

M.A Journalism and Mass Communication
[from academic year 2016-17 and thereafter]
OVERALL SCHEMA

| | Subject Code | Course | Title of the Paper |
|---|--|-----------------------------------|------------------------------------|
| Semester I | JMC C01 | Core I | Communication-Theories and Models |
| | JMC C02 | Core II | News Reporting and Editing |
| | JMC C03 | Core III | Media Content Analysis |
| | JMC EP1 | Elective Practical I | Print Production |
| | JMC P01 | Practical I | Editorial Practice |
| | Semester II | JMC C04 | Core IV |
| JMC C05 | | Core V | Media, Society and Culture |
| JMC E01 | | Elective II | Communication for Development |
| JMC P02 | | Practical II | Professional Photography |
| JMC P03 | | Practical III | Internship I * |
| Supportive | | Chosen by the Student | |
| Human Rights | | Compulsory Paper for ALL students | |
| <i>* Viva voce will be conducted in the IV semester</i> | | | |
| Semester III | JMC C06 | Core VI | Broadcasting |
| | JMC C07 | Core VII | New Media Studies |
| | JMC E03 | Elective III | Film Studies |
| | JMC P04 | Practical IV | Television Production - Practical |
| | JMC P05 | Practical V | Documentary / Short Film |
| | Supportive | Chosen by the Student | |
| | JMC P06 | Practical VI | Lab Journal * |
| | JMC P03 | Practical III | Internship II ** |
| | <i>*&** Viva voce will be conducted in the IV semester</i> | | |
| Semester IV | JMC C08 | Core VIII | Communication Research Methods |
| | JMC E04 | Elective IV | Media Laws and Contemporary Issues |
| | JMC P06 | Practical VI | Lab Journal |
| | JMC P03 | Practical III | Internship I and II |
| | JMC PP1 | Project | Project Study |

Semester I

JMC C01

Communication Theories and Models

UNIT-I

Elements of communication – definitions; nature and process of communication; forms of communication – intra-personal, interpersonal, group and mass communication; purpose of communication, barriers of communication, communication and change, communication and society.

UNIT-II

Models of communication – models of Aristotle, Socrates, David Berlo, Harold Lasswell, Shannon and Weaver, Charles Osgood, Osgood & Wilber Schramm, Newcomb, Defleur, Gerbner, Westley and MacLean, Riley & Riley model, Dance's helical model and TAM model.

UNIT-III

Theories of communication – Hypodermic/bullet theory, Theory of Cognitive Dissonance, Personal Influence theory – Two-step Flow of communication – Multistep Flow of communication, Opinion leadership, Individual differences theory and Normative theories of Mass Media.

UNIT-IV

Sociological Theories of Mass Communication – Cultivation theory, Social Learning theory, Agenda setting theory, play theory, Uses and gratification, Dependency theory.

UNIT-V

Project based on models and theories. Report to be submitted for internal valuation.

References Books:

1. Wood, Julia, T. *Communication in action – An Introduction*. Wadsworth Publishing Company, 1997.
2. McQuail, Dennis: *Mass Communication theory*. (3rd Edition), Sage Publications, New Delhi 2004.
3. Andal, N, *Communication theories and Models*, Himalaya Publishing House, Bangalore 1998
4. Infante Dominic, Andrew S. Rancer, Deanna F. Womack: (3rd Edition) *Building Communication theory*, Waveland Press Inc. 1990.
5. Serenin W and Tankard J. *Communication Theories*, New York, Longman. 2000
6. Stanly S Baran and Dennis K. Davis. *Mass Communication Theory: Foundations Ferment and future*, Singapore Thomson Wads Worth. 1999.

JMC C02

News Reporting and Editing

UNIT -I

Journalism - meaning and scope, various types of Journalism, concept of news : definition & development of news values, elements of news, concept of reporting, types of reporting, , various beats, reporting skills, structure of a news report : five W's and one H & Some C's., Intro and Body, Reporting techniques for different media.

UNIT- II

Collection of News : source of information, observation & research, selection of news, meaning & characteristics of reporters and their functions, classification of reporters, qualities of a reporter, new media skills, coordination among the news gathering units, Problems of functional relations between reporting units and the desk.

UNIT- III

Reporting Parliamentary / State Assembly, Reporting Courts and Crime, Political Reporting, Environmental and civic issues, Reporting IT, Science & Technology, Agriculture, Finance, Arts and Culture, Reporting Business and Sports.

