

**CHRIST COLLEGE (AUTONOMOUS),
IRINJALAKUDA**

IRINJALAKUDA, THRISSUR - PIN 680 125



**COMPLEMENTARY COURSE IN
JOURNALISM FOR B.A ENGLISH
LITERATURE & B.A MALAYALAM**

(CHOICE BASED CREDIT AND SEMESTER SYSTEM)

SYLLABUS

(FOR THE STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2017 ONWARDS)

**BOARD OF STUDIES IN JOURNALISM (UG)
IRINJALAKUDA, THRISSUR
PIN 680 125 KERALA**

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CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA

**BOARD OF STUDIES (UG) IN
JOURNALISM**

**Restructured Curriculum and
Syllabi as per CUCBCSS UG Regulations 2017
(2017 Admission Onwards)**

PART I

**B.A. Programme in
Mass Communication and Journalism**

PART II

Complementary Courses in

1. **Journalism,**
2. **Electronic Media, and**
3. **Mass Communication (for BA West Asian Studies)**

for

Non-Journalism UG Programmes

GENERAL SCHEME OF THE PROGRAMME

Sl No	Course	No of Courses	Credits	Marks
1	Common Courses (English)	6	22	600
2	Common Courses (Additional Language)	4	16	400
3	Core Courses	15	62	1500
4	Project (Linked to Core Courses)	1	2	50
5	Complementary Courses	8	16	800
6	Open Courses	1	2	50
	Total		120	3400

PART I
B.A. PROGRAMME IN
MASS COMMUNICATION AND JOURNALISM

Distribution of Courses

- A - Common Courses**
- B - Core Courses**
- C - Complementary Courses**
- D - Open Courses**
- E - Elective Courses**

A. Common Courses

Sl. No.	Code	Title	Hrs/Week	Credit	Semester	Marks
1	A01	Common English Course I	5	4	I	100
2	A02	Common English Course II	4	3	I	100
3	A03	Common English Course III	5	4	II	100
4	A04	Common English Course IV	4	3	II	100
5	A05	Common English Course V	5	4	III	100
6	A06	Common English Course VI	5	4	IV	100
7	A07	Additional language Course I	4	4	I	100
8	A08	Additional language Course II	4	4	II	100
9	A09	Additional language Course III	5	4	III	100
10	A10	Additional language Course IV	5	4	IV	100
		Total		38		1000

A. Core Courses

Sl. No.	Code	Title	Contact hrs	Credit	Semester	Marks
11	JOU1B01	Methodology and Perspectives of Communication and Journalism	6	5	I	100
12	JOU2B02	Fundamentals of Mass Communication	6	5	II	100
13	JOU3B03	History of Journalism and Broadcasting	4	4	III	100
14	JOU3B04	Reporting for Newspapers	5	4	III	100
15	JOU4B05	Editing for Newspapers	5	4	IV	100
16	JOU4B06	Design and Pagination	4	4	IV	100
17	JOU5B07	Radio Production	5	4	V	100
18	JOU5B08	Introduction to Television Production	5	4	V	100
19	JOU5B09	Corporate Communication	4	4	V	100
20	JOU5B10	Advertising	4	4	V	100
21	JOU5B11	Photo Journalism	4	4	V	100
22	JOU6B12	Media Laws and Ethics	5	4	VI	100
23	JOU6B13	Online Journalism	5	4	VI	100
24	JOU6B14	Introduction to Cinema	5	4	VI	100
25 Elec- tives	JOU6B15(E)-i JOU6B15 (E)-ii JOU6B15 (E)-iii	Documentary Film production Magazine Journalism Business Journalism	5	4	VI	100
26	JOU6B16	<p>Project</p> <p>Each student shall submit a short research project relevant to the areas of communication, journalism and mass media carried out under the supervision of a teacher. Evaluation is based on a dissertation (in approximately 25-40 pages typescript in standard dissertation format).</p>	5	2	VI	50
Total				64		1550

B. Complementary Courses

Sl. No.	Title	Contact	Credit	Semester	Marks
1	Complementary I – Course 1	3	2	I	100
2	Complementary II – Course 1	3	2	I	100
3	Complementary I – Course 2	3	2	II	100
4	Complementary II – Course 2	3	2	II	100
5	Complementary I – Course 3	3	2	III	100
6	Complementary II – Course 3	3	2	III	100
7	Complementary I – Course 4	3	2	IV	100
8	Complementary II – Course 4	3	2	IV	100
	Total		16		800

A sample subject list of Complementary Courses for B.A. Mass Communication and Journalism are given below:

1. Translation and Creative Writing
2. Political Science
3. Economics
4. History
5. Sociology
6. Multimedia Journalism
7. Computer Applications
8. Communicative / Functional English

Title of the courses, detailed syllabi and objectives are to be provided by the concerned Boards.

C. Open Courses

Students from other disciplines can opt any one of the following courses:

Code	Title	Contact	Credit	Semester	Marks
JOU5D01(i)	Newspaper Journalism	3	2	V	50
JOU5D01(ii)	Broadcast Journalism				
JOU5D01(iii)	Development Communication				

D. Electives

(Students of Mass Communication and Journalism Discipline are to select any one of the Electives)

Code	Title	Contact Hours	Credit	Semester	Marks
JOU6B15(E)-i JOU6B15 (E)-ii JOU6B15 (E)-iii	Documentary Film Production Magazine Journalism Business Journalism	3	4	VI	100

SCHEME OF EXAMINATION

Core courses consist of fifteen theory papers and a project work.

The evaluation scheme for each course including the project work shall contain two parts.

i) Internal assessment ii) External evaluation

20% weight shall be given to Internal assessment and 80% weight shall be for External evaluation.

Each of the fifteen theory papers carries a total of 100 marks (20 for Internal assessment and 80 for External evaluation).

The duration of examination for each course is 3 hours.

For the project work, out of the total 50 marks, 10 for Internal assessment and 40 for External evaluation.

For further details:

See University of Calicut Regulations for Choice based credit and Semester System for under Graduate Curriculum – 2014.

Semester I

Course	Code	Title	Hrs/ Week	Credit	Marks
Common Course 1	A01	Common English Course I	5	4	100
Common Course 2	A02	Common English Course II	4	3	100
Common Course 3	A07	Additional Language Course I	4	4	100
Core Course I	JOU1B01	Methodology and Perspectives of Communication and Journalism	6	5	100
Complementary I Course 1		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2	100
Complementary II Course 1		"	3	2	100
		Total	25	20	600

Semester II

Course	Code	Title	Hrs/ Week	Credit	Marks
Common Course 4	A03	Common English Course III	5	4	100
Common Course 5	A04	Common English Course IV	4	3	100
Common Course 6	A08	Additional Language Course II	4	4	100
Core Course 2	JOU2B02	Fundamentals of Mass Communication	6	5	100
Complementary I Course – 2		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2	100
Complementary II Course – 2		"	3	2	100
		Total	25	20	600

Semester III

Course	Code	Title	Hrs/ Week	Credit	Marks
Common Course 7	A05	Common English Course V	5	4	100
Common Course 8	A09	Additional Language Course III	5	4	100
Core Course 3	JOU3B03	History of Journalism and Broadcasting	4	4	100
Core Course 4	JOU3B04	Reporting for Newspapers	5	4	100
Complementary I Course – 3		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2	100
Complementary II Course - 3		"	3	2	100
		Total	25	20	600

Semester IV

Course	Code	Title	Hrs/ Week	Credit	Marks
Common Course 9	A06	Common English Course VI	5	4	100
Common Course 10	A10	Additional Language Course IV	5	4	100
Core Course 5	JOU4B05	Editing for Newspapers	5	4	100
Core Course 6	JOU4B06	Design and Pagination	4	4	100
Complementary I Course – 4		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2	100
Complementary II Course – 4		“	3	2	100
		Total	25	20	600

Semester V

Course	Code	Title	Hrs/ Week	Credit	Marks
Core Course 7	JOU5B07	Radio Production	5	4	100
Core Course 8	JOU5B08	Introduction to Television Production	5	4	100
Core Course 09	JOU5B09	Corporate Communication	4	4	100
Core Course 10	JOU5B10	Advertising	4	4	100
Core Course 11	JOU5B11	Photo Journalism	4	4	100
Open Course I	Students from other disciplines can opt any one of the following courses:				
	JOU5D01(i)	Newspaper Journalism	3	2	50
	JOU5D01(ii)	Broadcast Journalism			
	JOU5D01(iii)	Development Communication			
		Total	25	22	550

Semester VI

Course	Code	Title	Hrs/ Week	Credit	Marks
Core Course 12	JOU6B12	Media Laws and Ethics	5	4	100
Core Course 13	JOU6B13	Online Journalism	5	4	100
Core Course 14	JOU6B14	Introduction to Cinema	5	4	100
Electives	Students of Mass Communication and Journalism discipline are to select any one of the following Core Courses (Electives):				
	JOU6B15(E)-i JOU6B15 (E)-ii JOU6B15 (E)-iii	Documentary Film production Magazine Journalism Business Journalism	5	4	100
Core Course-16	JOU3B16	Project	5	2	50
		Total	25	18	450
		Total Credits		120	3400

PART II
Complementary Courses in

- 1. Journalism,**
- 2. Electronic Media, and**
- 3. Mass Communication (for BA West Asian Studies)**

for

Non-Journalism UG Programmes

I. Complementary Courses in Journalism

1. Introduction to Communication and Journalism.
2. News Reporting and Editing.
3. History of Mass Media.
4. Corporate Communication and Advertising.

Distribution of Courses

Semester	Code	Title	Hrs/ Week	Credit	Marks
I	JOU1C01	Introduction to Communication and Journalism	3	2	100
II	JOU2C01	News Reporting and Editing	3	2	100
III	JOU3C01	History of Mass Media	3	2	100
IV	JOU4C01	Corporate Communication and Advertising	3	2	100
		Total		8	400

Complementary Courses in Electronic Media

1. Introduction to Electronic Media
2. Radio and Television
3. Fundamentals of Cinema
4. Introduction to New Media.

Distribution of Courses

Semester	Code	Title	Hrs/ Week	Credit	Marks
I	JOU1C02	Introduction to Electronic Media	3	2	100
II	JOU2C02	Radio and Television	3	2	100
III	JOU3C02	Fundamentals of Cinema	3	2	100
IV	JOU4C02	Introduction to New Media.	3	2	100
		Total		8	400

Note: The present complementary courses in **Audio Visual Communication** can be replaced with the new complementary courses in **Electronic Media**.

Complementary Courses in Mass Communication (for BA West Asian Studies)

1. Introduction to Mass Communication
2. Print Media Journalism
3. Electronic Media
4. Mass Media in West Asia

Semester	Code	Title	Hrs/ Week	Credit	Marks
I	JOU1C03	Introduction to Mass Communication	3	2	100
II	JOU2C03	Print Media Journalism	3	2	100
III	JOU3C03	Electronic Media	3	2	100
IV	JOU4C03	Mass Media in West Asia	3	2	100
		Total		8	400

**BA PROGRAMME IN MASS COMMUNICATION AND JOURNALISM
CORE COURSES**

Sl. No.	Code	Title	Contact hrs	Credit	Semester	Marks
11	JOU1B01	Methodology and Perspectives of Communication and Journalism	6	5	I	100
12	JOU2B02	Fundamentals of Mass Communication	6	5	II	100
13	JOU3B03	History of Journalism and Broadcasting	4	4	III	100
14	JOU3B04	Reporting for Newspapers	5	4	III	100
15	JOU4B05	Editing for Newspapers	5	4	IV	100
16	JOU4B06	Design and Pagination	4	4	IV	100
17	JOU5B07	Radio Production	5	4	V	100
18	JOU5B08	Introduction to Television Production	5	4	V	100
19	JOU5B09	Corporate Communication	4	4	V	100
20	JOU5B10	Advertising	4	4	V	100
21	JOU5B11	Photo Journalism	4	4	V	100
22	JOU6B12	Media Laws and Ethics	5	4	VI	100
23	JOU6B13	Online Journalism	5	4	VI	100
24	JOU6B14	Introduction to Cinema	5	4	VI	100
25 Electives	JOU6B15(E)-i JOU6B15 (E)-ii JOU6B15 (E)-iii	Documentary Film production Magazine Journalism Business Journalism	5	4	VI	100
26	JOU6B16	Project Each student shall submit a short research project relevant to the areas of communication, journalism and mass media carried out under the supervision of a teacher. Evaluation is based on a dissertation (in approximately 25-40 pages typescript in standard dissertation format).	5	2	VI	50
Tota I				64		1550

BA Programme in Mass Communication and Journalism

Semester I

Course 11

Code JOU1B01

**Methodology and Perspectives of
Communication and Journalism**

Contact Hours 6

Credits 5

Objectives

1. To acquaint the students with the perspectives of Mass Communication as a science of communication study.
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.

