

**Sacred Heart College (Autonomous)**

**Department of Communication**

**Master of Communication and Journalism**

**Course plan**

**Academic Year: 2018-19**

**Semester I**

## Programme Outcomes

<b>PROGRAMME OUTCOMES</b>	
PO 1	Capable of exercising their critical thinking in creating new knowledge leading to innovation, entrepreneurship and employability
PO 2	Able to effectively communicate the knowledge of their study and research in their respective disciplines to their employers and to the society at large
PO 3	Able to make choices based on the values upheld by the college, and have the readiness and know-how to preserve environment and work towards sustainable growth and development
PO 4	Possessing an ethical view of life, and have a broader (global) perspective transcending the provincial outlook
PO5	Possessing a passion for exploring new knowledge independently for the development of the nation and the world and are able to engage in a lifelong learning process.

<b>PROGRAM SPECIFIC OUTCOMES</b>	
PSO 1	Demonstrate knowledge and understanding of the media industry along with practical and theoretical concepts of Journalism & Mass Communication.
PSO 2	Explore information and use digital literacy in capturing data from various sources and develop innovative communication aptitude
PSO 3	Think critically, creatively, and demonstrate curiosity to discover new horizons in Journalism & Mass Communication
PSO 4	Evaluate the opportunities available from the creative environment of Journalism and Mass Communication to identify career or develop their own ventures
PSO5	Create a continuous learning environment for engaging themselves to update with new knowledge in Journalism and Mass Communication.

## COURSE I: 15P1MCJT01: INTRODUCTION TO COMMUNICATION

### COURSE PLAN

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

	COURSE OUTCOMES	PO/ PSO	CL
CO 1	Compare and contrast the different forms and types of communication, their importance in human and mediated communication	PO1,PO2, PSO2, PSO3	E
CO 2	Illustrate and apply the process of communication portrayed in different models to various communication contexts	PO2, PSO1, PSO2	A
CO 3	Discuss the concepts of mass communication and the global issues related to information and cultural dissemination	PO4, PO5, PSO3, PSO5	U
CO 4	Evaluate the impact of mass media on different groups of media audience	PO4,PO5,PSO3, PSO5	E/An
CO 5	Discuss selected theories of culture and communication and suggest solutions for issues related to culture and communication	PO3, PO5, PSO5	U/A

CL\* Cognitive Level

R- Remember

U- Understand

A- Apply

An- Analyze

E- Evaluate

Cr- Create

### CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2					2	3		
CO 2		3				3	2			
CO 3				3	2			3		2
CO 4				3	3			2		3
CO 5			2		3					3

## Mapping Strength

- 0- No Mapping strength
- 1- Low
- 2- Medium
- 3- High

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</b>				
1	Communication – definitions	Interaction		CO 1
2	Communication - meaning -	Lecture		CO 1
3	Elements, Process, Functions	PPT/Lecture		CO 1
4	Nature, Features & Scope	PPT/Lecture		CO 1
5	7 Cs of Communication. Barriers to communication.	Collaborative learning		CO 1
6	Early Forms of Communication	PPT/Lecture	Screening	CO 1
7	Human Communication-Verbal & Non Verbal	PPT	Documentary	CO 1
8	Non Verbal Communication	Lecture/ PPT		CO 1
9	Sociological & Psychological needs & importance	Lecture/PPT		CO 1
10	Media as a social institution	Lecture		CO 1
11	Media as a social institution	Lecture		CO 1
12	Types of Communication	Lecture	Audio	CO 1
13	Media Influence and socialization	Lecture		CO 1
14	Revision Unit 1			
<b>MODULE II</b>				
15	Models of Communication	Video presentation	Screening	CO 2
16	Models of Communication	Lecture		CO 2
17	Aristotle	Lecture / PPT		CO 2
18	Logos, ethos, pathos	Lecture / Case Study		CO 2
19	Claude E. Shanon & Warren Weaver	Lecture / PPT		CO 2
20	Claude E. Shanon & Warren Weaver	PPT/Lecture		CO 2
21	Harold D. Lasswell Model	PPT/Lecture		CO 2
22	Wilbur Schramm Model	PPT/Lecture		CO 2
23	Charles E. Osgood Model	PPT/Lecture		CO 2
24	Gerbner, New Comb Model	Lecture/ PPT		CO 2
25	Revision for CIA			CO 2
26	CIA-1			
27	David Berlo, SMCR Model	Lecture/PPT		CO 2
28	Becker, Riley & Riley Model	Lecture/PPT		CO 2
29	De Meur Model	PPT/Lecture		CO 2

