

SACRED HEART COLLEGE (AUTONOMOUS)

THEVARA, KOCHI – 682013

KERALA



CURRICULUM AND SYLLABUS

FOR

B.A. MASS COMMUNICATION & JOURNALISM

Model I

CHOICE BASED COURSE CREDIT AND SEMESTER SYSTEM

(CBCSS)

Prepared by

Board of Studies in Communication

Sacred Heart College (Autonomous)

Thevara, Kochi

2023

PREFACE

Sacred Heart School of Communication (SHSC) was established as the Communication wing of Sacred Heart College, Kochi in 2012 with a vision to make use of the reach of communication media in society and utilize their powers for common good. We give emphasis to develop a balanced sensibility and creative initiative among the Under Graduate and Post Graduate level students.

Mass communication is a discipline that develops at a fast pace in terms of academic innovations, research possibilities and technological advancements. The scope of the B. A Programme in Mass Communication & Journalism extends to opportunities in various industries such as print, radio, television and online journalism, advertising, public relations and content creation. The curriculum inspired by the phenomenal world of art and new creative techniques, comprises pedagogies that blend theoretical and practical components and gives opportunities for the students to develop skills in news reporting, print, broadcast and online journalism, editing and documentary production along with Interactive Applications.

This syllabus tries to transmit the most essential and updated information to students. Field trips, interactions with leading professionals, internships and engagement in social issues are employed in administering the curriculum and syllabus. Industry relationships are promoted for professional competence on a long-term basis. The candidates become eligible for a Degree after Six Semesters of study spanning over a period of 3 years and successful completion of the Examination.

We express our profound gratitude to the Honorable Principal, Governing Council and the Academic Council for their leadership and guidance for making this endeavor a success.

We thank the members of BOS Core-Committee and all the staff members of the SH School of Communication for offering their support and service for the flawless completion of this effort.

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INTRODUCTION

In the present global scenario, Mass Communication has emerged as one of the most 'sought after' subjects of study in Social Sciences as it proximately communicates with the shifting knowledge real and diverse needs of the society. In the light of the expanding prospects of knowledge, constant endeavours have been made to include communication studies in many of the universities in the world. In our university, this is the first endeavor in this regard.

The principal aims and objectives of the B.A. Mass Communication and Journalism programme are:

- To provide students a well-grounded education in Communication Studies;
- To provide structured curricula which support the academic development of students;
- To acquire an all-round perspective and clarity of understanding in the discriminative and effective use and design of audio - visual, film and journalistic media for communication
- To provide and adapt curricula that prepares our graduates for employment and further study as communication scholars;
- To provide the students with the opportunity to pursue courses that emphasise theoretical and practical aspects of Mass Communication;
- To provide programmes that allows the students to choose from a wide range of communication streams.

PROGRAMME OUTCOMES (POs)

PO 1: Critical Thinking: 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: Effective Communication: 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: Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act an informed awareness of issues and participate in civic life through volunteering.

PO 4: Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

PO5: Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO 6: Global Perspective: Understand the economic, social and ecological connections that link the world's nations and people.

BA MASS COMMUNICATION AND JOURNALISM

PROGRAM SPECIFIC OUTCOMES (PSOs)

At the end of the course, students will be able to:

PSO 1: Procure proficiency, competence and leadership quality to contribute in different arenas of various media platforms.

PSO 2: Acquire the skillset to work in the field of print, electronic and new media platforms

PSO 3: Develop aptitude for research and skills to present the outcomes effectively verbally and in written form

PSO 4: Critically explore the ways in which world of communications operate in national and international contexts

PSO 5: Develop academic ambitions to pursue higher studies in the field of mass communication and journalism

ELIGIBILITY:

The candidates must have passed their 10+2 from a recognized board of education.

MEDIUM OF INSTRUCTION AND ASSESSMENT

The medium of instruction and assessment shall be English.

2. REGULATIONS FOR CHOICE BASED CREDIT AND SEMESTER SYSTEM (CBCSS) FOR UNDER GRADUATE PROGRAMMES -2023

Preamble

Sacred Heart College, Thevara became an autonomous college under Mahatma University Kottayam in 2014. Since then, academic programmes of the college are being conducted as per the curriculum and syllabus approved by the various Boards of studies and the academic council of the college. The college revised the syllabi of the under graduate(UG) programmes in 2015-16 and 2019-20. The curriculum and syllabus under the choice based credit and semester system (CBCSS) for the under graduate programmes effective from 2019-20 admissions offer Outcome Based Education (OBE). The new 'REGULATIONS FOR CHOICE BASED CREDIT AND SEMESTER SYSTEM (CBCSS) FOR UNDER GRADUATE PROGRAMMES -2023' is a continuation of the effort of the college for providing best education to the UG students of the college.

2.1 Title

These regulations shall be called "**SACRED HEART COLLEGE THEVARA REGULATIONS FOR CHOICE BASED CREDIT AND SEMESTER SYSTEM (CBCSS) FOR UNDER GRADUATE PROGRAMMES -2023**

2.2 Scope

Applicable to all under graduate (UG) programmes of the college with effect from 2023 admissions onwards, except otherwise approved by the Academic Council of the College

2.3. Definitions

- i. '**Programme**' means the entire course of study and examinations.
- ii. '**Duration of Programme**' means the period of time required for the conduct of the programme. The duration of under graduate programmes shall be 6 semesters, post-graduate programme shall be of 4 semesters and M Phil programmes shall be 2 semesters.
- iii. '**Semester**' means a term consisting of a minimum of 90 working days, inclusive of examination, distributed over a minimum of 18 weeks of 5 working days, each with 5 contact hours of one hour duration
- iv. '**Course**' means a segment of subject matter to be covered in a semester. Each Course is to be designed variously under lectures / tutorials / laboratory or fieldwork / study tour /seminar / project / practical training / assignments/evaluation etc., to meet effective teaching and learning needs.
- v. '**Common Course I**' means a course that comes under the category of courses for English and '**Common Course II**' means additional language, a selection of both is compulsory for all students undergoing undergraduate programmes(Model I)

- vi. **'Core course'** means a course in the subject of specialization within a degree programme.
- vii. **'Complementary Course'** means a course which would enrich the study of core courses.
- viii. **'Open course'** means a course outside the field of his/her specialization, which can be opted by a student.
- ix. **'Additional core course'** means a compulsory course for all under graduate students (as per the UGC directive) to enrich their general awareness.
- x. The U.G. programmes shall include (a) Common courses (b) Core courses (c) Complementary Courses (d) Open Course (e) Study tour and (f) Internship for selected programmes.
- xi. **'Additional Course'** is a course registered by a student over and above the minimum required courses.
- xii. **'Credit' (Cr)** of a course is the numerical value assigned to a course according to the relative importance of the content of the syllabus of the programme.
- xiii. **'Extra credits'** are additional credits awarded to a student over and above the minimum credits required for a programme for achievements in co-curricular activities carried out outside the regular class hours OR curricular activities/courses completed for value addition, as directed by the College/ department. It is the numerical value assigned to Club activities, Social service, Internship, add on courses etc. which is not added with the total academic credits of the students.
Additional credit components
 - (a) Talent & career club activity (optional)
 - (b) Social service (mandatory)
 - (c) Internship for Commerce, Communication and Computer applications (mandatory).
 - (d) Internship (desirable for other programmes).
 - (e) Add on courses (optional)
- xiv. **'Programme Credit'** means the total credits of the UG Programme.
- xv. **'Programme Elective course'** Programme Elective course means a course, which can be chosen from a list of electives and a minimum number of courses is required to complete the programme.
- xvi. **'Programme Project'** Programme Project means a regular project work with stated credits on which the student undergoes a project under the supervision of a teacher in the parent department / any appropriate Institute in order to submit a dissertation on the project work as specified.
- xvii. **'Internship'** is on-the-job training for professional careers.
- xviii. **'Plagiarism'** Plagiarism is the unreferenced use of other authors' material in dissertations and is a serious academic offence.

- xix. **'Tutorial'** Tutorial means a class to provide an opportunity to interact with students at their individual level to identify the strength and weakness of individual students.
- xx. **'Seminar'** seminar means a lecture by a student expected to train the student in self-study, collection of relevant matter from the books and Internet resources, editing, document writing, typing and presentation.
- xxi. **'Evaluation'** means every course shall be evaluated by 25% continuous (internal) assessment and 75% end course/end semester (external) assessment.
- xxii. **'Repeat course'** is a course that is repeated by a student for having failed in that course in an earlier registration.
- xxiii. **'Audit Course'** is a course for which no credits are awarded.
- xxiv. **'Department'** means any teaching Department offering a course of study approved by the college / Institute as per the Act or Statute of the University.
- xxv. **'Parent Department'** means the Department which offers a particular UG/PG programme.
- xxvi. **'Department Council'** means the body of all teachers of a Department in a College.
- xxvii. **'Faculty Advisor'** is a teacher nominated by a Department Council to coordinate the continuous evaluation and other academic activities undertaken in the Department.
- xxviii. **'College Co-ordinator'** means a teacher from the college nominated by the College Council to look into the matters relating to CBCSS
- xxix. **'Letter Grade'** or simply **'Grade'** in a course is a letter symbol (O, A, B, C, D, etc.) which indicates the broad level of performance of a student in a course.
- xxx. Each letter grade is assigned a **'Grade point'** (GP) which is an integer indicating the numerical equivalent of the broad level of performance of a student in a course.
- xxxi. **'Credit point'** (CP) of a course is the value obtained by multiplying the grade point (GP) by the Credit (Cr) of the course $CP=GP \times Cr$.
- xxxii. **'Semester Grade point average'** (SGPA) is the value obtained by dividing the sum of credit points (CP) obtained by a student in the various courses taken in a semester by the total number of credits taken by him/her in that semester. The grade points shall be rounded off to two decimal places. SGPA determines the overall performance of a student at the end of a semester.
- xxxiii. **'Cumulative Grade point average'** (CGPA) is the value obtained by dividing the sum of credit points in all the courses taken by the student for the entire programme by the total number of credits and shall be rounded off to two decimal places.
- xxxiv. **'Grace Marks'** means marks awarded to course/s, as per the orders issued by the college from time to time, in recognition of meritorious achievements in NCC/NSS/Sports/Arts and cultural activities.

2.4 ATTENDANCE

Being a regular college, physical presence in the regular activities, especially, classes and exams, is mandatory for the students. However, if a student secures 75% of attendance s/he is eligible to appear for the exams, provided there are no other impediments like disciplinary proceedings, malpractice record etc.

