

Sacred Heart College (Autonomous)

Department of Communication

Master of Communication and Journalism

Course plan

Academic Year: 2014 - 15

Semester I

COURSE I: P1MCJT01: INTRODUCTION TO COMMUNICATION

COURSE PLAN

| | | | |
|-----------------------|---|-----------|----|
| PROGRAMME | MASTER OF COMMUNICATION AND JOURNALSIM | SEMESTER | 1 |
| COURSE CODE AND TITLE | P1MCJT01: INTRODUCTION TO COMMUNICATION | CREDIT | 4 |
| HOURS/WEEK | 4 | HOURS/SEM | 72 |
| FACULTY NAME | ASHA ACHY JOSEPH | | |

COURSE OBJECTIVES

| |
|---|
| To compare and contrast the different forms and types of communication, their importance in human and mediated communication |
| To illustrate and apply the process of communication portrayed in different models to various communication contexts |
| To discuss the concepts of mass communication and the global issues related to information and cultural dissemination |
| To evaluate the impact of mass media on different groups of media audience |
| To discuss selected theories of culture and communication and suggest solutions for issues related to culture and communication |

| SESSION | TOPIC | LEARNING RESOURCES | VALUE ADDITIONS | REMARKS |
|-----------------|---|------------------------|-----------------|---------|
| MODULE I | | | | |
| 1 | Communication – definitions | Interaction | | |
| 2 | Communication - meaning - | Lecture | | |
| 3 | Elements, Process, Functions | PPT/Lecture | | |
| 4 | Nature, Features & Scope | PPT/Lecture | | |
| 5 | 7 Cs of Communication. Barriers to communication. | Collaborative learning | | |
| 6 | Early Forms of Communication | PPT/Lecture | Screening | |
| 7 | Human Communication-Verbal & Non Verbal | PPT | Documentary | |
| 8 | Non Verbal Communication | Lecture/ PPT | | |
| 9 | Sociological & Psychological needs & importance | Lecture/PPT | | |
| 10 | Media as a social institution | Lecture | | |
| 11 | Media as a social institution | Lecture | | |

| | | | | |
|-------------------|--|------------------------|---------------|--|
| 12 | Types of Communication | Lecture | Audio | |
| 13 | Media Influence and socialization | Lecture | | |
| 14 | Revision Unit 1 | | | |
| MODULE II | | | | |
| 15 | Models of Communication | Video presentation | Screening | |
| 16 | Models of Communication | Lecture | | |
| 17 | Aristotle | Lecture / PPT | | |
| 18 | Logos, ethos, pathos | Lecture / Case Study | | |
| 19 | Claude E. Shanon & Warren Weaver | Lecture / PPT | | |
| 20 | Claude E. Shanon & Warren Weaver | PPT/Lecture | | |
| 21 | Harold D. Lasswell Model | PPT/Lecture | | |
| 22 | Wilbur Schramm Model | PPT/Lecture | | |
| 23 | Charles E. Osgood Model | PPT/Lecture | | |
| 24 | Gerbner, New Comb Model | Lecture/ PPT | | |
| 25 | Revision for CIA | | | |
| 26 | CIA-1 | | | |
| 27 | David Berlo, SMCR Model | Lecture/PPT | | |
| 28 | Becker, Riley & Riley Model | Lecture/PPT | | |
| 29 | De Meur Model | PPT/Lecture | | |
| 30 | Westely & Maclean-structure | PPT/Lecture | | |
| 31 | functions, applications, merits & demerits | PPT/Lecture | | |
| 32 | Revision Unit 2 | | | |
| MODULE III | | | | |
| 33 | Emergence of Mass Media | Lecture | | |
| 34 | Mass Communication- Nature, Functions, Scope | Lecture | | |
| 35 | Opinion leaders, Gatekeepers, Persuaders | Lecture | | |
| 36 | Present Scenario of Mass Media | Discussion | Workshop | |
| 37 | Internet-Nature, Scope merits & demerits, | Presentation | | |
| 38 | Multi-Mediality, Blogging Social media as a new method of communication. | Collaborative learning | | |
| 39 | Demassification, Convergence, Accessibility, Reach | Discussion | Expert's Talk | |
| 40 | Global issues in Mass Communication: | Discussion | | |
| 41 | The Geopolitics of Information and Cultural Imperialism – | Case study / Lecture | | |
| 42 | Media Imperialism – | Lecture | | |
| 43 | Neo colonialism and Media Globalism: Indian Experience | Case study / Lecture | | |
| 44 | Discussions | Case study / Lecture | | |

