

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 Mass Communication & Journalism

Sacred Heart College (Autonomous)

Thevara, Kochi

2020

Sl. No.	CONTENTS	Page No.
1.	Preface	3
2.	Introduction	4
3.	Regulations	6
4.	Programme Structure	18
5.	Syllabus	20

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.

For introducing the new Programme in 2020-21, the Academic Council decided to implement the syllabus of (BA Animation and Visual Effects) that is followed by Mahatma Gandhi University, Kottayam.

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.

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:

Eligibility for admission, norms for admission and reservation of seats for various Undergraduate Programmes shall be according to the regulations framed/orders issued by the University in this regard, from time to time.

MEDIUM OF INSTRUCTION AND ASSESSMENT

The medium of instruction and assessment shall be English.

REGULATIONS FOR CHOICE BASED CREDIT AND SEMESTER SYSTEM (CBCSS) FOR UNDER GRADUATE PROGRAMMES -2019

Preamble

Sacred Heart College, Thevara became an autonomous college under Mahatma University Kottayam in 2014. The college revised the choice based credit and semester system (CBCSS) for under graduate programmes in 2015-16. The Academic Council which met on 21-07-2018 approved the proposals of the various Boards of Studies for revising the syllabi of the undergraduate programmes from 2019-20 admissions onwards and the regulations for CBCSS. The revised regulations are as follows.

1. Title

These regulations shall be called **“SACRED HEART COLLEGE THEVARA REGULATIONS FOR CREDIT AND SEMESTER SYSTEM 2019”**

2. Scope

Applicable to all programmes of the college with effect from 2019 admissions, except otherwise approved by the Academic Council of the College

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 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 CBCS-PG System.
- 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.

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, up to 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. **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.
- ix. **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 and that of PG programmes only one opportunity.
- x. **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 council, 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.
- xi. **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.

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.

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.

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 B. A.

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

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.

9. EVALUATION AND GRADING

The evaluation scheme for each course shall contain two parts;

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

The internal to external assessment ratio shall be 1:3, for both courses with or without practical. 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.

- 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
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- 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.

b. 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.

c. 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

d. 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.

e. 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	O 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	<i>O Outstanding</i>
Equal to 8.5 and below 9.5	<i>A+ Excellent</i>
Equal to 7.5 and below 8.5	<i>A Very Good</i>
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 3.5 and below 4.5	<i>D Pass</i>
Below 3.5	<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 UG programme. 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

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

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.

10. 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.

11. Supplementary Examinations

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

12. 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.

13. 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.

14. Certificates

1. Degree certificates are issued by the Mahatma Gandhi University, Kottayam as per the act and statutes 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.

15. Award of Degree

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

16. 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.

17. 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					
20U1CCBCJ1	English I	Theory	Common	4	5
20U1CCBCJ2	English II	Theory	Common	3	4
20U1CCBCJ3	Second Language I	Theory	Common	4	4
20U1PRBCJ1	Methodologies and perspectives of Media studies	Theory	Core	4	6
20U1CJBCJ1	Foundations of Mass Media	Theory	Complementary	4	6
				19	25

SEMESTER 2					
20U2CCBCJ4	English III	Theory	Common	4	5
20U2CCBCJ5	English IV	Theory	Common	3	4
20U2CCBCJ6	Second Language II	Theory	Common	4	4
20U2PRBCJ2	Reporting and Feature Writing	Theory	Core	4	6
20U2PCBCJ1	History and Growth of Media in India	Theory	Complementary	4	6
				19	25

SEMESTER 3					
20U3CCBCJ7	English V	Theory	Common	4	5
20U3CCBCJ8	Second Language III	Theory	Common	4	4
20U3CRBCJ1	Editing, Design and Pagination for Print	Theory	Core	4	5
20U3CRBCJ2	Photo Journalism	Theory	Core	4	5
20U3TCBCJ1	Introduction to Online Journalism	Theory	Complementary	4	6
				20	25