30	Westely & Maclean-structure	PPT/Lecture		CO2
31	functions, applications, merits& demerits	PPT/Lecture		CO 2
32	Revision Unit 2			
<b>MODULE III</b>				
33	Emergence of Mass Media	Lecture		CO 3
34	Mass Communication- Nature, Functions, Scope	Lecture		CO 3
35	Opinion leaders, Gatekeepers, Persuaders	Lecture		CO 3
36	Present Scenario of Mass Media	Discussion	Workshop	CO 3
37	Internet-Nature, Scope merits & demerits,	Presentation		CO 3
38	Multi-Mediality, Blogging Social media as a new method of communication.	Collaborative learning		CO 3
39	Demassification, Convergence, Accessibility, Reach	Discussion	Expert's Talk	CO 3
40	Global issues in Mass Communication:	Discussion		CO 3
41	The Geopolitics of Information and Cultural Imperialism –	Case study / Lecture		CO 3
42	Media Imperialism –	Lecture		CO 3
43	Neo colonialism and Media Globalism: Indian Experience	Case study / Lecture		CO 3
44	Discussions	Case study / Lecture		CO 3
45	Revision			
<b>MODULE IV</b>				
46	Mass Media effects	Case study / Lecture	Movie Screening	CO 4
47	Long term Effects	Case study / Lecture		CO 4
48	Immediate Effects	Case study / Lecture	Video	CO 4
49	Impacts on different groups	Case study / Lecture		CO 4
50	Attitude and behavioural changes	Case study / Lecture		CO 4
51	Media Audience Analysis	Case study / Lecture		CO 4
52	Typology of audience &	Case study / Lecture	Video	CO 4
53	Critical consumer	Case study / Lecture	Debate and Discussion	CO 4
54	Audience Construction –	Case study / Lecture		CO 4
55	Social Patterns of Media Reception	Lecture		

56	Media Reception theory	Lecture		CO 4
57	Analysis and Discussion	PPT/Lecture		CO 4
58	Revision	PPT/Lecture		
<b>MODULE V</b>				
59	Folk Media, Culture and communication	Lecture/ Discussion		CO 5
60	Roland Barthes, Herbert Schiller	Lecture/ Discussion		CO 5
61	Noam Chomsky, Jacobson, Thompson.	Lecture/ Discussion		CO 5
62				CO 5
<b>CIA – II</b>				
63	Culture as a social Institution – Value Systems	Lecture/ Discussion	Film Screening	CO 5
64	Eastern and Western Perspectives.	Lecture/ Discussion		CO 5
65	Inter-cultural Communication:	Lecture/ Discussion	Group discussion	CO 5
66	Traditional Communication Media and Modern Mass Media as vehicles of Inter-Cultural Communication.	Lecture/ Case Studies		CO 5
67	Culture and Media	Lecture/ Case Studies		CO 5
68	Culture and Media	Lecture/ Case Studies		CO 5
69	Popular Culture and Indian Media	Lecture/ Case Studies		CO 5
70	Popular Culture and Indian Media	Lecture/ Case Studies		CO5
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)	Course Outcome
1	15/07/2018	Analysis of media effects with relevant case studies	CO 4
2	19/0/2018	Media as a manufacturing content by Noam Chomsky- Analysis	CO 3

## GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
<b>1</b>	29/10/2018	Preparation of a non- verbal communication album	CO 1

## 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: 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		

	<b>COURSE OUTCOMES</b>	<b>PO/ PSO</b>	<b>CL</b>
CO 1	Enhance student's knowledge of media history	PO1,PO2, PSO2, PSO3, PSO5	U
CO 2	Develop knowledge about the origin and growth of journalism at global level.	PO1, PO3, PSO2, PSO3, PSO5	A
CO 3	Understand the evolution of the Press in India	PO1, PO2, PO4, PSO1, PSO2, PSO5	U
CO 4	Know about the pioneers who shaped modern journalism	PO1, PO2, PO5, PSO1, PSO4, PSO5	An
CO 5	Understand the characteristics and growth of Malayalam Journalism	PO1, PO2, PO3, PO4, PO5, PSO2, PSO3, PSO5	U

