

**SACRED HEART COLLEGE (AUTONOMOUS)**

**School of Communication**

**MASTER OF COMMUNICATION AND JOURNALISM (MCJ)**

**Course plan**

**Academic Year 2018-19**

**Semester 1**

	PROGRAMME OUTCOME
PO 1	<b>Critical Thinking:</b> Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO 2	<b>Effective Communication:</b> Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the word by connecting people, ideas, books, media and technology.
PO 3	<b>Effective Citizenship:</b> Demonstrate empathetic social concern and equity centered national development, and the ability to act an informed awareness of issues and participate in civic life through volunteering.
PO 4	<b>Environment and Sustainability:</b> Understand the issues of environmental contexts and sustainable development.
PO5	<b>Ethics:</b> Recognise different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
PO 6	<b>Global Perspective:</b> Understand the economic, social and ecological connections that link the world's nations and people.

PROGRAM SPECIFIC OUTCOMES	
PSO 1	Demonstrate knowledge and understanding of 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
PSO 5	Create continuous learning environment for engaging themselves to update with new knowledge in Journalism and Mass Communication

### COURSE STRUCTURE

Course Code	Title Of The Course	No. Hrs./Week	Credits	Total Hrs./Sem
15P1MCJT01	Introduction to Communication (Theory)	4	4	72
15P1MCJT02	History and Development of Journalism (Theory)	4	4	72
15P1MCJT03	Public Relations & Corporate Communication (Theory)	4	4	72
15P1MCJT04	News Reporting (Theory)	3	3	72
15P1MCJP01	Practical: News Reporting (Practical)	10	4	72

### COURSE 1

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

	<b>COURSE OUTCOMES</b>	<b>PO/ PSO</b>	<b>CL</b>
<b>At the end of the course students will be able to;</b>			
CO 1	Outline knowledge and understanding of media industry along with practical and theoretical concepts of journalism and mass communication	PO1,PO2, PO6, PSO2, PSO3	U
CO 2	Discover information and use digital literacy in capturing data from various sources and develop innovative communication aptitude	PO1, PSO2, PSO3	A
CO 3	Compare and Think critically, creatively, and arose curiosity to discover new horizons in journalism and mass communication	PO1, PO2, PSO1	U
CO 4	Assume the opportunities available from the creative environment of communication to identify career or develop their own ventures	PO1, PO2, PSO1, PSO2,PSO4	An
CO 5	Extend continuous learning environment for engaging themselves to update with new knowledge in journalism and mass communication	PO1, PO2, PO3, PO4, PO5, PSO2, PSO3	U

CL\* Cognitive Level

<b>SESSION</b>	<b>TOPIC</b>	<b>LEARNING RESOURCES</b>	<b>VALUE ADDITIONS</b>	<b>COURSE OUTCOME</b>
<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 4
38	Multi-Mediality, Blogging Social media as a new method of communication.	Collaborative learning		CO 4
39	Demassification, Convergence, Accessibility, Reach	Discussion	Expert's Talk	CO 4
40	Global issues in Mass Communication:	Discussion		CO 4
41	The Geopolitics of Information and Cultural Imperialism –	Case study / Lecture		CO 4
42	Media Imperialism –	Lecture		CO 4
43	Neo colonialism and Media Globalism: Indian Experience	Case study / Lecture		CO 4
44	Discussions	Case study /		CO 4

		Lecture		
45	Revision			CO 4
<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 5
57	Analysis and Discussion	PPT/Lecture		CO 5
58	Revision	PPT/Lecture		CO 5
<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		
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.)	Couse Outcome
1	10/10/2018	Analysis of media effects with relevant case studies	CO 2
2	17/11/2018	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.)	Couse Outcome
1	30/11/2018	Preparation of a non- verbal communication album	CO 5

#### 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 publicationsDaniel Chandler, Rod Munday (2011). A Dictionary of Media and Communication. New York: Oxford University Press.