SEMESTER 4					
20U4CCBCJ8	English VI	Theory	Common	4	5
20U4CCBCJ9	Second Language IV	Theory	Common	4	4
20U4CRBCJ3	Advertising	Theory	Core	4	4
20U4CRBCJ4	Radio Production	Theory	Core	4	6
20U4TCBCJ2	Language and Translation Studies	Theory	Complementary	4	6
				20	25

SEMESTER 5					
20U5CRBCJ5	Television Production	Theory	Core	4	5
20U5CRBCJ6	Specialized Journalism	Theory	Core	4	5
20U5CRBCJ7	Development Communication	Theory	Core	4	5
20U5CRBCJ8	Environmental Studies and Human Rights	Theory	Core	4	5
	Open Course (Generic Elective)				
20U5OCBCJ1	Writing for media	Theory	Open Course	3	5
20U5OCBCJ2	Writing for New Media	Theory			
20U5OCBCJ3	Introduction to photography	Theory			
				19	25

SEMESTER 6					
20U6CRBCJ9	Media Management, Law & Ethics	Theory	Core	4	5
20U6CRBCJ10	Film Studies	Theory	Core	4	5
20U6CRBCJ11	PR & Corporate Communication	Theory	Core	4	5
20U6CRBCJ12	Media, Culture & Society	Theory	Core	4	5
Choice based Course					
20U6EJBCJ1	Documentary film production	Theory	Core	4	5
20U6EJBCJ2	Magazine Journalism	Theory			
20U6EJBCJ3	Business Journalism	Theory			
20U6RJBCJ1	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

PR – Core Course Practical

PJ – Core Course Project

CP – Complementary Course Theory

PC – Complementary Course Practical

RJ – Core Project

CJ – Complementary Course Project

OC – Open Course

AR – Additional Core

EL – Elective

SYLLABUS

COURSE	Code - 20U1PRMCJ1	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 1	Title - METHODOLOGY AND PERSPECTIVES OF MEDIA STUDIES		4	108

Objectives

1. To acquaint the students with the perspectives of Mass Communication
2. To familiarize the students with the different approaches to and concepts of media studies.
3. To enable students to see mass communication from the inter-disciplinary perspectives.

4. COURSE OUTCOMES

5. CO 1. Explain the social relevance of mass communication
6. CO 2. Summarize the students with the basic concepts of communication, specifically mass Communication as a human/social/cultural process
7. CO 3. Analyse the dynamics of mass communication in a systematic way using appropriate Models and theoretical frameworks.
8. CO 4. Evaluate the functioning of communication systems both as a cultural process and an industrial practice.

Module 1

Introduction to Media Studies

Emergence and historical foundations of Media Studies. Inter-disciplinary significance – Facts - Values- Objectivity-Subjectivity - Political use of mass communication - Agenda setting Framing- Normative Theories of the press.

Module 2

Introduction to Media Research

Basic principles and concepts of Mass media research – epistemology and approaches - Practical works- critical reading of the major themes in Indian Media ecology using normative media theories.

Module 3

Linguistic Approach to media

Semiotics, Structuralist approach, Ideology and meanings. Fundamentals of Visual language, how to analyze visuals?

Module 4

Critical Approach

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

Module 5

Cultural Perspectives

Cultural effects of mass media. Politics of representation- Media and Audiences - From the mass audiences to the interactive - Media and Children, Media and Violence, Media and Gender. Introduction to New media studies.

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 - 20U1CJMCJ1	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 1	Title - FOUNDATIONS OF MASS COMMUNICATION		4	108

COURSE OUTCOMES

- CO 1. Develop the understandings of origin, growth, and evolution of communication.
- CO 2. Analyze the dynamics of communication in a systematic way using appropriate models and theoretical frameworks.
- CO 3. Explain the growth of mass media and its engagement with politics and social change at the different points in history.
- CO 4. Distinguish the social relevance of the mass media.
- CO 5. Apply critical understandings of media cultures and institutions to reflect on their own use of media in professional, creative, and personal practices.

