

**SACRED HEART COLLEGE (AUTONOMOUS)**

**SH School of Communication**

**Master of Communication and Journalism**

**Course plan**

**Academic Year 2018-19**

**Semester 2**

### Course Structure

Course Code	Title of The Course	No. Hrs./Week	Credits	Total Hrs./Sem
15P2MCJT05	Media management and Production (Theory)	4	4	72
15P2MCJT06	Business Journalism (Theory)	4	4	72
15P2MCJT07	Advertising Practice (Theory)	4	4	72
15P2MCJT08	Editing Techniques and Translation (Theory)	3	3	72
15P2MCJP02	Editing and Translation (Practical)	10	4	72

### COURSEPLAN- MEDIA MANAGEMENT AND PRODUCTION

<b>PROGRAMME</b>	<b>MASTER OF COMMUNICATION AND JOURNALISM</b>	<b>SEMESTER</b>	<b>2</b>
<b>COURSE CODE AND TITLE</b>	<b>15P1MCJT05/ MEDIA MANAGEMENT AND PRODUCTION</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>SUJITH NARAYANAN</b>		

### PROGRAMME OUTCOMES

	Programme Outcomes
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.
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### MASTER OF COMMUNICATION AND JOURNALISM

PROGRAM SPECIFIC OUTCOMES	
PSO 1	Demonstrate knowledge and understanding of media industry along with practical and theoretical concepts of Journalism & Mass Communication
PSO 2	Gather 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 OUTCOMES		PO/ PSO	CL
<b>At the end of the Course, students will be able to;</b>			
CO 1	Illustrate the specificities of management & media management	PO1, PO2, PSO1	U
CO 2	Make use of the theoretical foundation in media economics, finance, and business strategy	PO1, PO2, PSO1	A
CO 3	Develop the appropriate management skills and an analytical perspective on the media industries	PO1, PO2, PSO1, PSO3, PSO5	A
CO 4	Illustrate the evolution of the regulatory and policy environment in which media operate	PO1, PO2, PSO1	U
CO 5	Summarize the ideas about the opportunities and challenges in media institutions	PO1, PO2, PO5, PO6, PSO1, PSO3, PSO5	U

CL\* Cognitive Level

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</b>				
1	Introductory Session	Lecture		CO 1
2	Concept of Management	Lecture		CO 1

3	Henry Fayol's 14 Principles of Management	Lecture		CO 1
4	Principles & Concept of Newspaper Management	Lecture		CO 1
5	Factors of Effective Management	Lecture		CO 1
6	Trends in modern management	Lecture		CO 1
7	Total Quality Management	Lecture		CO 1
<b>MODULE II</b>				
8	Types of Media Ownership	Lecture		CO 1, CO 2
9	Sole Proprietorship	Lecture		CO 1, CO 2
10	Partnership	Lecture		CO 1, CO 2
11	Private	Lecture		CO 1, CO 2
12	Public Limited	Lecture		CO 1, CO 2
13	Types of Media Ownership –	Lecture		CO 1, CO 2
14	Advantages & Disadvantages of each ownership	Lecture		CO 1, CO 2
15	Trust	Lecture		CO 1, CO 2
16	Co-operatives	Lecture		CO 1
17	Religious Institutions	Lecture		CO 1
18	Franchises	Lecture		CO 1, CO 2
19	Corporations	Lecture		CO 1
<b>MODULE III</b>				
20	Economics of Media	Lecture		CO 1, CO 2
21	Budgeting & Finance	PPT/Lecture		CO 1, CO 2
22	Capital Cost & Investment	PPT/Lecture		CO 1, CO 2
23	Source of revenue	PPT/Lecture		CO 1, CO 2
24	Expenditure	PPT/Lecture		CO 1, CO 2
25	Human Resource	Lecture		CO 1, CO 2, CO 4
26	Advertising - Marketing	Lecture		CO 1, CO 2
27	Circulation - Readership	Lecture		CO 1, CO 2
28	Space Selling	Lecture		CO 1, CO 2
29	Time Selling	PPT/Lecture		CO 1, CO 2
30	Brand Promotion	PPT/Lecture		CO 1, CO 2
31	Product Promotion	PPT/Lecture		CO 1, CO 2
32	ABC	PPT/Lecture		CO 4
33	NRS	PPT/Lecture		CO 4
34	DAVP	PPT/Lecture		CO 4
35	INS	PPT/Lecture		CO 4
36	RNI	Lecture		CO 4
37	RIND	Lecture		CO 4
38	ILNA	PPT/Lecture		CO 4
39	Editors Guild	PPT/Lecture		CO 4
40	Management problems of small, medium, and large newspaper	PPT/Lecture		CO 2, CO 3, CO 4