UNIT- IV

Editorial Structure of a Newspaper and Television, News room functions: Functions of a Editor-in-chief, News Editor, Chief Sub-Editor, Sub Editor and Chief Reporter. Art of Copy editing, Hard news, soft news, Hot news, Breaking news, Inverted pyramid style, Feature style, Dumble style, editing Symbols.

UNIT- V

Editing, principles & practices, basics of news writing, basics of media writing - target audience. Editing for newspapers, magazines and electronic media. Editing of CD-ROM & On-line magazines, Re organizing and restructuring of a story, reviewing - Films, Theatre, Books and Performing Arts.

Reference Books:

1. David Spark: Practical Newspaper Reporting, Sage Publications
2. Alfred Lawrence Lorenz-John Vivian: News Reporting and Writing, Pearson Publications
3. Melvin Mencher: News Reporting and Writing, McGraw-Hill
4. The News Reporting manuals

JMC C03

Media Content Analysis

UNIT-I

Print Media Content Analysis (Newspaper/Magazine): - Headlines and identifying different types - Lead of news stories and identifying different types - Different news placed in different pages – importance of Front page news, Last page news – importance of Editorial and centre spread news/column. Count on News as it place in pages.

UNIT-II

Radio Content Analysis - Listening of different types of programmes - analysis of different formats of programmes - Listening of News bulletins and analyse it's structure and contents.

UNIT -III

Television Content Analysis - Different types of programmes in local cable channels and satellite channels – analysis of different formats of programmes - Listening of News bulletins and analyse its structure and contents.

UNIT -IV

Online Content Analysis – analysis of various activities of social media – group messages, picture, news, etc.,- develops writers, reporters, freedom of speech and expressions – Sources of mainstream media etc., - Use of mobile phone with network media.

UNIT -V

Documentation Print News and Views; Radio Programmes and News; Television Programmes and News and Online and network media content. Students will select News story(ies) of their choice from the different media and submit record work.

Reference Books:

1. Gottschalk, L. A., & Bechtel, R. J. (Eds.). (2008). *Computerized content analysis of speech and verbal texts and its many applications*. New York: Nova Science Publishers, Inc.
2. Krippendorff, K. (2004). *Content analysis: An introduction to its methodology* (2nd ed.). Thousand Oaks, CA: Sage.
3. Krippendorff, K. (2004). Reliability in content analysis: Some common misconceptions and recommendations. *Human Communication Research*, 30, 411-433.
4. Krippendorff, K., & Bock, M. A. (Eds.). (2009). *The content analysis reader*. Thousand Oaks, CA: Sage.
5. McMillan, S.J. (2000). The microscope and the moving target: The challenge of applying content analysis to the World Wide Web. *Journalism & Mass Communication Quarterly*, 77, 80-98.
6. Matthes, J. (2009). What's in a frame? A content analysis of media framing studies in the world's leading communication journals, 1990-2005. *Journalism & Mass Communication Quarterly*, 86, 349-367.
7. Matthes, J., & Kohring, M. (2008). The content analysis of media frames: Toward improving reliability and validity. *Journal of Communication*, 58, 258-27.

JMCEP1

Print Production (Practical)

LIST OF PRACTICALS

1. Design a *logo* for a Publishing house/Magazine
2. Design a Visiting card for a Publishing house/Magazine
3. Design a poster for introducing a new Magazine
4. Design the *cover page* for a Magazine
5. Design the *center spread* of a Magazine

6. Design the *entertainment pages* of a Magazine
7. Design a *display advertisement* for a product of your choice
8. Design an *institutional advertisement*
9. Design a *public service advertisement*
10. Design *magazine special pages*

JMCP01

Editorial Practice

LIST OF PRACTICALS

1. Preparation of a News story
2. Preparation of a Feature
3. Preparation of a Interview story
4. Preparation of a Speech report
5. Preparation of single incident lead
6. Preparation of multiple incident lead
7. Preparation of different Headlines

8. Preparation of news report for Radio
9. Preparation of news report for Television
10. Preparation of news report for Online portal

Semester II

JMC C04

Advertising & Corporate Communication

UNIT -I

Definition, nature and scope of advertising; marketing, economic and societal role of advertising; functions of advertising; Advertising environment - advertiser, advertising agency and media; Advertising agency – structure and functions; types of agencies- in- house, independent, full service and specialized; latest trends in Indian advertising.

UNIT- II

Classification of advertising based on target audience, geographic area, media and purpose; Internet advertising and promos; Brand positioning- brand name, brand personality, brand equity and brand management.

