

**Sacred Heart College (Autonomous)**

**Department of Communication**

**Master of Communication and Journalism**

**Course plan**

**Academic Year: 2018-19**

**Semester II**

## Programme Outcome

<b>PROGRAMME OUTCOME</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 media industry along with practical and theoretical concept of Journalism and Mass communication.
PSO 2	Explore information and 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 and Mass communication
PSO 4	Evaluate the opportunities available from creative environment of Journalism and Mass communication to identify career or develop their own ventures.
PSO 5	Create a continuous learning environment for engaging themselves to update with new knowledge in Journalism and Mass Communication.

**COURSE I: 15P2MCJT05: MEDIA MANAGEMENT AND PRODUCTION**

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	2
COURSE CODE AND TITLE	15P2MCJT05: MEDIA MANAGEMENT AND PRODUCTION	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	SUJITH NARAYANAN		

**COURSE OUTCOMES**

	<b>COURSE OUTCOMES</b>	<b>PO/ PSO</b>	<b>CL</b>
CO 1	Illustrate the specificities of management & media management	PO2, PO5, PSO1, PSO4, PSO5	U
CO 2	Apply the theoretical foundations in solving issues related to media economics, finance, and business strategy	PO2, PSO1, PSO4	A
CO 3	Apply the appropriate management skills and analytical perspective to evaluate the media industries	PO1, PSO1, PSO4, PSO5	A
CO 4	Discuss and critique the economics of media industry	PO1, PSO1, PSO4, PSO5	Cr
CO 5	Evaluate the opportunities and challenges in media industry	PO4, PO5, PSO3, PSO4	E

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	PSO 5
CO 1		1			1	2			1	1
CO 2		1				2			1	
CO 3	1					2			2	2
CO 4	2					2			1	1
CO 5				2	2			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	Introductory Session	PPT	Video	CO1
2	Concept of Management	PPT/Lecture		CO1
3	Henry Fayol's 14 Principles of Management	PPT/Lecture	e-resource	CO1
4	Principles & Concept of Newspaper Management	PPT/Lecture		CO1
5	Factors of Effective Management	Lecture		CO1
6	Trends in modern management	Lecture		CO1
7	Total Quality Management	Lecture		CO1
8	Strategic Management	PPT/Lecture		CO1
9	Procurement Management	PPT/Lecture		CO1
10	Production Management	PPT/Lecture		CO1
11	Organizational Management	PPT/Lecture		CO1
12	Marketing & Media Enterprises	PPT/Lecture		CO1
13	Revision	PPT		
<b>MODULE II</b>				
14	Types of Media Ownership	PPT/Lecture		CO1, CO2
15	Sole Proprietorship, Partnership	Lecture		CO1, CO2
16	Private, Public Limited	Lecture		CO1, CO2
17	Types of Media Ownership	Lecture		CO1, CO2
18	Advantages & Disadvantages of each ownership	PPT/Lecture		CO1, CO2
19	Trust, Co-operatives, Religious Institutions, Franchises, Corporations	PPT/Lecture		CO1, CO2
20	Four functions of Management - Plan, Organize, Staffing	PPT/Lecture		CO1, CO2
21	Four functions of Management - Direct, Control	PPT/Lecture		CO1, CO2
22	SWOT Analysis	Lecture		CO1, CO2
23	Levels of Management	Lecture		CO1, CO2
24	Media Planning, Media Strategy	Lecture		CO1, CO2
25	Students Seminar	PPT		CO1, CO2
26	Revision	PPT		CO1, CO2
CIA-1				
<b>MODULE III</b>				

27	Economics of Media	PPT/Lecture		CO4
28	Budgeting & Finance	PPT/Lecture		CO4
29	Capital Cost & Investment	PPT/Lecture		CO4
30	Source of revenue	Lecture		CO4
31	Human Resource	Lecture		CO4
32	Expenditure	PPT/Lecture		CO4
33	Advertising – Marketing	PPT/Lecture		CO4
34	Circulation – Readership	PPT/Lecture		CO4
35	Space Selling	PPT/Lecture		CO4
36	Time Selling	Lecture		CO4
37	Brand Promotion	PPT/Lecture		CO4
38	Product Promotion	PPT/Lecture		CO4
39	ABC, NRS, DAVP, INS	PPT/Lecture		CO4
40	RNI, RIND, ILNA, Editors Guild	PPT/Lecture		CO4
41	Management problems of small, medium, and large newspaper	PPT/Lecture		CO4
42	Price War	PPT/Lecture		CO4
43	Trade unionism	PPT/Lecture		CO4
44	Com. Petition	PPT/Lecture	Video	CO4
45	Sales Promotional methods campaigns	PPT/Lecture		CO4
46	Strategies	PPT/Lecture		CO4
47	Production problems	PPT/Lecture		CO4
48	Revision	PPT		CO4
<b>MODULE – IV</b>				
49	Economic & Administrative concerns of government to electronic media	Lecture	Demo video	CO3, CO4
50	All India Radio	Lecture		CO3, CO4
51	Doordarshan	Lecture	Group discussion	CO3, CO4
52	Competition of private satellite TV channels	Lecture		CO3, CO4
53	Public service broadcasting	PPT/Lecture		CO3, CO4
54	Commercial broadcasting	PPT/Lecture		CO3, CO4
55	Revision	PPT		CO3, CO4
CIA – II				
<b>MODULE – V</b>				