## COURSE 2

<b>PROGRAMME</b>	<b>MASTER OF COMMUNICATION AND JOURNALISM</b>	<b>SEMESTER</b>	<b>1</b>
<b>COURSE CODE AND TITLE</b>	<b>HISTORY AND DEVELOPMENT OF JOURNALISM</b>	<b>CREDIT</b>	<b>4</b>
<b>HOURS/WEEK</b>	<b>5</b>	<b>HOURS/SEM</b>	<b>72</b>
<b>FACULTY NAME</b>	<b>BELBIN P BABY</b>		

	<b>COURSE OUTCOMES</b>	<b>PO/ PSO</b>	<b>CL</b>
<b>At the end of the course, students will be able to;</b>			
CO 1	Explain the history and development of media	PO1,PO2, PSO2, PSO3	U
CO 2	Dissect the origin and growth of journalism at global level	PO1, PSO2, PSO3	A
CO 3	Summarize the evolution, growth and development of the Press in India	PO1, PO2, PSO1	U
CO 4	Examine the contributions of the pioneers of Indian journalism and their contributions to shape modern journalism	PO1, PO2, PSO1, PSO2,PSO4	An
CO 5	Explain the characteristics and growth of Malayalam Journalism	PO1, PO2, PO3, PO4, PO5, PSO2, PSO3	U

CL\* Cognitive Level

<b>SESSION</b>	<b>TOPIC</b>	<b>METHOD OF TEACHING</b>	<b>VALUE ADDITIONS</b>	<b>CO</b>
1	Origin and Growth of Journalism at global level.	PPT Presentation		1
2	Origin and Growth of Journalism at global level.	PPT Presentation		1
3	Origin and Growth of Journalism at global level.	PPT Presentation		1
4	Origin and Growth of Journalism at global level.	PPT Presentation		1
5	Origin and Growth of Journalism at global level.	PPT Presentation		1
6	Beginning of Journalism in India	PPT Presentation		1

7	Beginning of Journalism in India	PPT Presentation		1
8	Beginning of Journalism in India	PPT Presentation		1
9	Contributions of Christian Missionaries to Indian Journalism.	PPT Presentation		3
10	Contributions of Christian Missionaries to Indian Journalism.	PPT Presentation		3
11	Contributions of Christian Missionaries to Indian Journalism.	PPT Presentation		3
12	India's first Newspaper 's	PPT Presentation		2
13	India's first Newspaper 's	PPT Presentation		2
14	India's first Newspaper 's	PPT Presentation		2
15	Contributions of James Augustus Hicky	video presentation	video presentation	2
16	Contributions of James Augustus Hicky	video presentation	video presentation	2
17	Early Journalism in Madras, Bombay & Calcutta.	PPT Presentation	video presentation	2
18	Early Journalism in Madras, Bombay & Calcutta.	PPT Presentation		3

#### Module II

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



		presentation		
30	National leaders and their contributions to media.	PPT Presentation		3

### Module III

31	Indian Press and freedom struggle	PPT Presentation		3
32	Indian Press and freedom struggle	PPT Presentation		5
33	Indian press after Independence	video presentation	video presentation	3
34	Indian press after Independence	video presentation	video presentation	3
35	The History of English Daily Newspapers	Video/image Presentation		3
36	The History of English Daily Newspapers	Video/image Presentation		3
37	Prominent Journalists in India	Students Presentation		2
38	Prominent Journalists in India	Students Presentation		2
39	Prominent Journalists in India	Students Presentation		2
40	Indian Media & Emergency in India.	video presentation		2
41	Indian Media & Emergency in India.	video presentation		2
42	Indian Media & Emergency in India.	video presentation		2
43	History of Indian television	PPT Presentation		4

44	History of Indian television	PPT Presentation		4
45	History of Indian television	PPT Presentation		4
46	History of Indian television	PPT Presentation		4

47	Characteristics and growth of Malayalam Journalism	Video/image Presentation	Video/image Presentation	4
48	Characteristics and growth of Malayalam Journalism	Video/image Presentation	Video/image Presentation	4
49	Characteristics and growth of Malayalam Journalism	Video/image Presentation	Video/image Presentation	4
50	Characteristics and growth of Malayalam Journalism	Video/image Presentation	Video/image Presentation	4