41	Price War	PPT/Lecture		CO 2, CO 3, CO 4
42	Trade unionism	PPT/Lecture		CO 2, CO 3, CO 4
43	Com. Petition	PPT/Lecture		CO 2, CO 3, CO 4
44	Sales Promotional methods campaigns	PPT/Lecture		CO 2, CO 3, CO 4
45	Strategies	PPT/Lecture		CO 2, CO 3, CO 4
46	Production problems	PPT/Lecture		CO 2, CO 3, CO 4
<b>MODULE IV</b>				
47	Economic & Administrative concerns of government to electronic media	PPT/Lecture		CO 1, CO 2, CO 5, CO 6
48	All India Radio	PPT/Lecture		CO 1, CO 2, CO 5, CO 6
49	Doordarshan	PPT/Lecture		CO 1, CO 2, CO 5, CO 6
50	Competition of private satellite TV channels	PPT/Lecture		CO 1, CO 2, CO 5, CO 6
51	Public service broadcasting	PPT/Lecture		CO 1, CO 2, CO 5, CO 6
52	Commercial broadcasting	PPT/Lecture		CO 1, CO 2, CO 5, CO 6
<b>MODULE V</b>				
53	Brief History of Printing	PPT/Lecture		CO 1, CO 2
54	India	PPT/Lecture		CO 1, CO 2
55	Kerala	Lecture		CO 1, CO 2
56	Typography	Lecture		CO 1, CO 2
57	Type setting methods	PPT/Lecture		CO 1, CO 2
58	Desktop Publishing	PPT/Lecture		CO 1, CO 2
59	Printing Process- Letter press, Offset, Gravure, Silk screen, Line blocks, Halftones, Multicolor Process	PPT/Lecture		CO 1, CO 2
60	STUDENT SEMNAR	PPT		ALL COs
61	STUDENT SEMNAR	PPT		ALL COs
62	STUDENT SEMNAR	PPT		ALL COs
63	STUDENT SEMNAR	PPT		ALL COs
64	STUDENT SEMNAR	PPT		ALL COs
65	STUDENT SEMNAR	PPT		ALL COs
66	Types of paper stocks	PPT/Lecture		CO 2
67	Size of publication	PPT/Lecture		CO 2
68	Positive – Negative Color Separation	PPT/Lecture		CO 1
69	Digital Printing	PPT/Lecture		CO1
70	Flexography	PPT/Lecture		CO1
71	STUDENT SEMNAR	PPT		ALL COs
72	STUDENT SEMINAR	PPT		ALL COs

**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		The cultural background of a media (Written)	CO 3, CO 5
2		Fundamental of the inception of Media and Entertainment industry	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		Discuss the usage of life issues in media for gaining readership (Group Discussion)	CO 3, CO4, CO 5

**References**

- Vinita Kohli Khandeka, Indian Media Business, Sage
- Pradip Ninan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, Sage
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley- Blackwel
- John M. lavine and Daniel B. Wackman, Managing Media Organisations
- Jan leBlanc Wicks, Media Management- A casebook approach
- James Curran, Media Organisations in Society
- Lucy Kung-Shankleman, Inside the BBC and CNN: Managing Media Organisations, Routledge
- C.S. Rayudu, Media, and Communication Management
- Gulab Kothari, Newspaper Management in India, Rajasthan Patrika Pvt Ltd
- Frank Thayer, Newspaper Business Management, Prentice-Hall

## COURSE PLAN- BUSINESS JOURNALISM

<b>PROGRAMME</b>	<b>MASTER OF COMMUNICATION AND JOURNALISM</b>	<b>SEMESTER</b>	<b>2</b>
<b>COURSE CODE AND TITLE</b>	<b>BUSSINESS JOURNALISM</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>BELBIN P BABY</b>		

### Programme Outcome

	<b>Programme Outcome</b>
PO 1	Exercise their critical thinking in creating new knowledge leading to innovation, entrepreneurship and employability.
PO 2	Effectively communicate the knowledge of their study and research in their respective disciplines to their stakeholders and to the society at large.
PO 3	Make choices based on the values upheld by the institution, and have the readiness and know-how to preserve the environment and work towards sustainable growth and development.
PO 4	Develop an ethical view of life and have a broader (global) perspective transcending the provincial outlook.
PO5	Explore new knowledge independently for the development of the nation and the world and are able to engage in a lifelong learning process.

## MASTER OF COMMUNICATION AND JOURNALISM

<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	Gather information and use digital literacy in capturing data from various sources and develop an aptitude for innovative communication.
PSO 3	Think critically and creatively, developing an interest discovering new horizons in Journalism & Mass Communication.
PSO 4	Evaluate the opportunities available within the creative environment of Journalism and Mass Communication to identify careers or develop their own ventures.
PSO 5	Create a continuous learning environment for engaging themselves and to remain up to date with new knowledge in Journalism and Mass Communication.