56	Brief History of Printing – India, Kerala	Lecture		CO2, CO5
57	Student Seminar	PPT		CO2, CO5
58	Student Seminar	PPT		CO2, CO5
59	Typography	Lecture		CO2, CO5
60	Type setting methods	Lecture		CO2, CO5
61	Desktop Publishing	Lecture		CO2, CO5
62	Printing Process- Letter press	Lecture		CO2, CO5
63	Offset, Gravure, Silkscreen	Lecture		CO2, CO5
64	Line blocks, Halftones, Multicolor Process	Lecture		CO2, CO5
65	Student Seminar	PPT		CO2, CO5
66	Student Seminar	PPT		CO2, CO5
67	Types of paper stocks	Lecture		CO2, CO5
68	Size of publication	Lecture		CO2, CO5
69	Positive – Negative Color Separation	Lecture		CO2, CO5
70	Digital Printing	Lecture		CO2, CO5
71	Flexography	Lecture		CO2, CO5
72	Revision	PPT		CO2, 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	20/01/2019	Fundamental of the inception of Media and Entertainment industry	CO3, CO4, CO5
2	22/01/2019	The cultural background of a media	CO3, CO4, CO5
3	20/02/2019	Discuss the usage of life issues in media for gaining readership	CO3, CO4, CO5

**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	10/01/2019	Media Ownerships (Group Discussion)	CO4, CO5
2	24/01/2019	Challenges facing in Print Media	CO4, CO5

**References**

- Newspaper Management in India – Gulab Kothari
- Media Management in the Age of Giants: Business Dynamics of Journalism - Dennis F Herrick
- History of Printing and Publishing in India – B S Kesavan
- Handbook of Media Management and Economics – Alan B Albarran
- Media Economics: Theory and Practice – Alison Alexander
- Handbook of Print Media: Technologies and Production Methods – Helmut Kipphan

**COURSE II: 15P2MCJT06: BUSINESS JOURNALISM**

**COURSE PLAN**

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	2
COURSE CODE AND TITLE	15P2MCJT06 - BUSINESS 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	Outline the basic areas in business journalism and how to write about them with Intelligence and understanding.	PO1,PO2, PO5, PSO2, PSO3, PSO5	U
CO 2	Compose a range of business stories, including company news, market reports and economic indicators.	PO1, PO4, PSO2, PSO3, PSO5	A
CO 3	Discuss key financial terms that can be used for reporting and writing business stories	PO1, PO2, PO4, PSO1, PSO5	U
CO 4	Analyze the functioning of stock markets and evaluate the various financial institutions nationally and internationally	PO1, PO2, PO3, PO5, PSO1, PSO2, PSO4, PSO5	An
CO 5	Analyse the Kerala, Indian and world economic scenarios	PO1, PO2, PO3, PO4, PSO2, PSO3, PSO5,	An

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	2	1			2		1	3		2
CO 2	3			2			1	2		2
CO 3	1	3		2		2				2
CO 4	2	1	2		1	2	2		2	2
CO 5	1	2	2	1			3	2		2

### Mapping Strength

0-No Mapping strength

1-Low

2-Medium

3-High

Session	Topic	Method of Teaching	Value Additions	CO
1	Fundamentals of business journalism	PPT Presentation		CO1,2,3
2	Fundamentals of business journalism	PPT Presentation		CO1,2,3
3	Fundamentals of business journalism	PPT Presentation		CO1,2,3
4	Fundamentals of business journalism	PPT Presentation		CO1,2,3
5	Fundamentals of business journalism	PPT Presentation		CO1,2,3
6	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		CO1,2,3
7	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		CO1,2,3
8	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		CO1,2,3
9	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		CO1,2,3

