. Campbell, L.R., & R.E. Wolseley: *How to Report and write News*, Prentice Hall Inc., 1961
4. Fuller, Jack. *News Values: Ideas for an Information Age*, University of Chicago Press, 1997.
5. Harcup, Tony. *Journalism: Principles and Practice*, Sage, 2009.
6. Hohenberg, John, *The Professional Journalist*, Holt, Rinehardt and Winston, 1983.
7. Houston, Brant. *The Investigative Reporter's Handbook: A Guide to Documents, Databases, and Techniques*, Bedford/St. Martin's, 2009.
8. Iyer, Ramachandra R. *Quest for News*, Macmillan India, 1979.
9. Kamath MV. *Professional Journalism*, Vikas Publishers, 1983.

10. Knight, Robert M. *Journalistic Writing: Building the Skills, Honing the Craft*, Marion Street Press, 2010
11. Kovach, Bill, Rosenstiel, Tom. *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*, Three Rivers Press, 2007.
12. Parthasarathy, Rangaswamy. *Basic Journalism*, Macmillan, 1984
13. Rao, Ursula. *News As Culture: Journalistic Practices and the Remaking of Indian Leadership Tradition*. Berghahn Books, 2010.
14. Rudin, Richard and Ibbotson, Trevor. *Introduction to Journalism: Essential Techniques and Background Knowledge*, Focal Press, 2003.
15. Wilson Neal, Robert. *Editorials and Editorial Writing*, Nabu Press, 2010.
16. Shrivastava, KM. *News Reporting and Editing*, Sterling Publishers, 2003.
17. Strunk, William Jr. *Elements of Style*, W.P Humphrey, 1918.

CIS C003 News Editing and Writing

Unit I News processing techniques and applications, principles of news editing, manual gate keeping 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:

1. Campbell, L.R., & R.E. Wolseley: *How to Report and write News*, Prentice Hall Inc., 1961
2. Fuller, Jack. *News Values: Ideas for an Information Age*, University of Chicago Press, 1997.
3. Harcup, Tony. *Journalism: Principles and Practice*, Sage, 2009.
4. Hohenberg, John, *The Professional Journalist*, Holt, Rinehardt and Winston, 1983.
5. Iyer, Ramachandra R. *Quest for News*, Macmillan India, 1979.

- 6.Kamath MV. *Professional Journalism*, Vikas Publishers,1983.
- 7.Ludwig, Mark and Gilmore,Gene. *Modern News Editing*.Wiley Blackwell,2005.
- 8.Milnor Hyde, Grant, *Newspaper Editing - A Manual for Editors, Copyreaders and Students of Newspaper Desk Work*.Gebert Press,2008.
- 9..Rao,Ursula. *News As Culture: Journalistic Practices and the Remaking of Indian Leadership Tradition*. Berghahn Books, 2010.
- 10.Rudin, Richard and Ibbotson, Trevor.*Introduction to Journalism: Essential Techniques and Background Knowledge*,Focal Press,2003.
- 11.Wilson Neal, Robert. *Editorials and Editorial Writing*, Nabu Press, 2010.
- 12.Westley, Bruce. *News Editing*,Houghton Mifflin, 1980.
- 13.Shrivastava, KM. *News Reporting and Editing*, Sterling Publishers, 2003.
- 14.Strunk, William Jr. *Elements of Style*, W.P Humphrey,1918.
- 15.Swan,Michael.*Practical English Usage*,Oxford University Press,2005.
- 16.Saxena,Sunil.*Headline Writing*,Sage,2006.

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 E001 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

6. Basu, DD (2010) *Law of the Press in India*. Prentice-Hall India.
7. Basu DD (2012) *Introduction to Indian Constitution*, Prentice Hall India
8. Zelezny E (2010) *Communication Law: Liberties, Restraints and the Modern Media*, Thomas Learning
9. Hamelink, Cees (2001), *Ethics of Cyberspace*, Sage.
10. Ninan, Pradeep Thomas (2011) *Negotiating Communication Rights: Case Studies from India*, Sage.