	<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	Build skills for report and write a range of business stories, including company news, market reports and economic indicators.	PO1,PO2, PSO2, PSO3	C
CO 2	Outline the basic areas in business journalism and how to write about them with Intelligence and understanding.	PO1, PSO2, PSO3	U
CO 3	Demonstrate key financial terms and can be used for reporting and writing business stories	PO1, PO2, PSO1	U
CO 4	Analyze variety of companies from the listed to semi-states and evaluate how financial markets influence companies	PO1, PO2, PSO1, PSO2,PSO4	An
CO 5	Summarize the unique ethical issues of being a business journalist and can practice balanced, unbiased and objective business reporting.	PO1, PO2, PO3, PO4, PO5, PSO2, PSO3	U



## CL\* Cognitive Level

Session	Topic	Method of Teaching	Value Additions	CO
1	Fundamentals of business journalism	PPT Presentation		1
2	Fundamentals of business journalism	PPT Presentation		1
3	Fundamentals of business journalism	PPT Presentation		1
4	Fundamentals of business journalism	PPT Presentation		1
5	Fundamentals of business journalism	PPT Presentation		1
6	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		1
7	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		1
8	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		1
9	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		3
10	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		3
11	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		3
12	Business prospects & drawbacks	PPT Presentation		2
13	Business prospects & drawbacks	PPT Presentation		2
14	Business prospects & drawbacks	PPT Presentation		2
15	National and International Business journals	video presentation	video presentation	2
16	National and International Business journals	video presentation	video presentation	2
17	National and International Business journals	PPT Presentation	video presentation	2
18	National and International Business journals	PPT Presentation		3
MODULE II				
19	History of Indian Business Journalism	video presentation	video presentation	2

20	History of Indian Business Journalism	video presentation	video presentation	2
21	History of Indian Business Journalism	video presentation	video presentation	2
22	trends-Factors contributed for the growth of Indian Business Journalism.	PPT Presentation		2
23	trends-Factors contributed for the growth of Indian Business Journalism.	PPT Presentation		2
24	Green Revolution, white revolution	PPT Presentation		3
25	blue revolution, Population Policy	PPT Presentation		3
26	FDI in India	PPT Presentation		3
27	Commercial Banks & Non-Banking Financial Institutions	PPT Presentation		3
28	Bank nationalization	video presentation		3
29	information Technology, Bio-Technology and Tele communication policies-	video presentation		3
30	Economic Policy(NCP)-LPG-Liberalization, Privatization, Globalization	PPT Presentation		3
MODULE III				
31	Money & Markets	PPT Presentation		3
32	Equity, Stock, Share	PPT Presentation		5
33	Equity, Stock, Share	video presentation	video presentation	3
34	Bond, Debenture, Loans, Subsidies	video presentation	video presentation	3
35	Stock Exchanges-Wall Street, Bullion Market, Dalal Street,	Video/image Presentation		3
36	The History of English Daily Newspapers	Video/image Presentation		3
37	Stock Exchanges-Wall Street, Bullion Market, Dalal Street,	Students Presentation		2
38	NASDAQ, NSE, BSE,	Students Presentation		2
39	Online Trading-Bear, Bull	Students Presentation		2
40	Brokers & sub brokers-SEBI	video presentation		2

41	Reserve Bank of India	video presentation		2
42	NABARD, IDBI,	video presentation		2
43	International Financial Institutions	PPT Presentation		4
44	International Financial Institutions	PPT Presentation		4
45	European Union	PPT Presentation		4
46	G6 and G11.	PPT Presentation		4
MODULE IV				
47	Indian Economy-salient features	Video/image Presentation	Video/image Presentation	4
48	Indian Economy-salient features	Video/image Presentation	Video/image Presentation	4
49	Indian Economy-salient features	Video/image Presentation	Video/image Presentation	4
50	Indian Economy-salient features	Video/image Presentation	Video/image Presentation	4
51	Five Year Plans	Video/image Presentation	Video/image Presentation	3
52	Five Year Plans	Video/image Presentation	Video/image Presentation	3
53	Five Year Plans	Video/image Presentation	Video/image Presentation	3
54	Concept of Planning	Video/image Presentation	Video/image Presentation	3
55	Role of public & Private Sectors	PPT Presentation		4
56	Role of public & Private Sectors	PPT Presentation		4
57	Review of Indian Economic policies	PPT Presentation		4
58	Review of Indian Economic policies	Students Presentation		4
59	Review of Indian Economic policies	Students Presentation		4
60	India's position in the World Economy & Market.	PPT Presentation		4
61	India's position in the World Economy & Market.	PPT Presentation		4
62	India's position in the World Economy & Market.	video presentation	video presentation	4