10	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		CO1,2,3
11	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		CO1,2,3
12	Business prospects & drawbacks	PPT Presentation		CO1,2,3
13	Business prospects & drawbacks	PPT Presentation		CO1,2,3
14	Business prospects & drawbacks	PPT Presentation		CO1,2,3
15	National and International Business journals	video presentation	video presentation	CO1,2,3
16	National and International Business journals	video presentation	video presentation	CO1,2,3
17	National and International Business journals	PPT Presentation	video presentation	CO1,2,3
18	National and International Business journals	PPT Presentation		CO1,2,3
MODULE II				
19	History of Indian Business Journalism	video presentation	video presentation	CO1,2,3
20	History of Indian Business Journalism	video presentation	video presentation	CO1,2,3
21	History of Indian Business Journalism	video presentation	video presentation	CO1,2,3
22	trends-Factors contributed for the growth of Indian Business Journalism.	PPT Presentation		CO1,2,3
23	trends-Factors contributed for the growth of Indian Business Journalism.	PPT Presentation		CO1,2,3
24	Green Revolution, white revolution	PPT Presentation		CO1,2,3
25	blue revolution, Population Policy	PPT Presentation		CO1,2,3
26	FDI in India	PPT Presentation		CO1,2,3
27	Commercial Banks & Non-Banking Financial Institutions	PPT Presentation		CO1,2,3
28	Bank nationalization	video presentation		CO1,2,3
29	information Technology, Bio-Technology and Tele communication policies-	video presentation		CO1,2,3

30	Economic Policy(NCP)-LPG-Liberalization, Privatization, Globalization	PPT Presentation		CO1,2,3
MODULE III				
31	Money & Markets	PPT Presentation		CO 3,4
32	Equity, Stock, Share	PPT Presentation		CO 3,4
33	Equity, Stock, Share	video presentation	video presentation	CO 3,4
34	Bond, Debenture, Loans, Subsidies	video presentation	video presentation	CO 3,4
35	Stock Exchanges-Wall Street, Bullion Market, Dalal Street,	Video/image Presentation		CO 3,4
36	The History of English Daily Newspapers	Video/image Presentation		CO 3,4
37	Stock Exchanges-Wall Street, Bullion Market, Dalal Street,	Students Presentation		CO 3,4
38	NASDAQ, NSE, BSE,	Students Presentation		CO 3,4
39	Online Trading-Bear, Bull	Students Presentation		CO 3,4
40	Brokers & sub brokers-SEBI	video presentation		CO 3,4
41	Reserve Bank of India	video presentation		CO 3,4
42	NABARD, IDBI,	video presentation		CO 3,4
43	International Financial Institutions	PPT Presentation		CO 3,4
44	International Financial Institutions	PPT Presentation		CO 3,4
45	European Union	PPT Presentation		CO 3,4
46	G6 and G11.	PPT Presentation		CO 3,4
MODULE IV				
47	Indian Economy-salient features	Video/image Presentation	Video/image Presentation	CO 3,4,5
48	Indian Economy-salient features	Video/image Presentation	Video/image Presentation	CO 3,4,5
49	Indian Economy-salient features	Video/image	Video/image	CO 3,4,5

		Presentation	Presentation	
50	Indian Economy-salient features	Video/image Presentation	Video/image Presentation	CO 3,4,5
51	Five Year Plans	Video/image Presentation	Video/image Presentation	CO 3,4,5
52	Five Year Plans	Video/image Presentation	Video/image Presentation	CO 3,4,5
53	Five Year Plans	Video/image Presentation	Video/image Presentation	CO 3,4,5
54	Concept of Planning	Video/image Presentation	Video/image Presentation	CO 3,4,5
55	Role of public & Private Sectors	PPT Presentation		CO 3,4,5
56	Role of public & Private Sectors	PPT Presentation		CO 3,4,5
57	Review of Indian Economic policies	PPT Presentation		CO 3,4,5
58	Review of Indian Economic policies	Students Presentation		CO 3,4,5
59	Review of Indian Economic policies	Students Presentation		CO 3,4,5
60	India's position in the World Economy & Market.	PPT Presentation		CO 3,4,5
61	India's position in the World Economy & Market.	PPT Presentation		CO 3,4,5
62	India's position in the World Economy & Market.	video presentation	video presentation	CO 3,4,5
63	India's position in the World Economy & Market.	video presentation	video presentation	CO 3,4,5
MODULE V				
64	Kerala Scenario-Business Journalism	PPT Presentation		CO 3,4,5
65	Kerala Scenario-Business Journalism	PPT Presentation		CO 3,4,5
66	Financial Reporting in Kerala	Students Presentation		CO 3,4,5
67	Business Publications in Kerala	students Presentation		CO 3,4,5
68	Budget-Budget Reporting	PPT Presentation		CO 3,4,5
69	Budget-Budget Reporting	PPT Presentation		CO 3,4,5

70	major financial newspapers in English and Malayalam in India	PPT Presentation	video presentation	CO 3,4,5
71	major financial newspapers in English and Malayalam in India	video presentation	video presentation	CO 3,4,5
72	major financial newspapers in English and Malayalam in India	PPT Presentation	video presentation	CO 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	4/1/2019	Presentation major business news media's 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	2/2/2019	Preparing a 4 page A3 size Business newspaper	ALL

#### References

- Kjaer (2007), *Mediating Business: The Expansion of Business Journalism*, Denmark, Copenhagen Business School Press
- Terry Thompson (2001). *Writing about Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism*, Columbia University Press
- Mary Ellen Guffey, Dana Loewy (2014), *Essentials of Business Communication*, Cengage, New York.
- Keith Hayes (2013), *Business Journalism: How to Report on Business and Economics 1st ed. Edition* Apress.