CL\* Cognitive Level

R- Remember

U- Understand

B- Apply

An- Analyze

E- Evaluate

Cr- Create



## CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	1					2	2		2
CO 2	2		3				1	2		2
CO 3	1	3		2			2		1	2
CO 4	2	1			2	2			2	2
CO 5	1	2	2	1	2		3	2		2

### Mapping Strength

0-No Mapping strength

1-Low

2-Medium

3-High

Session	Topic	Method of Teaching	Value Additions	CO
1	Origin and Growth of Journalism at global level.	PPT Presentation		CO 1,2
2	Origin and Growth of Journalism at global level.	PPT Presentation		CO 1,2
3	Origin and Growth of Journalism at global level.	PPT Presentation		CO 1,2
4	Origin and Growth of Journalism at global level.	PPT Presentation		CO 1,2
5	Origin and Growth of Journalism at global level.	PPT Presentation		CO 1,2
6	Beginning of Journalism in India	PPT Presentation		CO 1, 3
7	Beginning of Journalism in India	PPT Presentation		CO 1, 3
8	Beginning of Journalism in India	PPT Presentation		CO 1, 3
9	Contributions of Christian Missionaries to Indian Journalism .	PPT Presentation		CO 1, 3
10	Contributions of Christian Missionaries to Indian Journalism .	PPT Presentation		CO 1, 3
11	Contributions of Christian Missionaries to Indian Journalism .	PPT Presentation		CO 1, 3
12	India's first Newspaper 's	PPT Presentation		CO 1, 3
13	India's first Newspaper 's	PPT Presentation		CO 1, 3
14	India's first Newspaper 's	PPT Presentation		CO 1, 3
15	Contributions of James Augustus Hicky	video presentation	video presentation	CO 3,4
16	Contributions of James Augustus	video	video	CO 3,4

	Hicky	presentation	presentation	
17	Early Journalism in Madras, Bombay & Calcutta.	PPT Presentation	video presentation	CO 3
18	Early Journalism in Madras, Bombay & Calcutta.	PPT Presentation		CO 3

### Module II

19	Indian Media in pre-independence Era	video presentation	video presentation	CO 2, 3
20	Indian Media in pre-independence Era	video presentation	video presentation	CO 2, 3
21	Indian Media in pre-independence Era	video presentation	video presentation	CO 2, 3
22	The Birth of Indian language journals	PPT Presentation		CO 2, 3
23	The Birth of Indian language journals	PPT Presentation		CO 2, 3
24	Contributions of Raja Ram Mohan Roy	PPT Presentation		CO 2, 3
25	Contributions of Raja Ram Mohan Roy	PPT Presentation		CO 2, 3
26	Press in First war of Indian Independence Era	PPT Presentation		CO 2, 3
27	Press in First war of Indian Independence Era	PPT Presentation		CO 2, 3
28	The birth of Indian National Congress	video presentation		CO 2, 3
29	The birth of Indian National Congress	video presentation		CO 2, 3
30	National leaders and their contributions to media.	PPT Presentation		CO 2, 3

### Module III

31	Indian Press and freedom struggle	PPT Presentation		CO 2, 3
32	Indian Press and freedom struggle	PPT Presentation		CO 2, 3
33	Indian press after Independence	video presentation	video presentation	CO 2, 3
34	Indian press after Independence	video presentation	video presentation	CO 2, 3
35	The History of English Daily Newspapers	Video/image Presentation		CO 2, 3
36	The History of English Daily Newspapers	Video/image Presentation		CO 2, 3
37	Prominent Journalists in India	Students Presentation		CO 2, 3
38	Prominent Journalists in India	Students Presentation		CO 2, 3
39	Prominent Journalists in India	Students		CO 2, 3