51	Prominent Newspapers and journalists in Malayalam	Video/image Presentation	Video/image Presentation	3
52	Prominent Newspapers and journalists in Malayalam	Video/image Presentation	Video/image Presentation	3
53	Prominent Newspapers and journalists in Malayalam	Video/image Presentation	Video/image Presentation	3
54	Prominent Newspapers and journalists in Malayalam	Video/image Presentation	Video/image Presentation	3
55	History of Indian Broadcasting-AIR-Doordarshan	PPT Presentation		4
56	History of Indian Broadcasting-AIR-Doordarshan	PPT Presentation		4
57	History of Indian Broadcasting-AIR-Doordarshan	PPT Presentation		4
58	Private Satellite Channels	Students Presentation		4
59	Private Satellite Channels	Students Presentation		4
60	PrasarBharathi-Commercial Broadcasting	PPT Presentation		4
61	PrasarBharathi-Commercial Broadcasting	PPT Presentation		4
62	EM Radio, Satellite & Internet Radio.	video presentation	video presentation	4
63	EM Radio, Satellite & Internet Radio.			4

#### Module V

64	Press Commissions and Committees and Recommendations in India	PPT Presentation		3
65	Press Commissions and Committees and Recommendations in India			3
66	News agencies	Students Presentation		3
67	News agencies	students Presentation		3
68	Professional News Organizations	PPT Presentation		3
69	PIB, publication Division of India	PPT Presentation		2
70	PIB, publication Division of India	PPT Presentation		2
71	Press Council of India	video presentation	video presentation	3
72	Kerala Press Academy.	PPT Presentation		3

#### 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>Couse Outcome</b>
1	4/8/2018	Prepare a time line of Indian media history	CO 2
2	28/9/2018	Presentation of major news events in India	CO 3

#### **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>Couse Outcome</b>
1	2/7/2019	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 3

<b>PROGRAMME</b>	<b>MASTER OF COMMUNICATION AND JOURNALISM</b>	<b>SEMESTER</b>	<b>1</b>
<b>COURSE CODE AND TITLE</b>	<b>15P1MCJT03: PUBLIC RELATIONS AND CORPORATE COMMUNICATION</b>	<b>CREDIT</b>	<b>4</b>
<b>HOURS/WEEK</b>	<b>5</b>	<b>HOURS/SEM</b>	<b>72</b>
<b>FACULTY NAME</b>	<b>SUJITH NARAYANAN</b>		

	<b>COURSE OUTCOMES</b>	<b>PO/ PSO</b>	<b>CL</b>
<b>At the end of the course students will be able to;</b>			
CO 1	Demonstrate, write, plan, and implement strategic communications plans for clients	PO1, PO2, PSO1	U
CO 2	Organize PR industry and PR works as a discipline of management	PO1, PO2, PSO1	A
CO 3	Apply key theories of corporate communication and public relations for the strategic planning	PO1, PO2, PSO1, PSO3, PSO5	A
CO 4	Evaluate and explain the functions of PR agency	PO1, PO2, PSO1	E
CO 5	Examine media especially the trade media and its relevance to the practice of CC	PO1, PO2, PO5, PO6, PSO1, PSO3, PSO5	An

CL\* Cognitive Level

<b>SESSION</b>	<b>TOPIC</b>	<b>LEARNING RESOURCES</b>	<b>VALUE ADDITIONS</b>	<b>COURSE OUTCOME</b>
<b>MODULE I</b>				
1	Introduction to Public Relations, Origin, & Development	Lecture		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	Lecture		CO1, CO2
9	Propaganda, Publicity, Public Opinion, Advertising & Persuasion	Lecture		CO1, CO2

10	Functions of PR, Process, Role, Aims of PR	Lecture		CO1, CO2
11	Functions of PR, Process, Role, Aims of PR	Lecture		CO1, CO2
12	Strategic Public Relations, Code of ethics & Regulations of PR	Lecture		CO1, CO2
13	Strategic Public Relations, Code of ethics & Regulations of PR	Lecture		CO1, CO2
14	Functions and Responsibilities of PR Manager/ PR Practitioner	Lecture		CO1, CO2
15	Functions and Responsibilities of PR Manager/ PR Practitioner	Lecture		CO1, CO2
16	IPRA, PRSI, PRCI, PIB, DPR, DAVP	Lecture		CO1
17	IPRA, PRSI, PRCI, PIB, DPR, DAVP	Lecture		CO1
18	Qualificational PR Organizations	Lecture		CO1, CO2
19	Film Division, Directorate of Field Publicity, Song & Drama Division	Lecture		CO1
20	Film Division, Directorate of Field Publicity, Song & Drama Division	Lecture		CO1
21	STUDENT SEMINAR	PPT/Lecture		CO1
22	STUDENT SEMINAR	PPT/Lecture		CO1
23	STUDENT SEMINAR	PPT/Lecture		CO1
<b>MODULE II</b>				
24	Public Relations Tools-Preparing & planning	PPT/Lecture	Interaction with industry Expert	CO5
25	Public Relations Tools-Preparing & planning	Lecture	Interaction with industry Expert	CO5
26	Public Relations Tools-Preparing & planning	Lecture	Interaction with industry Expert	CO5
27	House Journals, Newsletters, Handouts, Brochures, media releases, Lobbying, media conferences	Lecture		CO5
28	Annual Meetings, Open houses, Exhibitions, Speeches, Seminars and Symposia, Demonstrations, Conducted Tours, Gossips, Rumors, Interviews	Lecture		CO5
29	Annual Meetings, Open houses, Exhibitions, Speeches, Seminars	PPT/Lecture		CO5