UNIT -III

Integrated Marketing Communications-Publicity, Propaganda and Public relations; definition and relevance of PR, Public Relations in public and private sectors; Public Relations and Corporate Communications; Advertising and public relations ethics and regulations. Advertising bodies in India and their roles.

UNIT -IV

Components of print advertisement – visuals- types of visuals, advertising copy - headlines, signature, slogans & logos. Visualization and execution of advertisements - client brief, account planning, advertising strategy, creative strategy, creative process and execution; Media research, planning, budgeting and media buying.

UNIT -V

Viz think exercises, Print ad creation.

Reference Books:

1. S.H.H Kazmi, Satish K Batra, Advertising and sales promotion”, Excel Book, New Delhi, 2000
2. J.Vilani, G.K. Varghese, Advertising Basics”, Response books, New Delhi, 2001
3. Sean Brierley, “The Advertising and Hand book”, 2nd Edition New York, 2000
4. McGraw Hill, “Principles of advertising and IMC”, 2nd Edition New York, 2000
5. John MCDonough, “Encyclopedia of Advertising”, Vol. 1, 2000.

JMCC05

Media, Society and Culture

UNIT- I

Introduction to Media Studies

Introduction to the Media- Understanding the Mass Media, Characteristics of Mass Media, Effects of Mass Media on Individual, Society and Culture - Basic issues, Power of Mass Media.

UNIT -II

Media and Society

Language and Social construction of reality, Mediation and Representation - texts, subtexts, Meanings and Audiences, Rules in Society Culture, and Media - Public images and private practices.

UNIT -III

Media and Culture

Ideology and Culture, Emotions and Culture, Language and Culture, Race and Culture, Social class and Culture, Habits and Popular Culture, Indigenous and Popular Culture.

UNIT -IV

Media Audiences

Media And audience: Direct effects, Limited effects, Uses and Gratification, Mass Audience, Mass Society, Audience and the technological change, segmentation, polarization, TV and dominant Culture.

UNIT -V

Media Analysis

Approaches to Media Analysis - Marxist, Semiotics, Sociology and Psychoanalysis, Media and Realism, Media Myths, Hero worship, Discourse, Media imperialism and cultural imperialism, hegemony.

Reference Books:

1. Roger Silverstone, Why Study Media, Sage Publications, 1999
2. James Potter, Media Literacy, Sage Publications, 1998
3. Asa Arthur Berger, Media Analysis Techniques, Sage Publications, 1998

JMC E01

Communication for Development

UNIT I Concept of Development Communication

- Meaning, Definitions, Historical Context of Development Communication
- Theories and Approaches to Development Communication
- The Dominant Paradigm Theory, The diffusion of Innovation Theory,
- Dependency Theory, Participatory Theory

UNIT II Communication Policy for Development

- Indian Constitution on Development
- The National Development Council (NDC)
- The Economic and Industrial Policies of India
- Roles and Functions of NITI Aayog, DAVP and MIB in India

UNIT III National Models of Development

- *Gandhian* Development Model
- *Nehruvian* Development Model
- Five Year Plan and National Development
- Social Development Projects in India: *Kerala Model of Development, SITE, KHEDA Communication Project, Tamil Nadu Veterinary and animal Sciences University (TANUVAS) project*

UNIT IV Media Intervention in Development

- Communication Approaches in Sustainable Development
- Communication Approaches for Rural Development
- Print, Radio, New Media for Development
- Information and Communication Technologies for Development

UNIT V

- UN Agencies and Development: The Millennium Development Goals
- World Bank and Development

- Role of NGO's in Development

Reference Books:

1. Naarula, Uma, **Development Communication Theory and Practice**. Har-Anand Publication, Ltd. New Dehli. 1990.
2. Sharma, Suresh Chandra. **Media Communication and Development**. Rawat Publication, Jaipur. 1987.
3. Murthy, D.V.R., **Development Journalism**, Dominant Publishers. 2001.
4. **Different Theories and Practice of Development**. UNESCO 1982.

JMC PO2

Professional Photography (Practical)

List of Practicals

1. Nature Photography
2. Silhouette
3. Portrait
4. People Photography
5. Architecture (Interior / Exterior)
6. Human Expressionism
7. Product Photography
8. Image Manipulation
9. Photo Feature
10. Photo Portfolio

Semester III

JMC C06

Broadcasting

UNIT: 1

Origin, Growth and development of broadcasting in India- Telegraph, Telephone, radio Television-since from 1920 (Early days) to contemporary period i.e., introduction of private FM channels, Formation of prasar bharathi (till today) – Nature and scope of electronic media (Radio, Television and new media) – Radio and television as a medium of mass communication- contemporary trends in broadcasting in India.