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:

1. Acharya, Anand. *Caste, Class Relations: Marxist Approach*, DAFODWAM, 2010.

2. Basham A.L. *The Wonder that was India*, Sidgwick and Jackson, 2000
3. Basu, Durga Das. *Introduction to the Constitution of India*, Lexisnexis Butterworths, 2009.
4. Bayly, Susan. *Caste, Society and Politics in India: From the Eighteenth Century to the Modern Age*, Cambridge University Press, 1999.
5. Frankel, Francine, Bhargava, Rajeev and Hasan, Zoya. *Transforming India: Social and Political Dynamics of India*, 2002.
6. Gautier, Francois. *Rewriting Indian History*, Sangam Books, 1996.
7. Hasan, Zoya. *Parties and Party Politics in India*, Oxford India Press, 2004
8. Kothari, Rajini. *Politics in India*, Orient Longman, 1970.
9. Kumar, Ashutosh, *Rethinking State Politics in India: Regions within Regions*, Routledge 2011.
10. Nilakanta Sastri K.A. *A History of South India*, Oxford University Press, 1955.
11. Palanithurai. G. *Caste, Politics and Society in Tamil Nadu*, South Asian Books, 1994.
12. Rajadurai, SV and Geetha V. *Periyar Century: Themes in Caste, Gender and Religion*, Bharatidasan University, 2007.
13. Srinivas M.N. *Village, Caste, Gender and Method*, Oxford University Press, 1998.
14. Thapar, Romila, *A History of India Vol. I & II*, Penguin, 1990.
15. Unnithan-Kumar, Maya. *Identity, Gender and Poverty: New Perspectives on Caste and Tribe in Rajasthan*. Berghahn, 1997.

Second Semester

CIS C005 Comparative Communication Systems

Unit 1 Human Communication and Non-Human Communication Systems, Contexts of visual communication in Human and Non-Human Communication, Stages/Steps in Communicative Evolution - *Indexicality. Ritualisation and Contextual Freedom.*

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

Unit 3 Communication Systems in Pre-Industrial and Industrial Ages Western and Eastern Systems of Communication - Harold Innis' Models of Time-Bound and Space-Bound Communication.

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

1. Hallin, D. C., & Mancini, P. (2012) *Comparing Media Systems Beyond the Western World*, Cambridge University Press.

2. Innis, H. A. (1971). *The Bias of Communication*, University of Toronto Press. (Originally published in 1951)

3. McLuhan, Marshall (1962) *The Gutenberg Galaxy: The Making of Typographic Man*, University of Toronto Press.

4. Oller, D. Kimbrough and Griebel, Ulrike (2004) *Evolution of Communication Systems A Comparative Approach*, MIT Press.

5. Ong, Walter J. (2002) *Orality and Literacy: The Technologizing of the Word*, Routledge.

6. Siebert, F. S., Peterson, T., Schramm, W. (1956). *Four Theories of the Press. The Authoritarian, Libertarian, Social Responsibility, and Soviet Communist Concepts of What the Press Should Be and Do.* University of Illinois Press.

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

- 1.Fiske, John *et.al* (1993) *Key Concepts in Communication and Cultural Studies*, Routledge.
- 2.Kincaid, Lawrence.D (1987) *Communication Theories: Eastern and Western Perspectives*,Academic Publishers.
- 3.Krishnamurthy O.R (2004) *The Wisdom of Thirukural*, Bharatiya Vidya Bhavan.
- 4.Littlejohn, Stephen.W and Foss, Karen A.(2008) *Theories of Human Communication*, Cengage.
- 5.McQuail, Denis (2010). *McQuail's Mass Communication Theory*, Sage.
- 6.Rasmussen, David (1999) *The Handbook of Critical Theory*, Wiley.
- 7.Tyson,Lois (2006) *Critical Theory Today*,Routledge.

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,
- 2.Brooks, Brian *et.al* (2007) *News Reporting and Writing*, St.Martin's.
- 3.Campbell, L.R., & R.E. Wolseley (1961) *How to Report and Write News*, Prentice Hall Inc.
- 4.Eric, Gill (1936) *An Essay on Typography*, JM Dent.
- 5.Harcup,Tony (2009) *Journalism:Principles and Practice*, Sage.
- 6.Houston, Brant (2009) *The Investigative Reporter's Handbook: A Guide to Documents, Databases and Techniques*, St.Martin's.
- 7.Fedler, Fred *et.al*, (2001) *Reporting for the Media*, Oxford
- 8.Parrish, Fred. S (2001) *Photojournalism An Introduction*, Wadsworth.

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 Stake holder 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

- 1.Black, Sam (2002) *Practical Public Relations*, Universal.
- 2.Cornelissen, Joseph (2011) *Corporate Communication: A Guide to Theory and Practice*,Sage.
- 3.Harris, Thomas L.(2000) *Value- Added Public Relations*, NTC Business Books.
- 4.Heath, Robert. L (2001) *Handbook of Public Relations*, Sage.
- 5.Lattimore,Dan et.al (2011) *Public Relations: The Profession and the Practice*, McGraw Hill.
- 6.Newsom, Doug et.al (2009) *This is PR*, Wadsworth.