		Presentation		
40	Indian Media & Emergency in India.	video presentation		CO 2, 3
41	Indian Media & Emergency in India.	video presentation		CO 2, 3
42	Indian Media & Emergency in India.	video presentation		CO 2, 3
43	History of Indian television	PPT Presentation		CO 2, 3
44	History of Indian television	PPT Presentation		CO 2, 3
45	History of Indian television	PPT Presentation		CO 2, 3
46	History of Indian television	PPT Presentation		CO 2, 3
<b>Module IV</b>				
47	Characteristics and growth of Malayalam Journalism	Video/image Presentation	Video/image Presentation	CO5
48	Characteristics and growth of Malayalam Journalism	Video/image Presentation	Video/image Presentation	CO5
49	Characteristics and growth of Malayalam Journalism	Video/image Presentation	Video/image Presentation	CO5
50	Characteristics and growth of Malayalam Journalism	Video/image Presentation	Video/image Presentation	CO5
51	Prominent Newspapers and journalists in Malayalam	Video/image Presentation	Video/image Presentation	CO5
52	Prominent Newspapers and journalists in Malayalam	Video/image Presentation	Video/image Presentation	CO5
53	Prominent Newspapers and journalists in Malayalam	Video/image Presentation	Video/image Presentation	CO5
54	Prominent Newspapers and journalists in Malayalam	Video/image Presentation	Video/image Presentation	CO5
55	History of Indian Broadcasting-AIR-Doordarshan	PPT Presentation		CO 2, 3
56	History of Indian Broadcasting-AIR-Doordarshan	PPT Presentation		CO 2, 3
57	History of Indian Broadcasting-AIR-Doordarshan	PPT Presentation		CO 2, 3
58	Private Satellite Channels	Students Presentation		CO 2, 3
59	Private Satellite Channels	Students Presentation		CO 2, 3
60	PrasarBharathi-Commercial Broadcasting	PPT Presentation		CO 2, 3
61	PrasarBharathi-Commercial Broadcasting	PPT Presentation		CO 2, 3
62	EM Radio, Satellite & Internet Radio.	video presentation	video presentation	CO 2, 3

63	EM Radio, Satellite & Internet Radio.			CO 2, 3
<b>Module V</b>				
64	Press Commissions and Committees and Recommendations in India	PPT Presentation		CO 2, 3
65	Press Commissions and Committees and Recommendations in India			CO 2, 3
66	News agencies	Students Presentation		CO 2, 3
67	News agencies	students Presentation		CO 2, 3
68	Professional News Organizations	PPT Presentation		CO 2, 3
69	PIB, publication Division of India	PPT Presentation		CO 2, 3
70	PIB, publication Division of India	PPT Presentation		CO 2, 3
71	Press Council of India	video presentation	video presentation	CO 2, 3
72	Kerala Press Academy.	PPT Presentation		CO5

#### INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)	Course Outcome
1	24/07/2018	Prepare a timeline of Indian media history	CO 2
2	28/0/2018	Presentation of major news events in India	CO 3

#### GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)	Course Outcome
1	2/10/2018	Prominent journalist in world history (Group discussion)	CO 5

#### 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		

	<b>COURSE OUTCOMES</b>	<b>PO/ PSO</b>	<b>CL</b>
CO 1	Explain the various concepts, characteristics, characters involved and organizations related to Public Relations.	PO1, PO4, PSO1, PSO5	U
CO 2	Illustrate the various tools of Public Relations.	PO2, PSO5	U
CO 3	Examine the process of implementing PR activities, the communication with stakeholders.	PO2, PSO5	An
CO 4	Demonstrate and implement the strategic communication plans for PR Campaigns.	PO2, PO4, PSO5	U
CO 5	Examine media especially the trade media and its relevance to the practice of Corporate Communication.	PO2, PO4, PSO1, PSO5	An

CL\* Cognitive Level

R- Remember

U- Understand

C- Apply

An- Analyze

E- Evaluate

Cr- Create

**CO - PO/PSO Mapping**

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1			1		2				2
CO 2		1								2
CO 3		1								2
CO 4		1		1						2
CO 5		1		1		2				2