Module 1

Communication, Elements of communication, Importance of communication, Models of Communication, Types of communication: intra, inter group and mass communication; Features of Mass Communication, Functions of Mass communication, concept of 'Mass' and evolution of Mass 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, Evolution of media technology

Module 3

Media audience, Public opinion, Persuasion and Propaganda, Effects of mass media, Attitudinal and Behavioural effects of mass media, Community Media, Theories of media effects, Audience measurement

Module 4

Mass media and their role in social life, 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, Authoritarian theory, Libertarian or free press theory, Social Responsibility theory, Soviet media theory, Development communication theory, Democratization theory.

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. Kuppuswami: 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 - 20U2PRMCJ2	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 2	Title - REPORTING AND FEATURE WRITING		4	108

Course Objectives:

- To foster an understanding of what is news and how to approach different stories
- To impart writing and research skills required in reporting
- To appreciate differences between report and feature writing
- To inculcate skills for effective feature writing
- To appreciate the role of opinion writing

COURSE OUTCOMES

- CO 1. Develop the understandings of what is news and how to approach different stories
- CO 2. Create writing and research skills required in reporting
- CO 3. Analyze the differences between news reporting and Feature writing
- CO 4. Formulate the skills for effective feature writing
- CO 5. Outline the different structure of news writing

Module 1

News Reports

Main newspapers and magazines in India; Basics of news: what makes news?; News style: uses of simple language, impersonal, formal; Organising the material; How to use quotes effectively; Structure of news: Inverted Pyramid; 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

Beat reporting: skills, sources, idea, story and examining major stories in Crime, Politics, Law, Industry, Labour, 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

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

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 - 20U2PCMCJ1	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 2	Title - HISTORY AND GROWTH OF MEDIA IN INDIA		4	108

Objectives:

The paper provides a social, political, economic and technological history of different mass media. The students will learn about print, radio, television, photography, film and the internet as it originated and as changing systems globally as well as in the Indian context. In addition each of these media is also historically analyzed in vast historical landscape and against historical events. They will be encouraged to apply this historical knowledge to the changing media contexts.

COURSE OUTCOMES

- CO 1. Develop students' knowledge of media history
- CO 2. Develop knowledge about the origin and growth of journalism at global level.
- CO 3. Summarise the evolution of the Press in India
- CO 4. Identify the pioneers who shaped modern journalism
- CO 5. Explain the characteristics and growth of Malayalam Journalism

Module 1

Historical Context of the Emergence of Mass Media Technologies Media and Modernity

Print Revolution – Different stages, Emergence of technologies Emergence of Mass Media in the Colonial Era with a focus on India

Module 2

Print Media

History of the Press in India: Colonial Period, National Freedom Movement, Post-Independence Era, Emergency and Post Emergency Era, Changing Readership, Print Cultures, Language Press

Module 3

Sound Media

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

Module 4

Visual Media

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

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 - 20U3CRMCI1	Type: THEORY	No. of Credits	No.of Contact Hrs
SEMESTER 3	Title - EDITING, DESIGN AND PAGINATION FOR PRINT		4	90

Objectives:

1. To train the students in verbal and factual accuracy.
2. To initiate the students to the art of editing and headlining.

COURSE OUTCOMES

- CO 1. Explain the students in verbal and factual accuracy.
- CO 2. Summarize the students to the art of editing and headlining.
- CO 3. Develop copy editing precisely and consistently, using correct grammar and eliminating libelous passages and items in poor taste
- CO 4. Examine the basic ethical issues confronting editors
- CO 5. Demonstrate a solid grounding in English grammar

Module 1

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 — 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 Design and pagination software — QuarkXPress (page design), Photoshop, Corel Draw, Illustrator and InDesign

Module 3

Headlining - 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.

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.

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

COURSE	Code - 20U3CRMCIJ2	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 3	Title - PHOTO JOURNALISM		4	90

Objective

A basic understanding of photography is imparted to the students. The course also aims at imparting the use of photography for journalistic purposes both in print and electronic media.

COURSE OUTCOMES

- 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. Illustrate the features of different types of cameras
- CO 4. Develop the skills of photo editing with editing software
- CO 5. Summarize 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, 3rd Edition — Paul Martin Lester
2. Photographic Composition — Tom Grill and Mark Scanlon
3. Basic Photography — Newnes
4. History of Photography — Cyrenshem G R
5. Photo Journalism — Rothsteline
6. Photo Journalism Manual — Bergin Under Graduate (B.A) programme in Mass Communication &

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

COURSE	Code - 20U3TCMCJ1	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 3	Title - INTRODUCTION TO ONLINE JOURNALISM		4	108

Objectives

This course focuses on providing students with the basic understanding of common trends in new media journalism, computer technology and applications associated with it.