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

- Pillay, KK (2008) *Historical Heritage of the Tamils*, MJP Publishers.
- Mangala Murugesan N.K. (1986) *Social and Cultural History of Tamil Nadu*, MS Publications.
- Rasamanikkanar, M (2011) *Arts and Culture of Tamil Nadu*, Saratha Publishers.

CIS E 010 Media and Gender

Unit 1

Gender and Sex, Definition and Understanding of Patriarchy, Gender and Family, Gender and Society, Gender disparity in Education, Gender dimensions in Politics.

Unit 2

Women and Print Media- Representations of women in print media, theories and concepts, womens' journals, the gendered structure of the media, gender sensitization, Gender stereotyping in workplace ,women journalists

Unit 3

Women and Television- Trends in Portrayal, Representations of women in television, women and soap operas, Gender Stereotyping, gender roles socialization and formation of identities, Notions of Masculinity, Femininity

Unit 4

Women and Advertisements – Consumerism, the other and objectification, misrepresentations, Images of Women. Women and Films- Representations of women in films, Contribution of women film makers, Women –centric films.

Unit 5

Women and New media –Gendered technology, Gender Discrimination, Access, Usage, Gender Gaps, Women empowerment through new media, Case studies.

References

Carter, C Branston, G and Allan, S. (1998). *News ,Gender and Power*. New York: Routledge.

Cornell R. W. (1995). *Gender*. Cambridge: Polity Press.

Curran J. & Gurevitch, M. (1996), *Mass media and society*. London: Arnold.

Dines G and M. Humez, J. M. (1995), *Gender, Race and Class in Media: A Text Reader*. Thousand Oaks, CA: Sage Publications.

Dow, B. J. (1996). *Prime-time feminism: Television, media culture, and the women's movement since 1970*. Philadelphia: University of Pennsylvania Press.

Holmes M (2007) *What is Gender*. New Delhi: Sage.

Jackson S and Scott S (2002) *Gender: A Sociological Reader*. New York: Routledge.

Kessler S. J. & Mckenna W. (1978) *Gender: An Ethnomethodological Approach*. Chicago: University of Chicago Press.

Kimmel, M. (2000). *The Gendered Society*. New York: Oxford University Press.

Lipman- Blumen J (1984) *Gender Roles and Power*. New Jersey: Prentice Hall.

Oakley, A. (1985) *Sex, Gender and Society*. London: Temple Smith.

Ross K. and Byerly C.M. (2004) *Women and Media: International Perspectives*. Malden, MA: Blackwell.

Vidya Rani & Priya (2009). *Women, Mass Media and Violence*. Chennai: UELCI.

Wajzman, J. (1991). *Feminism confronts technology*. Cambridge: Polity.

Semester III

CIS C009 Internet Mediated Communication

Unit 1 Origins and characteristics of Internet mediated communication, contemporary issues of governance and control of internet mediated communication.

Unit 2 Internet mediated mass communication – the modes of content creation for online newspapers/blogs, online television and online radio.

Unit 3 Internet mediated interpersonal communication – the convergent modes of mobile phone communication and email.

Unit 4 Internet mediated group communication – the convergent modes of online social networks.

Unit 5 Two application oriented assignments in any two of the above areas of internet mediated communication. (Typed A4 min. pages 8).

References

1. Baym, Nancy (2010) *Personal Connections in the Digital Age*, Polity.

2. Dominick, Joseph (2012) *The Dynamics of Mass Communication: Media in Transition*, McGraw Hill.

3. Jenkins, Henry (2008) *Convergence Cultures: Where Old and New Media Collide*, NYU Press.

4. Katz, James (2008) *Handbook of Mobile Communication Studies*, MIT Press.

5. Konijn, Elly (2008) *Mediated Interpersonal Communication*, Taylor and Francis.

6. Shedietsky, Leonard and Aitken, Joan (2003) *Human Communication on the Internet*. Pearson.

7. Yus, Francisco (2011) *Cyberpragmatics; Internet-mediated Communication in Context*, John Benjamins.

CIS C010 Web 2.0 Journalism

Unit I The Origins of Web 2.0., Web 2.0 vs Web 1.0, Web 2.0 vs Journalism, Merits and Demerits of Journalism and Web 2.0 Journalism.

Unit II Nature and Characteristics of Web 2.0 Platforms, Types of Web 2.0 Platforms – blogs,

microblogs, social network sites, discussion/news forums, vlogs etc.,

Unit III Key theorists of Web 2.0 and their concepts – Jussi Parikka (*Insect Media*), Henry Jenkins (*Convergence Media and Collective Intelligence*), Daniel Drache (*Defiant Publics*) and Tiziana Terranova (*Internet as Playground and Factory; Outernet vs Internet*).