| | | | | |
|------------------|--|--------------------------|--------------------------|--|
| 45 | Revision | | | |
| MODULE IV | | | | |
| 46 | Mass Media effects | Case study / Lecture | Movie Screening | |
| 47 | Long term Effects | Case study / Lecture | | |
| 48 | Immediate Effects | Case study / Lecture | Video | |
| 49 | Impacts on different groups | Case study / Lecture | | |
| 50 | Attitude and behavioural changes | Case study / Lecture | | |
| 51 | Media Audience Analysis | Case study / Lecture | | |
| 52 | Typology of audience & | Case study / Lecture | Video | |
| 53 | Critical consumer | Case study / Lecture | Debate and Discussion | |
| 54 | Audience Construction – | Case study / Lecture | | |
| 55 | Social Patterns of Media Reception | Lecture | | |
| 56 | Media Reception theory | Lecture | | |
| 57 | Analysis and Discussion | PPT/Lecture | | |
| 58 | Revision | PPT/Lecture | | |
| MODULE V | | | | |
| 59 | Folk Media, Culture and communication | Lecture/ Discussion | | |
| 60 | Roland Barthes, Herbert Schiller | Lecture/ Discussion | | |
| 61 | Noam Chomsky, Jacobson, Thompson. | Lecture/ Discussion | | |
| 62 | | | | |
| CIA – II | | | | |
| 63 | Culture as a social Institution – Value Systems | Lecture/ Discussion | Film Screening | |
| 64 | Eastern and Western Perspectives. | Lecture/ Discussion | | |
| 65 | Inter-cultural Communication: | Lecture/ Discussion | Group discussion | |
| 66 | Traditional Communication Media and Modern Mass Media as vehicles of Inter-Cultural Communication. | Lecture/ Case Studies | | |
| 67 | Culture and Media | Lecture/ Case Studies | | |
| 68 | Culture and Media | Lecture/ Case Studies | | |

| | | | | |
|----|----------------------------------|-----------------------|--|--|
| 69 | Popular Culture and Indian Media | Lecture/ Case Studies | | |
| 70 | Popular Culture and Indian Media | Lecture/ Case Studies | | |
| 71 | Revision | | | |
| 72 | Revision | | | |

References

- Keval J Kumar (1994). *Mass communication and Journalism in India*. Mumbai: Jaico Publishing House
- Peyton Paxson. *Mass Communications and Media Studies: An Introduction* . New York. London: Continuum
- Raymond W. Preiss (2013). *Mass Media Effects Research: Advances Through Meta-Analysis*. New York, London: Routledge
- Melvin De Fluer (1988). *Understanding Mass Communication*. Boston, Massachusetts: Houghton Mifflin
- Emery, E, Ault, P. H Agee and W. K (1997). *Introduction to Mass Communication* (12th ed). New York: Allyn& Bacon Publishers
- Wilbur Schramm and Donald F. Roberts (eds.)(1971). *The Process and Effects of Mass Communication*. Urbana: University of Illinois Press,
- Hugh Mackay &TimOSullivan (1999). *The Media Reader*. London, New York : Sage Publications
- Denis McQuail (2009). *McQuail's Mass Communication Theory*. London, Los Angeles, New Delhi: Sage publications
- Daniel Chandler, Rod Munday (2011). *A Dictionary of Media and Communication*. New York: Oxford University Press.

COURSE II: P1MCJT02: HISTORY AND DEVELOPMENT OF JOURNALISM

| | | | |
|-----------------------|--|-----------|----|
| PROGRAMME | MASTER OF COMMUNICATION AND JOURNALISM | SEMESTER | 1 |
| COURSE CODE AND TITLE | HISTORY AND DEVELOPMENT OF JOURNALISM | CREDIT | 4 |
| HOURS/WEEK | 4 | HOURS/SEM | 72 |
| FACULTY NAME | ROHIT SIVAN | | |

| COURSE OBJECTIVES |
|---|
| To enhance student's knowledge of media history |
| To develop knowledge about the origin and growth of journalism at global level. |
| To understand the evolution of the Press in India |
| To know about the pioneers who shaped modern journalism |
| To understand the characteristics and growth of Malayalam Journalism |