COURSE OUTCOMES

- CO 1. Outline the concepts in new media technologies with a special emphasis on the web world and the recent trends
- CO 2. Explain the implication of new concepts, products and services within the area of Internet and new media
- CO 3. Evaluate the stages of the writing process and apply them to technical and workplace writing tasks
- CO 4. Make use of the technical skills of mobile newsgathering through the use of mobile devices and apps to gather, produce, and distribute news content
- CO 5. Demonstrate the basic components of definitions, descriptions, process explanations, and other common forms of online writing

Module 1

History of computers and Internet, Internet as a medium of communication; Trends in internet usage in India. Basics of computer hardware and software – I/O devices, CPU, Storage devices, Types of software, common operating systems.

Module 2

Features of online journalism- hypertext, multimedia; online aesthetics — content, design, colours, font, templates, navigation bars, and hyperlinks, Basics of MS-Word, MS- Power point, DTP

Module 3

Annotative reporting and strengths and limitations; citizen journalism; portals; blogging, podcasting, vodcasting, microblogging.

Module 4

Latest trends in computing – Augmented reality, Wearable computing, Internet of Things (IoT) Reference: Comdex Computer Course Kit, Dream Tech Press, New Delhi, 2006 - Vikas Gupta Media and Power — James Curran Media, Technology and Society — Brian Winston Journalism Online — Mike Ward Managing Media Convergence — Kenneth C. Killebrew Foundations of IT, Excel Books, 2008 - Sharma,D.

COURSE	Code - 20U4CRMCI3	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 4	Title - ADVERTISING		4	72

Objectives:

- To provide students with an understanding of key areas of advertising.
- To provide the basis for career choices in advertising
- To provide training in ad copy writing for different media.

• COURSE OUTCOMES

- CO 1. Explain the key areas of advertising
- CO 2. Identify and differentiate the various tools of advertising
- CO 3. Develop the basics for career choices in advertising
- CO 4. Develop the skills for ad copy writing for different media
- CO 5. Distinguish the process of media selection, media planning, and media buying

Module 1

Advertising – Definition – Importance – Functions – Objectives – DAGMAR-AIDA - Distinguish Publicity, Propaganda and Public opinion - Historical Development of advertising - 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. Advertising agencies- Structure and management- Careers.

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 - 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 - 20U4CRMJ4	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 4	Title - RADIO PRODUCTION		4	108

Objective:

The course is intended to explore the art of audio production. The students are made familiar with the aesthetics of sound and its application in various radio programme formats.

COURSE OUTCOMES

- CO 1. Develop radio scripts for news, commercials and entertainment programmes
- CO 2. Explain radio journalism while practicing in the studios how to handle and use various radio instrument and the mixers
- CO 3. Compare and categorize the formats and genres of radio programming
- CO 4. Interviewing skills for new online radio
- CO 5. Outline radio as a mass medium

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 - Theory of Sound - 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 - 20U4TCMCJ2	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 4	Title - LANGUAGE AND TRANSLATION STUDIES		4	108

Objectives

- To familiarize the student with the evolution and use of language in different media.
- To familiarize the student with the theories and problems of translation.
- To train the student in media translation.

COURSE OUTCOMES

- 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. Compare and contrast the mechanism of translation in various media
- CO 4. Estimate translation activities and examine the problems in translation.
- CO 5. Design a language that triumphs over the mundane specifics of language in translation.

Module 1

Linguistic Approach to Language as a tool for communication

Evolution of language, functions of language, verbal and non-verbal communication, Paralanguage, semiotics, Fundamentals of Visual language. Language use in different media- modernization of language for use in different media.