63	India's position in the World Economy & Market.	video presentation	video presentation	4
<b>MODULE V</b>				
64	Kerala Scenario-Business Journalism	PPT Presentation		3
65	Kerala Scenario-Business Journalism	PPT Presentation		3
66	Financial Reporting in Kerala	Students Presentation		3
67	Business Publications in Kerala	students Presentation		3
68	Budget-Budget Reporting	PPT Presentation		3
69	Budget-Budget Reporting	PPT Presentation		2
70	major financial newspapers in English and Malayalam in India	PPT Presentation		2
71	major financial newspapers in English and Malayalam in India	video presentation	video presentation	3
72	major financial newspapers in English and Malayalam in India	PPT Presentation		3

#### **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	4/1/2019	Presentation major business news media's in India	CO 3
2			

#### **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	2/2/2019	Preparing a 4 page A3 size Business newspaper	ALL
2			

#### **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 PLAN- ADVERTISING PRACTICE

<b>PROGRAMME</b>	<b>MASTER OF COMMUNICATION AND JOURNALISM</b>	<b>SEMESTER</b>	<b>2</b>
<b>COURSE CODE AND TITLE</b>	<b>15P1MCJT07/ ADVERTISING PRACTICE</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>SUJITH NARAYANAN</b>		

### MASTER OF COMMUNICATION AND JOURNALISM

<b>PROGRAM SPECIFIC OUTCOMES</b>	
PSO 1	Demonstrate knowledge and understanding of media industry along with practical and theoretical concepts of Journalism & Mass Communication
PSO 2	Gather 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

	<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 role of advertisements in the business world and the basic economic impact of advertising	PO1, PO2, PSO1	U

CO 2	Apply the ethical perspective of advertising and it will help to produce quality content generation.	PO1, PO2, PSO1	A
CO 3	Evaluate previous and current advertising environment and can work with changing trends	PO1, PO2, PSO1, PSO3, PSO5	E
CO 4	Demonstrate different career opportunities in the advertising and related fields and can utilize for the career selection	PO1, PO2, PSO1	U
CO 5	Analyze the significance of Integrated Marketing Communication in today's Context	PO1, PO2, PO5, PO6, PSO1, PSO3, PSO5	An

CL\* Cognitive Level

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</b>				
1	Meaning of Advertising - Introduction	Lecture		CO 1
2	History of Advertising	Lecture		CO 1
3	History of Advertising	Lecture		CO 1
4	Importance and Functions of Advertising	Lecture		CO 1
5	Importance and Functions of Advertising	Lecture		CO 1
6	Types of Advertising	Lecture		CO 1
7	Types of Advertising	Lecture		CO 1
8	Advertising Theories and Models: AIDA Model	Lecture		CO 1
9	Advertising Theories and Models: DAGMAR Model	Lecture		CO 1
10	Maslow's Hierarchy	Lecture		CO 1, CO 2
11	Economic, Cultural, Psychological and Social aspects of Advertising	Lecture		CO 1, CO 2
12	Economic, Cultural, Psychological and Social aspects of Advertising	Lecture		CO 1, CO 2
13	Economic, Cultural, Psychological and Social aspects of Advertising	Lecture		CO 1, CO 2
14	Ethical & Regulatory Aspects of Advertising	Lecture		CO 1, CO 2
15	Ethical & Regulatory Aspects of Advertising	Lecture		CO 1, CO 2
16	Apex Bodies in Advertising: AAI, ASCI and their codes.	Lecture		CO 2
17	Apex Bodies in Advertising: AAI, ASCI and their codes.	Lecture		CO 2
18	Evaluation – 1st Module	Lecture		CO 1, CO 2
<b>MODULE II</b>				