**COURSE III: 15P2MCJT07: ADVERTISING PRACTICE**

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALSIM	SEMESTER	2
COURSE CODE AND TITLE	15P2MCJT07: ADVERTISING PRACTICE	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	Analyse the role and importance of advertising.	PO2, PO5, PSO1, PSO5	An
CO 2	Identify and differentiate the various tools of advertising.	PO2, PSO1, PSO5	A
CO 3	Evaluate previous and current advertising environment and the changing trends.	PO1, PO2, PO5, PSO5	E
CO 4	Distinguish the process of media selection, media planning, and media buying.	PO2, PSO5	An
CO 5	Analyse the significance of Integrated Marketing Communication.	PO5, PSO1, PSO3, PSO4, 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			2	2				2
CO 2		1				2				2
CO 3	1	1			2					2
CO 4		1								2
CO 5					2	2		2	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	Introductory Session	PPT	video	CO1
2	Evolution of Advertising in U.S.A	PPT/Lecture		CO1
3	Evolution of Advertising in India	PPT/Lecture	e-resource	CO1
4	Definitions of Advertising	Lecture		CO1
5	Functions & Relevance of Advertising	Lecture		CO1
6	Classification of Advertising	PPT/Lecture		CO1
7	Role of Advertising in Marketing	PPT/Lecture		CO1
8	Marketing Mix	PPT/Lecture		CO1
9	Student Seminar	PPT		CO1
10	Student Seminar	PPT		CO1
11	Student Seminar	PPT		CO1
12	Revision	PPT		CO1
<b>MODULE II</b>				
13	Structure of an Advertising/ T.V Commercial	PPT/Lecture		CO2
14	Fundamentals of Layout	Lecture		CO2
15	Design	Lecture		CO2
16	Production Process in Different Media	Lecture		CO2
17	Spots & Jingles	PPT/Lecture		CO2
18	Copy Writing Techniques	PPT/Lecture		CO2
19	Exercise in Copy Writing	PPT/Lecture		CO2
20	Scripting & Story Board Preparation for commercial	PPT/Lecture		CO2
21	Advertising Campaign	Lecture		CO2
22	Landmark Campaign	Lecture		CO2
23	Corporate film making	Lecture		CO2
24	Student Seminar	PPT		CO2
25	Student Seminar	PPT		CO2
26	Student Seminar	PPT		CO2
27	Revision	PPT		CO2
CIA-1				
<b>MODULE III</b>				
28	Advertising Agency system	PPT/Lecture		CO 3
29	Structure & Functions of an Ad Agency	PPT/Lecture		CO 3
30	Prominent Ad Agencies	PPT/Lecture		CO 3
31	Prominent Advertising Personalities	Lecture		CO 3
32	Accreditation System	Lecture		CO 4
33	Major Publications	PPT/Lecture		CO 4
34	Media Planning	PPT/Lecture		CO 4

35	Analyze an Ad Agency	PPT/Lecture		CO 4
36	Analyze an Advertisement	PPT/Lecture		CO 4
37	Student Seminar	PPT		CO 4
38	Student Seminar	PPT		CO 4
39	Student Seminar	PPT		CO 4
40	Revision	PPT		CO 4
<b>MODULE – IV</b>				
41	Advertising Media Selection	Lecture		CO4
42	Scheduling & Media mix	Lecture		CO4
43	Print	Lecture		CO4
44	Radio	Lecture		CO4
45	Television	PPT/Lecture		CO4
46	Film & Internet	PPT/Lecture		CO4
47	Outdoor	PPT/Lecture		CO4
48	Direct mail	PPT/Lecture		CO4
49	Web Advertising	PPT/Lecture		CO4
50	Mobile Phones	PPT/Lecture		CO4
51	Infomercials	PPT/Lecture		CO4
52	Develop an Advertisement Plan	PPT/Lecture		CO4
53	Webmail	PPT/Lecture		CO4
54	Advertorials	PPT/Lecture		CO4
55	Workshop	PPT/Lecture		CO1, CO4, CO5
56	Workshop	PPT/Lecture		CO1, CO4, CO5
57	Workshop	PPT/Lecture		CO1, CO4, CO5
58	Revision	PPT/Lecture		CO1, CO4, CO5
CIA – II				
<b>MODULE – V</b>				
59	Advertising Research Scope	PPT/Lecture		CO1, CO4, CO5
60	Objective & Methods	PPT/Lecture		CO1, CO4, CO5
61	Professional Organizations	PPT/Lecture		CO1, CO4, CO5
62	ASCI	PPT/Lecture		CO1, CO4, CO5
63	AIDA	PPT/Lecture		CO1, CO4, CO5
64	DAGMAR	PPT/Lecture		CO1, CO4, CO5
65	Advertising: Its Code of Conduct	PPT/Lecture		CO1, CO4, CO5
66	Advertising as Communication	PPT/Lecture		CO1, CO4, CO5
67	Principles	PPT/Lecture		CO1, CO4, CO5
68	Publicity	PPT/Lecture		CO1, CO4, CO5
69	Advertising & Public Relations	PPT/Lecture		CO1, CO4, CO5