- i. A maximum of 5 marks (5%) for a course is given for attendance
- ii. **Absence:** A student found absent for one hour in the forenoon or afternoon session is deprived of the attendance for the entire session as far as eligibility for final exam is concerned.
- iii. The hour related calculation in a course is meant for awarding marks for the course concerned.
- iv. **Late entry:** A student is supposed to be in time in the class. Late arrival related treatment is left to the discretion of the individual teacher. However, as a norm, a late arriving student may be permitted to the class, if it is not inconvenient or distraction to the class as such; though attendance MAY NOT BE GIVEN. Late arrival beyond 5 minutes is treated as ABSENCE; though the teacher may consider permitting the student to sit in the class.
- v. **Leave :** A student has to formally report his/her absence with reasons either in advance, or immediately after the absence for obtaining an approved leave. This applies to all sorts of leave – medical, on duty or other.
- vi. The student is supposed to report in prescribed format on the very next day of the absence; however, upto a week's time is permitted. Afterwards, the leave applications will not be considered.
- vii. The student has to retain a copy/section of the approved leave form and produce the same as proof, in case there is any confusion regarding the leave sanctioning. In the absence of such proof, the claims will not be entertained.
- viii. **Duty Leave:** A student representing the college in sports, arts, social service or academic matters, has to get sanction from the class teacher concerned and submit the leave application form duly endorsed by teacher concerned & the class teacher, and submit it to the faculty Dean (or Vice Principal). The same will be forwarded by the Dean/Vice Principal for attendance entry.
- ix. **SPORTS:** The approval of the Department of Physical Education and the class teacher is required. The time limit for submission mentioned above is applicable in the case of duty leave as well.
- x. **CONDONATION:** a student may have the privilege of condonation of attendance shortage (upto a maximum of 10 days) on the basis of genuineness of the grounds of absence (medical reasons or college duty), duly recommended by the department. This is not a matter of right. It is a matter of privilege based on Principal's discretion and the good conduct of the student on the campus. A student of UG programme may have a maximum of two such opportunities.
- xi. **RE-ADMISSION** – a student whose attendance is inadequate will have to discontinue the studies. Such students, whose conduct is good, may be re-admitted with the approval of Governing Body, on the basis of recommendation from the department, and assurance from the student and the guardian regarding good conduct and compliance in academic and discipline matters. For this the prescribed re-admission fee has to be paid.
As a condition for re-admission, the student should have cleared all academic arrears, or should have appeared for the exams in which he/she is having an arrear (if the results are not out), and should have fulfilled all academic assignments prescribed by the department for compensating for his lack of attendance.

- xii. **UNAUTHORISED ABSENCE & REMOVAL FROM ROLLS:** A student absent from the classes continuously for 10 consequent days without intimation or permission, shall be removed from the rolls, and the matter intimated to the student concerned. On the basis of recommendation of the department concerned, re-admission process may be permitted by the Principal.

2.5 PROGRAMME REGISTRATION

- i. A student shall be permitted to register for the programme at the time of admission.
- ii. A UG student who registered for the programme shall complete the same within a period of 12 continuous semesters from the date of commencement of the programme.

2.6 PROMOTION: A student who registers for the end semester examination shall be promoted to the next semester. However, in extreme circumstances, a student having sufficient attendance who could not register for the end semester examination may be allowed to register notionally by the Principal with the recommendation of the Head of the department concerned and , by paying the prescribed fee.

2.7 UNDER GRADUATE PROGRAMME STRUCTURE

Model I BA/B.Sc.

a	Programme Duration	6 Semesters
b	Total Credits required for successful completion of the Programme	120
c	Credits required from Common Course I	22
d	Credits required from Common Course II	16
e	Credits required from Core course and Complementary courses including Project	79
f	Open Course	3
g	Minimum attendance required	75%

Model I/II B.Com

a	Programme Duration	6 Semesters
b	Total Credits required for successful completion of the Programme	120
c	Credits required from Common Course I	14
d	Credits required from Common Course II	8
e	Credits required from Core and Complementary/ Vocational courses including Project	95
f	Open Course	3
g	Minimum attendance required	75%

Model II BA/B.Sc.

a	Programme Duration	6 Semesters
b	Total Credits required for successful completion of the Programme	120

c	Credits required from Common Course I	16
d	Credits required from Common Course II	8
e	Credits required from Core + Complementary + Vocational Courses including Project	93
f	Open Course	3
g	Minimum attendance required	75%

Model III BA/B.Sc./B.Com

a	Programme Duration	6 Semesters
b	Total Credits required for successful completion of the Programme	120
c	Credits required from Common Course I	8
d	Credits required from Core + Complementary + Vocational Courses including Project	109
e	Open Course	3
f	Minimum attendance required	75%

2.8 EXAMINATIONS

All the End Semester Examinations of the college will be conducted by the Controller of Examination. The Principal will be the Chief Controller of Examinations. An Examination committee consists of the Chief Controller of Examinations, Controller of Examinations, Additional Chief Superintendent, Deans, IQAC Coordinator and other faculty members nominated by the Principal will act as an advisory body of the matters relating to the conduct of examinations.

2.9. EVALUATION AND GRADING

The evaluation scheme for each course shall contain two parts;

- a. Continuous Internal Evaluation (CIA) and
- b. End Semester Examination (ESE).

The internal to external assessment ratio shall be 1:3, for both courses with or without practical except for (i) BA Animation and Graphics (ii) BA Animation and Visual effects and (iii) BBA. For courses without practical, there shall be a maximum of 75 marks for external evaluation and maximum of 25 marks for internal evaluation. For courses with practical, generally external evaluation shall be for a maximum of 60 marks and internal evaluation for 20 marks. Both internal and external evaluation shall be carried out in the mark system and the marks are to be rounded to the nearest integer.

The internal to external assessment ratio for BA Animation and Graphics, BA Animation and Visual effects and BBA shall be decided by the respective Board of studies subject to a minimum of 60 marks for external examinations.

2.9.1. Continuous Internal Assessment (CIA)/ Continuous Assessment: The internal evaluation shall be

based on predetermined transparent system involving periodic written tests, assignments, seminars/viva/field survey and attendance in respect of theory courses and based on written tests, lab skill/records/viva and attendance in respect of practical courses. The marks assigned to various components for internal evaluation as follows.

Components of Internal Evaluation (for theory without practical)

	Components	Marks
i.	Assignments	5
ii	Seminar/Quiz/Field survey /Viva etc.	5
iii	Attendance	5
iv	Two Test papers(2x5)	10
	Total	25

- i. **Assignments:** Every student shall submit one assignment as an internal component for every course.

Components	Marks
Punctuality	1
Content	2
Conclusion	1
Reference/Review	1
Total	5

- ii. **Seminar:** The seminar lecture is expected to train the student in self-study, collection of relevant matter from the books and Internet resources, editing, document writing, typing and presentation.

Components	Marks
Content	2
Presentation	2
Reference/Review	1
Total	5

iii. Evaluation of Attendance

The attendance of students for each course shall be another component of internal assessment.

% of attendance	Mark
Above 90%	5
Between 85 and below 90	4
Between 80 and below 85	3

Between 76 and below 80	2
Between 75 and below 76	1

Components of Internal Evaluation (for theory with practical)

Components of Theory – Internal Evaluation	Marks
Attendance	5
Seminar/ Assignment (Written assignments, preparation of models, charts, posters etc., field survey, field work)	5
Test paper(s)	10
Total	20

Components of Practical- Continuous internal assessment

Components	Marks
Attendance and Lab involvement	2
Record	2
Viva/Model Exam	1
Total	5

iv. Class Tests: Every student shall undergo **two class tests** as an internal component for every course.

2.9.2 End Semester Examination (ESE): The End Semester Examination in theory courses shall be conducted by the college with question papers set by external experts/ question bank. The evaluation of the answer scripts shall be done by the examiners based on a well-defined scheme of evaluation given by the question paper setters/Prepared as per the direction of the Chairman, Board of Examiners. The evaluation of the End Semester Examinations shall be done immediately after the examination preferably through the centralised valuation.

2.9.3 Project

Project work is a part of the syllabus of most of the programmes offered by the college. The guidelines for doing projects are as follows:

- i. Project work shall be completed by working outside the regular teaching hours.
- ii. Project work shall be carried out under the supervision of a teacher in the concerned department or an external supervisor.
- iii. A candidate may, however, in certain cases be permitted to work on the project in an industrial / Research Organization/ Institute on the recommendation of the Supervisor.
- iv. There should be an internal assessment and external assessment for the project work in the

ratio 1:3

- v. The external evaluation of the project work consists of valuation of the dissertation (project report) followed by presentation of the work and viva voce.
- vi. The mark and credit with grade awarded for the program project should be entered in the grade card issued by the college.

Components of Internal Evaluation for Projects

Components	Marks
Topic/Area selected	2
Experimentation/Data collection	5
Punctuality-Regularity	3
Compilation	5
Content	5
Presentation	5
Total	25

2.9.4 Comprehensive Viva-voce

Comprehensive Viva-voce shall be conducted at the end of the programme, which covers questions from all courses in the programme as per the syllabus.

2.10. Grade and Grade Points

For all courses (theory & practical), Letter grades and grade point are given on a 10-point scale based on the total percentage of marks, (CIA+ESE) as given below:-

Percentage of Marks	Grade	Grade Point (GP)
95 and above	S Outstanding	10
85 to below 95	A+ Excellent	9
75 to below 85	A Very Good	8
65 to below 75	B+ Good	7
55 to below 65	B Above Average	6
45 to below 55	C Average	5
35 to below 45	D Pass	4
Below 35	F Fail	0
	Ab Absent	0

Grades for the different semesters and overall programme are given based on the corresponding SGPA/CGPA as shown below:

SGPA/CGPA	Grade
Equal to 9.5 and above	S Outstanding
Equal to 8.5 and below 9.5	A+ Excellent
Equal to 7.5 and below 8.5	A Very Good

Equal to 6.5 and below 7.5	<i>B+ Good</i>
Equal to 5.5 and below 6.5	<i>B Above Average</i>
Equal to 4.5 and below 5.5	<i>C Average</i>
Equal to 4.0 and below 4.5	<i>D Pass</i>
Below 4.0	<i>F Failure</i>

A separate minimum of 30% marks each for internal and external (for both theory and practical) and aggregate minimum of 35% are required for a pass for a course. A candidate who has not secured minimum marks/credits in internal examinations can re-do the same registering along with the end semester examination for the same semester, subsequently. A student who fails to secure a minimum marks/grade for a pass in a course can be permitted to write the examination along with the next batch.

After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of semester, a student should pass all courses and score at least the minimum CGPA grade 'D'. However, a student is permitted to move to the next semester irrespective of her/his SGPA.

Credit Point (CP) of a course is calculated using the formula

CP = Cr x GP, where Cr = Credit; GP = Grade point

Semester Grade Point Average (SGPA) of a Semester is calculated using the formula

SGPA = TCP/TCr, where

TCP = Total Credit Point of that semester = $\sum_1^n CP_i$;

TCr = Total Credit of that semester = $\sum_1^n Cr_i$

Where n is the number of courses in that semester

Cumulative Grade Point Average (CGPA) of a Programme is calculated using the formula

$$\text{CGPA} = \frac{\sum(\text{SGPA} \times \text{TCr})}{\sum \text{TCr}}$$

SGPA/CGPA shall be round off to two decimal places

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be published on the notice board/website at least one week before the commencement of external examination. There shall not be any chance for improvement for internal mark.