Module I: Linguistic Approach to Communication

Language as a tool for communication: Evolution of language, functions of language, verbal and non verbal communication, Paralanguage, semiotics, Fundamentals of Visual language, How to analyse visuals?

Module II : Social Aspect of Communication

Freedom of expression as a social necessity, mass media and their role in social life, Positive and negative influences of media, Advertising and its impact on society, Political use of mass communication, Mass media in various social systems: the normative theories

Module III : Effects of Mass Communication

Media and their Audiences, Attitudinal and Behavioral Effects of Mass Communication, Media and Children, Media and Violence, Media and Gender, Media Addiction, Media diet, Media Literacy.

Module IV : Cultural and Developmental Perspectives

The meaning of 'culture', cultural effects of mass media, the meaning of 'development', Role of communication in development, How to use mass media for social development?

Module V : Technological Perspectives

The evolution of media technology: the Print, Electronic and Digital Media, Mass Communication in Digital Age, Future of Media Technology.

Module VI : Perspectives on Communication Studies

Level of Communication Studies: Communicology as study of human communication process, Media studies as analysis of media's role in social, cultural and political life, Mass Communication Research as in-depth analysis of functions and systems of media, Studying media for commercial purposes- television rating, audience analysis, readership survey.

Books for Reference

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. Mass Communication in India, Keval J. Kumar, Jaico Publishing House, New Delhi.
4. David Croteau, Media : Media/Society : Industries, Images and Audiences : Sage Publications.
5. Key concepts in communication, Tim O Sullivan, Sage.
6. Mass Communication in India: A Sociological Perspective: J.V. Vilanilam: Sage.
7. Audience Analysis: Denis McQuil, Sage.
8. Development Communication – B.N. Ahuja and S.S. Chhabra.
9. English Language Teaching – Nagraj, Geetha, Orient-Longman, Hyderabad.
10. Fundamentals of Communication, Melvin L. Defleur.
11. Handbook of Social Psychology, Lindzey and Aronson.
12. Fundamentals of Media Effects: Bryant and Thompson.
13. Mass Media Research – An Introduction, Roger D. Wimmer and Joseph R. Dominick, Wadsworth Publishing Company, London.
14. International Encyclopedia of Communications, Oxford.
15. A Dictionary of Communication and Media Studies, James Watson and Anne Hill, Edward Arnold Group: London.
16. McQuail's Mass Communication Theory: Denis McQuail, New Delhi.

I. Continuous Assessment : 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module six.

2. Attendance : 5 Marks

Allotment of marks as per University Regulations.

3. Media assignments / Seminar Presentation : 5 marks

Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester end examination: 80 Marks

Model Question Paper

Methodology and Perspectives of Communication and Journalism

Code: JOU1B01

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Non-Verbal communication.
2. Kinesics.
3. Proxemics.
4. Verbal communication.
5. Sociology.
6. Psychology.
7. 'Mass' Audience.
8. Media 'Effects'.
9. Define culture.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Explain the fundamentals of communication.
11. What are the characteristics of Non-verbal Communication?
12. What is paralanguage?
13. Define Development.
14. Explain the role of communication in development.
15. Explain the Alternative approaches to development.
16. What are the ingredients of development communication?
17. Explain the evolution of media technology.
18. Define media literacy.
19. Elucidate media convergence.
20. What is television rating?
21. Differentiate between media addiction and media diet.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Explain the functions of Language.
23. Explain the Mass Media from the Technological Perspectives.
24. Critically examine various theories of Mass Media.
25. Explain the cultural effects of mass media.

BA Programme in Mass Communication and Journalism

Semester II

Course 12

Code: JOU2B02

Fundamentals of Mass Communication

Contact Hours: 6

Credits: 5

Objectives

1. To familiarize the students with the basic elements of mass communication.
2. To enable the students to assess media effects.
3. To motivate the students to take up further studies and careers in mass communication.

Module I

Definition of communication - elements of communication - types of communication

Module II

Scope and purpose of communication models - models of Aristotle, Lasswell, Schramm, Berlo, Shannon & Weaver and Dance's model.

Module III

Concept of mass - evolution of mass communication - nature, characteristics, functions and dysfunctions of mass media - types of media: print, radio, TV, film and new media.

Module IV

Introduction to the status of mass media in general with special reference to India.

Books for Reference

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. Denis McQuail and Sven Windahl : Communication Models.
7. Agee, Ault & Emery : Main Currents in Mass Communication.
8. International Encyclopedia of Communication: Oxford.

Books for Further Reading

1. Marshall McLuhan Understanding Media.
2. David K Berlo The Process of Communication.
3. Kuppuswami Communication and Social Change.
4. Keval J Kumar Mass Communication in India.
5. D S Mehta Mass Communication and Journalism in India.
6. Dr. J V Vilanilam Mass Communication in India.
7. Andrew Beck & Peter Bennet Communication Studies.
8. Rogers and Singhal India's Communication Revolution.

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester: one, at the completion of module two and the second, at the completion of module four.

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Media Assignments/ Presentation : 5 Marks

Each student shall present a seminar on a subject coming under module four in the syllabus allotted by the faculty and submit the paper for valuation.

II. Semester End Examination: 80 Marks

MODEL QUESTION PAPER

Fundamentals of Mass Communication

Code: JOU2B02

Time: 3 Hours

Maximum Marks: 80

Part A

**Answer any 5 questions not exceeding 50 words.
Each question carries 3 marks (3 x 5 = 15)**

1. Intrapersonal communication.
2. Marshall McLuhan.
3. Noise.
4. Mass.
5. Global Village.
6. Blogs.
7. Feedback.
8. Mass-line communication.
9. Media Habits.

Part B

**Answer any 7 questions not exceeding 100 words.
Each question carries 5 marks (5 x 7 = 35)**

10. Explain media Imperialism.
11. Explain the dysfunctions of mass media.
12. What are the characteristics of the recording medium?
13. Differentiate between radio and television.
14. Explain the concept 'mass' in mass communication.
15. What are the functions of mass communication?
16. Explain the relevance of alternative media.
17. Explain the ingredients of the concept 'global village'.
18. Elucidate interpersonal communication.
19. Dance's model of communication.
20. What are the characteristics of new media?
21. Differentiate between intra personal and transpersonal communication.

Part C

**Answer any 2 questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)**

22. Explain the scope and purpose of communication models substantiating it with the models of major theoreticians.
23. Explain the characteristics of film as a medium of mass communication.
24. Give a critique of mass media in India.
25. Explain the nature, scope, and limitations of print media.

BA Programme in Mass Communication and Journalism

Semester III

Course 13

Code: JOU3B03

History of Journalism and Broadcasting

Contact Hours: 4

Credits: 4

Module I

Evolution of Indian press: James Augustus Hicky - James Silk Buckingham - Serampore missionaries - Raja Ram Mohan Roy - freedom movement and the press - Gandhi as a journalist - press in the post-independence period - Press Council of India.

Module II

History of Malayalam press: Rajyasamacharam – Paschimodayam - Gnana Nikshepam – Deepika - Satyanada Kahalam - Malayala Manorama - Kerala Mitram - Kerala Patrika – Mathrubhumi - Kerala Kaumudi - Al-Ameen – Deenabhandu – Prabhatham - Malayalam press during the Freedom Struggle.

Module-III

Legends of journalism: Herman Gundert - Kandathil Varughese Mappilai - Swadeshbhimani Ramakrishna Pillai - Kesari Balakrishna Pillai - K. P. Kesava Menon - C.V. Kunjiraman - Pothan Joseph - cartoonist Sankar - Sivaram - Raghu Ray.

Module IV

History of broadcasting: Radio broadcasting in India - FM radio - growth of television - broadcasting in India – SITE - broadcast code - Prasar Bharati.

Books for Reference

1. Rangaswami Parthasarathy, '**Journalism in India**'.
2. Dr.Nadig Krishna Murthy, '**Indian Journalism**'.
3. GNS Raghavan, '**The Press in India**'.
4. Robin Jeffrey, '**India's Newspaper Revolution**'.
5. Puthupally Raghavan, '**Kerala Pathrapravarthana Charithram**'.
6. M.V.Thomas, '**Bharathiya Pathracharithram**', Bhasha Institute.
7. Mehra Masani, '**Broadcasting and the People**'.
8. G.C.Aswathy, '**Broadcasting in India**'.
9. Keval J. Kumar, '**Mass Communication in India**'.
10. Vijayakrishnan, '**Malayala Cinimayude katha**'.
11. Amanas Ramachandran Nair, '**Chalachithra Padhanagal**'.

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module four.

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Media Assignment/ Presentation : 5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

II. Semester End Examination: 80 Marks

MODEL QUESTION PAPER

JOU3B03

History of Journalism and Broadcasting

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. FM Stations.
2. Raghu Ray.
3. Pothan Joseph.
4. Harijan.
5. Terrestrial Broadcasting.
6. Sambad Kaumudi.
7. Herman Gundert.
8. Kerala Mitram.
9. Asianet.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. What are the objectives of Prasar Bharati?
11. Write a note on Serampore Missionaries.
12. Trace the history of broadcasting in India.
13. Discuss the objectives of Press Council.
14. Comment on Kesari Balakrishna Pillai.
15. Briefly describe the history of printing
16. What were the contributions of Raja Ram Mohan Roy to Indian Journalism?
17. Comment on the contributions of James Augustus Hicky.
18. Trace the journalistic ventures of Swadeshabhimani.
19. Briefly elucidate the significance of SITE in the history of broadcasting in India.
20. Trace the evolution of Mathrubhumi as a nationalist newspaper.
21. State the significance of 'Illikkunnu' in the history of Malayalam press.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Explain the contributions of Mahatma Gandhi to journalism?
23. Trace the growth of television broadcasting in India.
24. Describe the state of press during the Emergency.
25. Elucidate the contributions of Christian missionaries to Malayalam Journalism.

BA Programme in Mass Communication and Journalism

Semester III

Course 14

Code JOU3B04

Reporting for Newspapers

Contact Hours 5

Credits 4

Objectives

1. To introduce the students to newspaper journalism.
2. To provide the basics of newsgathering techniques.
3. To initiate the students into the art of journalistic writing

Module I

Qualities and responsibilities of a reporter - definition of news - news and views - news determinants: proximity, prominence, oddity, conflict, controversy, timeliness and human interest.

Module II

Basic structure of news: chronological versus inverted pyramid formats; strengths and limitations - 5Ws and 1H ingredients - types of leads - hard news, soft news and infotainment.

Module III

News Sources: handouts - press releases - news conference - meet-the-press - international news agencies - Indian news agencies - internet, other media and beat - unexpected news - sources- tip off.

Module IV

Interviewing: pre-interview homework - interviewing and writing interview-based reports - telephonic interview-building rapport- planning questions.

Module V

Types of Reporting: basics of covering accidents, deaths, natural disasters, crime, court, sports, business, budget, politics, elections, speech, seminars and entertainment - investigative reporting.

Books For Reference

1. Melvin Mencher, **News Reporting and Writing**, New York, Oxford University Press, 2007.
2. Jerry Lanson and Mitchell Stephens, **Writing and Reporting the News**, New York: Oxford University Press, 2008.
3. Fred Fedler and John Bender, **Reporting for the Media**, New York: Oxford University Press, 2001.
4. Ambrish Saxena, **Fundamentals of Reporting and Editing**, New Delhi: Kanishka Publishers, 2007.
5. Joan Clayton, **Interviewing for Journalists**, London: Piatkus Publishers, 1994.
6. Vanita Kohli-Khandekar, **The Indian Media Business**, New Delhi: sage Publications, 2006.
7. Hugo de Burgh, **Investigative Journalism: Context and Practice**, London: Routledge, 2000.
8. Straubhaar Larose, **Media Now**, New York: Thomson Wadsworth, 2004.
9. M.V. Kamath, **Professional Journalism**, New Delhi, Vikas Publishers, 1980.