	and Symposia, Demonstrations, Conducted Tours, Gossips, Rumors, Interviews			
30	Annual Meetings, Open houses, Exhibitions, Speeches, Seminars and Symposia, Demonstrations, Conducted Tours, Gossips, Rumors, Interviews	PPT/Lecture		CO5
31	Publicity materials & Corporate Films	PPT/Lecture		CO5
32	Publicity materials & Corporate Films	PPT/Lecture		CO5
33	STUDENT SEMINAR	PPT/Lecture		CO1,CO2
34	STUDENT SEMINAR	PPT/Lecture		CO1,CO2
35	STUDENT SEMINAR	PPT/Lecture		CO1,CO2
<b>MODULE III</b>				
36	Public Relations Departments/Agencies	Lecture		CO4
37	Public Relations Departments/Agencies	Lecture		CO4
38	Public Relations Departments/Agencies	PPT/Lecture		CO4
39	Publics-Internal and External-Organizational set up, Functions	PPT/Lecture		CO4
40	Communication flow- Formal - Informal (Grapevine), Vertical-Horizontal	PPT/Lecture		CO3, CO4
41	Communication flow- Formal - Informal (Grapevine), Vertical-Horizontal	PPT/Lecture		CO3, CO4
42	Communication flow- Formal - Informal (Grapevine), Vertical-Horizontal	PPT/Lecture		CO3, CO4
43	PR Campaigns-steps-Fact Finding, Research, Planning, Implementing, Evaluation & Feedback	PPT/Lecture		CO3, CO4
44	PR Campaigns-steps-Fact Finding, Research, Planning, Implementing, Evaluation & Feedback	PPT/Lecture		CO3, CO4
45	PR Campaigns-steps-Fact Finding, Research, Planning, Implementing, Evaluation & Feedback	PPT/Lecture		CO3, CO4
46	Major P.R. Campaigns, PR	PPT/Lecture		CO3, CO4

	Counseling & PR Consultancy Firms.			
47	Major P.R. Campaigns, PR Counseling & PR Consultancy Firms.	PPT/Lecture		CO3, CO4
48	Major P.R. Campaigns, PR Counseling & PR Consultancy Firms.	PPT/Lecture		CO3, CO4
49	STUDENT SEMINAR	PPT/Lecture		CO1,CO2,CO3,CO5
50	STUDENT SEMINAR	PPT/Lecture		CO1,CO2,CO3,CO5
51	STUDENT SEMINAR	PPT/Lecture		CO1,CO2,CO3,CO5
	<b>MODULE IV</b>			
52	Public Relations in Public and Private Sectors	PPT/Lecture		CO1, CO3, CO5
53	Public Relations in Public and Private Sectors	PPT/Lecture		CO1, CO3, CO5
54	PR for Military, PR for Tourism Promotion, PR for Sports/Entertainment, PR for Charitable Institutions, Event Management	PPT/Lecture		CO1, CO3, CO5
55	PR for Military, PR for Tourism Promotion, PR for Sports/Entertainment, PR for Charitable Institutions, Event Management	Lecture		CO1, CO3, CO5
56	PR for Military, PR for Tourism Promotion, PR for Sports/Entertainment, PR for Charitable Institutions, Event Management	Lecture		CO1, CO3, CO5
57	STUDENT SEMINAR	PPT/Lecture		CO1,CO2,CO3,CO5
58	STUDENT SEMINAR	PPT/Lecture		CO1,CO2,CO3,CO5
59	STUDENT SEMINAR	PPT/Lecture		CO1,CO2,CO3,CO5
	<b>MODULE V</b>			
60	Use of Mass Media- Print, Radio, Film, Television, Video, Traditional Media, Internet	Lecture		CO4
61	Use of Mass Media- Print, Radio, Film, Television, Video, Traditional Media, Internet	PPT/Lecture		CO4
62	Use of Mass Media- Print, Radio, Film, Television, Video, Traditional Media, Internet	PPT/Lecture		CO4