The course teacher and the faculty advisor shall maintain the academic record of each student registered for the course which shall be forwarded to the controller of examinations through the Head of the Department and a copy should be kept in the department for at least two years for verification.

2.11. Registration for the examination

- a. All students admitted in a programme with remittance of prescribed fee are eligible for the forthcoming semester examinations.
- b. Online application for registration to the various End Semester Examinations shall be forwarded to the CE along with prescribed fee for each course in prescribed format.
- c. The eligible candidates who secure the prescribed minimum attendance of the total duration of the course and possess other minimum qualification prescribed in the regulations for each course shall be issued the hall tickets. The hall ticket shall be downloaded by the students from the college website.
- d. The mode of fee remittance shall be through the prescribed bank.

2.12. Supplementary Examinations

Candidates who failed in an examination can write the supplementary examination conducted by the College along with regular examinations.

2.13. Improvement of Examination

A candidate can improve his/her marks once by appearing again for the examination with the subsequent batch with the remittance of prescribed fee. In such cases the better of the two marks shall be taken as the marks awarded to him.

Internal assessment marks shall be carried over to the subsequent semester examination.

There shall not be any provision for improving internal assessment marks.

2.14. Promotion to the Next Higher Semester

A candidate shall be eligible for promotion from one semester to the next higher semester if,

- a. He / she secures a minimum 75 % attendance and registered for the End Semester Examination of the programme for which he/she is studying.
- b. His / her progress of study and conduct are satisfactory during the semester completed, as per the assessments recorded by the course teachers and the Head of the Department concerned.

2.15 Certificates

1. Degree certificates are issued by the Mahatma Gandhi University, Kottayam as per the act and statues of the University on the submission of the consolidated mark / score cards of the students by the College.
2. A consolidated mark / scored card shall be issued to the candidates after the publication of the results of the final semester examination taken by the candidate.
3. A Course Completion Certificate with classification shall be issued to students till the provisional certificate is issued by the university.

2.16. Award of Degree

The successful completion of all the courses with 'D' grade shall be the minimum requirement for

the award of the degree.

2.17. Monitoring

There shall be a Monitoring Committee constituted by the principal consisting of faculty advisors, HoD, a member from teaching learning evaluation committee (TLE) and the Deans to monitor the internal evaluations conducted by college. The Course teacher, Class teacher and the Deans should keep all the records of the internal evaluation, for at least a period of two years, for verification. Every Programme conducted under Choice Based Credit System shall be monitored by the College Council under the guidance of IQAC Coordinator, Controller of Exams, academic deans and HoDs.

2.18. Grievance Redressal Mechanism

In order to address the grievance of students regarding Continuous internal assessment (CIA) a three-level Grievance Redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

Level 1: At the level of the concerned course teacher

Level 2: At the level of a department committee consisting of the Head of the Department, a coordinator of internal assessment for each programme nominated by the HoD and the course teacher concerned.

Level 3: A committee with the Principal as Chairman, Dean of the Faculty concerned, HOD of the department concerned and one member of the Academic council nominated by the principal every year as members.

PROGRAMME STRUCTURE FOR B.A MASS COMMUNICATION & JOURNALISM

Subject Code	Subject	Theory/ Practical/Project	Subject type	Credits	Hours/week
SEMESTER 1					
23U1CCENG1	Homo Loquens: Effective Listening and Speaking	Theory	Common	4	5
23U1CCENG2	Pearls from the Deep	Theory	Common	3	4
23U1CCMAL1A	Katha, Novel	Theory	Common	4	4
23U1CCHIN1A	Prose and Drama	Theory	Common		
23U1CCFRN1A	French Language and Communication Skills I	Theory	Common		
23U1CRBCJ1	Methodologies and perspectives of Media studies	Theory	Core	4	6
23U1CPBCJ1	Foundations of Mass Media	Theory	Complementary	4	6
				19	25

SEMESTER 2					
23U2CCENG3	Text and Context: A Guide to Effective Writing	Theory	Common	4	5
23U2CCENG4	Savouring the Classics	Theory	Common	3	4
23U2CCMAL2A	Kavitha	Theory	Common	4	4
23U2CCHIN2A	Translation, Communication Skills and Applied Grammar	Theory	Common		
23U2CCFRN2A	French Language and Communication Skills I	Theory	Common		
23U2CRBCJ2	Reporting and Feature Writing	Theory	Core	4	6
23U2CPBCJ2	History and Growth of Media in India	Theory	Complementary	4	6
				19	25

SEMESTER 3					
23U3CCENG5	Scripting the Nation: Readings on Indian Polity, Secularism and Sustainability	Theory	Common	4	5
23U3CCMAL3A	Arangum Porulum	Theory	Common	4	4
23U3CCHIN3A	Poetry and Fiction				
23U3CCFRN3A	An Advanced Course in French I				
23U3CRBCJ3	Editing, Design and Pagination for Print	Theory	Core	4	5
23U3CRBCJ4	Photo Journalism	Theory	Core	4	5
23U3CPBCJ3	Introduction to Online Journalism	Theory	Complementary	4	6

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SEMESTER 4

23U4CCENG6	Illuminations	Theory	Common	4	5
23U4CCMAL4A	Gadhyam, Rachanaparichayam	Theory	Common	4	4
23U4CCHIN4A	Culture and Civilisation of India	Theory	Common		
23U4CCFRN4A	An Advanced Course in French II	Theory	Common		
23U4CRBCJ5	Advertising	Theory	Core	4	4
23U4CRBCJ6	Radio Production	Theory	Core	4	6
23U4CPBCJ4	Language and Translation Studies	Theory	Complementary	4	6
				20	25

SEMESTER 5

23U5CRBCJ7	Television Production	Theory	Core	4	6
23U5CRBCJ8	PR & Corporate Communication	Theory	Core	4	5
23U5CRBCJ9	Media Management, Law & Ethics	Theory	Core	4	5
23U5CRBCJ10	Environmental Studies and Human Rights	Theory	Core	4	5
	Open Course (Generic Elective)			3	4
				19	25

SEMESTER 6

23U6CRBCJ11	Development Communication	Theory	Core	4	5
23U6CRBCJ12	Film Studies	Theory	Core	4	5
23U6CRBCJ13	Specialized Journalism	Theory	Core	4	5
23U6CRBCJ14	Media, Culture & Society	Theory	Core	4	5
Choice based Course					
23U6ELBCJ1A	Documentary film production	Theory	Core	4	5
23U6ELBCJ1B	Magazine Journalism	Theory			
23U6ELBCJ1C	Business Journalism	Theory			
23U6PJBCJ1	Project (Viva Voce, Project Report)	Project	Core	3	
				23	25
Total Credits: 120					

Extra Credit Course: Service Learning; Hours: 40; Credit: 1

CC – Common Course Theory
CR – Core Course Theory
PJ – Core Course Project
CP – Complementary Course Theory
RJ – Core Project
CJ – Complementary Course Project
OC – Open Course
AR – Additional Core
EL – Elective

SYLLABUS

COURSE	Code - 23U1CRBCJ1	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 1	Title - METHODOLOGY AND PERSPECTIVES OF MEDIA STUDIES		4	108

Course Outcomes:

At the end of the course students will be able to:

CO 1: Understand the different perspectives of Mass Communication

CO 2: Familiarize the different approaches to and concepts of media studies

CO 3: Connect mass communication from the inter-disciplinary perspectives

CO 4: Understand and explain different methods in media and communication research

CO 5: Understand the nature of language through the investigation of the role language plays in the construction, interpretation and communication of media texts

Module 1

Introduction to Media Studies

Emergence and historical foundations of Media Studies. Inter- disciplinary approach in media studies – Facts - Values-Objectivity-Subjectivity - Political use of mass communication - Agenda Setting Theory - Normative Theories of the press.

Module 2

Introduction to Media Research

Nature and scope of mass communication research - functions of research - types of mass communication research- qualitative, quantitative – historical – descriptive – exploratory – Explanatory – fundamental – applied – scientific - analytical and experimental research – Research design - Data collection methods - Writing a Research report.

Module 3

Linguistic Approach to media

Understanding world of media language - basic Concepts in semiology, Semiotics, Structuralist approach, Ideology and meanings -Fundamentals of Visual language.

Module 4

Critical Approach

Marxist, Feminist, post-colonial readings in media – Hegemony – Media imperialism - Popular Culture - Culture Industry

Module 5

Cultural Perspectives

Questions of Identity and Culture - Gender, Body and the Culture of Modernity in media - Contesting Cultures -Techno- Culture and media Cultural effects of mass media- Media and Audiences - From the mass audiences to the interactive - Media and Children, Media and Violence, Media and Gender.

Reference Books:

1. Communicology: An Introduction to the Study of Communication – Joseph A Devito, Harper & Row Publishers, New York.
2. Language and Communication: Dr. Liza Das, Available on: http://www.iitg.ernet.in/scifac/qip/public_html/cd_cell/chapters/lizadasqip.pdf
3. Introduction to communication Studies, John Fiske, 4. A companion to media studies, Anagharad Valdivia (ed.)
5. Key concepts in communication, Tim O Sullivan, Sage.
6. Television Culture, John Fiske, Routledge
7. Audience Analysis: Denis McQuil, Sage.
8. Television Technology and cultural form, Raymond Williams
9. Media and Modernity: A social Theory of the Media, John. B. Thompson
10. Transformation of the public sphere: Jurgen Habermas
- 11 Understanding Media, Marshal Macluhan
11. Fundamentals of Media Effects: Bryant and Thompson.
12. Mass Media Research – An Introduction, Roger D. Wimmer and Joseph R. Dominick, Wadsworth Publishing Company, London.
13. International Encyclopedia of Communications, Oxford.
14. Prison Notebooks, Antonio Gramsci
15. McQuail's Mass Communication Theory: Denis McQuail, New Delhi.

COURSE	Code - 23U1CPBCJ1	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 1	Title - FOUNDATIONS OF MASS COMMUNICATION		4	108

Course Outcomes:

At the end of the course students will be able to:

CO 1: Understand the concept and systems of communication

CO 2: Understand the various forms and functions of communication

CO 3: Evaluate the impacts and effects of media its role in everyday life

CO 4: Understand and explain the power of the media for the opinion creation in society

Module 1

Communication, Elements of communication, Importance of communication, Types of communication: intra, inter group and mass communication; Verbal and Non-Verbal Communication; Features of Mass Communication, Model of Communication: Aristotle Model, Harold D Lasswell's Model, Shannon Weaver's Models, Berlo's SMCR Model, Schramm's Model; Functions of Mass communication, concept of 'Mass' and evolution of Mass communication, Language and Communication.

Module 2

Mass media, Types of mass media, Traditional media, Folk media, Print media, Electronic media, Broadcasting media, New media, Social media, Growth and evolution of mass media, The era of media convergence.