Books For Further Reading

1. B.G. Verghese (Ed.), **Breaking the Big Story; Great Moments in Indian Journalism**, New Delhi: Penguin Books, 2003.
2. David Randall, **The Great Reporters**, London: Pluto Press, 2005.
3. T.J.S. George, **Lessons in Journalism: The Story of Pothan Joseph**, New Delhi: Viva Books, 2007.
4. Anita Pratap, **Island of Blood**, New Delhi: Penguin Books, 2002.
5. B. G. Verghese, **Warrior of the Fourth Estate: Ramnath Goenka of the Express**, New Delhi: Penguin Books, 2005.
6. Kuldip Nayar, **Scoop: Inside Stories from the Partition to the Present**, New Delhi: Harper Collins Publishers, 2006.
7. P. Sainath, **Everybody Loves a Good Drought**, New Delhi: Penguin Books, 2004.

I. **Continuous Assessment: 20 Marks**

1. **Class Tests : 10 Marks**
There shall be two internal assessment examinations within the semester: One, at the completion of module three and the second, at the completion of module five.
2. **Attendance : 5 Marks**
Allotment of marks as per University regulations
3. **Media Assignment : 5 Marks**
Each student shall submit a work book consisting of 5 different news reports.

II. **Semester End Examination: 80 Marks**

MODEL QUESTION PAPER

Code JOU3B04

Reporting for Newspapers

Time: 3 hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Proximity.
2. AFP.
3. Beat.
4. Follow-up.
5. Scoop.
6. Staccato Lead.
7. Deadline.
8. Masthead.
9. Human Interest Story.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Differentiate between Press Conference and Meet-the –Press.
11. What are the basic principles of interviewing?
12. Explain the strengths and limitations of inverted pyramid style.
13. Comment on the Indian news agencies
14. Explain the types of news with examples.
15. What are the requirements for investigative reporting?
16. Explain the essentials of beat reporting?
17. Elucidate the principles of reporting science and environment
18. Differentiate between news story and feature story.
19. Briefly explain the pre-requisites of covering elections.
20. Distinguish between hard news and soft news.
21. Explain the types of interviews.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. What are the challenges and requisites of a successful newspaper reporter?
23. Elucidate the types of leads with examples.
24. Analyse the various sources of news.
25. What are the criteria for the selection of news in a newspaper?

BA Programme in Mass Communication and Journalism

Semester IV

Course 15

Code JOU4B05

Editing for Newspapers

Contact Hours 5

Credits 4

Objectives:

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

Module I

Newsroom Operation - qualities and responsibilities of a sub-editor - organizational structure of an editorial department: editor, managing editor, editorial director, deputy editor, associate editor, news editor, assistant editor, chief sub-editors and sub-editors- news processing; desk operation and co ordination - Functional designations of a newspaper - history of horse shoe desk.

Module II

Fundamentals of Editing – copy tasting - editing for verbal clarity and correctness
-Euphemism- play down and play up - editing for accuracy , objectivity, consistency, fairness, taste and legal propriety - style book.

Module III

Copy Editing – handling reporters’ and correspondents’ copies, news agency copies, stringers’ and agents’ copies, citizen journalists’ copies – editing handouts and press releases
– translating stories from English to Malayalam and from Malayalam to English – trimming human interest stories – slashing the roundup – planning follow ups. Picture editing basic techniques- cropping- blow up.

Module IV

Headlining - headline functions – headline language. Action in headline- punch and topical.

Types of headlines - banner, skyline, kicker, deck, subheads, strapline, label, editorial and feature headlines; flush left, flush right, centralised - Captions and catchwords - traditional and modern headline styles.

Module V

Editorials - editorial page versus news pages – editorials – middles – features - columns and letters to the editor – campaigns - types of editorials - qualities and responsibilities of a leader writer - readers’ editor/ombudsman.

Books for Reference

1. Bruce Westley, **News Editing**, Boston: Houghton Mifflin Company, 1972.
2. Harold Evans, **Newsman's English, Handling Newspaper Text, News Headlines, Pictures on a Page, Newspaper Design (A Five-Volume Manual of English, Typography and Layout)** London: National Council for the Training of Journalists, 1984.
3. Floyd Baskette and Jack Sissors, **The Art of Editing**, New York: Macmillan Publishing Co, 1986.
4. Jerry Lanson and Mitchell Stephens, **Writing and Reporting the News**, New York: Oxford University Press, 2008.
5. Sunil Saxena, **Headline Writing**, New Delhi: Sage Publications, 2006.
6. Ambrish Saxena, **Fundamentals of Reporting and Editing**, New Delhi: Kanishka Publishers, 2007.
7. Carl Sessions Stepp, **Writing as Craft and Magic**, New York: Oxford University Press, 2007.
8. Rothsteine, **Photojournalism**, Amphoto Books, 1974.
9. K.M. Sreevastava, **News Reporting and Editing**, New Delhi; Sterling Publications, 1987.

Books for Further Reading

1. T.J.S. George, **Editing: A handbook for Journalists**, New Delhi: Indian Institute of Mass Communication, 1989.
2. M.L. Stein and Susan Paterno, **The News Writer's Handbook**, New Delhi: Surjeet Publications, 2003.
3. George Hough, **News Writing**, New Delhi: Kanishka Publishers, 2004.
4. Jan Hakemulder and Fay Jonge, **News Reporting and Editing**, New Delhi: Anmol Publications, 2002.
5. Ron Smith and Loraine O'Connell, **Editing Today**, New Delhi: Surjeet Publications, 2004.
6. M.K. Joseph, **Outline of Editing**, New Delhi: Anmol Publications, 2002.

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester: One, at the completion of module three and the second, at the completion of module five.

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

2. Media Assignment: 5 Marks

Students shall bring out a printed laboratory newspaper in tabloid size either group wise or class wise.

II. Semester End Examination: 80 Marks

Model Question Paper Code

JOU4B05

Editing for Newspapers

Time: 3 hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Stylebook.
2. Captions and catchwords.
3. Teaser and teller headlines.
4. Middles.
5. Leader writer.
6. Objectivity.
7. Strapline.
8. Fillers.
9. Copytaster.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. What are the responsibilities of a news editor?
11. Explain the essential traits of a subeditor?
12. Describe the newsroom operation.
13. What are the basic principles of editorial writing?
14. Explain the steps in editing a news agency copy.
15. What are the essential principles of translation?
16. Explain the difference between news and feature headlines.
17. What are the salient traits of a photojournalist?
18. Briefly explain the different techniques of picture editing.
19. Elucidate different types of editorials.
20. Differentiate between traditional and modern news rooms.
21. Argue the significance of language in headline writing.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. “Any fool can write but only a heaven born genius can edit”. Discuss the facets of editing in a newspaper.
23. “The headline is the best salesman of a newspaper.” Explain the functions of headlines with examples.
24. “Newspapering is a team work.” Comment focusing on the news processing operation with the desk-editors.
25. “The editorial is the mirror of the management.” Comment on the significance of editorials, explaining its essential characteristics, structure and formats with examples.

BA Programme in Mass Communication and Journalism

Semester IV

Course 16

Code JOU4B06

Design and Pagination

Contact Hours 4

Credits 4

Objective:

This course introduces the students to the principles of newspaper and magazine makeup and design, with hands-on training in page-making software.

Module I

Pagination – Concept of broadsheet and other formats - typography for legibility, harmony and white space - makeup versus design - principles of artistic design – balance, contrast, proportion and unity- editor as a lay out artist.

Module II

Principles of page makeup - dummy preparation – positioning - vertical and horizontal makeup and flexibility - dos and don'ts of good layout.

Module III

Traditional and contemporary make-up concepts.

Module IV

Front page makeup - inside news page makeup - sports page makeup - edit-page makeup; lifestyle page makeup - Feature page makeup - Sunday magazine page makeup – Concept of news package.

Module V

Special effects – wraparounds and skews - photo cutouts - close up – vignette - mortises and insets - screens and reverses - display headlines – colour - info-graphics - cartoons and caricatures.

Module VI

Design and pagination softwares – QuarkXpress, Page maker, Illustrator and Indesign, Photoshop.

Books for Reference

Floyd K. Baskette, The Art of Editing.

Tim Harrower, The Newspaper Designer's Handbook, McGraw Hill.

Books for Further Reading

1. Newspaper Layout and Design, Daryl R Moen.
2. The Best of Newspaper Design, The Society for News Design, Rockport Publishers
3. Contemporary Newspaper Design, John D. Berry (Ed.).
4. Elements of Newspaper Design, Steven E. Ames.
5. News Editing, Bruce H. Westley, Houghton Mifflin.

I.

Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of module six.

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Assignment : 5 Marks

There shall be practical test on the design and pagination softwares in the last module, asking each student to design the front page of an A3-size newspaper.

II.

Semester End Examination: 80 Marks

MODEL QUESTION PAPER

Code JOU4B06

Design and Pagination

Time: 3 hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. White space.
2. News packaging.
3. Vertical and horizontal makeup.
4. Nameplate.
5. Tombstoning.
6. Infographics.
7. Copyfitting.
8. Blurbs.
9. Deck.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. How is makeup different from design?
11. What are the objectives of newspaper makeup and design?
12. Explain the mechanics of dummies.
13. Comment on lifestyle page makeup.
14. How can the sports page be made visually appealing to the readers?
15. What are the principles to be followed in the selection of photos for a story?
16. What are the functions of display elements?
17. Explain the normal design of the edit page of a newspaper.
18. What are the new newspaper design softwares?
19. What are the special effects used in magazine design?
20. Argue the importance of info graphs in newspaper lay-out?
21. Briefly explain the different types of cartoons appear in newspapers.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. What are the principles of artistic design applied to newspapers?
23. Critically examine the ingredients of traditional and contemporary makeup concepts.
24. Explain the way the front page of a newspaper has to be designed innovatively, taking examples from the mainstream newspapers.
25. Make a critique of the design and pagination of the two leading newspapers either Malayalam or English.

BA Programme in Mass Communication and Journalism

Semester V

Course 17

Code JOU5B07

Radio Production

Contact Hours 5

Credits 4

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.

Module I

Characteristics of the medium - broadcasting and narrow casting.

Module II

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

Module III

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

Module IV

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 V

Role of radio broadcaster –announcer - disc jockey - radio host - ‘on-air’ techniques - performance - art of interviewing – speed – breathing - emphasis and pitch.

Books for Reference

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.

Books for Further Reading

1. Basic Radio Journalism – Paul Chantler and Peter Stewart (Focal Press).
2. This is All India Radio – U. L. Baruah.
3. Broadcast Journalism, Techniques of Radio and Television News, 5th Edition – Andrew Boyd.
4. Writing and Producing Radio Dramas – Esta De Fossard (Sage Publications).
5. Beginning Radio – TV News Writing, 4th Edition – K. Tim Wulfemeyer (Surjeet Publications).
6. Radio – TV News Writing, A work book, 2nd Edition – K. Tim Wulfemeyer (Surjeet Publications).
7. Modern Radio Production, Programming and Performance – Carl Hausman, Philip Benoit, Lewis B O Donnell.

1. Continuous Assessment: 20 Marks

1. Class Tests :10 Marks

There shall be two internal assessment examinations within the semester. One, at the completion of module three and the second, at the completion of module five.

2. Attendance : 5 Marks
Allotment of marks as per University regulations.

3. Radio assignment : 5 Marks

Students shall produce and submit a radio programme such as radio documentary, PSA, radio interview and news magazine programme either individually or group-wise.