Module 2

Theory of Translation

Introduction to the basic concepts of translation. Translation - inter-cultural contacts - creative use of language - complexity and hereditary weight of language - creativity and translation – transcreation. Source language - Target language - concept of equivalence - total, approximate and null equivalences- producing an appeal of transfer in the target language - registers - distinction between narrative language and conversational language - translated into good and bad forms in the target language translation of polyphonic language. Kinds of translation: literary, technical and machine

Module 3

Translation and the Media

Translation for Journalism: Linguistic mediation in the world of journalism. Journalistic typology; journalistic writing and language in different languages and idioms. Multilingual editing. Audiovisual journalism. Translation and Advertising: Written and oral advertising language. Translation and local adaptation of advertising messages. Audiovisual 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 –text, genre and discourse shifts in translation- ideology and translation - problems with titles- cultural untranslatability- problems of translation in print media, audiovisual journalism and cinema.

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 - 20U5CRMCI5	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 5	Title - TELEVISION PRODUCTION		4	90

Objectives

The course exposes students to the basic knowledge of television production, focusing on the aesthetics of production. It introduces various television programme formats and scripting styles.

COURSE OUTCOMES

CO 1. Develop an understanding of the history of Television Production and how it differs from other media

CO 2. Make use of the features of visual language and illustrate the different types of shots and compositions involved.

CO 3. Design and create television programmes as per given standards

CO 4. Illustrate cognizance of primary equipments and movements and angles involved

CO 5. Demonstrate the external variables involved in television production

CO 6. Summarize and estimate various techniques in editing

Module 1

History and evolution of television - characteristics; how does it differ from other media

Module 2

Visual language - types of shots and composition

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

The television camera - movements and angles; types of cameras

Module 5

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

Module 6

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 - 20U5CRMJ6	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 5	Title - SPECIALISED JOURNALISM		4	90

COURSE OUTCOMES

- CO 1. Develop an understanding of the history and concepts of Magazine Journalism
- CO 2. Develop an understanding of the history and concepts of Financial Reporting
- CO 3. Develop an understanding of the history and concepts of Sports Journalism
- CO 4. Develop an understanding of the history and concepts of Business Journalism
- CO 5. Develop an understanding of the history and concepts of Political Reporting

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

Financial Reporting

Introduction: wealth, welfare and scarcity; Views on economics: positive and normative economics; Definition, scope and importance of business economics; WTO, IMF, IDA, IFA, ABRD, ADB, UNCTAD and UNIDO; Tax System in India: Meaning and Types; IT Act, PAN, VAT, GST; New Economic Policy in India: LPG; General factors affecting the economy of a nation

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

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 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 - 20U5CRMCI7	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 5	Title - DEVELOPMENT COMMUNICATION		4	90

Objective

The course introduces the students to the issues of development and the specific role played by the media in development support communication.

COURSE OUTCOMES

- 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 – 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 - 20U5CRMCIJ8	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 5	Title - ENVIRONMENTAL STUDIES AND HUMAN RIGHTS		4	90

CORE MODULE SYLLABUS FOR ENVIRONMENTAL STUDIES & HUMAN RIGHTS FOR UNDER GRADUATE COURSES OF ALL BRANCHES OF HIGHER EDUCATION

Vision

The importance of environmental science and environmental studies cannot be disputed. The need for sustainable development is a key to the future of mankind. Continuing problems of pollution, solid waste disposal, degradation of environment, issues like economic productivity and national security, Global warming, the depletion of ozone layer and loss of biodiversity have made everyone aware of environmental issues. The United Nations Conference on Environment and Development held in Rio de Janeiro in 1992 and World Summit on Sustainable Development at Johannesburg in 2002 have drawn the attention of people around the globe to the deteriorating condition of our environment. It is clear that no citizen of the earth can afford to be ignorant of environment issues.

India is rich in biodiversity which provides various resources for people. Only about 1.7 million living organisms have been described and named globally. Still many more remain to be identified and described. Attempts are made to conserve them in ex-situ and in-situ situations. Intellectual property rights (IPRs) have become important in a biodiversity-rich country like India to protect microbes, plants and animals that have useful genetic properties. Destruction of habitats, over-use of energy resource and environmental pollution have been found to be responsible for the loss of a large number of life-forms. It is feared that a large proportion of life on earth may get wiped out in the near future.