Module 3

Media audience, Public opinion, Persuasion and Propaganda, Effects of mass media, Attitudinal and Behavioral effects of mass media, Community Media, Media Effects (Incidental, Technological, Bandwagon), Media Uses and Gratification by audience: Theoretical approach.

Module 4

Mass media and Politics - Positive and negative influences of media -Theories of mass media: Magic bullet theory, Play theory, Individual difference theory, Two-step and Multi-step flow theory, Normative theories of Press (Authoritarian theory, Libertarian or free press theory, Social Responsibility theory, Soviet media theory, Development communication theory, Democratization theory) - Media in the era of globalization – Current trends in the Media.

Reference Books:

1. Joseph A Devito: Communicology: An Introduction to the Study of Communication.
2. Turow, Joseph: Media Today: An Introduction to Mass Communication, 4th Edition, Routledge.
3. Joseph R. Dominick: The Dynamics of Mass Communication.
4. Denis McQuail: McQuail's Mass Communication Theory.
5. Melvin L. Defleur: Fundamentals of Human Communication.
6. Agee, Ault & Emery: Main Currents in Mass Communication.
7. International Encyclopedia of Communication: Oxford.
8. David K Berlo: The Process of Communication.
9. Kuppaswami: Communication and Social Change.
10. Keval J Kumar: Mass Communication in India.

11. D S Mehta: Mass Communication and Journalism in India.
12. Dr. J V Vilanilam: Mass Communication in India.

COURSE	Code - 23U2CRBCJ2	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 2	Title - REPORTING AND FEATURE WRITING		4	108

Course Objectives:

At the end of the course students will be able to:

CO 1: Understand what is news and how to approach different stories

CO 2: Impart writing and research skills required in reporting

CO 3: Appreciate differences between report and feature writing

CO 4: Develop skills for effective feature writing

Module 1

News Reports

Basics of news: what makes news? News style: uses of simple language, impersonal, formal; Organizing the material; How to use quotes effectively; Structure of news: Inverted Pyramid; Galtung and Ruge Hour glass-Nutgraph- Check box- Wall Street Journal formula of writing; Leads- 5Ws and 1H; Writing effective leads: Different kinds of leads and their functions; News values/determinants: Immediacy, proximity, prominence, magnitude, relevance, human interest.

Module 2

News Writing

Hard news and Soft News; Beat reporting: skills, sources, idea, story and examining major stories in Crime, Politics, Law, Industry, Labor, Education and Health; Sources of news: press handouts, press conference, news agency, govt. and corporate documents, and individuals; Rewriting press releases; How to develop sources, Gauging authenticity of sources and importance of cross-checking; How to cover press conferences, public meetings, speeches, events; Ethics in news reporting; Approaches of reporting, Legal framework of reporting

Module 3

Feature Reports

Difference between 'feature' and 'news'; 'News' and 'Non-news'; Types of features: Columns, Editorial-types of editorials, profiles, trend stories, reviews, long form writing.

Module 4

Skills for Feature Writing

Skills for feature: interview, research, style, narrative; Interview: research before the interview, interview techniques; Research on the topic: formal research sources; Understanding style and tone: harmonious, light, descriptive, sarcastic, ironic, reflective, factual, conversational; Preparing profiles, obituaries, page 3, gossips, reviews (books, plays, exhibition),

Reference Books:

1. Mencher, Melvin; News reporting and Writing; (2010); 12th edition; Columbia University
2. Shrivastava, K. M.; News Reporting and Editing; (1987); Sterling Publication
3. Harris and Spark; Practical Newspaper Reporting, 4th edition; (2011); Focal Press
4. Randall, David; The Universal Journalist; 3rd edition; (2007); Pluto Press

5. John A. Paulos; A Mathematician reads the newspapers, (2013); Basic Books
6. Burgh, Hugode; Investigative Journalism; 2nd Ed. (2008); Routledge
7. Spark, David; Investigative Reporting; (1999); Focal Press
8. Scanlon, Paul; Reporting rolling stone style
9. Jenses, Carl; The News that didn't make the news and why
10. Woodward, Bob; The Watergate Story.
11. Blundell, William; The Art and craft of feature writing; (1988); Penguin
12. Growers, Ernest: The Complete Plain Words; (1962); Pelican 3.
13. Strunk and White; Elements of Style
14. Graves and Hodge; The Reader over your shoulder
15. Clayton, Joan; Interviewing for Journalists; (1994); Piatkus
16. Ed. Silvester, Christopher; The Penguin Book of Columnists; (1997); Penguin
17. Srinivasan. R; Crusaders of the 4th Estate; (1989); Bhartiya Vidya Bhavan

COURSE	Code - 23U2CPBCJ2	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 2	Title - HISTORY AND GROWTH OF MEDIA IN INDIA		4	108

Course Outcomes:

At the end of the course students will be able to:

CO 1: Understand social, political, economic and technological history of different mass media

CO 2: Identify and define various kinds of newspapers and understand how newspapers are shaped

CO 3: Apply this historical knowledge to the changing media contexts

CO 4: Understand the different phases of print and broadcast journalism in India.

CO 5: Evaluate the Contribution of Important News Papers in India

Module 1

Emergence of Mass Media

History of printing (Europe and China)- Evolution of Journalism with the proliferation of printing- Focus on Europe and US- Early Journalism Practices (UK and USA) – Indian journalism before 1857.

Module 2

History of Print Media in India

Indian Journalism from 1857 – 1947; Bengal, Maratha, Madras Newspapers - Missionary Zeal- Rajaram Mohun Roy- Gokhale- Nao roji- Annie Besant- Tilak- - Gandhi- Nehru - Press in India since independence: 1947- 1975- Press in India during Emergency (1975-77)- Press in India post-emergency

Module 3

History of Radio in India

The coming of Gramophone, Invention of Radio; Early history of Radio in India, History of AIR: Evolution of AIR Programming, Penetration of radio in rural India-Case studies

Module 4

History of Television in India

Invention of Television; The coming of Television and the State's Development Agenda , Commercialization of Programming (1980s), Invasion from the Skies: The Coming of Transnational Television (1990s), Formation of Prasar Bharati

Module 5

Film

The early years of Photography, Lithography and Cinema, From Silent Era to the talkies, Cinema in later decades.

Reference Books:

1. Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press, 2010) (Chapter 2 and Chapter 5)
2. Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).

3. Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*, (New Delhi, Oxford 2003)
4. Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1- 32
5. Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) -39-57
6. Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283)
7. David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2, chapter 8 and Chapter 9.
8. Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India,"
9. *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarathi, G. Poitevin (Ed.) (Sage 2005)
10. Parthasarathi, Vibhodh, "Constructing a 'New Media Market: Merchandising the Talking Machine'" in
11. *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarathi, G. Poitevin (Ed.) (Sage 2005)
12. Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started,"
13. John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage, 2000).

COURSE	Code - 23U3CRBCJ3	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 3	Title - EDITING, DESIGN AND PAGINATION FOR PRINT		4	90

Course Outcomes:

At the end of the course students will be able to:

CO 1: Write and edit news for print media

CO 2: Discuss the importance of photographs, caption and blurb in newspapers

CO 3: Explain the principles of design

CO 4: Explain various forms of visual elements used in print media

CO 5: understand the functions of various departments and roles and responsibilities of various news personnel

Module 1

Newsroom

Newsroom Operation - qualities and responsibilities of a sub-editor – organizational structure of an editorial department: editor, managing editor, associate editor, news editor, assistant editor, chief sub-editors and sub-editors- news processing; desk operation; editing terminology; readers' editor/ombudsman.

Module 2

Fundamentals of Editing

Fundamentals of Editing — copy testing; editing for verbal clarity and correctness; editing to save space; editing for accuracy, objectivity, consistency, fairness, taste and legal propriety; style book. Handling copies, editing handouts and press releases.

Module 3

Headline Writing

Headlines - headline functions — headline language. Types of headlines - banner, skyline, kicker, deck, strapline, label, editorial and feature headlines; captions and catchwords; traditional and modern headline styles. Editorials - editorial page versus news pages: editorials, middles, features, columns and letters to the editor; types of editorials; qualities and responsibilities of a leader writer; New trends in headlining.

Module 4

Pagination - typography for legibility, harmony and white space; makeup versus design; principles of artistic design — balance, contrast, proportion and unity. Principles of page makeup, mechanics of dummies, Traditional and contemporary make-up concepts. Special effects — wraparounds and skews, photo cutouts, mortises and insets, screens and reverses, infographics, cartoons and caricatures; Design and Pagination Software – Photoshop, Illustrator, InDesign; New trends in Newspaper layout and design.

Reference Books:

1. Bruce Westley, News Editing, Boston: Houghton Mifflin Company, 1972

2. Harold Evans, Newsman's English, Handling Newspaper Text, News Headlines, Pictures on a Page, Newspaper Design (A Five-Volume Manual of English, Typography and Layout) London: National Council for the Training of Journalists, 1984.
3. Floyd Baskette and Jack Sissors, The Art of Editing, New York: Macmillan Publishing Co, 1986
4. Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press, 2008
5. Sunil Saxena, Headline Writing, New Delhi: Sage Publications, 2006
6. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
7. Carl Sessions Stepp, Writing as Craft and Magic, New York: Oxford University Press, 2007

COURSE	Code - 23U3CRBCJ4	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 3	Title - PHOTO JOURNALISM		4	90

Course Outcomes:**At the end of the course students will be able to:**

CO 1: Develop the understandings of concepts and importance of photography

CO 2: Develop the qualities and skills to prepare as a photojournalist

CO 3: Explain the features of different types of cameras

CO 4: Develop the skills of photo editing with editing software

CO 5: Understand the different types of photography

Module 1

History of photography; role of photography in communication and journalism; known Photojournalists

Module 2

Definition, nature, scope and functions of Photo Journalism; qualifications and responsibilities of photojournalists; sources, covering issues, writing captions and cut lines for photo; legal and ethical requirements

Module 3

Understanding the camera - types of camera, lens, films and filters. Module IV Focusing, shutter speed, aperture, depth of field, rule of thirds, exposure, lighting, composition, and flash photography

Module 4

Digital camera - digital technology, digital effects and techniques and photo editing software

Module 5

Types of photography - portrait, candid shot, news photo, photo feature, landscape, nature and wildlife, and sports; photo editing

Reference Books:

1. Photo Journalism, The Professionals' Approach, 5th Edition — Kenneth Koine
2. Complete Guide to Digital Photography — Rick Sammon
3. Basic Photo Text — Ken Muse
4. A Professional's Basic Photography — Nirmal Pasricha
5. The Photography Handbook — Terence

More Reference Books:

1. Visual Communication, Images with Messages, 3RI Edition — Paul Martin Lester
2. Photographic Composition — Tom Grill and Mark Scanlon
3. Basic Photography — Newnes
4. History of Photography — Cyernshem G R
5. Photo Journalism — Rothsteline
6. Photo Journalism Manual — Bergin Under Graduate (B.A) programme in Mass Communication & Journalism, M.G University, Kottayam Scheme, Syllabus and Model Question Papers w.e.f 2016-17 Admissions
7. Picture Editing — Stanley E Kalish and Clifton C Edom

8. Techniques of Photo Journalism — Mitten Feinberg
9. Encyclopedia of Photography — John Farndon, Editor
10. The Right Way to Use a Camera — Laurence Mallory
11. Pocket Guide to 35mm Photography — Editors of Eastman Kodak Company.

