

Sacred Heart College (Autonomous)

Department of Communication

Master of Communication and Journalism

Course plan

Academic Year: 2016 - 17

Semester I

COURSE I: 15P1MCJT01: INTRODUCTION TO COMMUNICATION

COURSE PLAN

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	1
COURSE CODE AND TITLE	15P1MCJT01: INTRODUCTION TO COMMUNICATION	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	SHANTHI MATHAI		

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			

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	15/07/2017	Analysis of media effects with relevant case studies
2	19/0/2017	Media as a manufacturing content by Noam Chomsky- Analysis

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	29/10/2017	Preparation of a non- verbal communication album

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 Fluor (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: 15P1MCJT02: 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	BELBIN P BABY		

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		

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)
1	24/07/2017	Prepare a timeline of Indian media history
2	28/0/2017	Presentation of major news events in India

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)
1	2/10/2017	Prominent journalist in world history (Group discussion)

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: 15P1MCJT03: PUBLIC RELATIONS AND CORPORATE COMMUNICATION

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	1
COURSE CODE AND TITLE	15P1MCJT03: PUBLIC RELATIONS AND CORPORATE COMMUNICATION	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	SUJITH NARAYANAN		

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		

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	08/07/2017	Various Tools and Techniques of Public Relations
2	10/09/2017	Explain in detail about any successful PR campaign for tourism promotion.
3	14/08/2017	Effective ways to develop effective PR department in an organization.

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	16/08/2017	Choose any Brand, Discuss its unique features (Group Discussion)
2	26/08/2017	PR Agencies in India

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: 15P1MCJT04: NEWS REPORTING

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	1
COURSE CODE AND TITLE	15P1MCJT03: NEWS REPORTING	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	SHANTHI MATHAI		

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		

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	10/10/2017	A research on an Indian historic event and write a feature report
2	17/11/2017	Attending and event/visit a place and prepare an original report

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded)
1	30/10/2017	Interview a journalist and prepare an interview report for a newspaper

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: 15P1MCJP01: NEWS REPORTING (PRACTICAL)

COURSE PLAN

PROGRAMME	MA COMMUNICATION AND JOURNALISM	SEMESTER	1
COURSE CODE AND TITLE	15P1MCJP01 PRACTICAL: NEWS REPORTING	CREDIT	4
HOURS/WEEK	10	HOURS/SEM	72
FACULTY NAME	SHANTHI MATHAI		

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		

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	19/10/2017	Prepare a news report record with 15 news that include – Press conferences, event reporting, cultural reporting, development reporting etc.

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	30/10/2017	Group project - in-depth research, interview and data tabulation to create an in-depth news report

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