In spite of the deteriorating status of the environment, study of environment have so far not received adequate attention in our academic programme. Recognizing this, the Hon'ble Supreme Court directed the UGC to introduce a basic course on environment at every level in college education. Accordingly, the matter was considered by UGC and it was decided that a six months compulsory core module course in environmental studies may be prepared and compulsorily implemented in all the University/Colleges of India.

The syllabus of environmental studies includes five modules including human rights. The first two modules are purely environmental studies according to the UGC directions. The second two modules are strictly related with the core subject and fifth module is for human rights.

Objectives

- Environmental Education encourages students to research, investigate how and why things happen, and make their own decisions about complex environmental issues by developing and enhancing critical and creative thinking skills. It helps to foster a new generation of informed consumers, workers, as well as policy or decision makers.
- Environmental Education helps students to understand how their decisions and actions affect the environment, builds knowledge and skills necessary to address complex environmental issues, as well as ways we can take action to keep our environment healthy and sustainable for the future. It encourages character building, and develop positive attitudes and values.

- To develop the sense of awareness among the students about the environment and its various problems and to help the students in realizing the inter-relationship between man and environment and helps to protect the nature and natural resources.
- To help the students in acquiring the basic knowledge about environment and the social norms that provide unity with environmental characteristics and create positive attitude about the environment.

COURSE OUTCOMES

- CO 1. Outline the multidisciplinary nature of environmental studies and the variety of resources
 CO 2. Analyze the biodiversity in India and ways of conservation
 CO 3. Analyze the causes of sound pollution and create a motion graphic video.
 CO 4. Evaluate the role of the media as a bridge between science and public.
 CO 5. Illustrate the meaning and concept of Human Rights and create a documentary to communicate Human Rights.

Module 1

Unit 1: Multidisciplinary nature of environmental studies

(2 hrs)

Definition, scope and importance - Need for public awareness.

Unit 2: Natural Resources:

(10 hrs)

Renewable and non-renewable resources: Natural resources and associated problems.

- a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
 - b) Water resources: Use and over-utilization of surface and ground water, Floods, drought, conflicts over water, dams-benefits and problems.
 - c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
 - d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
 - e) Energy resources: Growing energy needs, renewable and non- renewable energy sources, use of alternate energy sources, Case studies.
 - f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification
- Role of individual in conservation of natural resources.
 - Equitable use of resources for sustainable life styles.

Unit 3: Ecosystems

(6 hrs)

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the given ecosystem: - Forest ecosystem

Module 2

Unit 1: Biodiversity and its conservation

(8 hrs)

- Introduction
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered and endemic species of India

Unit 2: Environmental Pollution

(8 hrs)

Definition

Causes, effects and control measures of: -

- a) Air pollution
- b) Water pollution
- c) Soil pollution
- d) Marine pollution
- e) Noise pollution
- f) Thermal pollution
- g) Nuclear hazards

- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides.

Unit 3: Social Issues and the Environment

(10 hrs)

- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people: its problems and concerns, Case studies
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Case studies
- Consumerism and waste products
- Environment Protection Act
- Air (Prevention and Control of Pollution) Act
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

Module 3

(10 hrs)

Scope and need of Environmental Journalism; Environment awareness and Media; Role of Environmental Journalists; Environmental Journalism and Development Communication.

Module 4

(10 hrs)

Environment advocacy through media; issues in climate and environment - population growth, sustainability, energy conservation, global warming, climate change, acid rain, destruction of tropical rain forests, accumulation of toxic wastes, disposal of all wastes, pollution of air and water etc.-Noted environmental journalists and publications; environmental journalism awards in India

Module 5

(8 Hrs)

Unit 1- Human Rights

An Introduction to Human Rights, Meaning, concept and development, Three Generations of Human Rights (Civil and Political Rights; Economic, Social and Cultural Rights).

Unit-2 Human Rights and United Nations: Contributions, main human rights related organs - UNESCO, UNICEF, WHO, ILO, Declarations for women and children, Universal Declaration of Human Rights.