COURSE	Code - 23U3CPBCJ3	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 3	Title - ONLINE JOURNALISM		4	108

Course Outcomes:

At the end of the course students will be able to:

CO 1: Evaluate reflections and contributions of communication technology solutions within the global and social framework

CO 2: Explain criteria of news writing and evaluation on the Internet

CO 3: Explain publishing conditions on the Internet

CO 4: Critically appraise the online media landscape and the potential of new technologies and audiences

CO 5: Recognize and deploy appropriate online journalism strategies to engage readers across a range of online media

Module 1

Networked Society

Networked Society - Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond - Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts.

Module 2

Computer Assisted Journalism

CAJ (computer assisted journalism) / CAR (computer assisted reporting) - Newsroom for online journalism - Backpack journalism - Non-linear storytelling - New Styles for writing -visual language, micro-content, narrative journalism.

Module 3

Marketing for the Web

SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques - Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz - Ethical practices involving the Internet and social media.

Module 4

Mobile Journalism

Mobile Journalism - Photos for web – forms and format, still, gallery, slideshow - Audio for web –forms and format, Internet Radio, Audio boo, Soundcloud - Video for web –forms and format, Narrowcasting, Personal casting, blogging, podcasting, vodcasting, microblogging – Data journalism.

COURSE	Code - 23U4CRBCJ5	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 4	Title - ADVERTISING		4	72

Course Outcomes:

At the end of the course students will be able to:

- CO 1: Identify and define the advertising concepts and will review the advertising media
 CO 2: Analyze the Indian advertising scenario and will distinguish between advertising and marketing
 CO 3: Categorize different types of advertisements.
 CO 4: Appraise and interpret the legal, ethical and social aspect of advertising
 CO 5: Compose ad copy in a variety of media, as demonstrated through Critical evaluation of visuals, graphics and the written

Module 1

Advertising – Definition – Importance – Functions – Objectives – DAGMAR-AIDA - Distinguish Publicity, Propaganda and Public opinion - Social and Economic Benefits of Advertising - Classification of advertisements: Consumer, Corporate, Industrial, Retail, National, Trade; Public or Government Advertising; Product Advertising.

Module 2

Elements of an Ad-headline, body copy- graphics and illustrations etc. Advertising Creative Development. Process- strategy, Creative development, developing the ad, testing effectiveness. Media of Advertising- Print, TV, Radio, Magazine, Vehicular, Online or web advertising.

Module 3

Visualisation - copy writing - copy formats. Print ads: principles and components. Television advertising: principles, components and production. Radio advertisement: principles, components and production; Web advertisement - principles and components.

Module 4

Advertising Agencies: Leading Advertising Agencies and functions - Advertising agencies- Structure and management- Careers - Agency and media relations. Advertising Agencies Association of India - The Advertising Standards Council of India - Advertising and Ethics; Advertising and Law - Code of ethics Advertising Councils Professional Associations. Effects of advertising: advertising and cultural values – economics – social and ethical issues of advertising.

Module 5

Media strategy and media planning: The function of media planning in advertising – Media planning process - Advertising campaign - Branding- Techniques of branding. Advertising as a Marketing Tool: Concept of Marketing: Marketing Mix – 4 Ps in marketing. Sources of media research: Audit Bureau of Circulation - Press Audits – National readership survey/IRS - Businessmen’s readership survey, Television: Audience measurement - TRP - National television study - ADMAR satellite cable network study - Selecting media vehicles – Media mix.

Reference Books:

1. S.A Chunnawalla, Advertising: An Introductory Text. Mumbai, Himalaya Publishing House.
2. Subrata Banerjee, Advertising as a Career, New Delhi: national Book Trust
3. J.V. Vilnilam and A. K. Varghese, Advertising Basics: A Resource Guide for Beginners, New Delhi: Sage Publications
4. George Belch, Advertising and Promotion, Tata McGraw-Hill
5. S.H.H. Kazmi and Satish Batra, Advertising and Sales Promotion, Excel Books
6. Wells Burnett Moriarty, Advertising: Principles and Practice, Pearson Education
7. Sinha Sanjeev, Advertising Marketing and Sales Management: Swasthik Publications: New Delhi

More Reference Books:

1. The Advertising Handbook by Dell Dennison
2. Ogilvy on Advertising by David Ogilvy
3. Introduction to Advertising by Brewster, Arthur Judson/ Palmer, Herbert Hall
4. The Origin Of Brands by Ries, Al/ Ries, Laura
5. S.N. Murthy and U Bhojana, Advertising; An IMC Perspective

COURSE	Code - 23U4CRBCJ6	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 4	Title - RADIO PRODUCTION		4	108

Course Outcomes:

At the end of the course students will be able to:

CO 1: Deliver, support and promote radio broadcast content via multiple platforms using a variety of media.

CO 2: Participate in the planning and preparation of programming content for a variety of radio formats

CO 3: Plan and prepare interviews, scripts and reporting content for use in radio broadcasts

CO 4: Demonstrate proficiency in recording and editing for audio productions

Module 1

History and evolution of radio; characteristics of the medium, Broadcasting and Narrow casting.

Module 2

Introducing radio formats: radio talk, interview, radio drama, chat shows, phone-in/phone out programs, running commentary, news bulletins, features, and documentaries; special abilities required for each format; writing for Radio.

Module 3

Radio news - news-room management, news coverage, news formats, news presentation and structure and content of news bulletins.

Module 4

Radio Programme Production - New Trends in Radio Broadcasting – Digital Audio Broadcasting – Internet Radio – Podcasting – Community Radio - frequency, spectrum: AM, FM, SW, Long Wave, Sound Formats. Recording software, sound effects, mixing and dubbing. Satellite Radio and Internet Radio.

Module 5

Role of radio broadcaster -announcer, disc jockey, radio host; 'on-air' techniques performance, art of interviewing, speed, breathing, emphasis and pitch.

Reference Books:

1. Sound Engineering Explained, 2nd Edition — Michael Talbot-Smith
2. Radio Production, 3rd Edition — Robert McLeish
3. Other Voices — Vinod Pavarala and Kanchan K. Malik

More Reference Books:

4. Basic Radio Journalism — Paul Chantler and Peter Stewart (Focal Press).
5. This is All India Radio — U. L. Baruah.
6. Broadcast Journalism, Techniques of Radio and Television News — Andrew Boyd.
7. Writing and Producing Radio Dramas — Esta De Fossard (Sage Publications).
8. Beginning Radio — TV News Writing, 4th Edition — K. Tim Wulfemeyer (Surjeet Publications).
9. Radio — TV News Writing, A work book, 2m Edition — K. Tim Wulfemeyer (Surjeet Publications).

10. Modern Radio Production, Programming and Performance — Carl Housman, Philip Benoit, Lewis B Donnell.

COURSE	Code - 23U4CPBCJ4	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 4	Title - LANGUAGE AND TRANSLATION STUDIES		4	108

Course Outcomes:

At the end of the course students will be able to:

CO 1: Illustrate the evolution of language as a tool

CO 2: Explain the basics of translation and compare various theories associated with it

CO 3: Estimate translation activities and examine the problems in translation

CO 4: Design a language that triumphs over the mundane specifics of language in translation

Module 1

Linguistic Approach to Language as a tool for communication

Origin of language, Functions of language (Jakobson, Leech, Halliday), Features of language (Hockett), Kinds of translation (literary, technical and machine), Verbal & Non-verbal communication, Paralanguage, Visual language, Semiotics, Language use in News, Television & Social Media, Media-induced language change.

Module 2

Basic Concepts in Translations

Translation, Source language/culture, Target language/culture, Equivalence, Fidelity, Transliteration, Transcreation, Inter-cultural contacts, Creativity & translation, Transcreation, Registers & translation, Issues in the translating narrative language and conversational language, Translating polyphony.

Module 3

Translation and the Media

Linguistic and cultural mediation through media, Journalistic writing language and its translation, Multilingual editing, Audio-visual journalism, Translation & Advertising (Written, oral advertising language & localisation of advertising messages), Audio-visual translation: Introduction to the translation of cinema and television scripts. Comparison between translations in traditional formats and their adaptations to the screen (orality, multimodality) Bases of dubbing and subtitling.

Module 4

Translation Problem

Imitation - adaptation – interpretation – Problems in mass media translation

Module 5

Practice on translation

Translation of News Paper News, Television and Radio news - Translation into and from one source language to a target language - Passages for comparison (involving two or more translations of the same text). Practice in the translation of advertisements, cinema and television scripts.

Reference Books:

1. Bassnett, Susan. Translation Studies. London: Methuen, 1980.
2. Baker, Mona, ed. The Routledge Encyclopedia of Translation Studies. London: Routledge, 1998.

3. Trivedi, Harish, Susan Bassnet. *Postcolonial Translation: Theory and Practice*. London: Routledge, 1999.
4. Gentzler, Edwin. *Contemporary Translation Theories*. London: Routledge, 1993.
5. Bielsa, Esperanca and Bassnett, Susan. *Translation in Global News*. London: Routledge, 2008.
6. Cintas, Jorge Diaz, Anna Matamala, Joselia Neves, eds. *New Insights into Audiovisual Translation and Media Accessibility: Media for All 2*. Amsterdam: Rodopi, 2010.

More Reference Books:

1. St. Pierre, Paul and Prafulla C. Kar, eds. *In Translation: Reflections, Refractions, Transformations*. Delhi: Pencraft International, 2005.
2. Venuti, Lawrence, ed. *The Translation Studies Reader*. London: Routledge, 2000.
3. Niranjana, Tejaswini. *Siting Translation: History, Post-structuralism and the Colonial Context*. Hyderabad: Orient Longman, 1995.
4. Mukherjee, Sujit. *Translation as Discovery*. Delhi: Allied, 1981.
5. David, Dror Abend, ed. *Media and Translation: An Interdisciplinary Approach*. London: Bloomsbury Publications, 2014.

COURSE	Code - 23U5CRBCJ7	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 5	Title - TELEVISION PRODUCTION		4	108

Course Outcomes:**At the end of the course students will be able to:**

CO 1: Summarise the evolution of the television medium and its characteristics.

CO 2: Demonstrate the knowledge about visual language by taking short videos including different types of shots and other compositions involved.

CO 3: Design and create television news and news-based programmes as per given standards.

CO 4: Illustrate cognizance of primary equipment of lighting and audio in TV production.

CO 5: Summarize and estimate various techniques in video editing.