19	Structure of an Advertising/ T.V Commercial	Lecture/ PPT/ Video		CO 3
20	Fundamentals of Layout	Lecture/ PPT/ Video		CO 3
21	Design	Lecture/ PPT/ Video		CO 3
22	Production Process in Different Media	Lecture/ PPT/ Video		CO 3
23	Spots & Jingles	Lecture/ PPT/ Video		CO 3
24	Copy Writing Techniques	Lecture/ PPT/ Video		CO 3
25	Exercise in Copy Writing	Lecture/ PPT/ Video		CO 3
26	Scripting & Story Board Preparation for commercial	Lecture/ PPT/ Video		CO 3
27	Advertising Campaign	Lecture/ PPT/ Video		CO 1, CO 2, CO 3, CO 4, CO 5
28	Landmark Campaign	Lecture/ PPT/ Video		CO 1, CO 2, CO 3, CO 4, CO 5
29	Corporate film making	Lecture/ PPT/ Video		CO 1, CO 2, CO 3, CO 4, CO 5
30	Evaluation – 2nd Module	Lecture/ PPT/ Video		CO 1, CO 2, CO 3, CO 4, CO 5
<b>MODULE III</b>				
31	Product vs. Brand -	PPT/Lecture		CO 1, CO 3, CO 4
32	Product vs. Brand -	PPT/Lecture		CO 1, CO 3, CO 4
33	Brand positioning	PPT/Lecture		CO 1, CO 3, CO 4
34	Brand Image	PPT/Lecture		CO 1, CO 3, CO 4
35	Brand personality	PPT/Lecture		CO 1, CO 3, CO 4
36	Brand perceptual mapping	Lecture		CO 1, CO 3, CO 4
37	Repositioning	Lecture		CO 1, CO 3, CO 4
38	Brand extensions	PPT/Lecture		CO 1, CO 3, CO 4
39	Types of extensions	PPT/Lecture		CO 1, CO 3, CO 4
40	Brand identity and consistency -	PPT/Lecture		CO 1, CO 3, CO 4
41	Brand identity prism	PPT/Lecture		CO 1, CO 3, CO 4
42	Evaluation – 3 <sup>rd</sup> Module	PPT/Lecture		CO 1, CO 3, CO 4
<b>MODULE IV</b>				
43	Integrated Marketing Communication perspectives	PPT/Lecture		CO 1, CO 4, CO 5
44	Significance of IMC in today's context	PPT/Lecture		CO 1, CO 4, CO 5
45	IMC campaign planning	PPT/Lecture		CO 1, CO 4, CO 5
46	Media strategy: Market	PPT/Lecture		CO 1, CO 4, CO 5, CO 6

47	Media strategy: Environment	PPT/Lecture		CO 1, CO 4, CO 5, CO 6
48	Media strategy: Target audience	PPT/Lecture		CO 1, CO 4, CO 5, CO 6
49	Media strategy: Ad spends	PPT/Lecture		CO 1, CO 4, CO 5, CO 6
50	Media strategy: Message	PPT/Lecture		CO 1, CO 4, CO 5, CO 6
51	Media planning and execution	Lecture		CO 1, CO 4, CO 5, CO 6
52	Media options and media vehicles	Lecture		CO 1, CO 4, CO 5, CO 6
53	Integrating media	PPT/Lecture		CO 1, CO 4, CO 5, CO 6
54	Media complexity and audience fragmentation	PPT/Lecture		CO 1, CO 4, CO 5, CO 6
55	Media complexity and audience fragmentation	PPT/Lecture		CO 1, CO 4, CO 5, CO 6
56	Evaluation: Advertising effectiveness and copy testing	PPT/Lecture		CO 1, CO 4, CO 5, CO 6
57	Evaluation: Advertising effectiveness and copy testing	PPT/Lecture		CO 1, CO 4, CO 5, CO 6
58	Evaluation: Advertising effectiveness and copy testing	PPT/Lecture		CO 1, CO 4, CO 5, CO 6
59	Evaluation - 4th Module	PPT/Lecture		CO 1, CO 4, CO 5
<b>MODULE V</b>				
60	Structure and Functions	PPT/Lecture		CO 1, CO 2, CO 4, CO 5
61	Prominent advertising agencies and Personalities	PPT/Lecture		CO 1, CO 2, CO 4, CO 5
62	Accreditation system	PPT/Lecture		CO 1, CO 2, CO 4, CO 5
63	Digital advertising formats and types	PPT/Lecture		CO 1, CO 2, CO 4, CO 5
64	Online tools for advertising	PPT/Lecture		CO 1, CO 2, CO 4, CO 5
65	Evaluation - 5th Module	PPT/Lecture		CO 1, CO 2, CO 4, CO 5
66	STUDNET SEMINAR	PPT/Lecture		ALL COs
67	STUDNET SEMINAR	PPT/Lecture		ALL COs
68	STUDNET SEMINAR	PPT/Lecture		ALL COs
69	STUDNET SEMINAR	PPT/Lecture		ALL COs
70	WORKSHOP	PPT/Lecture		ALL COs
71	WORKSHOP	PPT/Lecture		ALL COs



72	WORKSHOP	PPT/Lecture		ALL COs
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### 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		Choose a product / Service. Design a Print Ad.	CO 3, CO 4, CO 5
2		The importance of Advertising Strategy in building Brand; Case Study.	CO 1, CO 4, 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		Discuss the recent trends in Advertising Industry (Group Discussion)	All COs