| Session | Topic | Method of Teaching | Value Additions | Remarks |
|----------------|--|---------------------------|------------------------|----------------|
| 1 | Origin and Growth of Journalism at global level. | PPT Presentation | | |
| 2 | Origin and Growth of Journalism at global level. | PPT Presentation | | |
| 3 | Origin and Growth of Journalism at global level. | PPT Presentation | | |
| 4 | Origin and Growth of Journalism at global level. | PPT Presentation | | |
| 5 | Origin and Growth of Journalism at global level. | PPT Presentation | | |
| 6 | Beginning of Journalism in India | PPT Presentation | | |
| 7 | Beginning of Journalism in India | PPT Presentation | | |

| | | | | |
|-------------------|--|-----------------------|-----------------------|--|
| 8 | Beginning of Journalism in India | PPT Presentation | | |
| 9 | Contributions of Christian Missionaries to Indian Journalism . | PPT Presentation | | |
| 10 | Contributions of Christian Missionaries to Indian Journalism . | PPT Presentation | | |
| 11 | Contributions of Christian Missionaries to Indian Journalism . | PPT Presentation | | |
| 12 | India's first Newspaper 's | PPT Presentation | | |
| 13 | India's first Newspaper 's | PPT Presentation | | |
| 14 | India's first Newspaper 's | PPT Presentation | | |
| 15 | Contributions of James Augustus Hicky | video presentation | video presentation | |
| 16 | Contributions of James Augustus Hicky | video presentation | video presentation | |
| 17 | Early Journalism in Madras, Bombay & Calcutta. | PPT Presentation | video presentation | |
| 18 | Early Journalism in Madras, Bombay & Calcutta. | PPT Presentation | | |
| Module II | | | | |
| 19 | Indian Media in pre-independence Era | video presentation | video presentation | |
| 20 | Indian Media in pre-independence Era | video presentation | video presentation | |
| 21 | Indian Media in pre-independence Era | video presentation | video presentation | |
| 22 | The Birth of Indian language journals | PPT Presentation | | |
| 23 | The Birth of Indian language journals | PPT Presentation | | |
| 24 | Contributions of Raja Ram Mohan Roy | PPT Presentation | | |
| 25 | Contributions of Raja Ram Mohan Roy | PPT Presentation | | |
| 26 | Press in First war of Indian Independence Era | PPT Presentation | | |
| 27 | Press in First war of Indian Independence Era | PPT Presentation | | |
| 28 | The birth of Indian National Congress | video presentation | | |
| 29 | The birth of Indian National Congress | video presentation | | |
| 30 | National leaders and their contributions to media. | PPT Presentation | | |
| Module III | | | | |

| | | | | |
|------------------|--|-----------------------------|-----------------------------|--|
| 31 | Indian Press and freedom struggle | PPT Presentation | | |
| 32 | Indian Press and freedom struggle | PPT Presentation | | |
| 33 | Indian press after Independence | video presentation | video presentation | |
| 34 | Indian press after Independence | video presentation | video presentation | |
| 35 | The History of English Daily Newspapers | Video/image Presentation | | |
| 36 | The History of English Daily Newspapers | Video/image Presentation | | |
| 37 | Prominent Journalists in India | Students Presentation | | |
| 38 | Prominent Journalists in India | Students Presentation | | |
| 39 | Prominent Journalists in India | Students Presentation | | |
| 40 | Indian Media &Emergency in India. | video presentation | | |
| 41 | Indian Media &Emergency in India. | video presentation | | |
| 42 | Indian Media &Emergency in India. | video presentation | | |
| 43 | History of Indian television | PPT Presentation | | |
| 44 | History of Indian television | PPT Presentation | | |
| 45 | History of Indian television | PPT Presentation | | |
| 46 | History of Indian television | PPT Presentation | | |
| Module IV | | | | |
| 47 | Characteristics and growth of Malayalam Journalism | Video/image Presentation | Video/image Presentation | |
| 48 | Characteristics and growth of Malayalam Journalism | Video/image Presentation | Video/image Presentation | |
| 49 | Characteristics and growth of Malayalam Journalism | Video/image Presentation | Video/image Presentation | |
| 50 | Characteristics and growth of Malayalam Journalism | Video/image Presentation | Video/image Presentation | |
| 51 | Prominent Newspapers and journalists in Malayalam | Video/image Presentation | Video/image Presentation | |
| 52 | Prominent Newspapers and journalists in Malayalam | Video/image Presentation | Video/image Presentation | |
| 53 | Prominent Newspapers and journalists in Malayalam | Video/image Presentation | Video/image Presentation | |
| 54 | Prominent Newspapers and journalists in Malayalam | Video/image Presentation | Video/image Presentation | |

