

**St. Albert's College (Autonomous)  
ERNAKULAM**



**PROPOSED SYLLABUS  
FOR THE CERTIFICATE COURSE IN**

# **MEDIA STUDIES**

**2020 Admissions onwards**

## **BOARD OF STUDIES – ENGLISH**

Dr. Mary Sapna Peter Miranda (Chair)  
Dr. Raghul Rajan (External Expert)  
Dr. David Arputhraj (External Expert)  
Dr. Joji John Panicker (Subject Expert)  
Dr. Binu K. D. (Subject Expert)  
Mr. Cheri Jacob K. (Subject Expert)  
Dr. Subin Varghese (Subject Expert)  
Dr. Paul Manalil (Industrial Expert)  
Mr. Thomas Kuruvila (External Expert)

Dr. Nisha Thomji Varghese  
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Ms. Nikitha Shaji  
Ms. Daisy Roshan Rebeiro  
Ms. Devika Sajeev  
Ms. Neenu Kuruvila  
Mr. Relphin Xavier  
Ms. Dilna Raju

# SYLLABUS

## CERTIFICATE COURSE IN MEDIA STUDIES

**Credit: 5**

**Duration: 6 months**

**Mode of Assessment: Written Work and Oral Presentations**

### Course Overview:

The certificate course in Media Studies is designed for students and working professionals with an interest in the world of media.

The aim of the syllabus is to prepare students and professionals to acquaint themselves with the world of media. There is much more to media than the limited exposure and knowledge one has. The course proposes to debunk many of the myths and haze created around the industry and would help the learners to be discerning creators as well as consumers of media. Never before in the history of humankind have we seen this kind of a humongous explosion of the media along with the ensuing misunderstandings and complexities. Fake news, paid news and well-oiled propaganda machinery are also occupying the media space. It has become imperative under such circumstances to understand media, to look at the theoretical and critical discourses about media and their implications. This preparatory course will further give the students the opportunity to appreciate media for what it is, to learn to generate content for various media, be ethical guardians and custodians of the field thereby contributing to the good of society.

The Certificate Course in Media Studies incorporates the following components:

1. Acquaintance with the world of media – theory and praxis.
2. Content generation for various media – content writing, editing, reporting, etc.
3. Media Ethics.

## **1. Aims of the Course**

- To improve the communication skills of learners and their knowledge of English language in key areas of print, auditory and visual media.
- To train the learners in the gathering of data and its organization for various media including newspapers, magazines, radio, television, film and the web.
- To enable the learners to be ethical and conscientious consumers and creators of media content.

## **2. Objectives**

The following are the expected learner-outcomes of this course:

- The learners develop media literacy and learn to analyze, interpret, evaluate/judge print and visual news items and their persuasive role in a democratic polity.
- They master the basic skills of reporting, writing and presenting for the media - print and broadcast journalism and apply media writing. They learn the theory and praxis of media studies.
- They grasp proficiency in cohesion, comprehensiveness, data interpretation, attractive presentation, style and information transfer.
- They develop an ethical and judicious outlook towards media and become ethically discerning consumer and creator of media content.

### **Main reading:**

This syllabus may be fulfilled on the basis of textbooks and training materials, original special supplementary materials adapted for the purpose. The usage of up-to-date adapted materials will help students to be acquainted with the world of media theory and praxis.

# Course Outline

## **MODULE I: The Rise of Mass Media**

(18 hours)

a. Introduction – Mass Communication - Theories of mass communication – Different types of Mass Media – Freedom versus Control – Need for social control

b. The Print Media – Different types – Editorials - Feature articles - Interviews - Letters to the editor

Lead: datelines - - By lines - Credit line - Headlines - Nut graph - Reporting - News reporting - Specialized reporting - Business reports - Sports reports - Obituary writing - Analyzing newspaper articles.

c. Editing: - Proofreading - Freelancing.

## **MODULE II - Magazines and Periodicals**

(18 hours)

a. Nature of periodical articles - feature writing and article writing - Angle, structure and organization - Types of articles included in magazines - Writing for magazines - Action, angle and anecdote.

b. Composing magazine covers - Planning the contents of a magazine - Planning a photo shootout - Planning and writing a true-life story.

## **MODULE III- Electronic and Digital Media**

(18 hours)

a. Radio - Understanding the language of radio presenters - Radio skills - Understanding the process of broadcasting - Broadcast writing - Giving post-production feedback - Radio jockeying.

b. Visual media - Television skills - Understanding the pre-production process - Writing for the media - Interviews - Reviews - Profiles - Travel writing - Scripting for TV programmes - Preparing a film schedule - Editing a TV Documentary – Anchoring - Presentation for the Media - Presenting with and without script.

c. Digital Media - E-books, E-magazines, E-mail - Blog - Planning and writing a Blog - Web page Designing - Creating a pod cast - Technical writing

## **MODULE IV – Advertising**

(18 Hours)

a. Introduction to advertising - Advertisements in different media - Classified ads - Texts – Captions - Logo design - Storyboard of advertisements

b. Copy editing Process - Guiding principles of editing - Selling your services to a potential client - Creating print ad, Screen ad - Presenting a finished ad

**MODULE V -- Media Ethics**

(18 hours)

a. Introduction to media ethics - Guiding principles - Accuracy - Reliable Sources - Avoiding Bias, Distortions, Conflicts of Interest - Information-gathering methods - honesty and justice

b. TRP battles, sensationalism and propaganda - Leveraging the media for common social good - Engagement at the individual, management and the corporate levels - Media Social Responsibility

b. Copyright regulations and framework - OER Commons - legal dimensions - false/fake news - identifying fake news - reverse searches - sites

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