Human Rights in India: Fundamental rights and Indian Constitution, Rights for children and women, Scheduled Castes, Scheduled Tribes, Other Backward Castes and Minorities

Unit-3 Environment and Human Rights - Right to Clean Environment and Public Safety:

Issues of Industrial Pollution, Prevention, Rehabilitation and Safety Aspect of New Technologies such as Chemical and Nuclear Technologies, Issues of Waste Disposal, Protection of environment - Conservation of natural resources and human rights: Reports, Case studies and policy formulation. Conservation issues of Western Ghats- mention Gadgil committee report, Kasthurirengan report. Over exploitation of ground water resources, marine fisheries, sand mining etc.

Reference Books:

1. The Green Pen: Environmental Journalism in India and South Asia – Keya Acharya and Frederick Noronha
2. Down to Earth – Centre for Science and Environment
3. Public Policies for Environmental Protection – P.R Portney
4. Nature Chronicles Of India - Ananda Banerjee
5. Eco Barons: The New Heroes of Environmental Activism – Edward Humes
6. Bharucha Erach, Text Book of Environmental Studies for undergraduate Courses. University Press, 11nd Edition 2013 (TB)
7. Clark.R.S., Marine Pollution, Clanderson Press Oxford (Ref)
8. Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T.2001 Environmental Encyclopedia, Jaico Publ. House. Mumbai. 1196p.(Ref)
9. Dc A.K.Environmental Chemistry, Wiley Eastern Ltd.(Ref)
10. Down to Earth, Centre for Science and Environment (Ref)
11. Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment, Cambridge University Press 1140pb (Ref)
12. Jadhav.H & Bhosale.V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284p (Ref)
13. Mekinney, M.L & Schock.R.M. 1996 Environmental Science Systems & Solutions. Web enhanced edition 639p (Ref)
14. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. (TB)
15. Odum.E.P 1971. Fundamentals of Ecology. W.B. Saunders Co. USA 574p (Ref)
16. Rao.M.N & Datta.A.K. 1987 Waste Water treatment Oxford & IBII Publication Co.Pvt.Ltd.345p (Ref)
17. Rajagopalan. R, Environmental Studies from crisis and cure, Oxford University Press, Published: 2016 (TB)
18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut (Ref)
19. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (Ref)
20. Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Stadards, Vol I and II, Enviro Media (Ref)
21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (Ref)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p (Ref)
23. (M) Magazine (R) Reference (TB) Textbook

Human Rights

- a. Amartya Sen, The Idea Justice, New Delhi: Penguin Books, 2009.
- b. Chatrath, K. J.S., (ed.), Education for Human Rights and Democracy (Shimla: Indian Institute of Advanced Studies, 1998)
- c. Law Relating to Human Rights, Asia Law House,2001.
- d. Shireesh Pal Singh, Human Rights Education in 21st Century, Discovery Publishing House Pvt.Ltd, New Delhi,
- e. S.K. Khanna, Children and The Human Rights, Common Wealth Publishers,1998. 2011.
- f. Sudhir Kapoor, Human Rights in 21st Century,Mangal Deep Publications, Jaipur,2001.
- g. United Nations Development Programme, Human Development Report 2004: Cultural Liberty in Today's Diverse World, New Delhi: Oxford University Press, 2004.

COURSE	Code - 20U5OCMCJ1	Type: THEORY	No. of Credits	No.of Contact Hrs
SEMESTER 5	Title - OPEN COURSE (GENERIC ELECTIVE): WRITING FOR MEDIA		3	90

COURSE OUTCOMES

- CO 1. Interpret the importance and role of mass media
- CO 2. Interpret 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. Differentiate 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- Texts- Logo- Story Board.

Module 5

Difference in writing styles between Print and Electronic media; Principles of MLA style; Use of style book; five w's and one H.