70	Economic & Social aspect of Advertising	PPT/Lecture		CO1, CO4, CO5
71	Trends in contemporary Advertising	PPT/Lecture		CO1, CO4, CO5
72	Revision	PPT/Lecture		CO1, CO4, 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	01/01/2019	Emerging trends in Advertising especially in India	CO1, CO4, CO5
2	11/12/2019	Perception and Social influence of Advertising on Children	CO1, CO4, CO5
3	25/01/2019	Analyze Advertising and Marketing Performance of a selected product / Service	CO1, CO4, CO5

#### 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	20/12/2018	Eminent advertising Agencies in India (Group Discussion)	CO1, CO4, CO5
2	21/01/2019	Digital Marketing Revolution (Group Discussion)	CO1, CO4, CO5

#### References

- Ogilvy on advertising- David Ogilvy
- The Advertising Handbook – Brierly
- Advertising Management – Virender S
- Advertising Research – Joel J Davis
- Advertising theory – Esther Thorson
- Advertising Management- Rajeev Batra
- Kiss & Sell: Writing for advertising- Robert Sawyer

**COURSE IV: 15P2MCJT08: EDITING TECHNIQUES AND TRANSLATION**

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM (MCJ)	SEMESTER	2
COURSE CODE AND TITLE	15P2MCJT08 EDITING TECHNIQUES AND TRANSLATION	CREDIT	3
HOURS/WEEK	5	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	Edit copy precisely and consistently, using correct grammar and eliminating libelous passages and items in poor taste	PO1, PO2, PSO2, PSO3	Cr
CO 2	Identify the basic ethical issues confronting editors and can practice fair play	PO1, PSO2, PSO3	A
CO 3	Formulate skills for news selection, processing, prioritizing and finally, designing the end product and write clear and accurate headlines, leads and captions	PO1, PO2, PSO1	Cr
CO 4	Layout and design different pages of print newspaper.	PO1, PO2, PSO1, PSO2, PSO4	Cr
CO 5	Understand the concept of News Desk and demonstrate the various editorial roles	PO1, PO2, PO3, PO4, PO5, PSO2, PSO3	U, A

CL\* Cognitive Level

R- Remember

U- Understand

D- Apply

An- Analyze

E- Evaluate

Cr- Create

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2					2	3		
CO 2	3						3	3		
CO 3	3	2				2				
CO 4	3	2				2	1			
CO 5	3	2	1	2	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	Editing-Introduction	Lecture		CO1, CO2
2	Principles, need, functions of Editing	Lecture	Practice Exercise	CO1, CO2
3	Symbols, tools, terminology	PPT/Lecture	Media House visit	CO1, CO2
4	Line editing, creative editing and design editing. Style sheet.	PPT/Lecture	Media House visit	CO1, CO2
5	Editing Process-Selecting,	Collaborative learning	Practice Exercise	CO1, CO2
6	Examining, Checking,	PPT/Lecture	Practice Exercise	CO1, CO2
7	Correcting, condensing, slanting stories,	Lecture	Practice Exercise	CO1, CO2

8	Integrating copy from different sources.	Lecture/ PPT	Practice Exercise	CO1, CO2
9	Rewriting leads and stories	Lecture/PPT	Practice Exercise	CO1, CO2
10	Editing and translating news copy	Lecture	Practice Exercise	CO1, CO2
11	The mode of transmitting news stories to the editorial desk	Lecture	Practice Exercise	CO1, CO2
12	Managing developing stories	Lecture	Practice Exercise	CO1, CO2
13	Managing developing stories	Lecture		CO1, CO2
14	Revision Unit 1			CO1, CO2
<b>MODULE II</b>				
15	Rewriting headings	Video presentation		CO1, CO2, CO3
16	Headlines: types	Lecture		CO1, CO2, CO3
17	Headlines - functions	Lecture / PPT	Workshop	CO1, CO2, CO3
18	Headline- trends	Lecture / Case Study		CO1, CO2, CO3
19	Analysis of different types of headlines	Lecture / PPT		CO1, CO2, CO3
20	Analysis of different types of headlines	PPT/Lecture		CO1, CO2, CO3
21	Writing heads and sub heads	PPT/Lecture	Exercise	CO1, CO2, CO3