63	Customer Relations- Employee/Labor relations, Community relations- Industrial, Business relations- Investor/Share holders	PPT/Lecture		CO4
64	Customer Relations- Employee/Labor relations, Community relations- Industrial, Business relations- Investor/Share holders	PPT/Lecture		CO4
65	Corporate Communication- Corporate Houses	PPT/Lecture		CO4
66	Corporate Communication- Corporate Houses	PPT/Lecture		CO4
67	Contemporary Trends in Public Relations	PPT/Lecture		CO4
68	Contemporary Trends in Public Relations	PPT/Lecture		CO4
69	TALK BY INDUSTRY EXPERT	PPT/Lecture		CO1,CO2,CO3,CO5
70	TALK BY INDUSTRY EXPERT	PPT/Lecture		CO1,CO2,CO3,CO5
71	TALK BY INDUSTRY EXPERT	PPT/Lecture		CO1,CO2,CO3,CO5
72	TALK BY INDUSTRY EXPERT	PPT/Lecture		CO1,CO2,CO3,CO5

#### INDIVIDUAL ASSIGNMENTS/SEMINAR – DETAILS & GUIDELINES

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)	Couse Outcome
1		Tools and techniques of Public Relation (Written)	CO 3, CO 5
2		Choose any Brand and Analyse the role and importance of PR in the Brand which you are selected.	CO 1, CO 3, CO 5

#### GROUP ASSIGNMENTS/ACTIVITES – DETAILS & GUIDELINES

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)	Couse Outcome
1		Recent Trends in PR Industry (Group Discussion)	CO 3, CO4, CO 5

#### REFERENCES:

- Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications
- Dennis L. Wilcose& Glen T, Public Relations, Pearson
- Philip Leslie, Public Relations Handbook
- Raymond Simon, Public Relations Concepts & Practices



- C.V. Narasimha Reddy, Public Relations in India
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta
- Baldev Sahai, Public Relations – a Scientific Approach
- D.S. Mehta, Handbook of Public Relations in India
- Frank Jefkins, Public Relations
- Scott M Culti and Allen H Center, Effective Public Relations
- Sam Black, Practical Public Relations

#### COURSE 4

<b>PROGRAMME</b>	<b>MASTER OF COMMUNICATION AND JOURNALISM (MCJ)</b>	<b>SEMESTER</b>	<b>1</b>
<b>COURSE CODE AND TITLE</b>	<b>15P1MCJT03: NEWS REPORTING</b>	<b>CREDIT</b>	
<b>HOURS/WEEK</b>	<b>5</b>	<b>HOURS/SEM</b>	<b>72</b>
<b>FACULTY NAME</b>	<b>SHANTHI MATHAI</b>		

	<b>COURSE OUTCOMES</b>	<b>PO/ PSO</b>	<b>CL</b>
<b>At the end of the course students will be able to;</b>			
CO 1	Organize and articulate good new stories	PO1, PO2, PO5, PSO1, PSO2, PSO3	U, A
CO 2	Evaluate and analyses the importance of sources and types of information that provide the basis for news stories	PO1, PO2, PO5, 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 write publishable work for news organizations with multiple distribution platforms	PO1, PO2, PO5, PO6, PSO1, PSO2, PSO4	C
CO 5	Examine the value of multiculturalism and diversity in media writing, and research and write for increasingly multi-cultural audiences	PO1, PO2, PO3, PO4, PO5, PSO2, PSO3, PSO5	An, C