II. Semester End Examination: 80 Marks

MODEL QUESTION PAPER
Code JOU5B07

RADIO PRODUCTION

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. A. I. R.
2. Phone-in programmes.
3. Special audience programmes.
4. Narrowcasting.
5. BBC.
6. Radio-Jockey.
7. Radio Magazine.
8. Internet Radio.
9. Podcast.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. The difference between writing for print media and radio. Illustrate with examples.
11. Differentiate between AM and FM stations.
12. Explain different kinds of news bulletins in AIR.
13. Elucidate the essential qualities required for a good RJ.
14. What are the do's and don'ts of radio interviewing?
15. The reach of radio in Metros and rural areas: make a comparative study.
16. How effective, the communication through radio during national calamities and disasters. Illustrate with at least one example.
17. Elaborate on negative and positive aspects of at least two new and old radio broadcast formats (ex. Phone-outs, talks, jingles, commentary).
18. Do you agree with the statement that radio is a morning medium? Substantiate your arguments for and against with examples.
19. 'The private FM channels have heralded the second coming of Radio.' Discuss.
20. What are the striking similarities between the early radio programmes and the brand new ones? Elaborate the reasons.
21. Write about two noted radio broadcasters or programmes you like very much.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Explain the roles and characteristics of radio as a medium of mass communication.
23. Is radio an effective communication medium for developmental activities of the state?
24. Will the new generation FM radios survive as entertainment channels for the youth? Discuss.
25. Elucidate the principles of writing for radio with examples.

BA Programme in Mass Communication and Journalism

Semester V

Course 18

Code JOU5B08

Introduction to Television Production

Contact Hours 5

Credits 4

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 style.

Module I

Characteristics of the medium- Comparison with other Media- Potential and Limitations of Television.

Module II

Television production – programme formats - ENG and EFP productions - difference in treatment- three stages of production – in door& out door productions.

Module III

Visual language: shots – scene – sequences - camera angles and movements - rules of composition - types of cameras; the lens system.

Module IV

Lighting - purpose of lighting - indoor/ outdoor lighting - types of light - light intensity - three point lighting - white/black balancing and colour temperature.

Module V

Sound - sound presence and perspective - ambiance sound – dubbing - spot sound - background music - types of microphones - audio console and its functions - DAT (digital audiotape) recorder - DAW (digital audio workstation) - lip-sync and sound mixing.

Module VI

Editing - evolution of editing – principles – functions - basic transition devices - linear and non-linear editing - on-line and off-line editing and concept of continuity editing.

Module VII

Script writing - idea to script - stages of script development - shooting scripts and storyboard-
-Writing to Pictures- TV news writing styles - TV news presentation.

Books for Reference

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

Books for Further Reading

1. Video Production Handbook – Gerald Millerson.
2. Fundamentals of Television Production – Ralph Donald and Thomas Spann.
3. The Art of the Storyboard, 2nd 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).

I. Continuous Assessment: 20 Marks

1. **Class Tests : 10 Marks**
There shall be two internal assessment examinations within the semester. One, at the completion of module four and the second, at the completion of module seven.
2. **Attendance : 5 Marks**
Allotment of marks as per University regulations.
3. **TV production assignment : 5 Marks**
Students shall produce and submit a television programme such as an extended news report, PSA and TV commercial.

II. Semester End Examination: 80 Marks

MODEL QUESTION PAPER

Code JOU5B08

INTRODUCTION TO TELEVISION PRODUCTION

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Story Board.
2. POV shot.
3. Jump Cut.
4. Soap Opera.
5. Establishing Shot.
6. Electronic Field Production.
7. Animation.
8. Floor Manager.
9. Chroma Key.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. What are the major differences between video production and television production?
11. Elucidate different television programme formats.
12. Differentiate between the objective and subjective camera movements and explain the purpose of each one of them.
13. Briefly explain the principles of television news writing.
14. What are the essential qualities required for a television anchor?
15. Explain the different types of cameras used in a television station.
16. What are the various types of lights used for a studio based Television production and their purposes?
17. What are the main features of video camera and their specific usages?
18. Differentiate between linear and non-linear editing with suitable examples of their functioning.
19. What is a camera angle? Which are the various angles from which a camera can shoot?
20. What are the major differences between single camera and multi-camera shoot? Explain with suitable examples.
21. Differentiate between sound presence and sound perspective.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Elucidate the characteristics of television as a medium of mass communication.
23. Describe the different processes involved in the production of a telefilm based on a famous Malayalam short story from idea to screen.
24. What are the roles played by a Television producer? How does it differ from that of a film director?
25. What is editing? Explain the different kinds of transition devices.

BA Programme in Mass Communication and Journalism

Semester V

Course 19

Code JOU5B09

Corporate Communication

Contact Hours 4

Credits 4

Objectives

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

Module I

Introduction to Public Relations – definitions, origin and development of public relations - objectives and functions of public relations - qualities of a PRO.

Module II

Propaganda and public relations - publicity and public relations - advertising versus public relations - PR campaigns - public opinion in PR -lobbying and pressure groups - PR and social responsibility.

Module III

PR management tools - media relations and crisis management tools - PR activities by Government- DAVP – IPRD - PR services and political parties - code of ethics for PR - IPRA and PRSI.

Module IV

Definition of corporate communication - scope, nature, role and evolution of corporate communications - internal and external audience.

Module V

Corporate identity – key concepts of corporate identity - corporate identity planning - corporate image - corporate personality - corporate tools.

Module VI

Business communication - Writing memos - report writing - writing proposals - preparing press releases - writing for the web - website and social media management.

Books for Reference

1. Joseph Fernandez, *Corporate Communications A 21st Century Primer*. New Delhi- 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.

Books for Further Reading

1. B.N.Ahuja & SS Chhabra, *Advertising & Public Relations*. Delhi, Surjeet Publications.
2. Alison Theaker. *The Public Relations Handbook*. New Delhi-Vikas Publishing House Pvt. Ltd.
3. Scott.M. Cutlip, Allen H.Center. *Effective Public Relations*. New Jersey-Pentice Hall. Books.

I. **Continuous Assessment: 20 Marks**

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester, one, at the completion of module four and the second, at the completion of module six.

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Assignment : 5 marks

Each student shall visit a private or public sector organization, prepare a 4-page A4 size PR newsletter for the external audience and submit for valuation.

II. **Semester End Examination: 80 Marks**

Model Question Paper
Code JOU5B09

Corporate Communication

Time: Three Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.
Each question carries 3 marks (3 x 5 = 15)

1. PRSI.
2. Coporatization.
3. Corporate citizenship.
4. Corporate brand.
5. House journals.
6. Media relations.
7. Propaganda.
8. IPRA.
9. Public opinion.

Part B

Answer any 7 questions not exceeding 100 words.
Each question carries 5 marks (5 x 7 = 35)

10. Image building is the core thrust of a PR strategy. Substantiate.
11. Explain the key functions of corporate communications.
12. What are the qualities of a successful PRO?
13. Differentiate between propaganda and public relations.
14. Explain the concepts of corporate identity.
15. What is the role of public relations practitioners in the public and private sectors?
16. Evaluate the ethical guidelines for PR Personnels.
17. Discuss the role of corporate communication in our 'survival of the fittest' corporate culture.
18. Explain the term 'corporate Image'.
19. Briefly explain the principles of business communication.
20. What are the dos and don'ts of web writing?
21. Briefly elucidate the qualities required for a corporate communication expert.

Part C

Answer any 2 questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)

22. Explain the role of advertising and public relations as potent tools to build corporate brands.
23. Define Public Relations and explain PR tools.
24. Public Relations Persons are 'conmen'. Examine.
25. Define Corporate Communication and explain its key elements.

BA Programme in Mass Communication and Journalism

Semester V

Course 20

Code JOU5B10

Advertising

Contact Hours 4 **Credits 4**

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.

Module I

Definition, features, evolution and functions of advertising - kinds of advertising - advertising agencies - trends in global advertising pattern.

Module II

Media planning – market analysis - product research - media reach and frequency – scheduling – segmentation – positioning - media mix and support media planning - Ad campaign.

Module III

Brand awareness and attitudes - brand identity - brand equity - brand image - brand loyalty - and Rossiter-Percy Model.

Module IV

Print ads – principles and components - television advertising – principles, components and production - radio advertisement – principles - components and production - internet advertisement – principles and components.

Module V

Visualisation - copy writing for print, radio, television and online advertisements.

Module VI

Effects of advertising - advertising and cultural values - economic, social and ethical issues of advertising - professional organizations and code of ethics – ABC, ASCI, AAI and others.

Books for Reference

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.

Books for Further Reading

1. George Belch, Advertising and Promotion, Tata McGraw-Hill.
2. S.H.H. Kazmi and Satish Batra, Advertising and Sales Promotion, Excel Books.
3. Wells Burnett Moriarty, Advertising: Principles and Practice, Pearson Education.
4. S.N. Murthy and U bhojana, Advertising; An IMC Perspective.

I. Continuous Assessment: 20 Marks

1. **Class Tests : 10 Marks**
There shall be two internal assessment examinations within the semester, one, at the completion of module four and the second, at the completion of module six.
2. **Attendance : 5 Marks**
Allotment of marks as per University regulations.
3. **Advertising Assignment : 5 Marks**
Each student shall produce an ad copy for a print/electronic media for the promotion of product suggested by the faculty and submit it for valuation.

II. Semester End Examination: 80 Marks

Model Question Paper
Code JOU5B10
Advertising

Time: 3 hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.
Each question carries 3 marks (3 x 5 = 15)

1. AAIL.
2. Brand name.
3. Jingle.
4. Slogan.
5. TRP.
6. Advertorial.
7. USP.
8. Surrogate ads.
9. Story board.

Part B

Answer any 7 questions not exceeding 100 words.
Each question carries 5 marks (5 x 7 = 35)

10. What are the basic components in an advertisement copy?
11. What are the criteria for the selection of the medium for the advertisement?
12. Explain the organizational structure of an ad agency.
13. What are the strengths and limitations of radio advertisements?
14. Argue the importance of visualization in print advertisements.
15. What is product positioning?
16. Explain the ad copy structure.
17. Comment on credibility of ad. claims.
18. Briefly explain the process of advertising campaign.
19. Briefly point out the general criticisms leveled against advertising.
20. Delineate the characteristics of internet advertising.
21. What is brand addiction?

Part C

Answer any 2 questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)

22. Elucidate the principles of effective copy writing.
23. Critically examine an ad each from the print, radio and television and give your comments on their effectiveness.
24. How is a television ad conceived and produced? Explain the various formats adopted for television advertisements.
25. Explain the types of advertising with examples.

Books for Reference

1. Photo Journalism, The Professionals' Approach, 5th Edition – Kenneth Kobre.
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, 2nd Edition – Terence Wright.

Books for Further Reading

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 – Cyernshem G R.
5. Photo Journalism – Rothsteline.
6. Photo Journalism Manual – Bergin.
7. Picture Editing – Stanley E Kalish and Clifton C Edom.
8. Techniques of Photo Journalism – Milten Feinberg.
9. Encyclopaedia of Photography – John Farndon, Editor.
10. The Right Way to Use a Camera – Laurence Mallory.
11. Pocket Guide to 35mm Photography – Editors of Eastman Kodak Company.
12. All About Photography – Ashok Dilwali.

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of module six.

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Photography (SLR) assignment : 5 Marks

Each student shall submit a theme-based photo essay in digital format consisting of minimum 5 photographs.

II. Semester End Examination: 80 Marks

MODEL QUESTION PAPER

Code JOU5B11

PHOTO JOURNALISM

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Aperture.
2. Precision exposure.
3. Henri Cartier Bresson.
4. Cropping.
5. Depth of Field.
6. Telephoto Lenses.
7. Macro Photography.
8. Shutter speed.
9. Papparazi.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. What are the specific roles of long shot, medium shot and close up in assuring visual variety of a newspaper?
11. Briefly trace the evolution of photography.
12. What are the principles of writing captions and cut lines for news photographs?
13. 'Reporting disaster is an important part of the photojournalist's job'. Explain.
14. What is photo feature? How does features and news differ?
15. How does a photojournalist translate political views into pictures? Explain with suitable examples.
16. Light becomes a strong telling element in photojournalism. How?
17. Delineate psychological portraits and group portraits.
18. "Sports photographers are like athletes." Explain.
19. What is a photo essay?
20. What is wild life photography?
21. Explain the contributions of a known photographer of your choice.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. What are the challenges of a present day photojournalist of a newspaper competing with fast growing TV channels and Internet?
23. Describe the role of a picture editor in a newspaper or a magazine.
24. Explain the different types of cameras, lens and filters and their specific purposes.
25. A terrorist group has agreed to let you photograph their activities. They ask you on a secret mission to plant a bomb. Will you take their pictures or try to stop them from activating the explosions? Discuss the issue of professionalism versus social responsibility of a photojournalist in the above context.