**Mapping Strength**

0-No Mapping strength

1-Low

2-Medium

3-High

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</b>				
1	Introduction to Public Relations, Origin, & Development	Lecture	E- Resource	CO1
2	Introduction to Public Relations, Origin, & Development	Lecture		CO1
3	Introduction to Public Relations, Origin, & Development	Lecture		CO1
4	Definition, Concept, & Characteristics	Lecture		CO1
5	Definition, Concept, & Characteristics	Lecture		CO1
6	Scope & Relevance of PR	Lecture		CO1
7	Scope & Relevance of PR	Lecture		CO1
8	Propaganda, Publicity, Public Opinion, Advertising & Persuasion	PPT/Lecture		CO1
9	Propaganda, Publicity, Public Opinion, Advertising & Persuasion	PPT/Lecture		CO1
10	Functions of PR, Process, Role, Aims of PR	PPT/Lecture		CO1
11	Functions of PR, Process, Role, Aims of PR	Lecture		CO1
12	Strategic Public Relations, Code of ethics & Regulations of PR	Lecture		CO4
13	Strategic Public Relations, Code of ethics & Regulations of PR	Lecture		CO4
14	Functions and Responsibilities of PR Manager/ PR Practitioner	Lecture		CO3
15	Functions and Responsibilities of PR Manager/ PR Practitioner	Lecture		CO3
16	IPRA, PRSI, PRCI, PIB, DPR, DAVP	Lecture		CO3
17	IPRA, PRSI, PRCI, PIB, DPR, DAVP	Lecture		CO3
18	Qualified PR Organizations	Lecture		CO3
19	Film Division, Directorate of Field Publicity, Song & Drama Division	Lecture		CO3
20	Film Division, Directorate of Field Publicity, Song & Drama Division	Lecture		CO3
21	Student Seminar	PPT		CO1, CO3, CO4
22	Student Seminar	PPT		CO1, CO3, CO4
23	Student Seminar	PPT		CO1, CO3, CO4
24	Revision	PPT		CO1, CO3, CO4
<b>MODULE II</b>				
25	Public Relations Tools-Preparing & planning	PPT/Lecture	E- Resource	CO2
26	Public Relations Tools-Preparing &	Lecture		CO2

	planning			
27	Public Relations Tools-Preparing & planning	Lecture		CO2
28	House Journals, Newsletters, Handouts, Brochures, media releases, Lobbying, media conferences	Lecture		CO2
29	Annual Meetings, Open houses, Exhibitions, Speeches, Seminars and Symposia, Demonstrations, Conducted Tours, Gossips, Rumors, Interviews	PPT/Lecture		CO2
30	Annual Meetings, Open houses, Exhibitions, Speeches, Seminars and Symposia, Demonstrations, Conducted Tours, Gossips, Rumors, Interviews	PPT/Lecture		CO2
31	Annual Meetings, Open houses, Exhibitions, Speeches, Seminars and Symposia, Demonstrations, Conducted Tours, Gossips, Rumors, Interviews	PPT/Lecture		CO2
32	Publicity materials & Corporate Films	PPT/Lecture		CO2
33	Publicity materials & Corporate Films	Lecture		CO2
34	Student Seminar	PPT/Lecture		CO2
35	Student Seminar	PPT/Lecture		CO2
36	Student Seminar	PPT/Lecture		CO2
37	Revision	PPT		CO2
CIA-1				
<b>MODULE III</b>				
38	Public Relations Departments/Agencies	PPT/Lecture		CO3, CO4
39	Public Relations Departments/Agencies	PPT/Lecture		CO3, CO4
40	Public Relations Departments/Agencies	PPT/Lecture		CO3, CO4
41	Publics-Internal and External-Organizational set up, Functions	Lecture		CO3, CO4
42	Communication flow- Formal - Informal (Grapevine), Vertical-Horizontal	Lecture		CO3, CO4
43	Communication flow- Formal - Informal (Grapevine), Vertical-Horizontal	PPT/Lecture		CO3, CO4
44	Communication flow- Formal - Informal (Grapevine), Vertical-Horizontal	PPT/Lecture		CO3, CO4
45	PR Campaigns-steps-Fact Finding, Research, Planning, Implementing, Evaluation & Feedback	PPT/Lecture		CO3, CO4
46	PR Campaigns-steps-Fact Finding, Research, Planning, Implementing, Evaluation & Feedback	PPT/Lecture		CO3, CO4
47	PR Campaigns-steps-Fact Finding, Research, Planning, Implementing,	Lecture		CO3, CO4