CL\* Cognitive Level

<b>SESSION</b>	<b>TOPIC</b>	<b>LEARNING RESOURCES</b>	<b>VALUE ADDITIONS</b>	<b>COURSE OUTCOME</b>
<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	News Analysis	Screening	CO4
16	Structure of news story	Lecture		CO 2
17	Inverted Pyramid style	Lecture / PPT		CO 2
18	Hourglass style	Lecture / Case Study		CO 2
19	Chronological style	Lecture / PPT		CO 2
20	Principles of News writing	PPT/Lecture		CO 2
21	Different kinds of Lead	PPT/Lecture		CO 2
22	Different kinds of Lead	Lecture/ PPT		CO 2
23	changing styles of news writing	Discussion		CO 2
24	Reporting speeches, seminars, conferences			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			CO 2
29	Govt. & non-govt			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	CO 4
38	Mofussil, district	Discussion		CO 4
39	Foreign	Discussion		CO4, CO6

40	Political	Discussion	renowned	CO4, CO6
41	Sports	Discussion	Journalists/	CO4, CO6
42	Legal	Expert's session	Class and home	CO4, CO6
43	Legislative	Expert's session	exercises of analysing	CO4, CO6
44	Special correspondents	Discussion	news reports	CO4, CO6
45	Revision	Discussion		CO4, CO6
<b>MODULE IV</b>				
46	Specialized Reporting	Case study / Lecture		CO 4, CO5, CO6
47	Development news	Case study / Lecture		CO 4, CO5, CO6
48	Development news	Case study / Lecture		CO 4, CO5, CO6
49	Science & technical news	Seminar		CO 4, CO5, CO6
50	Business news, Election news	Seminar		CO 4, CO5, CO6
51	Accidents, Crime	Seminar		CO 4, CO5, CO6
52	War	Seminar		CO 4, CO5, CO6
53	Disasters	Seminar		CO 4, CO5, CO6
54	Conflicts	Seminar		CO 4, CO5, CO6
55	Obituaries, Weather	Seminar		CO 4, CO5, CO6
56	Human interest stories	Seminar		CO 4, CO5, CO6
57	Medical reporting	Seminar		CO 4, CO5, CO6
58	Tourism reporting	Seminar		CO 4, CO5, CO6
59	Agriculture reporting	Seminar		CO 4, CO5, CO6
60	Cultural Reporting	Seminar		CO 4, CO5, CO6
61	Art of Interviewing	Lecture/PPT	Screening	CO 4, CO5, CO6
62	Types of interviews	Lecture/PPT	Screening	CO 4, CO5, CO6
63	Revision	Discussion		CO4, CO 5
<b>MODULE V</b>				
64	Investigative	Collaborative		CO4, CO6

		learning		
65	Interpretative	Collaborative learning		CO4, CO6
66	Embedded, in-depth	Lecture/ Discussion		CO4, CO6
67	Cheque-book, Page Three & Local Page	Lecture/ Discussion		CO4, CO6
68	Aggressive, yellow, Paparazzi	Lecture/ Discussion		CO4, CO6
69	Tabloid, Precision, Citizen journalism	Lecture/ Case Studies		CO4, CO6
70	Planting stories, Sting journalism	Lecture/ Discussion		CO4, CO6
71	Revision	Lecture/ Case Studies		CO4, CO5, CO6
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)	Couse Outcome
1	10/10/2018	A research on an incident based on news reports	CO 2
2	17/11/2018	Attending and event/visit a place and prepare an original report	CO 3

#### GROUP ASSIGNMENTS/ACTIVITES – DETAILS & GUIDELINES

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded )	Couse Outcome
1	30/11/2018	Interview a journalist and prepare an interview report for a newspaper	CO 5
2			

#### REFERENCES

- MV Kammath (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
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- 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 5

<b>PROGRAMME</b>	<b>MASTER OF COMMUNICATION AND JOURNALISM</b>	<b>SEMESTER</b>	<b>2</b>
<b>COURSE CODE AND TITLE</b>	<b>15P2MCJP01 PRACTICAL: NEWS REPORTING</b>	<b>CREDIT</b>	<b>4</b>
<b>HOURS/WEEK</b>	<b>5</b>	<b>HOURS/SEM</b>	<b>72</b>
<b>FACULTY NAME</b>	<b>SHANTHI MATHAI</b>		