BA Programme in Mass Communication and Journalism

Semester VI

Course 22

Code JOU6B12

Media Laws and Ethics

Contact Hours 5

Credits 4

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.

Module I

Basic Legal concepts - Judicial system in India - Indian Penal Code - fundamental rights - directive principles.

Module II

Freedom of the press - evolution of the concept of freedom of the press – freedom of speech and expression in Indian Constitution - article 19 (1) (a) and reasonable restrictions.

Module III

Defamation – libel, slander and defenses of media professional - Privacy and Cyber laws - Right to Information Act - Whistle Blower’s Protection Act - Fairness Doctrine.

Module IV

Press Laws: Official Secrets Act - Press & Registration of Books Act - Copyright Act - Contempt of Court 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.

Module V

Media Ethics and Issues - code of ethics for media personnel - Press Council of India - Code of ethics - censorship versus self-regulation - privacy versus public good - embedded journalism - sting journalism - corporatisation of media.

Books for Reference

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. Nirmala Lakshman, '**Writing a Nation, an Anthology of Indian Journalism**'.
5. Nalini Rajan, '**Practising Journalism**', Sage Publications.
6. Hamid Moulana, '**International Information Flow**'.
7. Karen Sandars, '**Ethics & Journalism**', Sage Publications.

Books for Further Reading

1. Aravind Singhal & Everett M.Rogers, '**India's Communication Revolution**', Sage Publications.
2. Edward S. Herman & Noam Chomsky, '**Manufacturing Consent**', Vintage Publications.
3. Dr. Jan R. Hakemuldar et.al, '**Principles & Ethics of Journalism**', Anmol Publications.
4. Patrick Lee Plaisance, '**Media Ethics**', Sage Publications.
- 5.

I.

Continuous Assessment: 20 Marks

1. **Class Tests : 10 Marks**

There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of module five.

2. **Attendance : 5 Marks**

Allotment of marks as per University regulations.

3. **Assignment : 5 Marks**

Each student shall present a paper on one of the ethical issues connected with the media, suggested by the faculty and submit it for valuation.

II. Semester End Examination: 80 Marks

Model Question Paper
JOU6B12
Media Laws and Ethics

Time: 3 hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. IPC.
2. Objectivity.
3. Media activism.
4. Yellow journalism.
5. Whistle blower.
6. Embedded journalism.
7. Invasion of privacy.
8. Editorialization.
9. Censorship.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Explain the directive principles enshrined in the Constitution.
11. What are the reasonable restrictions for the freedom of speech and expression?
12. What are the fundamental rights of an Indian citizen?
13. Explain the basic tenets of Copyright Act.
14. Comment on the constraints placed on the media with the Official Secrets Act.
15. What are the major implications of the defamation law for a journalist?
16. Explain the Contempt of Court Act.
17. What are the major provisions of the Young Person's Harmful Publication Act?
18. Differentiate between libel and slander.
19. What are the important recommendations of Majidia wage board?
20. Argue the role of Press Council of India in current media scenario.
21. Explain the basic tenets of Intellectual Property Rights.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Explain the relevance of Indecent Representation of Women's Act in the context of advertisements in the media.
23. Discuss the code of ethics for the media personnel.
24. Critically examine the relevance of Right to Information Act.
25. Write a critique of sting journalism.

BA Programme in Mass Communication and Journalism

Semester VI

Course 23

Code JOU6B13

Online Journalism

Contact Hours 5

Credits 4

Objective:

The course intends to introduce the students to internet and online journalism. It, however, does not delve into the technicality of the medium.

Module I

Internet as a medium of communication - history and evolution of internet.

Module II

Features of online journalism - hypertext, multimedia - online aesthetics – content, design, colours, font, templates, navigation bars, and hyperlinks

Module III

Annotative reporting and strengths and limitations - participatory journalism - portals; blogging – podcasting – vodcasting - microblogging.

Module IV

Internet and convergence - culture, subjectivity and net - cyber crime and regulations.

Module V

World Wide Web - web pages - e-groups - e-governance - community and corporate sites.

Module VI

Technical writing - definition and types - objectives in technical writing - guidelines for effective writing - prewriting, writing and re-writing.

Books for Reference

1. Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press.
2. The New Media Handbook – Andrew Dewdney and Peter Ride.
3. The Cyberspace Handbook – Jason Whittaker.
4. Breaking News, Sunil Saxena, Tata McGraw-Hill.

Books for Further Reading

1. Media and Power – James Curran.
2. Media, Technology and Society – Brian Winston.
3. Journalism Online – Mike Ward.
4. Managing Media Convergence – Kenneth C. Killebrew.

I. **Continuous Assessment: 20 Marks**

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of module six.

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Assignment : 5 Marks

Each student shall submit a report comparing home pages of two reputed online newspapers.

II. **Semester End Examination: 80 Marks**

MODEL QUESTION PAPER

Code JOU6B13

Online Journalism

Time: 3 hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Bulletin board.
2. Cyberspace.
3. Domain name.
4. E-commerce.
5. Hacker.
6. HTML.
7. Hyperlink.
8. Intranet.
9. Netizen.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Comment on internet governance.
11. What is multimediality?
12. Explain hypertextuality.
13. Comment on internet and interactivity.
14. Explain the strengths and limitations of blogs.
15. What are the major laws on cyber crime?
16. Critically examine any one of the portals.
17. Explain the impact of convergence on journalism.
18. Comment on participatory journalism.
19. Differentiate between podcasting and vodcasting.
20. Argue the relevance of social media networks.
21. Distinguish between blogging and micro blogging.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Trace the history of internet as a medium of communication and its impact on journalism.
23. Critically examine annotative reporting and open-source journalism.
24. Technical writing is an extension of your interpersonal communication skills. Explain.
25. Critically review two online newspapers of your choice.

BA Programme in Mass Communication and Journalism

Semester VI

Course 24

Code JOU6B14

Introduction to Cinema

Contact Hours 5

Credits 4

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.

Module I

A brief history of cinema - the major movements in film making - German expressionism - Soviet film movements - Italian neo-realism - French new wave - Latin American cinema - Hollywood cinema - Japanese cinema - African cinema and Indian cinema.

Module II

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

Module III

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

Module IV

Stage Two – Production: set Procedures, camera, sound, art and cast.

Module V

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

Module VI

Film analysis and appreciation: practical lessons

Books for Reference

1. Producing and Directing the Short Film and Video, 3rd 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.

Books for Further Reading

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

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of module six.

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Seminar/Production Assignment : 5 Marks

Each student shall present a study evaluating a film

Or

Each student shall write a script for a short film of 5 minutes duration on a story thread provided by the faculty.

II. Semester End Examination: 80 Marks

MODEL QUESTION PAPER
Code JOU6B14

INTRODUCTION TO CINEMA

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Lumiere Brothers.
2. Aspect Ratio.
3. Montage.
4. Mis-en-scene.
5. Neo-Realism.
6. Avant Garde.
7. New Wave.
8. Jump Cut.
9. Cinema Verite.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Evaluate the role of Film Society Movement in Kerala.
11. Describe the similarities and dissimilarities in visual editing and sound editing.
12. What do you know about Italian neo-realism?
13. What are the different aspects of film language?
14. Explain montage theory propounded by the Soviet filmmakers.
15. How does the Third World Cinema stand apart from the Hollywood and European Cinema?
16. What are the challenges posed by the video to film?
17. What is digital revolution?
18. What is Story board?
19. Briefly comment on Iranian new wave cinema.
20. What are the film editing softwares?
21. Briefly explain the types of shots.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Describe the early history and evolution of Cinema till the advent of talkies.
23. What is meant by Cinema aesthetics? What are the different Film Schools?
24. Compare in detail any two films made by Satyajit Ray and Akira Kurosawa.
25. Explain the three stages in film making process.

**BA PROGRAMME IN MASS COMMUNICATION AND
JOURNALISM**

COMPLEMENTARY COURSES

Sl. No.	Title	Contact	Credit	Semester	Marks
1	Complementary I – Course 1	3	2	I	100
2	Complementary II – Course 1	3	2	I	100
3	Complementary I – Course 2	3	2	II	100
4	Complementary II – Course 2	3	2	II	100
5	Complementary I – Course 3	3	2	III	100
6	Complementary II – Course 3	3	2	III	100
7	Complementary I – Course 4	3	2	IV	100
8	Complementary II – Course 4	3	2	IV	100
	Total		16		800

A sample subject list of Complementary Courses for B.A. Mass Communication and Journalism are given below:

1. Translation and Creative Writing
2. Political Science
3. Economics
4. History
5. Sociology
6. Multimedia Journalism
7. Computer Applications
8. Communicative / Functional English

Title of the courses, detailed syllabi and objectives are to be provided by the concerned Boards.

Electives

(Students of Mass Communication and Journalism Discipline are to select any one of the Electives)

Code	Title	Contact	Credit	Semester	Marks
JOU6B15(E)-i	Documentary Film	5	4	VI	100
JOU6B15(E)-ii	Production				
JOU6B15(E)-iii	Magazine Journalism				
	Business Journalism				

BA Programme in Mass Communication and Journalism

Semester VI **Course 25**
Code JOU6B15(E)-i
Documentary Film Production
Contact Hours 5 **Credits 4**

Objective:

The course offers a basic understanding of the documentary genre enabling the students to frame issues creatively and critically. This initiation facilitates a platform for students to pursue art of documentary filmmaking as a career option.

Module I

History and Evolution of documentary filmmaking- Flaherty, Grierson & Vertov - Grierson's first principles of documentary film making - Functions of documentary – observation, analysis and persuasion.

Module II

Types of documentary: reportage, interviews, investigative, narrative, dramatized, expository, propaganda, expedition, travel and wildlife - Steps involved in documentary film making: pre-production - production and Post Production.

Module III

Writing for documentary – proposal, treatment and script- Shooting aspects- editing a documentary film.

Module IV

Status of documentary film making in India.

Books for Reference

1. Documentary Storytelling, 2nd Edition – Sheila Curran Bernard.
2. Writing for Visual Media, 2nd Edition – Anthony Friedmann.

Books for Further Reading

1. Directing the Documentary – Michael Rabiger.
2. How to Make Documentaries for Video/Radio/Film – Mike Wolverson.
3. The Open Frame Reader, Unreeling the Documentary Film – Rajiv Mehrotra (Editor).

I. Continuous Assessment: 20 Marks

1. **Class Tests** **: 10 Marks**
There shall be two internal assessment examinations within the semester, one, at the completion of module two and the second, at the completion of module four.
2. **Attendance** **: 5 Marks**
Allotment of marks as per University regulations.
3. **Documentary production** **: 5 Marks**
Students shall produce a documentary film not exceeding 10 minutes duration group-wise.

II. Semester End Examination: 80 Marks

MODEL QUESTION PAPER
Code JOU6B15(E)-i
DOCUMENTARY FILM PRODUCTION

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Robert Flaherty.
2. Docudrama.
3. Montage.
4. Grierson.
5. Wildlife documentary.
6. Travel films.
7. Rough cut.
8. Films Division.
9. Underground cinema.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Who is known as the father of Documentary? What are his contributions?
11. Differentiate between Cinema Direct and Cinema Verite?
12. Discuss the importance of research in documentary film making?
13. What is Docu-Drama? How does it differ from other forms of documentaries?
14. Comparing to feature films, director has a greater role to play in shaping the documentaries. Discuss.
15. Compare and discuss any two documentaries you have seen.
16. What is the future of TV documentaries in India?
17. The Man with a Movie Camera is milestone in the history of documentary films. Discuss.
18. Briefly comment on the documentaries of Anand Patwardhan.
19. Cite few examples of propaganda films.
20. What is reportage?
21. Briefly point out the dos and don'ts of documentary script writing.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Explain the various functions of Documentary and what are the different types of documentaries according to those functions?
23. Describe the genesis and evolution of Documentary films.
24. "The first Indian Documentary was made quite by accident." Who made it? Narrate the evolution of documentary filmmaking in India.
25. Prepare a proposal with treatment, details of the location, and shooting plan for the production of a documentary on any one of the following topics:
 - a. Child labour
 - b. Backwaters in Kerala

BA Programme in Mass Communication and Journalism

Semester VI

Course 25

Code JOU6B15(E)-ii

Magazine Journalism

Contact Hours 5

Credits 4

Objective:

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

Module I

A brief history of magazine journalism: global scenario and current trends in magazine journalism in India - a glimpse to Malayalam magazine history - leading magazines in Malayalam - magazine journalism versus newspaper journalism.