	Evaluation & Feedback			
48	Major P R Campaigns, PR Counseling & PR Consultancy Firms.	PPT/Lecture		CO3, CO4
49	Major P R Campaigns, PR Counseling & PR Consultancy Firms.	PPT/Lecture		CO3, CO4
50	Major P R Campaigns, PR Counseling & PR Consultancy Firms.	PPT/Lecture		CO3, CO4
51	Student Seminar	PPT/Lecture		CO3, CO4
52	Student Seminar	PPT/Lecture		CO3, CO4
53	Student Seminar	PPT/Lecture		CO3, CO4
54	Revision			
<b>MODULE – IV</b>				
55	Public Relations in Public and Private Sectors	Lecture		CO3
56	Public Relations in Public and Private Sectors	Lecture		CO3
57	PR for Military, PR for Tourism Promotion, PR for Sports/Entertainment, PR for Charitable Institutions, Event Management	Lecture		CO3
58	PR for Military, PR for Tourism Promotion, PR for Sports/Entertainment, PR for Charitable Institutions, Event Management	Lecture		CO3
59	PR for Military, PR for Tourism Promotion, PR for Sports/Entertainment, PR for Charitable Institutions, Event Management	PPT/Lecture		CO3
60	Revision	PPT/Lecture		CO3
CIA -				
<b>MODULE – V</b>				
61	Use of Mass Media- Print, Radio, Film, Television, Video, Traditional Media, Internet	Lecture		CO4, CO5
62	Use of Mass Media- Print, Radio, Film, Television, Video, Traditional Media, Internet	Lecture		CO4, CO5
63	Use of Mass Media- Print, Radio, Film, Television, Video, Traditional Media, Internet	Lecture		CO4, CO5
64	Customer Relations- Employee/Labor relations, Community relations- Industrial, Business relations- Investor/Share holders	Lecture		CO4, CO5



65	Customer Relations- Employee/Labor relations, Community relations- Industrial, Business relations- Investor/Share holders	Lecture		CO4, CO5
66	Corporate Communication- Corporate Houses	Lecture		CO4, CO5
67	Contemporary Trends in Public Relations	Lecture		CO4, CO5
68	Contemporary Trends in Public Relations	Lecture		CO4, CO5
69	Industry Expert Session	Lecture		CO4, CO5
70	Industry Expert Session	Lecture		CO4, CO5
71	Industry Expert Session	Lecture		CO4, CO5
72	Revision	PPT		CO4, CO5

#### **INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines**

	<b>Date of completion</b>	<b>Topic of Assignment &amp; Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)</b>	<b>Course Outcome</b>
1	08/07/2018	Various Tools and Techniques of Public Relations	CO2
2	10/09/2018	Explain in detail about any successful PR campaign for tourism promotion.	CO3, CO4
3	14/08/2018	Effective ways to develop effective PR department in an organization.	CO3, CO4

#### **GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines**

	<b>Date of completion</b>	<b>Topic of Assignment &amp; Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)</b>	<b>Course Outcome</b>
1	16/08/2018	Choose any Brand, Discuss its unique features (Group Discussion)	CO5
2	26/08/2018	PR Agencies in India	CO3, CO4, CO5

#### **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

### COURSE PLAN: 2019-20

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 OUTCOMES	PO/ PSO	CL
<b>At the end of the course students will be able to:</b>			
CO 1	Organize and articulate competent new stories understanding the news concepts, structure and types of news	PO1, PO2, PO5, PSO1, PSO2, PSO3	U, A
CO 2	Evaluate and analyse the importance of sources and types of information that provide the basis for news stories	PO1, PO2, PSO1, PSO2, PSO4	E
CO 3	Extend the importance of diversity in reporting stories and selecting source	PO1, PO2, PSO1	U
CO 4	Plan and organise publishable work for news organizations with multiple distribution platforms	PO1, PO2, PO5, PSO1, PSO2, PSO4	C
CO 5	Examine the value of multiculturalism and diversity in media writing, and research and write for increasingly multicultural audiences	PO3, PO4, PO5, PSO2, PSO3, PSO5	An, C

CL\* Cognitive Level

R- Remember

U- Understand

D- Apply

An- Analyze

E- Evaluate

Cr- Create

### CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3			1	3	2	3		
CO 2	3	2				2	1		2	
CO 3	3	3				1				
CO 4	3	2			2	2	2		3	
CO 5			2	1	2		2	3		2