### References

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

### COURSE PLAN - EDITING TECHNIQUES AND TRANSLATION

<b>PROGRAMME</b>	<b>MASTER OF COMMUNICATION AND JOURNALISM (MCJ)</b>	<b>SEMESTER</b>	<b>1</b>
<b>COURSE CODE AND TITLE</b>	<b>15P2MCJT08 EDITING TECHNIQUES AND TRANSLATION</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>		

## Programme Outcomes

Programme Outcomes	
PO 1	<b>Critical Thinking:</b> Exercise their critical thinking in creating new knowledge leading to innovation, entrepreneurship and employability.
PO 2	<b>Effective Communication:</b> Effectively communicate the knowledge of their study and research in their respective disciplines to their stakeholders and to the society at large.
PO 3	<b>Environment and Sustainability:</b> Make choices based on the values upheld by the institution, and have the readiness and know-how to preserve the environment and work towards sustainable growth and development.
PO 4	<b>Environment and Sustainability:</b> Understand the issues of environmental contexts and sustainable development.
PO5	<b>Ethics:</b> Develop an ethical view of life and have a broader (global) perspective transcending the provincial outlook.
PO 6	<b>Global Perspective:</b> Explore new knowledge independently for the development of the nation and the world and are able to engage in a lifelong learning process.

## MASTER OF COMMUNICATION AND JOURNALISM (MCJ)

PROGRAM SPECIFIC OUTCOMES	
PSO 1	Demonstrate knowledge and understanding of the media industry along with practical and theoretical concepts of Journalism & Mass Communication.
PSO 2	Gather information and use digital literacy in capturing data from various sources and develop an aptitude for innovative communication.
PSO 3	Think critically and creatively, developing an interest in discovering new horizons in Journalism & Mass Communication.
PSO 4	Evaluate the opportunities available within the creative environment of Journalism and Mass Communication to identify careers or develop their own ventures.
PSO5	Create a continuous learning environment for engaging themselves and to remain up to date with new knowledge in Journalism and Mass Communication.

COURSE OUTCOMES		PO/ PSO	CL
<b>At the end of the course students will be able to;</b>			
CO 1	Build skills to edit copy precisely and consistently, using correct grammar and eliminating libelous passages and items in poor taste	PO1,PO2, PO6, PSO2, PSO3	C
CO 2	Identify the basic ethical issues confronting editors and can practice fairplay	PO1, PSO2, PSO3	A
CO 3	Develop skills for news selection, processing, prioritizing and finally, designing the end product	PO1, PO2, PSO1	C

CO 4	Develop coordinating skills and the ability to work to deadlines	PO1, PO2, PSO1, PSO2, PSO4	C
CO 5	Create skills to write clear and accurate headlines, decks and captions	PO1, PO2, PO3, PO4, PO5, PSO2, PSO3	C

CL\* Cognitive Level

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</b>				
1	Editing-Introduction	Lecture		CO 1
2	Principles, need, functions of Editing	Lecture	Practice Exercise	CO 1
3	Symbols, tools, terminology	PPT/Lecture	Media House visit	CO 1
4	Line editing, creative editing and design editing. Style sheet.	PPT/Lecture	Media House visit	CO 1
5	Editing Process-Selecting,	Collaborative learning	Practice Exercise	CO 1
6	Examining, Checking,	PPT/Lecture	Practice Exercise	CO 1
7	Correcting, condensing, slanting stories,	Lecture	Practice Exercise	CO 1
8	Integrating copy from different sources.	Lecture/ PPT	Practice Exercise	CO 1
9	Rewriting-leads and stories	Lecture/PPT	Practice Exercise	CO 1
10	Editing and translating news copy	Lecture	Practice Exercise	CO 1
11	The mode of transmitting news stories to the editorial desk	Lecture	Practice Exercise	CO 1
12	Managing developing stories	Lecture	Practice Exercise	CO 1
13	Managing developing stories	Lecture		CO 1
14	Revision Unit 1			
<b>MODULE II</b>				
15	Rewriting headings	Video presentation	Lab journal Production	CO 2
16	Headlines: types	Lecture		CO 2
17	Headlines - functions	Lecture / PPT	Workshop	CO 2
18	Headline- trends	Lecture / Case Study		CO 2
19	Analysis of different types of headlines	Lecture / PPT		CO 2