Module II

Types of magazines - fiction and feature - general interest magazines - special audience magazines - public relations magazines - inhouse magazines - literary magazines - Sunday magazines and journals - online magazines: e-zines, web-zines - a review of leading general interest magazines in English and Malayalam.

Module III

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

Module IV

Cover and cover story – functions of the cover - cover design formats – cover blaze – cover lines - contents page - cover story selection criteria: length, strength, importance, promotability and illustratability - Centre spread.

Module V

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

Module VI

Magazine design - format, layout, typography, colour, photos, illustrations, infographics, blurbs and highlights.

Books for Reference

1. Feature and Magazine Writing – David E. Sumner & Holly G. Miller, Surjeeth Publications(2006).
2. The Art of Feature Writing – Humed 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)

Books for Further Reading

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).
5. The Art of Feature Writing – East R. Hutchison, Oxford University Press (2008).
6. The Editor in Chief – Benton Rain Patterson & Coleman E. P. Patterson, Surjeeth Publications (2005).
7. The Magazine Hand book – Jenny Mckay, Routledge (2000).
8. Modern Magazine Editing – Robert Root, WMC. Brown Publishers (1966).
9. Feature Writing for News Paper and magazines – Edward Jay & John Lee, Harper and Row Publishers (1988).
10. Articles and Features – Roy Paul Nelson, Houghton Mifflin Company (1978).
11. Beyond the Facts – Louis Alexander, Surjeeth Publications (2003).

I. Continuous Assessment: 20 Marks

1. **Class Tests** : **10 Marks**
There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module six.
2. **Attendance** : **5 Marks**
Allotment of marks as per University regulations.
3. **Magazine production assignment** : **05 Marks**
Students shall bring out a magazine at the end of the course by ensuring inputs from each student.

II. Semester End Examination: 80 marks

Model Question Paper
Open Course II Code JOU6B15(E)-ii
Magazine Journalism

Time: Three Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.
Each question carries 3 marks (3 x 5 = 15)

1. The Newyorker.
2. Of Sexes.
3. Shankar's Weekly.
4. Profile.
5. Narrative style.
6. Vinod Mehta.
7. Madhyamam Weekly.
8. Coverline.
9. Blurbs.

Part B

Answer any 7 questions not exceeding 100 words.
Each question carries 5 marks (5 x 7 = 35)

10. What are the basic differences between a magazine and a newspaper?
11. Comment on any of the specialized magazines in English.
12. What are the basic ingredients of a book review?
13. How is a feature different from a hard news?
14. Comment on the Hindu's Sunday magazine.
15. What are the basic principles to be followed in the preparation of contents page of a magazine?
16. How are the feature headlines different from news headlines?
17. Comment on magazine cartoons.
18. Briefly explain the organizational structure of a magazine.
19. What is cover blaze?
20. Differentiate between e-zines and web-zines.
21. Critically review a popular column in a magazine of your choice.

Part C

Answer any 2 questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)

22. Explain the principles of cover design and importance of coverlines, with examples from the mainstream magazines.
23. Critically analyze two general interest English or Malayalam magazines.
24. Write the review of a film currently being screened in the theatres.
25. Explain the organizational structure of a magazine.

BA Programme in Mass Communication and Journalism

Semester VI

Course 25

Code JOU6B15(E)-iii
Business Journalism

Contact Hours 5

Credits 4

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.

MODULE I

Major schools of modern economic thinking: Classical, Neo-classical, Marxian, Keynesian and Monetarist - Important institutions that play a key role in shaping economic policies as well as implementing them at the national and the global levels: Breton Woods Institutions, GATT and WTO, United Nations agencies like Unctad, Unido and ILO, Planning Commission of India.

MODULE II

Milestones of Indian economy - five-year plans - general overview of Nehruvian model - bank nationalization - green revolution - control and permit raj and liberalization of the 1990s - 2008 global financial crisis and Indian economy.

MODULE III

Business reporting and editing - corporate reporting – banking - policy-making institutions - market reporting - stock market - currency exchange markets and commodity markets - regulatory bodies – budget - leading business newspapers, magazines, news agencies and television channels in India and abroad.

MODULE IV

Salient features of Kerala economy: Kerala model of development and the linkages of the state's economy with global markets - Cash crops in Kerala - Migration to the Gulf and other countries - Migrant labourers in Kerala - Status of agriculture - response to 2008 global recession - role of major dailies like Malayala Manorama, Mathrubhmi and The Hindu in covering business stories linked to Kerala - specialized business journals like Dhanam, and Business Deepika.

Books for Reading

- 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. *Political Cycles* and *Marco Economy and Bailout and Bail-in* are two books by him, which provide a perspective on economic meltdowns.
- 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 Bhajwati, 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.
- 8: Robert McCheseny, *The Political Economy of Media* It is a very good book on linkages between big business groups and media in the U.S. The methodology used by McChesney could be extended to analyze media situation even in our country.
9. *Dollars and signs* is a very good internet site on business journalism.
- 10: Robert Brenner, *The Boom and the Bubble: The US in World Economy* provides a lucid account of the role of American economy in driving global developments.
- 11: Dr. K. K. George, *Limits to Kerala Model of Development* provides a good introduction to the chronic problem of fiscal deficits in Kerala.

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of module four.

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Assignment : 5 Marks

Each student shall present a paper on an economic issue proposed by the faculty and submit it for valuation.

II. Semester End Examination: 80 Marks

Model Question Paper Code
JOU6B15(E)-iii Business
Journalism

Time: 3 hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. WTO.
2. SEBI.
3. Sensex.
4. NIFTY.
5. Two major stocks markets in India.
6. Credit Policy.
7. Wall Street.
8. Central Bank.
9. Planning Commission.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. John Maynard Keynes is considered as savior of capitalism. Why?
11. Periodic Economic crisis is endemic to capitalism. Whose concept is this? Briefly explain.
12. Write a review of 2013-14 budget issue of any business magazine of your choice.
13. The merits and demerits of Kerala Model of Development.
14. Rubber prices closed at 70 rupees per 1 kg in Kottayam today for RSS-4 grade compared with 68 rupees the previous day. Write market report about the day's trade.
15. Sensex tanked 300 points today to close at 7,000 points compared with previous session. Write a market report about the day's trading.
16. Explain the evolution of BSE sensex.
17. Comment on any one of the business magazines in English.
18. Explain corporate reporting.
19. Critically review a business newspaper in English of your choice.
20. Comment on leading business television channels in India.
21. What do you know about the Kerala model of development?

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Trace the origin and development of modern stock exchanges.
23. Economic Planning is not the best way for achieving rapid economic growth. Do you agree with this statement in the context of the history of Indian economic growth?
24. Write an imaginary interview with the finance minister of India on disinvestments.
25. Write an essay on the significance of credit policy of Reserve Bank of India.

***BA PROGRAMME IN MASS COMMUNICATION AND
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OPEN COURSES***

(Students from non – journalism disciplines can opt any one of the following courses)

Code	Title	Contact	Credit	Semester	Marks
JOU5D01(i)	Newspaper Journalism	3	2	V	50
JOU5D01(ii)	Broadcast Journalism				
JOU5D01(iii)	Development Communication				

BA Programme in Mass Communication and Journalism

Semester V

Open course

Code JOU5D01(i)

Newspaper Journalism

Contact Hours 3

Credits 2

Module I

Organizational structure of a newspaper: business, mechanical and editorial departments - responsibilities and qualities of chief editor, managing editor, assistant editor, news editor, bureau chief, chief sub-editors, chief photographers, reporters and sub-editors.

Module-II

Contents of a newspaper: news - definitions of news - types of news - news determinants; features - definition and types of features – articles – editorials – interviews - reviews; profiles and columns.

Module III

Reporting practices - news story structure – headlines - lead and body - inverted pyramid style - types of reporting: general assignments, beats and specialties - principles of reporting - cultivating news sources.

Module IV

Process of editing: general principles of editing - writing headlines subheads and captions - design and pagination - pagination softwares.

Books for Reference

1. Shrivastava, K.M., '**News reporting and editing**', Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., '**Professional Journalism**', Vikas publishing House, New Delhi.1980.
3. Vir Bala Aggarwal, '**Essentials of Practical Journalism**', concept publishing Company, New Delhi, 2006.
4. Bruce D. Itule, and Douglas A. Anderson. '**News Writing and Reporting for Today's Media**', McGraw Hill, New Delhi, 2003.

5. Julian Harris, Kelly Leiter, Stanley, Johnson, 'The Complete Reporter', Macmillan Publishing Co, New York.
6. Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972.
7. Baskette, Sissors and Brooks, S., 'The Art of Editing,' Macmillan Publishing Co.Inc., New York, 1982.
8. Bruce Westly, **News Editing.**
9. M.L. Stein. and Susan F Paterno., 'The News Writer's Hand book,' Surjeet Publications, New Delhi, 2003.
10. George A Hough, 'News Writing', Kanishka Publishers, New Delhi, 2006.
11. Joseph M.K., 'Outline of Reporting', Anmol Publications, News Delhi, 2002.
12. Franklin, et al., 'Key Concepts in Journalism Studies', Vistaar Publications, New Delhi, 2005.
13. Jan R. Hakemulder, 'News Reporting and Editing', Anmol Publications, New Delhi, 1998.

I: Continuous Assessment: 10 Marks

1. Class Tests : 5 Marks

There shall be two internal assessment examinations within the semester: one, at the completion of module two and the second, at the completion of module four.

2. Attendance : 2.5 Marks

Allotment of marks as per University regulations

3. Media Practicals : 2.5Marks

Each student has to do news reporting and editing practicals on topics suggested by the faculty.

II: Semester End Examination: 40 Marks

Model Question Paper Code

JOU5D01(i)

Newspaper Journalism

Time: 2 Hours

Maximum Marks: 40

Part A

Answer any 5 questions not exceeding 25 words.

Each question carries 2 marks (2 x 5 = 10)

1. Modular makeup.
2. Lead.
3. Bureau chief.
4. Curtain raiser.
5. Beat.
6. UNI.
7. Kicker.
8. Soft News.
9. Freelancer.

Part B

Answer any 3 questions not exceeding 100 words.

Each question carries 5 marks (5 x 3 = 15)

10. Differentiate between a feature and a news story.
11. Briefly explain the types of reporting.
12. What are the essential principles of interviewing?
13. What are the qualities required for a reporter?
14. Explain the role and responsibilities of the news editor.
15. What are the new pagination softwares?

Part C

Answer one question not exceeding 400 words.

Each question carries 15 marks (15 x 1 = 15)

16. “News is anything that you did not know till yesterday”. Discuss.
17. Explain the structure of the editorial department of a newspaper enumerating the responsibilities of the key persons.

7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News' Focal Press London.
8. Ted White, 'Broadcast News: Writing, Reporting and Producing', Focal Press London
9. P.K Ravindranath , 'Broadcast Journalism'-Author Press, New Delhi.

I. Continuous Assessment: 10 Marks

1. Class Tests : 5 Marks

There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module five.

2. Attendance : 2.5 Marks

Allotment of marks as per University regulations

3. Radio, TV Practicals : 2.5 Marks

Each student has to do practicals on topics suggested by the faculty.

II: Semester End Examination: 40 Marks

MODEL QUESTION PAPER
Code JOU5D01(ii)
Broadcast Journalism

Time: 2 Hours

Maximum Marks: 40

Part A

Answer any 5 questions not exceeding 25 words.
Each question carries 2 marks (2 x 5 = 10)

1. FM.
2. RJ.
3. Radio Feature.
4. Home video.
5. OB.
6. Radio Commercials.
7. Cable TV.
8. Point-to-point telecommunication.
9. Digital broadcasting.

Part B

Answer any 3 questions not exceeding 100 words.
Each question carries 5 marks (5 x 3 = 15)

10. Explain the steps involved in scripting a TV programme.
11. What are the requisites of radio interviewing?
12. Why is radio called a “blind sister of TV”?
13. Why should radio script be written for the ear?
14. Briefly explain the types of television programmes.
15. What are the dos and don'ts of television interviewing.