| | | | | |
|-----------------|---|-----------------------|--------------------|--|
| 55 | History of Indian Broadcasting-AIR-Doordarshan | PPT Presentation | | |
| 56 | History of Indian Broadcasting-AIR-Doordarshan | PPT Presentation | | |
| 57 | History of Indian Broadcasting-AIR-Doordarshan | PPT Presentation | | |
| 58 | Private Satellite Channels | Students Presentation | | |
| 59 | Private Satellite Channels | Students Presentation | | |
| 60 | PrasarBharathi-Commercial Broadcasting | PPT Presentation | | |
| 61 | PrasarBharathi-Commercial Broadcasting | PPT Presentation | | |
| 62 | EM Radio, Satellite & Internet Radio. | video presentation | video presentation | |
| 63 | EM Radio, Satellite & Internet Radio. | | | |
| Module V | | | | |
| 64 | Press Commissions and Committees and Recommendations in India | PPT Presentation | | |
| 65 | Press Commissions and Committees and Recommendations in India | | | |
| 66 | News agencies | Students Presentation | | |
| 67 | News agencies | students Presentation | | |
| 68 | Professional News Organizations | PPT Presentation | | |
| 69 | PIB, publication Division of India | PPT Presentation | | |
| 70 | PIB, publication Division of India | PPT Presentation | | |
| 71 | Press Council of India | video presentation | video presentation | |
| 72 | Kerala Press Academy. | PPT Presentation | | |

References

- Keval J Kumar (1994), *Mass communication and Journalism in India*. Mumbai: Jaico Publishing House
- Irving E. Fang (1997), *A History of Mass Communication: Six Information Revolutions*. F Waltham, Massachusetts: Focal Press.
- Parthasarathy, R (1997), *History of Indian Journalism*. New Delhi: Sterling
- S. Natarajan (1962), *History of the Press in India*. Asia Publishing House

COURSE III: P1MCJT03: PUBLIC RELATIONS AND CORPORATE COMMUNICATION

| | | | |
|-----------------------|--|-----------|----|
| PROGRAMME | MASTER OF COMMUNICATION AND JOURNALISM | SEMESTER | 1 |
| COURSE CODE AND TITLE | P1MCJT03: PUBLIC RELATIONS AND CORPORATE COMMUNICATION | CREDIT | 4 |
| HOURS/WEEK | 4 | HOURS/SEM | 72 |
| FACULTY NAME | ANIL K V | | |

COURSE OBJECTIVES

| |
|--|
| To explain the various concepts, characteristics, characters involved and organizations related to Public Relations. |
| To illustrate the various tools of Public Relations. |
| To examine the process of implementing PR activities, the communication with stakeholders. |
| To demonstrate and implement the strategic communication plans for PR Campaigns. |
| To examine media especially the trade media and its relevance to the practice of Corporate Communication. |

| SESSION | TOPIC | LEARNING RESOURCES | VALUE ADDITIONS | REMARKS |
|-----------------|---|--------------------|-----------------|---------|
| MODULE I | | | | |
| 1 | Introduction to Public Relations, Origin, & Development | Lecture | E- Resource | |
| 2 | Introduction to Public Relations, Origin, & Development | Lecture | | |
| 3 | Introduction to Public Relations, Origin, & Development | Lecture | | |
| 4 | Definition, Concept, & Characteristics | Lecture | | |
| 5 | Definition, Concept, & Characteristics | Lecture | | |
| 6 | Scope & Relevance of PR | Lecture | | |
| 7 | Scope & Relevance of PR | Lecture | | |
| 8 | Propaganda, Publicity, Public Opinion, Advertising & Persuasion | PPT/Lecture | | |
| 9 | Propaganda, Publicity, Public Opinion, Advertising & Persuasion | PPT/Lecture | | |
| 10 | Functions of PR, Process, Role, Aims of PR | PPT/Lecture | | |
| 11 | Functions of PR, Process, Role, Aims of PR | Lecture | | |
| 12 | Strategic Public Relations, Code of ethics & Regulations of PR | Lecture | | |