20	Analysis of different types of headlines	PPT/Lecture		CO 2
21	Writing heads and sub heads	PPT/Lecture	Exercise	CO 2
22	Unit counts	PPT/Lecture		CO 2
23	–Writing editorials and middle pieces	PPT/Lecture		CO 2
24	Writing editorials and middle pieces	Lecture/ PPT		CO 2
25	Editorial Writing Introduction			CO 2
26	CIA-1			
27	Types of editorials	Lecture/PPT		CO 2
28	Types of editorials	Lecture/PPT		CO 2
29	Steps for writing editorials	PPT/Lecture		CO 2
30	Middle pieces	PPT/Lecture		CO2
31	Overall look of editorial page	PPT/Lecture		CO 2
32	Revision Unit 2			
<b>MODULE III</b>				
33	Fundamentals of Print Media Design	Lecture		CO 3
34	Principles of Page Makeup & Design	Lecture		CO 3
35	Principles of Page Makeup & Design	Lecture		CO 3
36	Traditional, Contemporary Design	Discussion	Workshop	CO 3
37	Computer Aided Design(CAD	Presentation		CO 4
38	Dummy preparation, pagination.	Collaborative learning		CO 4
39	Use of White Space	Correction & Discussion	Workshop – Translation	CO 4
40	Copy Fitting, Teasers	Correction & Discussion		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		CO 4
<b>MODULE IV</b>				
46	News Processing-	Lecture		CO 4
47	News processing – steps	PPT/ Lecture	Analysis	CO 4
48	News processing – steps	Lecture		CO 4
49	Organizational hierarchy-News Room setup.	PPT / Lecture	Practice and Exercise	CO 4

50	Structure of news room	PPT / Lecture		CO 4
51	Different personnel in news room	PPT / Lecture	Practice and Exercise	CO 4
52	Duties and responsibilities of news room	PPT / Lecture	Practice and Exercise	CO 4
53	News Desk-Editorial duties and functions	PPT / Lecture		CO 4
54	News Desk – Various Desks	PPT / Lecture		CO 4
55	Functions in News Desk	PPT / Lecture		
56	Editorial roles	Lecture	Practice and Exercise	CO 5
57	Editorial Functions	PPT/Lecture		CO 5
58	Revision	PPT/Lecture		CO 5
<b>MODULE V</b>				
59	New trends in editing-	Lecture/ Discussion		CO 5
60	New trends in editing	Lecture/ Discussion		CO 5
61	New trends in editing	Lecture/ Discussion		CO 5
62	Emergence of Special Editors	Lecture		CO 5
<b>CIA – II</b>				
63	Page Editors	Lecture/ Discussion	Practice	CO 5
64	News Editors	Lecture/ Discussion	Labjournal production	CO 5
65	Editor in Cheif	Lecture/ Discussion	Analysis	CO 5
66	Spot Editors	Lecture/ PPT		CO 5
67	Spot Editor	Lecture/ PPT		CO 5
68	Readers Editors,	Lecture/ PPT		CO 5
69	News Ombudsman	Lecture/ PPT		CO 5
70	News councils	Lecture/ PPT		
71	Revision			

72	Revision			
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### 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	10/01/2019	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)	Couse Outcome
1	30/03/2019	Lab journal and newsletter production	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 PublishingCo.
- 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.
- Ron F. Smith, Loraine M. O’Connell (2004), Editing Today, Surjeet Publications.

#### COURSE PLAN - EDITING AND TRANSLATION PRACTICAL

<b>PROGRAMME</b>	<b>MASTER OF COMMUNICATION AND JOURNALISM</b>	<b>SEMESTER</b>	<b>2</b>
<b>COURSE CODE AND TITLE</b>	<b>15P2MCJP02 EDITING AND TRANSLATION (PRACTICAL)</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>BELBIN P BABY</b>		

#### PROGRAMME OUTCOMES

	<b>Programme Outcome</b>
PO 1	Exercise their critical thinking in creating new knowledge leading to innovation, entrepreneurship and employability.
PO 2	Effectively communicate the knowledge of their study and research in their respective disciplines to their stakeholders and to the society at large.
PO 3	Make choices based on the values upheld by the institution, and have the readiness and know-how to preserve the environment and work towards sustainable growth and development.
PO 4	Develop an ethical view of life and have a broader (global) perspective transcending the provincial outlook.
PO5	Explore new knowledge independently for the development of the nation and the world and are able to engage in a lifelong learning process.

## MASTER OF COMMUNICATION AND JOURNALISM (MCJ)

<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	Gather information and use digital literacy in capturing data from various sources and develop an aptitude for innovative communication.
PSO 3	Think critically and creatively, developing an interesting discovering new horizons in Journalism & Mass Communication.
PSO 4	Evaluate the opportunities available within the creative environment of Journalism and Mass Communication to identify careers or develop their own ventures.
PSO 5	Create a continuous learning environment for engaging themselves and to remain up to date with new knowledge in Journalism and Mass Communication.