Part C

Answer one question not exceeding 400 words.
Each question carries 15 marks (15 x 1 = 15)

16. Illustrate the organizational structure of a medium-sized television station.
17. Prepare a 5-minute radio news script based on news items of your choice

BA Programme in Mass Communication and Journalism

Semester V

**Open course
Code JOU5D01(iii)
Development Communication**

Contact Hours 3

Credits 2

Objective

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

Module 1

The Concept of development- Different approaches to development(Economic, Sociological & Psychological) - major development theories

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.

Module 4

Development communication in action – international agencies and development aid: FAO, ILO, UNDP, UNESCO, UNFPA, UNICEF and WHO.

Module 5

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

Books for Reference

1. Development Communication – B. N. Ahuja and S. S. Chhabra.
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.

Books for Further Reading

1. Participatory Communication, Working for change and development – Shirley A . White, K Sadanandan Nair and Joeph Ascroft.
2. Development Communication and Media Debate – Mridula Meneon.
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.

I. Continuous Assessment: 10 Marks

1. Class Tests : 5 Marks

There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of module five.

2. Attendance : 2.5Marks

Allotment of marks as per University regulations.

3. Paper Assignment: 2.5 Marks

Each student shall study a development problem in the area approved by the faculty, write a 450-word story and submit it for valuation.

II. Semester End Examination: 40 Marks

Model Question Paper

Code JOU5D01(iii)

Development Communication

Time: Two Hours

Maximum Marks: 40

Part A

**Answer any 5 questions not exceeding 25 words.
Each question carries 2 marks (2 x 5 = 10)**

1. UNDP.
2. Kheda.
3. Unilinear model of development.
4. Daniel Lerner.
5. People's Planning.
6. Infotainment.
7. Opinion leaders.
8. Trickle-down approach to development.
9. Digital divide.

Part B

**Answer any 3 questions not exceeding 100 words.
Each question carries 5 marks (5 x 3 = 15)**

10. Explain the challenges of sustainable development.
11. Explain the scope of community radio in development.
12. Comment on the role of ICTs for rural development.
13. What are the key ingredients of the Gandhian concept of development.
14. Briefly explain the different approaches to development.
15. Delineate the role of UNESCO in development communication.

Part C

**Answer one question not exceeding 400 words. Each
question carries 15 marks (15 x 1 = 15)**

16. Write a critique of the role of mass media in development.
17. Critically examine the diffusion of innovations research and practice.

PART II
Complementary Courses in

- 1. Journalism,**
- 2. Electronic Media, and**
- 3. Mass Communication (for BA West Asian Studies).**

for

Non-Journalism UG Programmes.

Part II - I Complementary Courses in Journalism

1. Introduction to Communication and Journalism.
2. News Reporting and Editing.
3. History of Mass Media.
4. Corporate Communication and Advertising.

Aim: Expose undergraduate students to the discipline of journalism which has come to play a significant role in contemporary society.

Objectives

- To review the basic concepts in the fields of communication and journalism.
- To give a historical overview of mass media in India and abroad.
- To introduce the relatively new concept of corporate communication with due emphasis on public relations and advertising.
- To introduce newspaper journalism through news reporting and editing.
- To motivate students to take up further studies and careers in journalism.

Scope

The scope of the courses shall be limited to the study of the fundamental areas of journalism with emphasis on understanding the basic concepts, principles and practices.

Complementary Courses in Journalism

Semester I Course 1
Code JOU1C01
Introduction to Communication and
Journalism

Contact Hours 3

Credits 2

Module I

Fundamentals of communication: definitions of communication - elements of communication - basic communication models: Indian communication models, models of Aristotle, Shannon and Weaver, Westley and MacLean, Lasswell, Schramm, and Berlo - types of communication - functions of mass communication and types of mass media.

Module II

Print media: types of print media - advantages and limitations of print media - role and responsibilities of a journalist - principles of journalism – new trends.

Module III

Electronic media and film: characteristics and functions of radio and television - strengths and limitations of radio and television - organizational structure of radio and television - film as a medium - new trends in electronic media and film.

Module IV

New media: characteristics of new media – internet - news portal – blog - online newspapers - citizen journalism - social media - social media as a political and educational tool – new trends in new media.

Module V

Freedom of the press: freedom of speech and expression in Indian Constitution - Article 19(1) (a) and reasonable restrictions – defamation - Right to Information Act - ethics of journalism: deontological and teleological ethics.

Books for Reference

1. Joseph A Devito : Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.

2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Denis McQuail : McQuail's Mass Communication Theory, Vistaar Publications, New Delhi, 2005.
4. Melvin L. Defleur : Fundamentals of Human Communication.
5. Denis McQuail and Sven Windahl : Communication Models.
6. Agee, Ault & Emery : Introduction to Mass Communications, Harper and Row, New York, 1985.
7. Spencer Crump : Fundamentals of Journalism, McGraw Hill Book Company.
8. Oxford : International Encyclopedia of Communications.
9. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.

Books for Further Reading

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. O.M. Gupta and Ajay S. Jasra : Internet Journalism in India, Kanishka Publishers, New Delhi, 2002.
3. Kuppaswami : Communication and Social Change.
4. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
5. D S Mehta : Mass Communication and Journalism in India.
6. Dr. J V Vilanilam : Mass Communication in India.
7. Andrew Beck & Peter Bennet : Communication Studies.
8. Rogers and Singhal : India's Communication Revolution.
9. Y.K. D'souza : Freedom of the Press, Constitution and Media Responsibility.

E. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module five.

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Media Assignments/ Presentation : 5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

I. Semester End Examination: 80 Marks

MODEL QUESTION PAPER

Code JOU1C01

Introduction to Communication and Journalism

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Marshall McLuhan.
2. Intrapersonal communication.
3. Noise.
4. Mass.
5. Feedback.
6. Agenda setting.
7. Article 19(1) (a).
8. Defamation.
9. Citizen journalism.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Explain the types of communication with examples.
11. Explain the functions and dysfunctions of mass communication.
12. Elucidate the roles and responsibilities of a journalist in a democratic society.
13. Differentiate between new media and television.
14. Explain the characteristics of radio as a medium of communication.
15. What are the basic principles of web journalism?
16. Explain the relevance of alternative media.
17. Explain the ingredients of the concept 'global village'.
18. Briefly explain the ethics of Journalism.
19. Elucidate the characteristics of film as a medium of mass communication.
20. Argue the role of 'Facebook' as a tool of political communication.
21. Explain the reasonable restrictions of freedom of speech and expression enshrined in the Indian Constitution.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Explain the scope and purpose of communication models substantiating it with the models of major theoreticians.
23. Critically examine the characteristics and roles of TV as a medium of mass communication.
24. Give a critique of mass media in India.
25. Explain the nature, scope, and limitations of new media

Complementary Courses in Journalism

Semester II

Course 2

Code JOU2C01

News Reporting and Editing

Contact Hours 3

Credits 2

Module I

Organizational structure of a newspaper: business, mechanical and editorial departments - editorial hierarchy - departmental chart - responsibilities and qualities of chief editor, managing editor, assistant editor, news editor, bureau chief, chief sub-editors, chief photographers, reporters and sub-editors.

Module-II

Contents of a newspaper: news - definitions of news - types of news - news determinants; features - definition and types of features – articles – middles – advertorials – editorials – interviews – reviews - profiles and columns.

Module III

Reporting practices: organizational hierarchy of a news bureau - chief reporter, special correspondent, foreign correspondent - news story structure – headlines - lead and body - inverted pyramid style - hour glass style - types of reporting: general assignments, beats and specialties - principles of reporting - cultivating news sources - national and international news agencies - investigative journalism - sting operation - new trends in the field of reporting - principles of translation.

Module IV

Process of editing: general principles of editing - writing headlines subheads and captions - design and pagination - pagination softwares.

Books for Reference

1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980.
3. Vir Bala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.
4. Bruce D. Itule, and Douglas A. Anderson. 'News Writing and Reporting for Today's Media', McGraw Hill, New Delhi, 2003.
5. Julian Harris, Kelly Leiter, Stanley, Johnson, 'The Complete Reporter', Macmillan Publishing Co, New York.
6. Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972.
7. Baskette, Sissors and Brooks, S., 'The Art of Editing,' Macmillan Publishing Co.Inc., New York, 1982.
8. Bruce Westly, News Editing.
9. M.L. Stein. and Susan F Paterno., 'The News Writer's Hand book,' Surjeet Publications, New Delhi, 2003.
10. George A Hough, 'News Writing', Kanishka Publishers, New Delhi, 2006.
11. Joseph M.K., 'Outline of Reporting', Anmol Publications, News Delhi, 2002.
12. Franklin, et al., 'Key Concepts in Journalism Studies', Vistaar Publications, New Delhi, 2005.
13. Jan R. Hakemulder, 'News Reporting and Editing', Anmol Publications, New Delhi, 1998.

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester: one, at the completion of module two and the second, at the completion of module four.

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Media Practicals : 5 Marks

Students shall collectively bring out a laboratory newspaper with news story inputs from each student.

II.

Semester End Examination: 80 Marks

**Model Question Paper Code
JOU2C01**

News Reporting and Editing

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Bureau chief.
2. Hour glass style.
3. Beat.
4. UNI.
5. Kicker.
6. Intro.
7. Middle.
8. Infotainment.
9. Sting operation.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Differentiate between a feature and a news story.
11. What are the essential principles of interviewing?
12. What are the qualities required for a reporter?
13. Explain the challenges of investigative journalism with examples.
14. Explain the role and responsibilities of the news editor.
15. How important is the cultivation of sources for a reporter?
16. What is the structure of a news story?
17. Comment on international news agencies.
18. What are the basic principles of translation?
19. Briefly explain the types of features.
20. Comment on the new pagination softwares.
21. What are the dos and don'ts of headline writing?

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. What makes news? Explain the news values with examples.
23. Explain the structure of the editorial department of a newspaper enumerating the responsibilities of the key persons.
24. Explain the types of leads with examples.
25. Does the end justify the means? Elucidate the question in the context of sting journalism?

Complementary Courses in Journalism

Semester III

Course 3

Code JOU3C01

History of Mass Media

Contact Hours 3

Credits 2

Module I

Evolution of Indian press: James Augustus Hicky - James Silk Buckingham - Serampore missionaries - Raja Ram Mohan Roy - freedom movement and the press - Gandhi as a journalist - press in the post-independence period - Press Council of India - Press commissions - professional media organizations - genesis of internet - new and social media.

Module II

History of Malayalam press: - *Rajyasamacharam* – *Paschimodayam* - *Gnana Nikshepam* – *Deepika* - *Satyanada Kahalam* - *Malayala Manorama* - *Kerala Mitram* - *Kerala Patrika* – *Mathrubhumi* - *Kerala Kaumudi* - *Al-Ameen* – *Deenabhandu* – *Prabhatham* - Malayalam press during the Freedom Struggle - current trends in Malayalam journalism - history of magazine journalism.

Module-III

Legends of journalism: Herman Gundert - Kandathil Varughese Mappilai - Swadeshabhimani Ramakrishna Pillai - Kesari Balakrishna Pillai - K. P. Kesava Menon - C.V. Kunjiraman - Pothan Joseph - cartoonist Sankar, and Raghu Ray - other doyens in the field of Indian journalism.

Module IV

History of broadcasting: Radio broadcasting in India - types of radio programmes - FM radio - growth of television broadcasting in India – SITE - broadcast code and Prasar Bharati.

Module V

Films – genesis of documentaries and short films - evolution of film making in India - brief history of Malayalam cinema and great masters of world cinema.

Books for Reference

1. Rangaswami Parthasarathy, '**Journalism in India**'.
2. Dr.Nadig Krishna Murthy, '**Indian Journalism**'.
3. GNS Raghavan, '**The Press in India**'.

4. Robin Jeffrey, 'India's Newspaper Revolution'.
5. Puthupally Raghavan, 'Kerala Pathrapravarthana Charithram'.
6. M.V.Thomas, 'Bharathiya Pathracharithram', Bhasha Institute.
7. Mehra Masani, 'Broadcasting and the People'.
8. G.C.Aswathy, 'Broadcasting in India'.
9. Keval J. Kumar, 'Mass Communication in India'.
10. Vijayakrishnan, 'Malayala Cinimayude katha'.
11. Amanas Ramachandran Nair, 'Chalachithra Padhanagal'.

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module five.