22	Unit counts	PPT/Lecture		CO1, CO2, CO3
23	–Writing editorials and middle pieces	PPT/Lecture		CO1, CO2, CO3
24	Writing editorials and middle pieces	Lecture/ PPT		CO1, CO2, CO3
25	Editorial Writing Introduction			CO1, CO2, CO3
26	CIA-1			
27	Types of editorials	Lecture/PPT		CO1, CO2, CO3
28	Types of editorials	Lecture/PPT		CO1, CO2, CO3
29	Steps for writing editorials	PPT/Lecture	Class exercises	CO1, CO2, CO3
30	Middle pieces	PPT/Lecture		CO1, CO2, CO3
31	Overall look of editorial page	PPT/Lecture		CO1, CO2, CO3
32	Revision Unit 2			CO1, CO2, CO3
<b>MODULE III</b>				
33	Fundamentals of Print Media Design	Lecture		CO4
34	Principles of Page Makeup & Design	Lecture		CO4
35	Principles of Page Makeup & Design	Lecture		CO4
36	Traditional, Contemporary Design	Discussion	Workshop	CO4
37	Computer Aided Design (CAD)	Presentation		CO 4

38	Dummy preparation, pagination.	Collaborative learning		CO 4	
39	Use of White Space	Correction & Discussion		CO 4	
40	Copy Fitting, Teasers	Correction & Discussion	Practicing InDesign software	CO 4	
41	Colour schemes	Correction & Discussion		CO 4	
42	New trends in pagination.	Correction & Discussion		CO 4	
43	Layout & Design of local pages, Editorial Page, pullouts, special pages, supplements & Weekend magazines.	Correction & Discussion		CO 4	
44	Photo Editing-Photo selection, cutting, cropping, trimming, slashing, cutline	Correction & Discussion		CO 4	
45	caption writing-Photo layout principles & types.	Correction & Discussion		CO3, CO 4	
<b>MODULE IV</b>					
46	News Processing-	Lecture			CO3, CO5
47	News processing – steps	PPT/ Lecture	Analysis	CO3, CO5	
48	News processing – steps	Interactive Lecture		CO3, CO5	
49	Organizational hierarchy-News Room setup.	PPT / Lecture		CO3, CO5	
50	Structure of newsroom	PPT / Lecture		CO3, CO5	
51	Different personnel in newsroom	Interactive		CO3, CO5	

		Lecture		
52	Duties and responsibilities of newsroom	Interactive Lecture		CO3, CO5
53	News Desk-Editorial duties and functions	Interactive Lecture		CO3, CO5
54	News Desk – Various Desks	Interactive Lecture		CO3, CO5
55	Functions in News Desk	Interactive Lecture		CO3, CO5
56	Editorial roles	Interactive Lecture		CO3, CO5
57	Editorial Functions	Interactive Lecture		CO3, CO5
58	Revision	Interactive Lecture		CO3, CO5
<b>MODULE V</b>				
59	New trends in editing-	Interactive Lecture		CO2,CO4, CO5
60	New trends in editing	Interactive Lecture	Videos	CO2,CO4, CO5
61	New trends in editing	Interactive Lecture	Analysis of newspapers	CO2,CO4, CO5
62	Emergence of Special Editors	Interactive Lecture	Analysis of newspapers	CO2,CO4, CO5
CIA – II				
63	Page Editors	Lecture/ Discussion		CO2,CO4, CO5

64	News Editors	Lecture/ Discussion		CO2,CO4, CO5
65	Editor in Chief	Lecture/ Discussion		CO2,CO4, CO5
66	Spot Editors	Lecture/ PPT		CO2,CO4, CO5
67	Spot Editor	Lecture/ PPT		CO2,CO4, CO5
68	Readers Editors,	Lecture/Disc ussion		CO2,CO4, CO5
69	News Ombudsman	Lecture/ PPT		CO2,CO4, CO5
70	News councils	Lecture/ PPT		CO2,CO4, CO5
71	Revision	Discussion		CO1,CO2, CO3,CO4, CO5
72	Revision	Discussion		CO1,CO2, CO3,CO4, 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	10/01/2019	Editing draft news articles using correct grammar and eliminating libelous passages and items in poor taste	CO 2
2	17/02/2019	Write clear and accurate headlines, leads and captions for 10 news reports	CO 3



## 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
<b>1</b>	30/03/2019	Newspaper production with proper layout and news selection	CO 5