| | | | | |
|-------------------|--|-------------|-------------|--|
| 13 | Strategic Public Relations, Code of ethics & Regulations of PR | Lecture | | |
| 14 | Functions and Responsibilities of PR Manager/ PR Practitioner | Lecture | | |
| 15 | Functions and Responsibilities of PR Manager/ PR Practitioner | Lecture | | |
| 16 | IPRA, PRSI, PRCI, PIB, DPR, DAVP | Lecture | | |
| 17 | IPRA, PRSI, PRCI, PIB, DPR, DAVP | Lecture | | |
| 18 | Qualified PR Organizations | Lecture | | |
| 19 | Film Division, Directorate of Field Publicity, Song & Drama Division | Lecture | | |
| 20 | Film Division, Directorate of Field Publicity, Song & Drama Division | Lecture | | |
| 21 | Student Seminar | PPT | | |
| 22 | Student Seminar | PPT | | |
| 23 | Student Seminar | PPT | | |
| 24 | Revision | PPT | | |
| MODULE II | | | | |
| 25 | Public Relations Tools-Preparing & planning | PPT/Lecture | E- Resource | |
| 26 | Public Relations Tools-Preparing & planning | Lecture | | |
| 27 | Public Relations Tools-Preparing & planning | Lecture | | |
| 28 | House Journals, Newsletters, Handouts, Brochures, media releases, Lobbying, media conferences | Lecture | | |
| 29 | Annual Meetings, Open houses, Exhibitions, Speeches, Seminars and Symposia, Demonstrations, Conducted Tours, Gossips, Rumors, Interviews | PPT/Lecture | | |
| 30 | Annual Meetings, Open houses, Exhibitions, Speeches, Seminars and Symposia, Demonstrations, Conducted Tours, Gossips, Rumors, Interviews | PPT/Lecture | | |
| 31 | Annual Meetings, Open houses, Exhibitions, Speeches, Seminars and Symposia, Demonstrations, Conducted Tours, Gossips, Rumors, Interviews | PPT/Lecture | | |
| 32 | Publicity materials & Corporate Films | PPT/Lecture | | |
| 33 | Publicity materials & Corporate Films | Lecture | | |
| 34 | Student Seminar | PPT/Lecture | | |
| 35 | Student Seminar | PPT/Lecture | | |
| 36 | Student Seminar | PPT/Lecture | | |
| 37 | Revision | PPT | | |
| CIA-1 | | | | |
| MODULE III | | | | |
| 38 | Public Relations Departments/Agencies | PPT/Lecture | | |

| | | | | |
|--------------------|--|-------------|--|--|
| 39 | Public Relations Departments/Agencies | PPT/Lecture | | |
| 40 | Public Relations Departments/Agencies | PPT/Lecture | | |
| 41 | Publics-Internal and External-Organizational set up, Functions | Lecture | | |
| 42 | Communication flow- Formal - Informal (Grapevine), Vertical-Horizontal | Lecture | | |
| 43 | Communication flow- Formal - Informal (Grapevine), Vertical-Horizontal | PPT/Lecture | | |
| 44 | Communication flow- Formal - Informal (Grapevine), Vertical-Horizontal | PPT/Lecture | | |
| 45 | PR Campaigns-steps-Fact Finding, Research, Planning, Implementing, Evaluation & Feedback | PPT/Lecture | | |
| 46 | PR Campaigns-steps-Fact Finding, Research, Planning, Implementing, Evaluation & Feedback | PPT/Lecture | | |
| 47 | PR Campaigns-steps-Fact Finding, Research, Planning, Implementing, Evaluation & Feedback | Lecture | | |
| 48 | Major P R Campaigns, PR Counseling & PR Consultancy Firms. | PPT/Lecture | | |
| 49 | Major P R Campaigns, PR Counseling & PR Consultancy Firms. | PPT/Lecture | | |
| 50 | Major P R Campaigns, PR Counseling & PR Consultancy Firms. | PPT/Lecture | | |
| 51 | Student Seminar | PPT/Lecture | | |
| 52 | Student Seminar | PPT/Lecture | | |
| 53 | Student Seminar | PPT/Lecture | | |
| 54 | Revision | | | |
| MODULE – IV | | | | |
| 55 | Public Relations in Public and Private Sectors | Lecture | | |
| 56 | Public Relations in Public and Private Sectors | Lecture | | |
| 57 | PR for Military, PR for Tourism Promotion, PR for Sports/Entertainment, PR for Charitable Institutions, Event Management | Lecture | | |
| 58 | PR for Military, PR for Tourism Promotion, PR for Sports/Entertainment, PR for Charitable Institutions, Event Management | Lecture | | |