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, Macmilan.
5. ADVERTISING- Ahuja & Chabara, Surjeeth 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 - 20U5OCMCJ2	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 5	Title - OPEN COURSE (GENERIC ELECTIVE): WRITING FOR NEW MEDIA		3	90

COURSE OUTCOMES

- CO 1. Outline the role and features of internet as mass medium
- CO 2. Show the features and techniques of online reporting.
- CO 3. Experiment with different methods of online editing
- CO 4. Utilize prominent softwares in new media
- CO 5. Extend the knowledge gained on online media ethics

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 - 20U5OCMCJ3	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 5	Title - OPEN COURSE (GENERIC ELECTIVE): INTRODUCTION TO PHOTOGRAPHY		3	90

Objective: A basic understanding of photography is imparted to the students.

COURSE OUTCOMES

- 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, 3rd Edition — Paul Martin Lester
2. Photographic Composition — Tom Grill and Mark Scanlon
3. Basic Photography — Newnes
4. History of Photography — Cyrenshem G R
5. Photo Journalism — Rothsteline
6. Photo Journalism Manual — Bergin

COURSE	Code - 20U6CRMCI9	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 6	Title - MEDIA MANAGEMENT, LAW & ETHICS		4	90

Objectives

1. To provide students with an understanding of the basic legal concepts and press laws.
2. To give an over view of the ethical issues in the current media scenario.

COURSE OUTCOMES

3. CO 1. Illustrate the features and importance of Media Management
4. CO 2. Develop the understandings of media economics and strategies
5. CO 3. Illustrate the basic legal concepts and press laws
6. CO 4. Discuss the different ethical issues in current media scenario
7. CO 5. Examine 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 - 20U6CRMCI10	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 6	Title - FILM STUDIES		4	90

Objective:

The course exposes the students to a brief theoretical background in order to facilitate film appreciation.

The students are introduced to the techniques and stages of short filmmaking.

COURSE OUTCOMES

CO 1. Create the theoretical background in order to facilitate film appreciation

CO 2. Analyze the historical foundations of filmmaking

CO 3. Develop the understanding of different stages of filmmaking

CO 4. Analyze film technique 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 SoundForge.

COURSE	Code - 20U6CRM CJ11	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 6	Title - PR & CORPORATE COMMUNICATION		4	90

- To initiate the students into the world of corporate communications, public relations
- To pave the way for the students to choose the career of professional corporate communicators

COURSE OUTCOMES

- 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 , Commonwealth 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 Jersy-PenticeHall.Books
4. Applied Public Relations and Communication by K.R. Balan

COURSE	Code - 20U6CRMCI12	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 6	Title - MEDIA, CULTURE & SOCIETY		4	90

Objective

The basic objective of this course is to develop an understanding of how media operates within the societal contexts and the role of media in cultural and cross-cultural discourses.

COURSE OUTCOMES

- 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 - 20U6EJMCJ1	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 6	Title - CHOICE BASED COURSE DOCUMENTARY FILM PRODUCTION		4	90

Objective

This course introduces the students to the nuances of documentary film production.

COURSE OUTCOMES

- 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. Plan a project for their own short documentary film

Module 1

A short history of documentary film making, status of documentary film production in India, Scope and relevance of documentary film making.

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

Objective

This course introduces the students to the nuances of magazine journalism, feature writing and reviews.

COURSE OUTCOMES

- 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 relationsmagazines, 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)
7. The Editor in Chief – Benton Rain Patterson & Coleman E. P. Patterson, Surjeeth Publications (2005)

8. The Magazine Hand book – Jenny Mckay, Routledge (2000)

COURSE	Code - 20U6EJMCJ3	Type: THEORY	No. of Credits	No. of Contact Hrs
SEMESTER 6	Title - CHOICE BASED COURSE BUSINESS JOURNALISM		4	90

Objectives

1. To provide the basics of business journalism in business newspapers, magazines, news agencies and television channels.
2. To provide the theoretical frame work for the analysis of financial markets
3. To introduce the basics of global, Indian and Kerala economy

COURSE OUTCOMES

4. CO 1. Develop the understanding of Business Journalism in business newspapers, magazines, newsagencies and television channels.
5. CO 2. Create the theoretical framework for the analysis of financial markets
6. CO 3. Illustrate the basics of global, Indian and Kerala economy
7. CO 4. Formulate the skills in reporting and writing basic and complex business and financial stories in different beats
8. 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. Jagdish 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 - 20U6RJMCI1	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

- 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.