Unit IV The early versions of Web 2.0 journalism, trends in Web 2.0 journalism and case studies in Web 2.0 journalism (Craigslist, Facebook and

Unit V Web 2.0 journalism tool box - blogging, micro-blogging, social networking etc., principles and strategies of Web 2.0 journalism and techniques of Web 2.0 journalism.

References

- 1.Allan, Stuart, Einar, Thorsan, *Citizen Journalism: Global Perspectives*, Peter Lang, 2009.
- 2.Drache, Daniel, *Defiant Publics: The Unprecedented Reach of the Global Citizen*, Polity, 2008.
- 3.Hall, Jim, *Online Journalism: A Critical Primer*, Pluto Press, 2001.
- 4.Jenkins, Henry, *Convergence Culture: Where Old and New Media Collide*, NYU Press, 2006.
- 5.Parikka, Jussi, *Insect Media: An Archaeology of Animals and Technology*, University of Minnesota Press, 2010.
- 6.Price, Lisa and Price, Jonathan, *Hot Text: Web Writing that Works*, New Riders Press, 2002.
- 7.Shelly, Gary and Frydenberg, Mark, *Web 2.0: Concepts and Applications*, Course Technologies, 2010.

CIS C011 Web 2.0 Journalism Practical

- 1.Planning and producing a **Web 2.0** news interview
- 2.Planning and producing a **Web 2.0** news talk show
- 3.Writing leads for five **Web 2.0** news stories (for a 5 minutes news cast)
- 4.Writing five **Web 2.0** stories (for a 5 minutes news cast)
- 5.Rewriting /translating two newspaper stories for **Web 2.0** news.

CIS C012 Online 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 Online research methods – virtual ethnography, online focus groups and online survey methods

Unit IV Web 2.0 research tools and applications, Research 2.0 and ethics of Web 2.0 research.

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

References

1. Berger, Arthur Asa, *Media Research Techniques*, Sage, 1998.
2. Bernard, Russel *Research Methods in Cultural Anthropology*, Sage, 1998.
3. Bernard, Russel, *Research Methods in Anthropology: Qualitative and Quantitative Approaches*, Altamira, 2005.
4. Berger, Arthur Asa, *Media Research Techniques*, Sage, 1998.
5. Rogers, Everett, *History of Communication Study*, Free Press, 1997.
6. Burton, Graeme, *Media and Society: Critical Perspectives*, Open University Press, 2004.
7. Fielding, Nigel *et.al*, *The SAGE Handbook of Online Research Methods*, Sage, 2008.
8. Guthrie, Gerard, *Basic Research Methods : An Entry to Social Science Research*, Sage, 2010.
9. Lindlof, Thomas *et.al*, *Qualitative Communication Research Methods*, Sage 2002.
10. McQuail, Denis, *Mass Communication Theory*, Sage, 2010.
11. Pickering, Michael and Griffin, Gabriele, *Research Methods for Cultural Studies*, Edinburgh University Press, 2008.
12. Shelly, Gary and Frydenberg, Mark, *Web 2.0: Concepts and Applications*, Course Technologies, 2010.

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

- 1.Somalay (2006) *Tamil Idhazhgal*, University of Madras.
- 2.Pavendan (2009) *Karuppu Sigappu Idhazhiyal*, KayalKavin.
- 3.More,Prashant (2004) *Muslim Identity, Print Culture, and the Dravidian Factor in Tamil Nadur*, Orient Blackswan.
- 4.Ganesan.A (1988) *The Press in Tamil Nadu and the Struggle for Freedom*, Mittal.
- 5.Rich,Carole (2009) *Writing and Reporting News*, Wadsworth.

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:

- 1.Krishna, Nandita (1996) *Folk Arts of Tamil Nadu*, CP Ramaswami Aiyer Foundation.
 2. Varadpande, Manohar Laxman (1990) *History of Indian Theatre*. Abhinav Publications.
 3. Frasca, Richard Armando (1984) *The Terukkūttu : Ritual Theater of Tamilnadu (Ph.D. thesis)*. University of California, Berkeley.
- Bruin, Hanne M de (1999) *Kattaikkuttu: The Flexibility of a South Indian Theatre Tradition*. E. Forsten.
- Srinivas, Smriti (2004) *Landscapes of Urban Memory*. Orient Longman.

Semester IV

CIS C013 Mobile Phone Communication

Unit 1 Origins and characteristics of mobile phone communication

Unit 2 Contemporary issues of convergence, governance and control of mobile phone communication

Unit 3 Socio-cultural implications of mobile phone communication – moral spaces vs mobile spaces and mobile phone moral panics

Unit 4 The cultural politics of mobile phone communication and new media modernity in India/Tamil Nadu

Unit 5 Two Assignments in any two of the above areas of mobile phone communication. (Typed A4
40

min. pages 8).