| | | | | |
|-------------------|---|-------------|--|--|
| 59 | PR for Military, PR for Tourism Promotion, PR for Sports/Entertainment, PR for Charitable Institutions, Event Management | PPT/Lecture | | |
| 60 | Revision | PPT/Lecture | | |
| CIA - | | | | |
| MODULE – V | | | | |
| 61 | Use of Mass Media- Print, Radio, Film, Television, Video, Traditional Media, Internet | Lecture | | |
| 62 | Use of Mass Media- Print, Radio, Film, Television, Video, Traditional Media, Internet | Lecture | | |
| 63 | Use of Mass Media- Print, Radio, Film, Television, Video, Traditional Media, Internet | Lecture | | |
| 64 | Customer Relations- Employee/Labor relations, Community relations- Industrial, Business relations- Investor/Share holders | Lecture | | |
| 65 | Customer Relations- Employee/Labor relations, Community relations- Industrial, Business relations- Investor/Share holders | Lecture | | |
| 66 | Corporate Communication- Corporate Houses | Lecture | | |
| 67 | Contemporary Trends in Public Relations | Lecture | | |
| 68 | Contemporary Trends in Public Relations | Lecture | | |
| 69 | Industry Expert Session | Lecture | | |
| 70 | Industry Expert Session | Lecture | | |
| 71 | Industry Expert Session | Lecture | | |
| 72 | Revision | PPT | | |

References

- Jerkins Frank Butterworth, Public Relation Techniques, Heinemann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcox & Glen T, Public Relations, Pearson
- Philip Leslie, Public Relations Handbook
- Raymond Simon, Public Relations Concepts & Practices
- C.V. Narasimha Reddy, Public Relations in India

COURSE IV: P1MCJT04: NEWS REPORTING

| | | | |
|-----------------------|--|-----------|----|
| PROGRAMME | MASTER OF COMMUNICATION AND JOURNALISM | SEMESTER | 1 |
| COURSE CODE AND TITLE | P1MCJT04: NEWS REPORTING | CREDIT | 3 |
| HOURS/WEEK | 4 | HOURS/SEM | 72 |
| FACULTY NAME | SREEJA S | | |

| COURSE OBJECTIVES |
|--|
| To organize and articulate competent new stories understanding the news concepts, structure and types of news |
| To evaluate and analyse the importance of sources and types of information that provide the basis for news stories |
| To extend the importance of diversity in reporting stories and selecting source |
| To plan and organise publishable work for news organizations with multiple distribution platforms |
| To examine the value of multiculturalism and diversity in media writing, and research and write for increasingly multicultural audiences |

| SESSION | TOPIC | LEARNING RESOURCES | VALUE ADDITIONS | REMARKS |
|------------------|-------------------------------------|------------------------|-----------------|---------|
| MODULE I | | | | |
| 1 | Introduction | Interaction | | |
| 2 | News-Concepts, definitions, purpose | Interaction | | |
| 3 | News elements | PPT/Lecture | | |
| 4 | News classification | Collaborative learning | | |
| 5 | News classification | Collaborative learning | | |
| 6 | Sources of News | Lecture/ PPT | | |
| 7 | Techniques of News gathering | Lecture/PPT | | |
| 8 | Techniques of News gathering | Collaborative learning | | |
| 9 | Techniques of news dissemination | Collaborative learning | | |
| 10 | Wire service | Lecture/PPT | | |
| 11 | Wire service | Interaction | Videos | |
| 12 | News flow | Discussion | | |
| 13 | Evaluation Module 1 | Quiz | | |
| MODULE II | | | | |

| | | | | |
|-------------------|---|------------------------|--|--|
| 15 | News Story | Discussion | News Analysis | |
| 16 | Structure of news story | Lecture | News Analysis | |
| 17 | Inverted Pyramid style | Lecture / PPT | News Analysis | |
| 18 | Hourglass style | Lecture / Case Study | News Analysis | |
| 19 | Chronological style | Lecture / PPT | News Analysis | |
| 20 | Principles of News writing | PPT/Lecture | News Analysis | |
| 21 | Different kinds of Lead | PPT/Lecture | News Analysis | |
| 22 | Different kinds of Lead | Lecture/ PPT | News Analysis | |
| 23 | Changing styles of news writing | Discussion | News Analysis | |
| 24 | Reporting speeches, seminars, conferences | Lecture/Discussion | | |
| 25 | demonstrations, rallies, agitations | Lecture/PPT | | |
| 26 | court proceedings | Lecture/PPT | | |
| 27 | legislative assembly | PPT/Lecture | | |
| 28 | Parliament | PPT/Lecture | | |
| 29 | Govt. & non-govt | PPT/Lecture | | |
| 30 | CIA | Test 1 | | |
| MODULE III | | | | |
| 31 | Reporter-Qualities | Lecture | | |
| 32 | Qualifications | Lecture | | |
| 33 | Functions | Lecture | | |
| 34 | News gathering qualities of reporter | Discussion | Workshop | |
| 35 | Cultivation of news sources | Collaborative learning | | |
| 36 | Cultivation of news sources | Collaborative learning | | |
| 37 | Correspondents, stringer | Discussion | Screening of excerpts interviews of renowned Journalists/ Class and home exercises of analysing news reports | |
| 38 | Mofussil, district | Discussion | | |
| 39 | Foreign | Discussion | | |
| 40 | Political | Discussion | | |
| 41 | Sports | Discussion | | |
| 42 | Legal | Expert's session | | |
| 43 | Legislative | Expert's session | | |
| 44 | Special correspondents | Discussion | | |
| 45 | Revision | Discussion | | |
| MODULE IV | | | | |
| 46 | Specialized Reporting | Case study / Lecture | | |
| 47 | Development news | Case study / Lecture | | |
| 48 | Development news | Case study / Lecture | | |