## References

- Floyd K. Baskette, Jack Z. Scissors, Brian S. Brooks (1971), The Art of Editing, Macmillan
- Publishers.
- M.K. Joseph (1997), Outline of Editing, Anmol Publications Pvt. Ltd.
- Bruce H. Westley (1980), News Editing, Oxford & IBH Publishing Co.
- Judith Butcher (1992), Copy Editing, Cambridge University Press.
- Harold Evans (1973), Editing and Design, HEINEMANN.
- Robert C. McGiffert (1972), The Art of Editing, Chilton Book Company.
- Martin L. Gibsons (1979), Editing in The Electronic Era, The IOWA State University Press.
- The New York Public Library Writer's Guide to Style and Usage (1994), Macmillan.
- Herschell Gordon Lewis (2000), On the Art of Writing Copy, AMACOM- American Management
- Asso.
- Arthur Wimer and Dale Brix (1978), Workbook for Head-writing And News Editing, WCB-W
- M.C. Brown Co.,
- Jonathan Green (2000), Newspeak: A Dictionary of Jargon, Routledge & Kegan Paul.
- The Chicago Manual of Style (2003), The University of Chicago Press.
- Richard Keeble (1994), The Newspaper's Handbook, Routledge.
- Elizabeth Wissner, Gross (2015), Unbiased Editing in a Diverse Society, Surjeet Publications.
- N.K. Singh (2012), Print Media Reporting and Editing, Arise Publishers & Distributors.
- Ron F. Smith, Loraine M. O'Connell (2004), Editing Today, Surjeet Publications.

**COURSE V: 15P2MCJP02: EDITING AND TRANSLATION (PRACTICAL)**

**COURSE PLAN**

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	2
COURSE CODE AND TITLE	15P2MCJP02: EDITING AND TRANSLATION (Practical )	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	Understand the basic elements of news editing	PO1,PO2, PSO2, PSO3 PSO5	U
CO 2	Understand the ethical foundations of the journalist profession and its values	PO1, PO2, PO4, PO5, PSO1 PSO2, PSO3, PSO5	A
CO 3	Be able to handle news selection, processing, prioritizing and finally, designing the end product	PO1, PO2, , PO3,PSO5, PSO1, PSO2	U
CO 4	Develop coordinating skills and the ability to work to deadlines	PO1, PO2, PO4, PSO1, PSO2,PSO4 PSO5	An
CO 5	Evaluate the importance of letters to the editor, proof reading, symbols of proof	PO1, PO2, PO3, PO5, PSO2, PSO3 PSO5	U

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	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	1					2	2		2
CO 2	2	1		1	2	1	3	2		2
CO 3	1	3	2			2	2			2
CO 4	2	1		2		2	1		2	2
CO 5	1	2	2		2		3	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	Editing: introduction, principles, need, functions	Lecture		CO 1
2	Editing: introduction, principles, need, functions	Lecture	Practice Exercise	CO 1
3	News room setup: news desk - Editorial duties and functions	PPT/Lecture	Media House visit	CO 1
4	News room setup: news desk - Editorial duties and functions	PPT/Lecture	Media House visit	CO 1
5	Symbols and tools – Terminologies - Line editing	Collaborative learning	Practice Exercise	CO 1
6	Creative editing and design editing	PPT/Lecture	Practice Exercise	CO 1
7	Editing process: selecting, examining, checking, correcting	Lecture	Practice Exercise	CO 1
8	Editing process - condensing, slanting stories, integrating copy from different sources	Lecture/ PPT	Practice Exercise	CO 1
9	News language: sentences and their structure, tense in news writing	Lecture/PPT	Practice Exercise	CO 1
10	Negative and double negative expressions	Lecture	Practice Exercise	CO 1
11	Adjectives, modifiers, split infinitives	Lecture	Practice Exercise	CO 1

12	Subject and verb agreement, punctuations	Lecture	Practice Exercise	CO 1
13	Attributions and identification of sources, identifying and filtering fake news, paraphrasing.	Lecture		CO 1
14	Revision Unit 1			
<b>MODULE II</b>				
15	News processing: mode of transmitting news stories to the editorial desk	Video presentation	Lab journal Production	CO 2
16	Copy flow, copy desk personnel	Lecture		CO 2
17	News editing process: analyzing the elements of a news story	Lecture / PPT	Workshop	CO 2
18	Checking facts and figures, correcting language and grammar	Lecture / Case Study		CO 2
19	Rewriting leads and stories, condensing stories, slanting of news, localizing news	Lecture / PPT		CO 2
20	Handling wire – Proof reading and Stylebook	PPT/Lecture		CO 2
21	Rewriting headings: headlines: types, functions and trends, writing heads and sub heads	PPT/Lecture	Exercise	CO 2
22	Rewriting headings: headlines: types, functions and trends, writing heads and sub heads	PPT/Lecture		CO 2
23	Unit counts –Writing editorials and middle pieces	PPT/Lecture		CO 2
24	Correspondent’s copy	Lecture/ PPT		CO 2
25	Revising hand-outs:			CO 2
26	CIA-1			
27	Spot objectivity Vs advocacy in new stories	Lecture/PPT		CO 2
28	Fundamentals of Electronic editing,	Lecture/PPT		CO 2
29	Glossary of editing	PPT/Lecture		CO 2
30	Glossary of editing	PPT/Lecture		CO2
31	Running stories.	PPT/Lecture		CO 2
32	Revision Unit 2			
<b>MODULE III</b>				
33	Translation: meaning, need	Lecture		CO 3
34	Translation: meaning, need	Lecture		CO 3
35	Basic principles of translation	Lecture		CO 3
36	Theories of translation	Discussion	Workshop	CO 3