	<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	Summarize the basic elements of editing and translation	PO1,PO2, PSO2, PSO3	U
CO 2	Design basic news pages.	PO1, PSO2, PSO3	C
CO 3	Apply creativity and independence, along with truth, accuracy and fairness	PO1, PO2, PSO1	A
CO 4	Develop coordinating skills and the ability to work to deadlines	PO1, PO2, PSO1, PSO2,PSO4	A



CO 5	Build skills for research and gathering information responsibly	PO1, PO2, PO3, PO4, PO5, PSO2, PSO3	C
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CL\* Cognitive Level

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</b>				
1	Introduction to the world of editing	PPT	video	CO 1
2	Introduction to the world of editing	PPT/Lecture		CO 1
3	Introduction to the world of editing	PPT/Lecture		CO 1
4	Introduction to the world of editing	PPT/Lecture	e-resource	CO 1
5	Introduction to the world of editing	PPT/Lecture		CO 1
6	Understanding the theories behind translation	PPT/Lecture		CO 1
7	Understanding the theories behind translation	Lecture		CO 1
8	Understanding the theories behind translation	Lecture		CO 1
9	Understanding the theories behind translation	Lecture		CO 1
10	Understanding the theories behind translation	Lecture		CO 1
11	Understanding the theories behind translation	PPT/Lecture		CO 1
12	Understanding the theories behind translation	PPT/Lecture		CO 1
13	Understanding the theories behind translation	PPT/Lecture		CO 1
14	Understanding the theories behind translation	PPT/Lecture		CO 1
<b>MODULE II</b>				
15	How editing process happening in our news room	PPT/Lecture		CO 2
16	How editing process happening in our news room	Lecture		CO 2
17	How editing process happening in our news room	Lecture		CO 2
18	How editing process happening in our news room	Lecture		CO 2
19	How Translation process happening in our news room	Lecture		CO 2
20	How Translation process happening in our news room	PPT/Lecture		CO 2
21	How Translation process happening in our news room	PPT/Lecture		CO 2
22	How Translation process happening in our news room	PPT/Lecture		CO 2
23	Experiencing editing and translation work	Practical training		CO 2

24	Experiencing editing and translation work	Practical training		CO 2
25	Experiencing editing and translation work	Practical training		CO 2
26	CIA-1			
27	Experiencing editing and translation work	Practical training		CO 2
28	Experiencing editing and translation work	Practical training		CO 2
29	Experiencing editing and translation work	Practical training		CO 2
30	Experiencing editing and translation work	Practical training		CO2
31	Experiencing editing and translation work	Practical training		CO 2
32	Experiencing editing and translation work	Practical training		CO 2
<b>MODULE III</b>				
33	Lab journal production	Practical training		CO 3&4
34	Lab journal production	Practical training		CO 3&4
35	Lab journal production	Practical training		CO 3&4
36	Lab journal production	Practical training		CO 3&4
37	Lab journal production	Practical training		CO 4&3
38	Lab journal production	Practical training		CO 4&3
39	Lab journal production	Practical training		CO 4&3
40	Lab journal production	Practical training		CO 4&3
41	Lab journal production	Practical training		CO 4&3
42	Lab journal production	Practical training		CO 4&3
43	Lab journal production	Practical training		CO 4&3
44	Lab journal production	Practical training		CO 4&3
45	Lab journal production	Practical training		CO 4&3

46	Lab journal production	Practical training		CO 4&3
47	Lab journal production	Practical training		CO 4&3
48	Lab journal production	Practical training		CO 4&3
49	Lab journal production	Practical training		CO 4&3
50	Lab journal production	Practical training		CO 4&3
51	Lab journal production	Practical training		CO 4&3
52	Lab journal production	Practical training	Video	CO 4&3
53	Lab journal production	Practical training		CO 4&3
54	Lab journal production	Practical training		CO 4&3
55	Lab journal production	Practical training		CO 4&3
56	Translation record making	Practical training	Debate	CO 3,4.5
57	Translation record making	Practical training		CO 3,4.5
58	Translation record making	Practical training		CO 3,4.5
59	Translation record making	Practical training		CO 3,4.5
60	Translation record making	Practical training		CO 3,4.5
61	Translation record making	Practical training		CO 3,4.5
62	Translation record making	Practical training		CO 3,4.5
CIA – II				
63	Translation record making	Practical training	Demo video	CO 3,4.5
64	Translation record making	Practical training		CO 3,4.5
65	Translation record making	Practical training		CO 3,4.5
66	Translation record making	Practical training		CO 3,4.5

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Couse Outcome
1	2/2/2019	Lab journal production	CO 2,3,4,
2			
67	Translation record making	Practical training	CO 3,4.5
68	Translation record making	Practical training	CO 3,4.5
69	Translation record making	Practical training	CO 3,4.5
70	Translation record making	Practical training	CO 3,4.5
71	Translation record making	Practical training	CO 3,4.5
72	Translation record making	Practical training	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)	Couse Outcome
1	4/2/2019	Prepare a translation record with 15 news given by the faculty	CO 2,3,4
2			

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

#### 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.