UNIT: 2

Fundamentals of broadcast journalism – new determinants/Values- fundamentals of reporting – principles of electronic news gathering (ENG) – Electronic field production (EFP) – Differences between reporting for print and electronic media. Structure and functions of news room (Editorial) – Public and private Radio and Television channels.

UNIT: 3

Fundamentals of Writing for electronic media- Various Formats of electronic news writing Techniques, Mechanisms and styles- News Translation – Reporting, writing differences between print and electronic media.

UNIT: 4

Various formats of programmes of radio and television – Planning Production Techniques of news, current affairs and news reel programmes – News Editing – designing newscast, responsibilities of news producer, time cues, current affairs, documentary and educational programs. Interviewing and presentation skills – voice dynamism, eye contact, clothing and costume, basic make up.

UNIT: 5

Indian broadcast policy, code of ethics – General, during elections- problems and prospects of various working groups and review committees for Indian broadcasting – Formation of prasar bharathi - prasar bharathi act, cable TV act etc., Broadcasting and society- social, political, cultural, economical and technological understanding of the audience.

References:

Chatterjee, PC Broadcasting in india, sage 1991.

Parthasarathy, Rangaswami. Here is the news. Macmillian 1996.

Gross, L.S. The International World of Electronic Media, McGraw Hill 1996.

Craft, John Frederic A and Godfrey, Donald G: Electronic Media, Thomson Learning 1997.
Annual report- prasar bharathi 2000-2011.

Annual report – MIB 2000-2010

Signal, Aravind Roger Everett communication Revolution – a bullock cart to cyber mart, sage 2000.

Kumar J kevel, mass communication in india, Jaico 2010.

Kalishik Sharda: Script to screen – An introduction to TV journalism – Macmillan 2000

Edgar E.Wills, Comille D Arienzo: Writing scripts for television, radio and film.\

Glynn Alkin – TV Sound Operations.

Gerald Millerson: Vidgo Camera Techniques.

Richard D Yoakum and Charles Cremer: ENG: Television news and the new technology.

I.E. Fang : Television News.

B.E. Wills: Writing television and radio programme.

Hervert Zettl : Television production Hand book.

G. Paul Smeyak : Broadcast News writing.

Addrew Crisell : Understanding Radio.

Paul De Maeseneer : Her's the news (A Radio news Manual).

Paul semyak : Broadcast news writing : Radio the fifth Estates.

David Dary : Radio News Hand Book.

History of professional radio broadcasting.

UNIT –I

Introducing new media

Meaning and evolution of new media, functions of new media, characteristics of new media - numerical representation, modularity, automation, variability and transcoding. Elements of new media - Digitisation, interactivity, convergence, hypertextual, virtual, networked and simulated.

UNIT- II

New Media Formats

Websites, video games, blogs and wikis, Emails, Interactive television, mobile devices, podcasting, hypertext, fiction, graphics, user interfaces and RSS.

UNIT -III

Theorizing New Media

Social network theory by Everett Rogers / Jan Van Dijk: Domestication of new media theory by Roger Silverstone and Eric Hirsch, participatory media culture by Helry Jenkins, network society theory by Manuel Castells and Technology convergence.

UNIT- IV

Effects of New Media

Digital divide and digital dividend, addiction, advantages and limitations of new media communication, digital media for social change, TAM model by Fred Davis and ecommerce.

UNIT -V

Governing new media

Cyber laws, hacking, plagiarism, piracy, IPR, Internet governance - WGIG, WSIS, W3C & ICANN, digital media ethics.

Reference

1. Gane, Nicholas and Beer, David, New media The Key Concepts, Berg, New York, 2008.
2. Hassan, Robert and Thomas, Julian (eds.), The New Media Theory Reader, Open University Press, New York, 2006.
3. Lister, Martin et al., New Media: a Critical Introduction (2nd Ed.) Routledge, New York, 2003.
4. Manovich, Lev, Language of New Media, MIT Press, USA, 2001.
5. Webster, Frank, Theories of the Information Society, Routledge, London, 1993.

JMCE03

Film Studies

Unit-I

Early cinema and growth, Lumier brothers, Cinematograph, Kinetoscope, Classical hollywood, Indian Silent era, Indian New Wave : Ritwik Ghatak's Meghe Dhaka Tara, John Abraham's Agraharathil kazhuthai.