| | | | | |
|-----------------|--|------------------------|-----------|--|
| 49 | Science & technical news | Seminar | | |
| 50 | Business news, Election news | Seminar | | |
| 51 | Accidents, Crime | Seminar | | |
| 52 | War | Seminar | | |
| 53 | Disasters | Seminar | | |
| 54 | Conflicts | Seminar | | |
| 55 | Obituaries, Weather | Seminar | | |
| 56 | Human interest stories | Seminar | | |
| 57 | Medical reporting | Seminar | | |
| 58 | Tourism reporting | Seminar | | |
| 59 | Agriculture reporting | Seminar | | |
| 60 | Cultural Reporting | Seminar | | |
| 61 | Art of Interviewing | Lecture/PPT | Screening | |
| 62 | Types of interviews | Lecture/PPT | Screening | |
| 63 | Revision | Discussion | | |
| MODULE V | | | | |
| 64 | Investigative | Collaborative learning | | |
| 65 | Interpretative | Collaborative learning | | |
| 66 | Embedded, in-depth | Lecture/ Discussion | | |
| 67 | Cheque-book, Page Three & Local Page | Lecture/ Discussion | | |
| 68 | Aggressive, yellow, Paparazzi | Lecture/ Discussion | | |
| 69 | Tabloid, Precision, Citizen journalism | Lecture/ Case Studies | | |
| 70 | Planting stories, Sting journalism | Lecture/ Discussion | | |
| 71 | Revision | Lecture/ Case Studies | | |
| 72 | Conclusion | Discussion | | |

References

- MV Kamath (2009). Professional Journalism. New Delhi: Vikas Publishing House Pvt Ltd
- R Parthasarathy (1994). Reporting for the Media. New Delhi: Sterling
- Ted White (2010). Broadcast News: Writing, Reporting, and Producing. Oxford: Focal Press
- Robert Hilliard (2014). Writing for Television, Radio, and New Media. Stamford: Cengage Learning
- Ted White (2010). Broadcast News: Writing, Reporting, and Producing. Oxford: Focal Press
- Mench Melvin (1989). Basic news writing. New York: William C Brown Publishing
- Frank Barnas, Ted White (2010). Broadcast News Writing, Reporting, and Producing. Boston, London: Focal Press
- C Warren (1959). Modern News Reporting. New York: Harper and Row
- John Owen, Heather Purdey (eds.) (2009). International News Reporting: Frontlines and Deadlines. West Sussex: Wiley Blackwell
- Karin Wahl-Jorgensen, Thomas Hanitzsch (eds.) (2009) The Handbook of Journalism Studies. Oxon, New York: Routledge

COURSE V: P1MCJP01: NEWS REPORTING (PRACTICAL)

COURSE PLAN

| | | | |
|-----------------------|------------------------------------|-----------|----|
| PROGRAMME | MA COMMUNICATION AND JOURNALISM | SEMESTER | 1 |
| COURSE CODE AND TITLE | P1MCJP01 PRACTICAL: NEWS REPORTING | CREDIT | 4 |
| HOURS/WEEK | 10 | HOURS/SEM | 72 |
| FACULTY NAME | SHANA SUSAN NINNAN | | |