37	News translation	Presentation		CO 4
38	Editing and translating a news copy	Collaborative learning		CO 4
39	Translation of news stories from Malayalam to English (Minimum 3 stories – 300 words)	Correction & Discussion	Workshop – Translation	CO 4
40	Translation of news stories from Malayalam to English (Minimum 3 stories – 300 words)	Correction & Discussion		CO 4
41	Translation of news stories from Malayalam to English (Minimum 3 stories – 300 words)	Correction & Discussion		CO 4
42	Translation of news stories from Malayalam to English (Minimum 3 stories – 300 words)	Correction & Discussion		CO 4
43	Translation of news stories from English to Malayalam (Minimum 3 stories – 300 words)	Correction & Discussion		CO 4
44	Translation of news stories from English to Malayalam (Minimum 3 stories – 300 words)	Correction & Discussion		CO 4
45	Translation of news stories from English to Malayalam (Minimum 3 stories – 300 words)	Correction & Discussion		CO 4
<b>MODULE IV</b>				
46	News photographs	Lecture		CO 4
47	Basic elements of a news photograph,	PPT/ Lecture	Analysis	CO 4
48	Selection and editing of pictures, writing captions and cut lines for photographs	Lecture		CO 4
49	Photo selection and photo editing	PPT / Lecture	Practice and Exercise	CO 4
50	Photo editing software	PPT / Lecture		CO 4
51	Cutline & caption writing	PPT / Lecture	Practice and Exercise	CO 4
52	Photo layout principles	PPT / Lecture	Practice and Exercise	CO 4
53	Types illustrations	PPT / Lecture		CO 4
54	Fundamentals of typography	PPT /		CO 4

		Lecture		
55	Types and type setting process,	PPT / Lecture		
56	Space saving techniques	Lecture	Practice and Exercise	CO 5
57	Analysis of newspaper design and layout	PPT/Lecture		CO 5
58	Analysis of newspaper design and layout	PPT/Lecture		CO 5
<b>MODULE V</b>				
59	Fundamentals of print media design-	Lecture/ Discussion		CO 5
60	Principles of page makeup and design	Lecture/ Discussion		CO 5
61	Traditional and contemporary design	Lecture/ Discussion		CO 5
62	Computer aided design (CAD)	Lecture		CO 5
<b>CIA - II</b>				
63	Dummy preparation	Lecture/ Discussion	Practice	CO 5
64	Pagination, use of white space, copy fitting, teasers	Lecture/ Discussion	Labjournal production	CO 5
65	Colour schemes -	Lecture/ Discussion	Analysis	CO 5
66	Layout and design of pages	Lecture/ PPT		CO 5
67	Local pages, editorial page	Lecture/ PPT		CO 5
68	Pull-outs, special pages	Lecture/ PPT		CO 5
69	Supplements and weekend magazines	Lecture/ PPT		CO 5
70	Graphics: Page-making software	Lecture/ PPT		CO 5
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	10/01/2019	Lab journal production	CO 2
2	17/02/2019	Newspaper dummy preparation	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	30/03/2019	Lab journal and newsletter production	CO all

### References

- Floyd K. Baskette, Jack Z. Scissors, Brian S. Brooks (1971), The Art of Editing, Macmillan Publishers.
- M.K. Joseph (1997), Outline of Editing, Anmol Publications Pvt. Ltd.
- Bruce H. Westley (1980), News Editing, Oxford & IBH Publishing Co.
- Judith Butcher (1992), Copy Editing, Cambridge University Press.
- Harold Evans (1973), Editing and Design, HEINEMANN.
- Robert C. McGiffert (1972), The Art of Editing, Chilton Book Company.
- Martin L. Gibsons (1979), Editing in The Electronic Era, The IOWA State University Press.
- The New York Public Library Writer's Guide to Style and Usage (1994), Macmillan.
- Herschell Gordon Lewis (2000), On the Art of Writing Copy, AMACOM-American Management Asso.
- Arthur Wimer and Dale Brix (1978), Work Book for Head-writing And News Editing, WCB-W
- M.C. Brown Co.,
- Jonathan Green (2000), Newspeak: A Dictionary of Jargon, Routledge & Kegan Paul.
- The Chicago Manual of Style (2003), The University of Chicago Press.

- Richard Keeble (1994), *The Newspaper's Handbook*, Routledge.
- Elizabeth Wissner, Gross (2015), *Unbiased Editing in a Diverse Society*, Surjeet Publications.
- N.K.Singh ( 2012), *Print Media Reporting and Editing*, Arise Publishers&Distributors.