Module 1

History and evolution of TV as a medium - summary of technological changes, characteristics of the medium, differences from other mass media, potentials and limitations.

Module 2

Visual language: types of shots and composition, movements and angles, television camera, TV genres, Stages of programme production.

Module 3

Television Journalism - Television news gathering - TV news writing styles - TV News presentation. Stages of programme production, T.V Crew, programme formats, NTSC & PAL standards.

Module 4

Lighting: purpose of lighting, indoor/ outdoor lighting, types of light, three-point lighting, white/black balancing and color - temperature; Audio - types of microphones, audio console and its functions, lip-sync and sound mixing.

Module 5

Editing: Post-production techniques - linear and nonlinear editing, on-line and off-line editing, VFX and chroma- key.

Reference Books:

1. Television Production Handbook, 7th Edition — Herbert Zettl
2. Directing and Producing for Television, A Format Approach — Ivan Cury
3. Writing for Visual Media, 3rd Edition — Anthony Friedmann

More Reference Books:

1. Video Production Handbook — Gerald Millerson
2. Fundamentals of Television Production — Ralph Donald and Thomas Spann
3. The Art of the Storyboard, 21111 Edition — John Hart
4. Cinematography, Theory and Practice — Blain Brown
5. The Technique of Film and Video Editing-History, Theory, and Practice, 4th Edition — Ken Dancyger
6. Writing TV Scripts — Steve Wetton

7. Scripts, Writing for Radio and Television — Arthur Asa Berger (SAGE Publications)

COURSE	Code - 23U5CRBCJ8	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 5	Title - PR & CORPORATE COMMUNICATION		4	90

Course Outcomes:

At the end of the course students will be able to:

CO 1: Explain various concepts and tools of Public Relations

CO 2: Discuss PR as a management function

CO 3: Illustrate the role of PR professional

CO 4: Develop the basic understanding of Corporate Communication

CO 5: Analyze the basic elements of Corporate Communication

Module 1

Introduction to Public Relations: PR in olden times and growth of PR. PR in India and current scenario.

What is PR- Definitions of PR- ABC of PR- Purpose of PR- Elements of PR: empathy, persuasion and dialogue - Objectives and functions of public relations. Need for PR - Two-way communications – Public: Internal and External public - Employee relations.

Module 2

PR Principles: Planning, Implementation, Research and Evaluation - Tools of Public Relations: - Advertising, Media Relations, Press Release, Press Conference, House Journal, Corporate Film, Exhibitions and Trade fairs etc. PR in Public Sector and Private Sector: - Financial PR; Shareholder Relations - PR for Hospitals, Charitable Institutions, NGOs etc.

Module 3

PR department in an organization. The PR professional- qualities and qualifications. Public in PR. Influence of Public. 'Public' and Public Opinion. Impact of public opinion on PR. PR as Management Tool- Community Relations - Government relations - Ethics in PR- IPRA code of conduct - PR Councils –PRSI - PR & technology - Use of Internet as a major PR Tool - Emerging Trends in PR

Module 4

Corporate communication; definition, scope, nature, role and evolution of corporate communications; internal and external audience. Corporate identity — key concepts of corporate identity, corporate identity planning, corporate image, corporate personality, branding the corporate, corporate functions and corporate tools. Corporate PR: - Objectives of corporate PR. Planning and execution of Corporate PR. Social audit. Women in PR.

Module 5

PR and Business Communication: What are the essentials of an effective business communication. Writing memos; report writing, writing proposals - Cross cultural Communication. Corporate citizenship.

Reference Books:

1. Joseph Fernandez, Corporate Communications A 21st Century Primer. NewDelhi- Response Books.
2. C.S. Rayadu & K.R. Balan, Principles of Public Relations. Bangalore-Himalaya Publishing House.
3. CEOs of leading PR Firms. The Art of Public Relations. New Delhi, Vision Books.
4. Sharon Gerson, Technical Writing: Process and Product, Pearson Education
5. Prabhakar Naval & Basu Narendra, Public Relations; Nature and scope , Commenwealth Publishers, New Delhi

Additional Reference Books:

1. B.N. Ahuja & SS Chhabra, Advertising & Public Relations. Delhi, Surjeet Publications.
2. Alison Theaker. The Public Relations Handbook. New Delhi-Vikas Publishing House Pvt. Ltd.
3. Scott.M. Cutlip, Allen H.Center. Effective Public Relations. New Jersey-PenticeHall.Books
4. Applied Public Relations and Communication by K.R. Balan

COURSE	Code - 23U5CRBCJ9	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 5	Title - MEDIA MANAGEMENT, LAW & ETHICS		4	90

Course Outcomes:

At the end of the course students will be able to:

CO 1: Understand the features and importance of Media Management

CO 2: Develop the understandings of media economics and strategies

CO 3: Understand the basic legal concepts and press laws

CO 4: Discuss the different ethical issues in current media scenario

CO 5: Explain the limitations of current media laws in new media environments

Module 1

Management in Media organization – Structure – nature and process of management – levels of management – skills, functions and management roles – News room organisation and management - Economics of Print, Broadcast and Online media.

Module 2

Basic Legal concepts - Judicial system in India, fundamental rights; directive principles. Freedom of the press - evolution of the concept of freedom of the press — Constitutional foundations of Press in India - Article 19(1) (a) - Exception to the freedom of Press.

Module 3

Defamation — libel, slander and defenses of media professional - Contempt of Court – Press and Parliamentary Privileges.

Module 4

Media Laws and Acts in India: Official Secrets Act, Press & Registration of Books Act, Copyright Act, Young Person's Harmful Publication Act, Indecent Representation of Women's Act, Drug & Magic Remedies Act, Working Journalists Act, Wage Boards, Film Certification Rules, Intellectual Property Rights, Privacy and Cyber laws. Other laws relating to Information and governance; Right to Information Act, Whistle Blowers Protection Act, 2011.

Module 5

Media and Ethical Issues - code of ethics for media personnel; Press Council of India; censorship versus self-regulation; privacy versus public good; embedded journalism and sting journalism. Media as propaganda machines; spin doctoring.

Reference Books:

1. Naresh Rao & Suparna Naresh, 'Media Laws, an appraisal', Premier Publishing Company, Bangalore.
2. Kundra. S, 'Media Laws & Indian Constitution', Anmol Publications Ltd, New Delhi.
3. Vakul Sharma, 'Handbook of Cyber Laws', Macmillan, 2002.
4. NirmalaLakshman, 'Writing a Nation, an Anthology of Indian Journalism',
5. NalininRajan, 'Practising Journalism', Sage Publications,
6. Hamid Moulana, 'International Information Flow',
7. Karen Sandars, 'Ethics & Journalism', Sage Publications

8. Avinash Chiranjeev, (2000), Electronic Media Management, Authors Press, Delhi
9. Media and communication management - Rayudu, C S.
10. Media organization and management: issues and challenges - Swami, S K; Author.
Edition: Publisher: New Delhi, Cyber Tech Publication; 2011
12. Media management: a casebook approach/ George Sylvie ... [et al.]. - Sylvie, George | Wicks, Jan LeBlanc | Hollifield, C Ann | Lacy, Stephen | Sohn, Ardyth Broadrick.
Edition: 4th ed. Publisher: New York: Routledge, 2008
14. Media organization management - James redmond | Robert trager.
Edition: Ed.2 Publisher: New delhi Biztantra 2004
16. Media organisation and production - Cottle, Simon; Editor.
Edition:Publisher: New Delhi, Sage Publications India Pvt Ltd ; 2003

More Reference Books:

18. Aravind Singhal & Everett M.Rogers, 'India's Communication Revolution', Sage Publications
19. Edward S. Herman & Noam Chomsky, 'Manufacturing Consent', Vintage Publications
20. Dr. Jan R. Hakemuldar et.al, 'Principles & Ethics of Journalism', Anmol Publications.
21. Patrick Lee Plaisance, 'Media Ethics', Sage Publications

COURSE	Code - 23U5CRBCJ10	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 5	Title - ENVIRONMENTAL STUDIES AND HUMAN RIGHTS		4	90

Course Outcomes:**At the end of the course students will be able to:**

CO 1: Analyse regional literature to gain ecological awareness

CO 2: Understand the subtle movements for ecology in the literature at a national level

CO 3: Understand the ecological resistance in the earlier literature, globally.

CO 4: Explain the concept of human ecological relationship and its implications in HR

Module 1: Regional

- | | | |
|---|--|---|
| 1 | A Requiem for Earth | O N V Kurup |
| 2 | The Inheritors of Earth | Vaikom Muhammed Basheer |
| 3 | The Plachimada Struggle: A David and Goliath Story | Swarnalatha Rangarajan & Sreejith Varma |

Module 2: National

- | | | |
|---|-----------------------------|--------------|
| 4 | An Island of Trees | Ruskin Bond |
| 5 | Loss of Land and Livelihood | Indra Munshi |
| 6 | Our Causarina Tree | Toru Dutt |
| 7 | Load Shedding | Aashish Kaul |

Module 3: Global

- | | | |
|----|---------------------------------|------------------------|
| 8 | Give me the Splendid Silent Sun | Walt Whitman |
| 9 | Unfinished Continent | K R Srinivas Iyengar |
| 10 | Swampspark | Swarnalatha Rangarajan |

Module 4: Environmental Science

- | | | |
|----|----------------------|----------------|
| 11 | Global Warming | Erach Bharucha |
| 12 | Environmental Values | Erach Bharucha |
| 13 | Types of Ecosystem | Aloka Debi |
| 14 | Waste Management | Aloka Debi |

Module 5: Human Rights

An Introduction to Human Rights, Meaning, Concept and Development, Fundamental rights and Indian Constitution, Rights for children and women, Scheduled Castes, Scheduled Tribes, Other Backward Castes and Minorities, Conservation issues of Western Ghats- mention Gadgil committee report, Kasthuriengan report.

Reference Books

1. Nature Anthem by Anitha R and Jimmy James
2. Greening the Earth by F George D'Cruz et al

COURSE	Code - 23U6CRBCJ11	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 6	Title - DEVELOPMENT COMMUNICATION		4	90

Course Outcomes:

At the end of the course students will be able to:

- CO 1: Explain and distinguish development theories
- CO 2: Summarize and build development theory applications
- CO 3: Formulate communication strategies for development
- CO 4: Interpret development communication in action
- CO 5: Summarize the role of all media for development

Module 1

The meaning of development; first world, second world and third world; major development theories - dominant paradigm – its rise and fall –alternative paradigm – modernization approach

Module 2

Development communication, theories of development communication, development and communication campaigns – diffusion of innovations research – social marketing of family planning, health and pro-social innovations

Module 3

Communication strategies for empowerment, participatory and sustainable development communication, folk media as a tool for development

Module 4

Development communication in action – international agencies and development aid – FAO, ILO, UNDP, UNESCO, UNFPA, UNICEF and WHO; SITE and Kheda experiments in India; and Kerala model of development

Module 5

Role of radio, television, Internet, ICTs (Information and Communication Technologies) and print media for development in the current scenario.