References

1. Baym, Nancy (2010) *Personal Connections in the Digital Age*, Polity.
2. Castells, Manuel et.al (2009) *Mobile Communication and Society: A Global Perspective (Information Revolution and Global Politics)*, MIT Press.
3. Jenkins, Henry (2008) *Convergence Cultures: Where Old and New Media Collide*, NYU Press.
4. Katz, James (2008) *Handbook of Mobile Communication Studies*, MIT.
5. Konijn, Elly (2008) *Mediated Interpersonal Communication*, Taylor and Francis.
6. Ling, Rich and Donner, Jonathan (2009) *Mobile Phones and Mobile Communication*, Polity.
7. Perteirra, Raul (2007) *Social Construction and Usage of Technologies: Asian and European Perspectives*. University of Philippines Press.
8. Ravindran, Gopalan (2009) "Moral Panics and Mobile Phones: The Cultural Politics of New Modernity in India," in *Living the Information Society in Asia*, Institute of South East Asian Studies (ISEAS) and IDRC (Canada), Singapore,

CIS C014 Mobile Journalism

Unit 1 Origins and characteristics of mobile journalism, differences and similarities in modes and applications of conventional journalism and mobile journalism

Unit 2 Mobile journalism applications for different modes of news gathering – three open source voice, text and video applications.

Unit 3 Mobile journalism applications for different modes of news processing - three open source voice, text and video applications.

Unit 4 One application oriented assignment in any two of the above areas of mobile journalism.

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

References

1. Abonen, Tomi.T (2008) *Mobile as the 7th of the Mass Media: Cellphone, Cameraphone, Iphone and Smartphone*, Futuretext.
2. Baym, Nancy (2010) *Personal Connections in the Digital Age*, Polity.
3. Castells, Manuel et.al (2009) *Mobile Communication and Society: A Global Perspective (Information Revolution and Global Politics)*, MIT Press.
4. Jenkins, Henry (2008) *Convergence Cultures: Where Old and New Media Collide*, NYU Press.
5. Katz, James (2008) *Handbook of Mobile Communication Studies*, MIT.

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- 7.Ling, Rich and Donner, Jonathan (2009) *Mobile Phones and Mobile Communication*, Polity.
- 8.Perteirra, Raul (2007) *Social Construction and Usage of Technologies:Asian and European Perspectives*.University of Philippines Press.
- 9.Quinn, Stephen (2009) *MOJO – Mobile Journalism in the Asian Region*,Konrad-Adenauer Stiftung.

CIS C015 Mobile Journalism Practical

- 1.Planning and producing a MOJO news interview
- 2.Planning and producing a MOJO news talk show
- 3.Writing leads for five MOJO news stories (for a 5 minutes news cast)
- 4.Writing five MOJO stories (for a 5 minutes news cast)
- 5.Rewriting /translating two newspaper stories for MOJO news.

CIS C016 Projects

Every student shall complete and submit individual projects in one of the three modes (Print Journalism, Radio Journalism and Television Journalism).

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

- 1.Hall, Edward T (1976) *Beyond Culture*, Anchor Books.
- 2.Hall, Edward T (1990) *The Hidden Dimension*, Anchor Books.
- 3.Hall, Edward T (1973) *The Silent Language*, Anchor Books.
- 4.John, Mattock (2003) *Cross Cultural Communication: The Essential Guide to International Business*
- 5.Lewis, Richard (2008) *Cross Cultural Communication: A Visual Approach*, Transcreen Publications.
- 6.Warren, Thomas (2005) *Cross Cultural Communication: Perspectives in Theory and Practice*, Baywood.

CIS E008 Communication Ethics and Policies

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

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

1. Arnett, Ronald (2008) *Communication Ethics Literacy: Dialogues and Difference*, Sage.
2. Cheney, George (2010) *Handbook of Communication Ethics*, Routledge.
3. Desai M.V (1977) *The Communication Policies in India: A Study*, UNESCO.
4. Macbride, Sean (1985) *Many Voices, One World*, UNESCO.
5. Thomas, Pradip N (2010) *The Political Economy of Communication in India: The Good, the Bad and the Ugly*, Sage.
6. Thomas, Pradip N and Nain, Zahoram (2005) *Who Owns the Media: Global Trends and Local Resistance*, Zed Books.

Prepared by Gopalan Ravindran, Dept. of Journalism and Communication, University of Madras. February 2013.