### Mapping Strength

0. No Mapping strength
1. Low
2. Medium
3. High

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</b>				
1	Introduction	Interaction		
2	News-Concepts, definitions, purpose	Interaction		CO1
3	News elements	PPT/Lecture		CO1
4	News classification	Collaborative learning		CO1
5	News classification	Collaborative learning		CO1
6	Sources of News	Lecture/ PPT		CO1. CO2
7	Techniques of News gathering	Lecture/PPT		CO1, CO2
8	Techniques of News gathering	Collaborative learning		CO1
9	Techniques of news dissemination	Collaborative learning		CO1
10	Wire service	Lecture/PPT		CO3
11	Wire service	Interaction	Videos	CO3
12	News flow	Discussion		CO3
13	Evaluation Module 1	Quiz		
<b>MODULE II</b>				
15	News Story	Discussion	News Analysis	CO4
16	Structure of news story	Lecture	News Analysis	CO 2
17	Inverted Pyramid style	Lecture / PPT	News Analysis	CO 2
18	Hourglass style	Lecture / Case Study	News Analysis	CO 2
19	Chronological style	Lecture / PPT	News Analysis	CO 2
20	Principles of News writing	PPT/Lecture	News Analysis	CO 2
21	Different kinds of Lead	PPT/Lecture	News Analysis	CO 2
22	Different kinds of Lead	Lecture/ PPT	News Analysis	CO 2
23	Changing styles of news writing	Discussion	News Analysis	CO 2
24	Reporting speeches, seminars, conferences	Lecture/Discussion		CO2
25	demonstrations, rallies, agitations	Lecture/PPT		CO 2
26	court proceedings	Lecture/PPT		CO 2

27	legislative assembly	PPT/Lecture		CO 2
28	Parliament	PPT/Lecture		CO 2
29	Govt. & non-govt	PPT/Lecture		CO 2
30	CIA	Test 1		
<b>MODULE III</b>				
31	Reporter-Qualities	Lecture		CO 3
32	Qualifications	Lecture		CO 3
33	Functions	Lecture		CO 3
34	News gathering qualities of reporter	Discussion	Workshop	CO 3
35	Cultivation of news sources	Collaborative learning		CO 4
36	Cultivation of news sources	Collaborative learning		CO 4
37	Correspondents, stringer	Discussion	Screening of excerpts interviews of renowned Journalists/ Class and home exercises of analysing news reports	CO 4
38	Mofussil, district	Discussion		CO 4
39	Foreign	Discussion		CO4
40	Political	Discussion		CO4
41	Sports	Discussion		CO4
42	Legal	Expert's session		CO4
43	Legislative	Expert's session		CO4
44	Special correspondents	Discussion		CO4
45	Revision	Discussion		CO4
<b>MODULE IV</b>				
46	Specialized Reporting	Case study / Lecture		CO 4, CO5
47	Development news	Case study / Lecture		CO 4, CO5
48	Development news	Case study / Lecture		CO 4, CO5
49	Science & technical news	Seminar		CO 4, CO5
50	Business news, Election news	Seminar		CO 4, CO5
51	Accidents, Crime	Seminar		CO 4, CO5
52	War	Seminar		CO 4, CO5
53	Disasters	Seminar		CO 4, CO5
54	Conflicts	Seminar		CO 4, CO5
55	Obituaries, Weather	Seminar		CO 4, CO5
56	Human interest stories	Seminar		CO 4, CO5
57	Medical reporting	Seminar		CO 4, CO5
58	Tourism reporting	Seminar		CO 4, CO5
59	Agriculture reporting	Seminar		CO 4, CO5
60	Cultural Reporting	Seminar		CO 4, CO5
61	Art of Interviewing	Lecture/PPT	Screening	CO 4, CO5

62	Types of interviews	Lecture/PPT	Screening	CO 4, CO5
63	Revision	Discussion		CO4, CO 5
<b>MODULE V</b>				
64	Investigative	Collaborative learning		CO4, CO5
65	Interpretative	Collaborative learning		CO4, CO5
66	Embedded, in-depth	Lecture/ Discussion		CO4, CO5
67	Cheque-book, Page Three & Local Page	Lecture/ Discussion		CO4, CO5
68	Aggressive, yellow, Paparazzi	Lecture/ Discussion		CO4, CO5
69	Tabloid, Precision, Citizen journalism	Lecture/ Case Studies		CO4, CO5
70	Planting stories, Sting journalism	Lecture/ Discussion		CO4, CO5
71	Revision	Lecture/ Case Studies		CO4, CO5
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)	Course Outcome
1	10/10/2018	A research on an Indian historic event and write a feature report	CO 2
2	17/11/2018	Attending and event/visit a place and prepare an original report	CO 3