Unit-II

Film movements - German Expressionism : misc -en- scene, The Cabinet of Dr. Caligari , French Impressionism, Soviet Montage : Constructivist Approaches to Cinema, Battleship Potemkin, Italian Neo-realism : Vittorio De Sica's The Bicycle Thieves, French New Wave .

Unit-III

Film genre - Action, drama, Adventure, comedy, epic, horror, thriller, etc. Short film, Feature film, Experimental cinema, narrative cinema, documentaries, fiction & Nonfiction, docu -drama & fiction.

Unit-IV

Film elements - screenplay, shooting script, storyboard, point of view, camera movements, Types of camera angles, Film Aesthetics, location, post production techniques.

Unit-V

Film Appreciation - Sathyajit Ray : Pather Panchali, Sridhar : kadhalka Neramillai, Mahendran : Uthiri Pookal, Balanchandar : Thanner Thanner, Bharathiraja : Sigappu Rojakal.

Reference Books:

1. Naun Kleiman and Antonio Somaini, Sergie M. Eisentein, notes for General History of cinema , 2015.
2. David Bordwell and Kristin Thompson, Minding Movies, Observations on the Art, Craft and business of Film Making, 2011
3. Studying Film - Nathan Abrams, Ian Bell and Jan Udris [hodder arnold], 2001
4. James Monaco, How to read a Film: The world of Movies, Media, Multimedia : Language, History, Theory 1977.
5. Major film theories, An Introduction, J. Dudley Andrew.

JMC P04

Television Production (Practical)

List of Practical: Student has to choose any two topics given below

1. Produce one segment of a '*Talk Show*' not exceeding 10 minutes.
2. Produce one segment of an '*interview*' not exceeding 10 minutes.
3. Produce one *news capsule* for a typical news bulletin not exceeding 10 minutes.
4. Produce one segment of a '*Children's Programme*' not exceeding 10 minutes.
5. Produce a minimum of five *Public Service Advertisements* of one minute each.

1. Each student should do **two** individual projects and submit the record and the program. The script record should be in bound book form and TV commercial must be submitted in DVD.

2. Each script in the Record should contain

Script Development

- Title
- Concept (log line, one liner)
- Synopsis
- Treatment
- Step outline

Screenplay Development

- Slug line
- Action (Video Description)
- Character Name
- Dialogue

Sample script with storyboard

Shooting Script

Editing Script

Scheduling

Approximate Budget details

3. All the above sub activities will carry marks evidenced from the record work submitted by the student.

JMCP05

Documentary / Short Film

1. Students should write original Documentary/Short film scripts for at-least 3 issues of duration not more than 5 minutes inclusive of credit lines. Concepts may be of about environmental issues, Social Issues, Any particular place etc.

2. Shoot one of the best scripts among the three concepts as the Documentary / Short film project.

3. Each student should do individual project containing the record and the program. The script record should be in the book binding form and Documentary/ Short film must be submitted in DVD.

4. Each script in the Record should contain

Script Development

- Title
- Concept (log line, one liner)
- Synopsis
- Treatment

Mention the type of approach opted
Narration
Voice over Script
Shooting Script (if it is planned approach)
Screenplay Development

- Slug line
- Action (Video Description)
- Character Name
- Dialogue

Sample script with storyboard
Editing Script
Scheduling
Approximate Budget details
Photographs of Documentary / Short film Making

4. All the above sub activities will carry marks evidenced from the record work submitted by the student.

Semester IV

JMC C08

COMMUNICATION RESEARCH METHODS

UNIT I

Nature and meaning of research – types of research - pure and applied – types of communication research - print and electronic media research,

UNIT II

Review of related literature - defining research problem - research objectives - hypothesis, meaning, characteristics and importance - research design - sampling: meaning & types of sampling, probability & non-probability – types of probability sampling,

UNIT III

Types of research – survey research, content analysis, historical research, experimental research, ratings research, and non-ratings research, field study,

UNIT IV

Data collection - questionnaire, interview guide, observation methods, rating scales,

UNIT V

Data analysis - statistical analysis – use of pre-programmes computer packages for analysis – SPSS, writing research report, organization, use of graphics & visual material,

REFERENCE

1. Arthur Asa Berger, Media Research Techniques, Sage Publications, New Delhi.
 2. Roger D. Wimmer, Mass Media Research.
 3. Wrench, et al, Qualitative Research methods for Communication, Oxford University Press.
 4. Bridget Somekh, Research in Social Sciences.
- Peter Clough, A Students Guide to Methodology.