Reference Books:

1. Diffusion of Innovations-Everett Rogers
2. Communication for Development in the Third World – Srinivas R. Melkote and H. Leslie Steeves.
3. Communication for Development and Social Change – Jan Servaes, Editor.
4. International and Development Communication, A 21st-Century Perspective – Bella Mody, Editor.

More Reference Books:

1. Participatory Communication, Working for change and development –
2. Shirley A. White, K. Sadanandan Nair and Joseph Ascroft.
2. Development Communication and Media Debate – Mridula Menon.
3. India, the Emerging Giant – Arvind Panagariya.
4. Participatory Video, Images that Transform and Empower – Shirley A. White (Editor).
5. The Art of Facilitating Participation – Shirley A. White (Editor).
6. Television and Social Change in Rural India – Kirk Johnson.

7. Communication, Modernization and Social Development– K. Mahadevan, Kiran Prasad, Ito Youichi and Vijayan K. Pillai.
8. Everybody Loves a Good Drought – P. Sainath.
9. Project Chatterra:An experiment in Development Journalism- B.G.Varghese

COURSE	Code - 23U6CRBCJ12	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 6	Title - FILM STUDIES		4	90

Course Outcomes:

At the end of the course students will be able to:

CO 1: Identify the historical and theoretical backgrounds of cinema.

CO 2: Develop an understanding of film language and terminology, and analyze the ways in which this language constructs meaning and ideology.

CO 3: Apply the understanding of different stages of filmmaking to produce a short film.

CO 4: Analyze film techniques and film as an art medium

CO 5: Evaluate the ethical implications inherent in filmmaking practices

Module 1

A brief history of movies; the major cinema movements — German expressionism, Soviet montage, Italian neo-realism, French new wave, Latin American cinema, Hollywood cinema, Japanese cinema, African cinema and Indian cinema

Module 2

Defining short film and film language — shot, scene, sequence, cuts and transitions, mise- en-scene and montage; key production roles

Module 3

Stage One — Pre-production — idea, treatment, script, storyboard, schedule, budget, crew, location, art direction, casting and rehearsals

Module 4

Stage Two — Production: set Procedures, camera, sound, art and cast Module V

Stage Three — Post-production: visual editing, sound editing, marketing and distribution

Module 5

Film analysis and appreciation: practical lessons

Reference Books:

1. Producing and Directing the Short Film and Video, 3ffi Edition — David K. Irving and Peter W. Rea.
2. Studying Film — Nathan Abrams, Ian Bell and Jan Udris.
3. Short Films 101, How to Make a Short Film and Launch Your Filmmaking Career — Frederick Levy.

More Reference Books:

4. Major Film Theories, An Introduction — J. Dudley Andrew.
5. How to Read a Film, 3rd Edition — James Monaco.
6. Film Studies, The Basics — Amy Villarejo.
7. Film Making — Tom Holden.
8. Cinematography, Theory and Practice — Blain Brown.
9. Directing, Film Techniques and Aesthetics, 4th Edition — Michael Rabiger.
10. Introduction to Mass Communication, 4th Edition — Stanley J. Baran.
11. A Guide to Filmmaking with Software Tools, Adobe Premiere and Sound Forge.

COURSE	Code - 23U6CRBCJ13	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 6	Title - SPECIALISED JOURNALISM		4	90

Course Outcomes:

At the end of the course students will be able to:

CO1: Understand the concept and different genres of magazines

CO2: Identify the scope of business journalism

CO3: Understand the scope of sports journalism

CO4: Understand the skills required for science journalism

CO5: Understand what is political reporting and its scope in India

Module 1

Magazine Journalism

Definition and genres of magazines - news, special interest, general, lifestyle, glamour, gossip; Brief history of the development of magazines; Reasons for its success internationally and in India; Magazine boom in India and the glorious years of the news magazine; Magazine formats and their difference from other media; Magazine formats within a genre and unique features that are developed.

Module 2

Business Journalism

Definition of business journalism; Nature and scope of business, trade, commerce, stock market and agriculture; Planning commission; NITI Aayog; Reserve bank of India: economic policies and their impact on the common man; The origin, growth and role of business journalism in India; different sectors of business journalism including IT, oil, power finance agriculture, steel infrastructure industries, traditional and modern industries; Stock market- rise and fall, BSE, NSE, Share; rise of the market trends-scams-SEBI. Finance-banking-micro and micro finance- non-performing assets- self-help group-personal finance-insurance-mutual funds- bonds.

Module 3

Sports Journalism

Definition of sports reporting; Language of sports journalism; Sports news and sports feature; Sports columns; Interviewing techniques; Sports photography; Examples of great sports writers; Ethical issues

Module 4

Science and Technology

Evolution of science communication in India, Importance of science communication, Science Reporting and Writing, Skills required for science communication, Language for science communication, Coverage of Science & Technology events, Creating a scientific attitude among masses, Experiments in Doordarshan on science communication, other TV channels, Science communication efforts in Radio – AIR, private FM stations, Science Communication in Community and Campus FM radio stations.

Module 5

Political Reporting

Political reporting: an overview; Main sources; Types: local, state, national & international; Public services; Political advertising; Covering political parties, political meetings and politicians; Political scams; Ethical issues: paid news, bias

Reference Books:

1. Tim Holmes, Magazine Journalism. SAGE Publications Ltd., 2010
2. Earl R. Hutchison, Art of Feature Writing. Oxford University Press, 2008
3. Phil Andrews, Sports Journalism: A Practical Introduction. SAGE, 2013
4. Shantolyengar, Jennifer A, McGrady, Media Politics: A Citizen's Guide. W.W.Norton, 2011
5. Hayes, Keith, Business Journalism: How to Report on Business and Economics: APRESS, 2014
6. SubhomoyBhattacharjee, India's Coal Story. PBI PAN INDIA, 2017
7. Mark Tatge, New York Times Reader: Business and the Economy. 2010
8. Ammu Joseph and Kalpana Sharma ed., Whose news?; The media and women's issues reprint, new Delhi, sage, 2006
9. KiranPrasad, ed. women and media: challenging feminist discourse.Delhi, the women press, 2005
10. Kiran Prasad, ed. Women, globalization and mass media; international facets of emancipation, Delhi, The women press, 2006
11. Mukta Gupta Women, ChildWelfare and Media, NewDelhi,Sarup, 2000 5. Julia Leslie and marymcgee, Invented identities; the interplay of gender, religion and politics in India, Delhi, OUP, 2000
12. The Sports Writing Hand Book: Thomas Fensch.
13. Media Sport: edited by Lawrence A. Wenner, London & New York

COURSE	Code - 23U6CRBCJ14	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 6	Title - MEDIA, CULTURE & SOCIETY		4	90

Course Outcomes:

At the end of the course students will be able to:

CO 1: Develop an understanding of how media operates within the societal contexts

CO 2: Illustrate the role of media in cultural and cross-cultural discourses

CO 3: Analyse different types of media content through a range of critical lenses

CO 4: Evaluate ethical perspectives of media culture

CO 5: Discuss key issues of the relevance and significance of media in contemporary culture and social life

Module 1

Media and social change : media and development , political economy of media, media literacy, media on education, media and family, media and national integration , media and gender , media and human rights , media and environmental issues .

Module 2

Media and culture: culture as a social institution, popular culture and mass culture, mass society, culture industry, cultural communication: inter and intra cultural communication; media and cultural manufacture, corporate culture and media, Medium as the message, technological transitions and media industries. Media and consumerism, Communication industries, Cultural imperialism, Cultural pluralism

Module 3

Media and representations: Media and women, Media and children, Media and the youth, Media and the marginalized, Media in the era of information age, Social media and protest movements

Module 4

Information and communication as a tool of equality and exploitation, international news flow, Issues in international communication, International news agencies and syndicates, Mac Bride's commission report, NWEIO, Impact of globalization on media systems, Trans national media ownership , Gaming industry,

Reference Books:

1. Ideology and Modern Culture: Critical Social Theory in the era of mass communication – John B Thompson
2. Culture, Media and Society – Michael Gurevitch and Tony Bennet
3. Introduction to Communication Studies – John Fiske
4. Communication, Culture and Media Studies: Key Concepts – John Heartly
5. Many Voices; One World: Mac.Bride Commission

COURSE	Code - 23U6ELBCJ1A	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 6	Title - CHOICE BASED COURSE DOCUMENTARY FILM PRODUCTION		4	90

Course Outcomes:

At the end of the course students will be able to:

CO 1: Identify and explain the major traditions of documentary studies

CO 2: Demonstrate knowledge of documentary film history, aesthetics and current film practices and standards

CO 3: Analyze documentary production in its social and historical context

CO 4: Demonstrate an ability to write script, screenplay and storyboard for a documentary

CO 5: Create a project plan for their own short documentary film

Module 1

Understanding the Documentary, status of documentary film production in India, Scope and relevance of documentary film making, Introduction to Realism Debate.

Module 2

Functions of documentary as a medium. Types of documentaries - narrative, investigative, biographic, scientific, historical.

Module 3

Writing for documentaries – structure and approach - research for documentaries – treatment and scripting

Module 4

Production of documentaries – shooting styles and editing styles. Eminent documentary makers in India

Reference Books:

1. Introduction to Documentary – Bill Nichols
2. Writing, Directing and Producing Documentary Films and Videos – Alan Rosenthal
3. Documentary Storytelling: Making Stronger and More Dramatic Nonfiction Films - Sheila Curran Bernard
4. Directing the Documentary - Michael Rabiger
5. Representing Reality - B Nichols I

COURSE	Code - 23U6ELBCJ1B	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 6	Title - CHOICE BASED COURSE MAGAZINE JOURNALISM		4	90

Course Outcomes:

At the end of the course students will be able to:

CO 1: Develop an understanding of the history of magazine journalism

CO 2: Identify the classification of magazines

CO 3: Develop various writing styles for such as cover stories, features, columns, reviews etc.

CO 4: Create the design and layout for different types of magazines

CO 5: Evaluate the latest trends in magazine publishing

Module 1

A brief history of magazine journalism, global scenario and current trends in magazine journalism in India; magazine journalism versus newspaper journalism

Module 2

Types of magazines- general interest magazines, special audience magazines, public relations magazines, literary magazines, Sunday magazines and journals; online magazines- e-zines, webzines, web-edition magazines; a review of leading general interest magazines in English and Malayalam

Module 3

Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology

Module 4

Cover and cover story – functions of the cover- cover design formats – coverblaze - coverlines; contents page; cover story selection criteria: length, strength, importance, promotability and illustratability.

Module 5

Magazine articles- features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers.

Module 6

Magazine Design –format, layout, typography, colour, photos, illustrations, infographics and blurbs.