COURSE OBJECTIVES

| |
|---|
| To report news stories presenting facts with clarity, precision, and objectivity |
| To develop news from different types of situations, Press Conferences, cultural events, interviews etc. |
| To apply the skills for news selection, processing, prioritizing and finally, creating news reports |
| To critically evaluate the latest trends followed in reporting |
| To formulate the information in various formats of news presentation |

| SESSION | TOPIC | LEARNING RESOURCES | VALUE ADDITIONS | REMARKS |
|------------------|--|--------------------|-----------------|---------|
| MODULE I | | | | |
| 1 | Introduction to the practical sessions of news reporting | Interaction | video | |
| 2 | News writing exercises – various types | Class exercise | | |
| 3 | News writing exercises – various types | Class exercise | | |
| 4 | News writing exercises – various types | Class exercise | e-resources | |
| 5 | News writing exercises – various types | Class exercise | | |
| 6 | News writing exercises – various types | Class exercise | | |
| 7 | News writing exercises – various types | Class exercise | | |
| 8 | News writing exercises – various types | Class exercise | | |
| 9 | News writing exercises – various types | Class exercise | | |
| 10 | News writing exercises – various types | Class exercise | | |
| 11 | News writing exercises – various types | Class exercise | | |
| 12 | News writing exercises – various types | Class exercise | | |
| 13 | News writing exercises – various types | Class exercise | | |
| 14 | News writing exercises – various types | Class exercise | | |
| MODULE II | | | | |
| 15 | Attending press conferences and reporting | Practical training | | |
| 16 | Attending press conferences and reporting | Practical training | | |

| | | | | |
|-------------------|---|--------------------|--|--|
| 17 | Attending press conferences and reporting | Practical training | | |
| 18 | Attending press conferences and reporting | Practical training | | |
| 19 | Attending press conferences and reporting | Practical training | | |
| 20 | Attending press conferences and reporting | Practical training | | |
| 21 | Attending press conferences and reporting | Practical training | | |
| 22 | Attending press conferences and reporting | Practical training | | |
| 23 | Attending press conferences and reporting | Practical training | | |
| 24 | Attending press conferences and reporting | Practical training | | |
| 25 | Attending press conferences and reporting | Practical training | | |
| 26 | CIA-1 | | | |
| 27 | Attending events and reporting | Practical training | | |
| 28 | Attending events and reporting | Practical training | | |
| 29 | Attending events and reporting | Practical training | | |
| 30 | Attending events and reporting | Practical training | | |
| 31 | Attending events and reporting | Practical training | | |
| 32 | Attending events and reporting | Practical training | | |
| MODULE III | | | | |
| 33 | Cultural reporting | Practical training | | |
| 34 | Cultural reporting | Practical training | | |
| 35 | Cultural reporting | Practical training | | |
| 36 | Cultural reporting | Practical training | | |
| 37 | Cultural reporting | Practical training | | |
| 38 | Cultural reporting | Practical training | | |
| 39 | Cultural reporting | Practical training | | |

| | | | | |
|----|--|--------------------|--------|--|
| 40 | Development reporting | Practical training | | |
| 41 | Development reporting | Practical training | | |
| 42 | Development reporting | Practical training | | |
| 43 | Development reporting | Practical training | | |
| 44 | Development reporting | Practical training | | |
| 45 | Development reporting | Practical training | | |
| 46 | Development reporting | Practical training | | |
| 47 | Development reporting | Practical training | | |
| 48 | Development reporting | Practical training | | |
| 49 | Crime reporting | Practical training | | |
| 50 | Crime reporting | Practical training | | |
| 51 | Crime reporting | Practical training | | |
| 52 | Crime reporting | Practical training | Video | |
| 53 | Crime reporting | Practical training | | |
| 54 | Interview report | Practical training | | |
| 55 | Interview report | Practical training | | |
| 56 | Interview report | Practical training | Debate | |
| 57 | Interview report | Practical training | | |
| 58 | Interview report | Practical training | | |
| 59 | Interview report | Practical training | | |
| 60 | Group Project (in-depth research, interview and data tabulation to create an in-depth news report) | Practical training | | |
| 61 | Group Project | Practical training | | |

| | | | | |
|----|-------------------|--------------------|------------|--|
| 62 | Group Project | Practical training | | |
| 63 | Group Project | Practical training | Demo video | |
| 64 | Group Project | Practical training | | |
| 65 | Group Project | Practical training | | |
| 66 | Group Project | Practical training | | |
| 67 | Group Project | Practical training | | |
| 68 | Group Project | Practical training | | |
| 69 | Group Project | Practical training | | |
| 70 | Group Project | Practical training | | |
| 71 | Group Project | Practical training | | |
| 72 | Record Submission | Practical training | | |

References

1. MV Kamath (2009). *Professional Journalism*. New Delhi: Vikas Publishing House Pvt Ltd
2. R Parthasarathy (1994). *Reporting for the Media*. New Delhi: Sterling
3. Mench Melvin (1989). *Basic news writing*. New York: William C Brown publishing