JMC E04

Media Laws and Contemporary Issues

Unit I

Origin and evolution of Indian constitution, Preamble, Basic Structure & salient features of Indian constitution, Fundamental rights and duties, Directive principles of state policy, Four pillars of Indian democracy.

Unit II

Indian Telegraph Act 1885, Press and Registration of Books Act 1867, Prasar Bharati Act 1990, Working Journalists Act 1955, Cinematography Act 1952, Cable T.V. Networks (regulation) Act 1995, IT Act 2000, Press Commission I & II.

Unit III

Copyright Act 1957, Contempt of Courts Act 1971, Defamation: Libel and Slander, Press Council of India Act 1978, Official Secrets Act 1923, Indecent Representation (prohibition) Act, 1986, Drugs and Magic Remedies (objectionable) Act 1954.

Unit IV

Values and ethics of Journalism, Conflict of interest, Ethical issues: notions and debates, Resolving Ethical Dilemmas: Different Methods, Self-Regulation Vs Legal regulation Media & Human Rights Issues.

Unit V

Right to privacy, Sting Journalism, Yellow Journalism, Paid news, Media net pressures (political, market, legal and professional) Journalists' code of conduct, Self-regulation, Ombudsman, Pros and cons of Media activism.

Reference Books

1. D.D. Basu., Introduction to the Constitution of India, Lexis Nexis First Edition. 2014.
2. Paranjoy Guha Thakurta, Media Ethics : Truth Fairness and Objectivity, OUP India, First Edition, 2011.
3. Devesh Kishore & G. S. Gard, Media Law: Its Ethics and Ethos, Haran and Publications Pvt Ltd. 2016.
4. Juhi P. Pathak, Introduction to Media Laws and Ethics, Shipra Publications,2014.

JMCP06

Lab Journal

Total Marks: 100

(Internal Assessment: 40, End Semester evaluation with External examiner: 60)

All the student will bring out one issue of KANNADI the bilingual student practice journal of the Department of Journalism and Mass Communication. 4 pages in A3 size.

The student editor will assign stories edited them paginated and bring out the issue.

The students will cover all the events happening inside Periyar University campus.

They should not resort to cut and paste job from the net.

All the photography will be caption and all stories headlined.

The lab journal will be evaluated for the quality of timeliness makeup reporting, sub editing, proofreading and overall tone and value.

Internship Report

JMCP03

For a period of minimum period of four weeks during summer vacation [150 Hours of Work experience].

Students will be attached to the media industry on an internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry.

The Interns will be exposed to the particular area of specialization already chosen.

The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry.

A report and a viva voce will be complete the process of evaluation.

Project reviews will be conducted during the internship project on regular intervals which should consist of

- Weekly report and daily work diary
- Final Internship Presentation
- Internship Record

All the internship records will be evaluated independently along with an external expert in the fourth semester. The students demonstrate their skills acquired in the training and provide explanation to queries made by external examiners.

JMCPPI

Project Study- (Dissertation)

Total Marks: 100

(Internal Assessment: 40, End Semester evaluation with External examiner: 60)

Every student has to work on a research project under the supervision of a faculty member. The research must be about or related to the subject matter of journalism or mass communication.

A written dissertation of about 10000 words must be submitted by the end of the semester. The thesis will be typed in Times Roman 12 pts with 1.5 line space following APA style manual. The report will also have certificate, declaration, acknowledgement, contents page and a one page abstract in hard binding finish. The report will necessarily have 50-60 pages of content. The written dissertation will be evaluated by the research guide and External Examiner, appointed by Periyar University for 60 marks with continuous internal assessment by the research supervisor for 40 marks.

Viva-voce based on dissertation will be conducted by the External Examiner and the research guide.

Dissertations generally follow a fairly standard structure. The following part discusses each of these in turn, and gives more detailed advice about how to prepare and write each one:

Research Proposal usually of about a page in synoptic form for discussion with the supervisor is approved for pursuance after a thorough discussion. The research is conducted supervised by the guide; data collected, analysed situated in a theoretical framework and the results are discussed for logical conclusion. The dissertation will usually consist of the following chapters;

- Introduction
- Literature Review
- Methodology
- Data presentation and analysis
- Result and Discussion
- Conclusions and Recommendation
- Reference
- Appendices