Reference Books:

1. Feature and Magazine Writing – David E. Sumner & Holly G. Miller, Surjeeth Publications (2006)
2. The Art of Feature Writing – Hamed Contractor, Icon Publications Pvt. Ltd. (2004)
3. Inside the Writer's Mind – Steephan G. Bloom, Surjeeth Publications (2004)
4. Writing for Magazines – Jill Dick, Unistar Books (2004)

Additional Reference Books:

1. Magazine Editing – John Morrish, Routledge (1996)
2. The Language of magazines – Linda mcloughlin, Inter Text. (2001)
3. Handbook of magazine article writing – Michelle Ruberg, Writer's Digest (2005)
4. Magazine Journalism Today – Antony Davis, Heinemann professional publishing (1988)
6. The Art of Feature Writing – East R. Hutchison, Oxford University Press (2008)

COURSE	Code - 23U6ELBCJ1C	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 6	Title - CHOICE BASED COURSE BUSINESS JOURNALISM		4	90

Course Outcomes:

At the end of the course students will be able to:

CO 1: Develop the understanding of Business Journalism in business newspapers, magazines, news agencies and television channels.

CO 2: Create the theoretical framework for the analysis of financial markets

CO 3: Illustrate the basics of global, Indian and Kerala economy

CO 4: Formulate the skills in reporting and writing basic and complex business and financial stories in different beats

CO 5: Distinguish the basic understanding of the world of business and finance by localizing financial and economic data effectively

Module 1

A foundational course on economics, covering all major schools of modern economic thinking - Classical, Neo-classical, Marxian, Keynesian and Monetarist

Module 2

Institutional framework of modern economy covering the institutions, which play a key role in shaping economic policies as well as implementing them at the national and the global levels - Emergence of Bretton Woods Institutions, GATT and WTO, United Nations agencies like UNCTAD, UNIDO and ILO, Planning Commission of India, Ministry of Finance and Commerce. NITI Ayog and Planning boards at the state level.

Module 3

Milestones of Indian economy - Brief account of Indian economy on the eve of independence, process of the finalization of first Five-Year plan, general overview of Nehruvian model, Bank nationalization, Green revolution, control and permit raj and New Economic Policy of 1991.

Business reporting and editing - corporate reporting; banking; policy-making institutions; market reporting -stock market, currency exchange markets and commodity markets; regulatory bodies; company law; budget; trade policies

Module 4

Business newspapers, magazines, news agencies and television channels - A straight narrative on business dailies and magazines in the country as well as abroad - Wall Street Journal, Financial Times (London), The Economic Times, The Financial Express, Business Line, Economist

Fortune, Forbes, Outlook Money, Outlook Business, Business Today, Business World and Business India; 24x7 television channels dedicated to business – CNBC, NDTV Profit and others; financial and data service wire agencies - NewsWire18, Reuters, Bloomberg, Dow Jones and others.

Module 5

Salient features of Kerala economy on a national and global perspective - debate on Kerala model of development and the linkages of the state's economy with global markets; Cash crops in Kerala; Role of Major dailies like Manorama, Mathrubhmi and the Hindu in covering business stories linked to Kerala; specialized business journals like Dhanam, and Business Deepika

Reference Books:

1. Adam Smith, Wealth of Nations
2. Karl Marx, Das Capital
3. John Maynard Keynes, General Theory of Employment, Interest and Money Joseph Schumpeter, Capitalism, Socialism and Democracy
4. R. Raviraman (ed.), Development, Democracy and the State: Critiquing Kerala Model of Development
5. Thomas Piketty, Capital in the 21st century

Additional Reference Books:

1. Paul M Sweezy, The Theory of Capitalist Development (It is a classic text on understanding Marxist political economy)
2. Michael Lewis, Liar's Poker (It is a roller-coaster description of what really happens in Wall Street, the Mecca of Global financial markets. A good read for any aspiring journalist)
3. Robert Shiller, Irrational Exuberance (It is another work taking a close look at the functioning of financial markets)
4. Nouriel Roubini, a professor at Stern School of Business is widely credited with predicting the 2008 global financial crisis. He is a much sought after economist at present.
5. C.T. Kurien, Global Capitalism and Indian Economy, provides a good understanding of Indian economy on a global perspective. Rethinking Economics, reflections based on a study of Indian economy is also a good work for students.
6. Jagadish Bhagwati, a professor of Columbia University, long considered as a potential candidate for Nobel Prize in economics, is an ardent supporter of the liberalization, privatization and globalization theme. His book, In Defense of Globalization, is a good read.
7. John Bellamy Foster, The Great Financial Crisis is a very good book on the 2008 global financial crisis.

COURSE	Code - 23U6PJBCJ1	Type: PROJECT	No. of Credits	No. of Contact Hrs
SEMESTER 6	Title - PROJECT		3	

PROJECT WORK

Every student shall carry out a project, at the end of 6th semester. The project has to be a type-written report, in not less than 25 pages, of a visit to a media firm of the student's choice. The report must contain the organisational structure, characteristics, content creation patterns, functioning and the brand position of the firm.

Each student of the B.A. Mass Communication & Journalism programme should undergo this project work (3 credits) for 2 weeks (40 hrs) under the supervision and guidance of a faculty member in the concerned department. The student should submit two bound copies of the project certified by the supervising teacher before the commencement of the sixth semester theory examination.

Course Outcomes:

At the end of the course students will be able to:

CO 1: Create in-depth exposure to the area of specialization, in order to make the students "industry ready"

CO 2: Demonstrate and analyse all processes involved in content creation, distribution and exhibition

CO 3: Examine the level of application and understanding from the content and practice gathered during the programme.

CO 4: Evaluate the overall works done by the student in the four Semesters of the Programme

CO 5: Evaluate application of best practices and ethical values in the professions concerning and related to graphic design.

OPEN COURSE

COURSE	Code - 23U5OCBCJ1	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 5	Title - OPEN COURSE (GENERIC ELECTIVE): WRITING FOR MEDIA		3	72

Course Outcomes:

At the end of the course students will be able to:

CO 1: Understand the importance and role of mass media

CO 2: Understand the role and features of print media

CO 3: Develop an understanding of the fundamentals and features of Broadcasting

CO 4: Develop an understanding of the fundamentals and features of Advertising

CO 5: Distinguish between and formulate writing styles of various media

Module 1

Introduction to Mass media - Importance – Role in society.

Module 2

Introduction to Print media; Feature writing and Article writing; Lead-Headline-Editorials-Letter to the editor; Book and Film reviews- Interviews; Writing for magazine-Angle-Anecdote.

Module 3

Introduction to Broadcasting; Radio and Television skills; Scripting for Radio and TV; Film Fundamentals of film scripting, screenplay and production; Programmes - Features- News Interviews-skits-music programmes.

Module 4

Advertising- Types of Advertising; Pamphlets- Leaflets-Brochures; Classifieds- Copy Writing - Texts- Logo.

Module 5

Writing for New Media: Technical writing - meaning, Website content, Blogs, Social media writing, SEO Writing.

Reference Books:

1. WRITING FOR THE MASS MEDIA (SIXTH EDITION)- James Glen Stovall, Pearson Education, 2006.
2. BASIC NEWS WRITING- Melvin Menchar, William. C. Brown Co, 1983.
3. NEWS WRITING AND REPORTING -James. A. Neal & Suzane.S.Brown, Surjeeth Publications, 2003.
4. BROADCAST NEWS WRITING, REPORTING & PRODUCTION- Ted White, Macmilian.
5. ADVERTISING- Ahuja & Chabara, Sujeeth Publications, 1989
6. THE SCREENWRITER'S WORKBOOK- Syd Field, Dell Publishing, 1984
7. MASS COMMUNICATION THEORY- Dennis Macquail, Vistaar Publications, 2007.
8. THE TV WRITER'S WORKBOOK: A CREATIVE APPROACH TO TELEVISION- Ellen Sandler, Delta, 2007

COURSE	Code - 23U5OCBCJ2	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 5	Title - OPEN COURSE (GENERIC ELECTIVE): WRITING FOR NEW MEDIA		3	72

Course Outcomes:

At the end of the course students will be able to:

CO 1: Understand the role and features of internet as mass medium

CO 2: Explain the features and techniques of online reporting

CO 3: Understand with different methods of online editing

CO 4: Understand the prominent softwares in new media

Module 1

Introduction to new media; Internet as a mass medium- Interactivity-Hypertextuality; Characteristics of Online Journalism; Blogs-News portals- Search engines- Social networking sites; E-governance.

Module 2

Online reporting- Language and styles of online journalism; Tools for news gathering: News determinants in Cyberspace: Dos and Don'ts of internet reporting: New media techniques,

Module 3

Online editing- Editing requirements; Content-Layout- Clarity- Style- Conciseness: Online-Heading: Web design.

Module 4

Page make up and Software solution; In Design and Quark Express.

Module 5

Ethics in Online Journalism- Ethical issues in Online Journalism- Obscenity and Privacy Copyright and Libel; Cyber laws.

Reference Books:

1. Broadcasting News: The Craft and Technology of Online Journalism- Sunil Saxena
2. Web Production for Writers and Journalists- Jason Whittaker
3. New Media: Theories and Practice of Digitextuality-Anna Evertt, John. T. Cadwell.
4. Digital Sub Editing and Design- Stephen Quinn
5. 21st Century Journalism in India- Nalini Rjan, Sage, 2007.
6. India's Communication Revolution- Aravind Singhal & Everret. M. Rogers.
7. Online Journalism- A Basic Text- Tapas Ray, Foundation, Delhi, 2006.

COURSE	Code - 23U5OCBCJ3	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 5	Title - OPEN COURSE (GENERIC ELECTIVE): INTRODUCTION TO PHOTOGRAPHY		3	72

Course Outcomes:

At the end of the course students will be able to:

- CO 1: Develop an understanding of history and role of photography in communication
- CO 2: Demonstrate the knowledge of parts of camera
- CO 3: Apply the creative and technical aspects of Digital Camera
- CO 4: Categorize the genres of photography
- CO 5: Compose various elements of news photography that suits the tenets of modern media

Module 1

History of photography; role of photography in communication; eminent Photographers

Module 2

Understanding the camera - types of camera, lens, films and filters.

Module 3

Focusing, shutter speed, aperture, depth of field, rule of thirds, exposure, lighting, composition

Module 4

Types of photography - portrait, candid shot, news photo, photo feature, landscape, nature and wildlife

Reference Books:

1. Photo Journalism, The Professionals' Approach, 5th Edition — Kenneth Koine
2. Complete Guide to Digital Photography — Rick Sammon
3. Basic Photo Text — Ken Muse
4. A Professional's Basic Photography — Nirmal Pasricha
5. The Photography Handbook — Terence Wright

More Reference Books:

1. Visual Communication, Images with Messages, 3RI Edition — Paul Martin Lester
2. Photographic Composition — Tom Grill and Mark Scanlon
3. Basic Photography — Newnes
4. History of Photography — Cyernshem G R
5. Photo Journalism — Rothsteline
6. Photo Journalism Manual — Bergin