CO 1	Create the reporting skills and writing news stories	PO1, PO2, PSO2, PSO3	C
CO 2	Develop different types of reporting activities, Press Conference, Cultural, Events, Interviews etc.	PO1, PSO2, PSO3	A
CO 3	Build the skill for the news selection, processing, prioritizing and finally, designing the final news report	PO1, PO2, PSO1	C
CO 4	Function and critically analyse the latest trends followed in reporting	PO1, PO2, PSO1, PSO2, PSO4	An
CO 5	Discover the information in various formats of news presentation	PO1, PO2, PO3, PO4, PO5, PSO2, PSO3	U

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CL\* Cognitive Level

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</b>				
1	Introduction to the practical sessions of news reporting	Interaction	video	CO1
2	News writing exercises – various types	Class exercise		CO1
3	News writing exercises – various types	Class exercise		CO1
4	News writing exercises – various types	Class exercise	e-resources	CO1
5	News writing exercises – various types	Class exercise		CO1
6	News writing exercises – various types	Class exercise		CO1
7	News writing exercises – various types	Class exercise		CO1
8	News writing exercises – various types	Class exercise		CO1
9	News writing exercises – various types	Class exercise		CO1
10	News writing exercises – various types	Class exercise		CO1
11	News writing exercises – various types	Class exercise		CO1
12	News writing exercises – various types	Class exercise		CO1
13	News writing exercises – various types	Class exercise		CO1
14	News writing exercises – various types	Class exercise		CO1
<b>MODULE II</b>				
15	Attending press conferences and reporting	Practical training		CO2
16	Attending press conferences and reporting	Practical training		CO2
17	Attending press conferences and reporting	Practical training		CO2
18	Attending press conferences and reporting	Practical training		CO2
19	Attending press conferences and reporting	Practical training		CO2

20	Attending press conferences and reporting	Practical training		CO2
21	Attending press conferences and reporting	Practical training		CO2
22	Attending press conferences and reporting	Practical training		CO2
23	Attending press conferences and reporting	Practical training		CO2
24	Attending press conferences and reporting	Practical training		CO2
25	Attending press conferences and reporting	Practical training		CO2
26	CIA-1			
27	Attending events and reporting	Practical training		CO2
28	Attending events and reporting	Practical training		CO2
29	Attending events and reporting	Practical training		CO2
30	Attending events and reporting	Practical training		CO2
31	Attending events and reporting	Practical training		CO2
32	Attending events and reporting	Practical training		CO2
<b>MODULE III</b>				
33	Cultural reporting	Practical training		CO3&4
34	Cultural reporting	Practical training		CO3&4
35	Cultural reporting	Practical training		CO3&4
36	Cultural reporting	Practical training		CO3&4
37	Cultural reporting	Practical training		CO4&3
38	Cultural reporting	Practical training		CO4&3
39	Cultural reporting	Practical training		CO4&3
40	Development reporting	Practical training		CO4&3
41	Development reporting	Practical training		CO4&3
42	Development reporting	Practical training		CO4&3

43	Development reporting	Practical training		CO4&3
44	Development reporting	Practical training		CO4&3
45	Development reporting	Practical training		CO4&3
46	Development reporting	Practical training		CO4&3
47	Development reporting	Practical training		CO4&3
48	Development reporting	Practical training		CO4&3
49	Crime reporting	Practical training		CO4&3
50	Crime reporting	Practical training		CO4&3
51	Crime reporting	Practical training		CO4&3
52	Crime reporting	Practical training	Video	CO4&3
53	Crime reporting	Practical training		CO4&3
54	Interview report	Practical training		CO4&3
55	Interview report	Practical training		CO4&3
56	Interview report	Practical training	Debate	CO3,4
57	Interview report	Practical training		CO3,4
58	Interview report	Practical training		CO3,4
59	Interview report	Practical training		CO3,4
60	Group Project (in-depth research, interview and data tabulation to create an in-depth news report)	Practical training		CO3,4
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,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)	Couse Outcome
1	15/03/2019	Prepare a news report record with 15 news that include – Press conferences, event reporting, cultural reporting, development reporting etc.	CO2,CO3,CO 4

#### GROUP ASSIGNMENTS/ACTIVITES – DETAILS & GUIDELINES

1	3-5/03/2019	Group project - in-depth research, interview and data tabulation to create an in-depth news report	CO2,CO3,CO 4,
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#### REFERENCES

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