#### **GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines**

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded)	Course Outcome
1	30/10/2018	Interview a journalist and prepare an interview report for a newspaper	CO 5

#### **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 OUTCOMES	PO/ PSO	CL
<b>At the end of the course students will be able to;</b>			
CO 1	Report news stories presenting facts with clarity, precision, and objectivity	PO1, PO2, PSO2, PSO3	C
CO 2	Develop news from different types of situations, Press Conferences, cultural events, interviews etc.	PO1, PSO2, PSO3	C
CO 3	Apply the skills for news selection, processing, prioritizing and finally, creating news reports	PO1, PO2, PSO1	A & C
CO 4	Critically evaluate the latest trends followed in reporting	PO1, PO2, PSO1, PSO2, PSO4	An
CO 5	Formulate the information in various formats of news presentation	PO1, PO2, PO3, PO4, PO5, PSO2, PSO3	C

CL\* Cognitive Level

R- Remember

U- Understand

E- Apply

An- Analyze

E- Evaluate

Cr- Create

## CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3						3	3		
CO 2	3	3							3		
CO 3	3	3					2				
CO 4	3	3					2	2		2	
CO 5	3	3	3	2	2			2	3		

### Mapping Strength

0. No Mapping strength
1. Low
2. Medium
3. High

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

		training		
21	Attending press conferences and reporting	Practical training		CO 2
22	Attending press conferences and reporting	Practical training		CO 2
23	Attending press conferences and reporting	Practical training		CO 2
24	Attending press conferences and reporting	Practical training		CO 2
25	Attending press conferences and reporting	Practical training		CO 2
26	CIA-1			
27	Attending events and reporting	Practical training		CO 2
28	Attending events and reporting	Practical training		CO 2
29	Attending events and reporting	Practical training		CO 2
30	Attending events and reporting	Practical training		CO2
31	Attending events and reporting	Practical training		CO 2
32	Attending events and reporting	Practical training		CO 2
<b>MODULE III</b>				
33	Cultural reporting	Practical training		CO 3&4
34	Cultural reporting	Practical training		CO 3&4
35	Cultural reporting	Practical training		CO 3&4
36	Cultural reporting	Practical training		CO 3&4
37	Cultural reporting	Practical training		CO 4&3
38	Cultural reporting	Practical training		CO 4&3
39	Cultural reporting	Practical training		CO 4&3
40	Development reporting	Practical training		CO 4&3
41	Development reporting	Practical training		CO 4&3
42	Development reporting	Practical training		CO 4&3



43	Development reporting	Practical training		CO 4&3
44	Development reporting	Practical training		CO 4&3
45	Development reporting	Practical training		CO 4&3
46	Development reporting	Practical training		CO 4&3
47	Development reporting	Practical training		CO 4&3
48	Development reporting	Practical training		CO 4&3
49	Crime reporting	Practical training		CO 4&3
50	Crime reporting	Practical training		CO 4&3
51	Crime reporting	Practical training		CO 4&3
52	Crime reporting	Practical training	Video	CO 4&3
53	Crime reporting	Practical training		CO 4&3
54	Interview report	Practical training		CO 4&3
55	Interview report	Practical training		CO 4&3
56	Interview report	Practical training	Debate	CO 3,4
57	Interview report	Practical training		CO 3,4
58	Interview report	Practical training		CO 3,4
59	Interview report	Practical training		CO 3,4
60	Group Project (in-depth research, interview and data tabulation to create an in-depth news report)	Practical training		CO 3,4
61	Group Project	Practical training		CO5
62	Group Project	Practical training		CO5
63	Group Project	Practical training	Demo video	CO5
64	Group Project	Practical training		CO5
65	Group Project	Practical		CO5

		training		
66	Group Project	Practical training		CO5
67	Group Project	Practical training		CO5
68	Group Project	Practical training		CO5
69	Group Project	Practical training		CO5
70	Group Project	Practical training		CO5
71	Group Project	Practical training		CO5
72	Record Submission	Practical training		CO1,2 3,4.5

#### **INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines**

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
1	19/10/2018	Prepare a news report record with 15 news that include – Press conferences, event reporting, cultural reporting, development reporting etc.	CO 2,3,4

#### **GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines**

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
1	30/10/2018	Group project - in-depth research, interview and data tabulation to create an in-depth news report	CO 2,3,4,

#### **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