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation : 5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

II. Semester End Examination: 80 Marks

**MODEL QUESTION PAPER Code
JOU3C01
History of Mass Media**

Time: 3 Hours

Maximum Marks: 80

Part A

**Answer any 5 questions not exceeding 50 words.
Each question carries 3 marks (3 x 5 = 15)**

1. James Augustus Hicky.
2. Raghu Ray.
3. Sambad Kaumudi.
4. Harijan.
5. SITE.
6. Herman Gundert.
7. Vittorio Deseca.
8. Asiane.t
9. Al-Ameen.

Part B

**Answer any 7 questions not exceeding 100 words.
Each question carries 5 marks (5 x 7 = 35)**

10. What are the objectives of Prasar Bharati?
11. Write a note on Serampore Missionaries?
12. Trace the history of broadcasting in India.
13. Discuss the objectives of Press Council.
14. Comment on Swadeshabhimani Ramakrishna pillai.
15. Briefly trace the history of printing.
16. Briefly elucidate the significance of SITE in the history of broadcasting in India.
17. Explain the various types of radio programmes.
18. Elucidate the types of films with examples.
19. Trace the history of Malayala Manorama.
20. Contributions of James Augustus Hicky to Indian Journalism.
21. Comment on new generation movies in Malayalam.

Part C

**Answer any 2 questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)**

22. Explain the contributions of Gandhiji and Raja Ram Mohan Roy to journalism.
23. Trace the growth of television broadcasting in India.
24. Describe the state of press during the Emergency.
25. State the evolution of Malayalam film industry.

Complementary Courses in Journalism

Semester IV

Course 4

Code JOU4C01

Corporate Communication and Advertising

Contact Hours 3

Credits 2

Module I

Introduction to PR: definitions, origin and evolution of public relations - role and functions of PR - PR tools: external and internal publics -house journal - qualities of a PRO - PRSI, code of ethics for PR - PR Campaign, - Audience Communication.

Module II

Corporate communication - definition and scope of corporate communication - corporate identity – key concepts of corporate identity - corporate identity planning - corporate image - corporate personality - branding the corporate - corporate functions and corporate tools.

Module III

Advertising – definition - evolution of advertising - functions and effects of advertising - types of ads - structure and functions of advertising agencies - ASCI and DAVP - Ad. Campaign.

Module IV

Copywriting practices - ad copy - elements of copy: illustration, slogan, display, text, logo and caption - copywriting for broadcast commercials - ad films - jingles and internet ads.

Module V

Effects of advertising: ethical issues of advertising – professional organizations and code of ethics.

Books for Reference

1. Sandeep Sharma & Deepak Kumar, '**Advertising, Planning, implementations and control**', Mangal Deep Publications, Jaipur.
2. Sanjay Kaptan & Akhilesh Acharya, '**Advertisement in Print Media**', Book Enclave, Jaipur.
3. S.A Chunawalla, '**Advertisement an Introductory Text**', Himalaya Publishing,
4. Chunnawalla etal, '**Advertising Theory and Practice**', Himalaya Publishing, New Delhi.
5. Otto Klepner, '**Advertising Procedures**', Atlanta Books.
6. Scott M Cutlip and Allan H. Centre, '**Effective Public Relations**', Pearson Education Ltd.Delhi.

7. Sam Black, 'Practical Public Relations', UBS Publishers Distributors Pvt Ltd.
8. D.S. Mehta, 'Handbook of PR in India'.
9. Joseph Fernandez, **Corporate Communications A 21st Century Primer**, Response, Books, New Delhi.

Books for Further Reading

1. Sanjay Tiwari, 'The Uncommon sense of Advertising', Response Books, New Delhi.
2. John Philip Jones, 'How Advertising works', Sage Publishers, New Delhi.
3. J.V Vilanilam, 'Advertising Basics',
4. Anil Basu, 'Public Relations: Problems and Prospects with case studies'.
5. Allan H. Center and Frank E. Welsh, 'Public Relations Practices'.
6. Rannani, 'Corporate Communications - The Age of Image'.

Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester: one, at the completion of module two and the second, at the completion of module five.

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Advertising and PR Practicals : 5 Marks

Each student shall prepare an advertisement/news letter (print/electronic) and submit it for valuation.

Semester End Examination: 80 Marks

MODEL QUESTION PAPER

JOU4C01

Corporate Communication & Advertising

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. House Journals.
2. ASCI.
3. Advertorial.
4. PRSI.
5. Jingles.
6. Storyboard.
7. Corporate image.
8. DAVP.
9. Brand Name.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Explain the different tools for Public Relations.
11. What are the functions of advertising?
12. Differentiate between publicity and advertising?
13. What are the characteristics of internet ads?
14. Explain the different types of ads.
15. What are public relations campaigns? How do they function?
16. What is corporate Image?
17. Explain the scope of corporate communication.
18. Explain the organizational structure of an ad agency.
19. What is corporate identity.
20. Briefly explain the impact of television advertising on children.
21. What are the key elements in an advertising copy?

22. Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

23. Trace the evolution of advertising.
24. Define Public Relations and explain PR tools.
25. Define Corporate Communication and explain its key elements.
26. Elucidate the principles of effective copy writing.

Part II - 2
Complementary Courses in Electronic Media

1. Introduction to Electronic Media
2. Radio and Television
3. Fundamentals of Cinema
4. Introduction to New Media.

Objectives

1. To review the basic concepts in the field of radio, television, film, and new media.
2. To expose the students to the field of broadcasting by introducing the basic principles and practices of radio and television.
3. To familiarize students with various aspects of cinema as a medium of mass communication.
4. To introduce concepts of broadcasting with special emphasis on writing and reporting for radio and television.
5. To motivate students to take up further studies and careers in electronic media.

Scope

The scope of the study shall be limited to the study of fundamental areas of radio, television, cinema, and new media with emphasis on understanding the basic concepts, principles, and practices.

Complementary Courses in Electronic Media

Semester I

Course 1

Code JOU1C02

Introduction to Electronic Media

Contact Hours 3

Credits 2

Module I

Communication: definition, elements and types of communication - concept of mass - evolution of mass communication - nature, characteristics, functions and dysfunctions of mass media - types of media: print, radio, TV, film and new media.

Module II.

Introduction to broadcasting – definition of broadcasting; evolution of broadcasting - broadcast technology: earth station, teleport, uplinking, downlinking, transmission, cable, terrestrial and satellite transmission - new trends in broadcasting.

Module III

Radio: characteristics, scope and limitations - brief history of radio. _

Module IV

Television: characteristics, scope and limitations - origin and development of television.

Module V

News: types of news - news determinants - news story structure: lead, types of lead, body, conclusion - inverted pyramid style and hour glass style stories - headline writing - types of headlines in print.

Books for Reference

1. Joseph A Devito : Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Agee, Ault & Emery : Introduction to Mass Communications, Harper and Row, New York, 1985.

4. Spencer Crump : Fundamentals of Journalism, McGraw Hill Book Company.
5. Oxford : International Encyclopedia of Communications.
6. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.
7. John Vivian : The Media of Mass Communication, Allyn and Bacon.
8. Andrew Boyd : Broadcast Journalism, Techniques of Radio and Television News, Focal Press, London.

Books for Further Reading

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
5. D S Mehta : Mass Communication and Journalism in India.
6. Dr. J V Vilanilam : Mass Communication in India.
7. Andrew Beck & Peter Bennet : Communication Studies.
8. Rogers and Singhal : India's Communication Revolution.

1. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module five.

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation : 5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

Semester End Examination: 80 Marks

MODEL QUESTION PAPER

Code JOU1C02

Introduction to Electronic Media

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Intrapersonal communication.
2. Noise.
3. Mass.
4. Feedback.
5. Soft news.
6. Media convergence.
7. Citizen journalism.
8. Proximity.
9. Hour glass style.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Explain the types of communication with examples.
11. Explain the functions and dysfunctions of mass communication.
12. Define broadcasting.
13. Differentiate between radio and television.
14. Distinguish between uplinking and downlinking.
15. Explain the characteristics of radio as a medium of communication.
16. What are the dos and don'ts of headline writing?
17. Trace the evolution of television.
18. Briefly explain the types of print media.
19. Explain the ingredients of the concept 'global village'.
20. Elucidate the types of news.
21. Argue the importance of lead in a news story.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Define mass communication. Explain its functions and dysfunctions.
23. Critically examine the characteristics and roles of TV as a medium of mass communication.
24. "All events are not news". Substantiate this statement by delineating the key determinants of news.
25. Explain the types of leads with examples.

Complementary Courses in Electronic Media

Semester II

Course 2

Code JOU2C02
Radio and Television

Contact Hours 3

Credits 2

Module I

Organisational structure of radio station -types of radio stations: AM and FM - Radio Programme Formats: talk, news and music formats.

Module II.

Writing for the ear - radio news writing - radio script writing - radio drama – documentary – feature – commentary - talk - magazine programmes - radio interviewing techniques, -news reading - Radio jockeying - online radio – new trends.

Module III

characteristics of television as a medium - organizational structure of a television station - cable TV - home video – DTH - television programme formats.

Module IV,

Scripting for television programmes - TV interviewing - structure of TV news – TV news gathering - news writing - news anchoring, -video jockeying – new trends.

Books for Reference

1. Joseph R.Dominick-‘**The Dynamics of Mass Communication**’.Mc Graw Hill, New Delhi.
2. John Vivian -‘**The Media of Mass Communication**’ Allyn and Bacon.
3. Arul Aram and Nirmaldasan, ‘**Understanding News, Media**’-Vijay Nicole Imprints Pvt.Ltd.Chennai.
4. Robert McLeish-‘**Radio Production**’. Focal Press London.
5. Giraud Chester et.al-‘**Television and Radio**’-Prentice Hall.
6. Herbert Zettl, ‘**Television Production Handbook**’-Wadsworth, USA.
7. Andrew Boyd,’ **Broadcast Journalism, Techniques of Radio and Television News**’ Focal Press London.
8. Ted White, ‘**Broadcast News: Writing, Reporting and Producing**’, Focal Press London
9. P.K Ravindranath , ‘**Broadcast Journalism**’-Author Press, New Delhi.

Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module four.

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Radio, TV Practicals : 5 Marks

Students shall produce and submit a radio programme such as radio documentary, PSA, radio interview and news magazine programme either individually or group-wise.

Or

Students shall produce and submit a television programme such as an extended news report, PSA and TV commercial either individually or group-wise.

Semester End Examination: 80 Marks

MODEL QUESTION PAPER

Code JOU2C02

Radio and Television

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. NDTV.
2. Radio Feature.
3. DTH.
4. OB.
5. Radio Commercials.
6. ENG.
7. RJ.
8. Structure of TV News.
9. Cable TV.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Explain the steps involved in scripting a TV programme.
11. What are the requisites of radio interviewing?
12. Comment on the new trends in broadcasting.
13. Why is radio called a “blind sister of TV”?
14. Briefly explain the different radio formats.
15. What are the challenges of live broadcast?
16. Why should radio script be written for the ear?
17. What is a radio documentary?
18. Differentiate between AM and FM stations.
19. What are the basic principles of television news writing.
20. Comment on online radio.
21. Critically review a television reality show in Malayalam of your choice.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Illustrate the organizational structure of a television station.
23. Will the new generation FM radios survive as entertainment channels for the youth?
Discuss.
24. Prepare a 5-minute radio news script based on news items of your choice
25. Describe the different types of television programmes with examples.

Complementary Courses in Electronic Media

Semester III

Course 3

**Code JOU3C02
Fundamentals of Cinema**

Contact Hours 3

Credits 2

Module I

Cinema ; Characteristics and types

Cinema: a brief history. -Lumiere brothers and early experiments. characteristics of cinema-potentials, scope and limitations of cinema -types of films: feature film, documentary, short film.

Module II

Major film movements.

German expressionism- Cabinet of Dr.Caligary by Robert Wiene.

Soviet montage - Battleship Potemkin by Sergie Eisentein.

Italian neo realism - Bicycle thieves by Vittorio Desseca.

A few Great masters: Charlie Chaplin - Alfred Hitchcock - Akira Kurosawa, Kim Ki Duk and Mohsen Makmalbaf.

Module III.

Indian Cinema: New wave and commercial cinema - Satyajith Ray - Ritwik Ghatak - Anand Patwardhan - Adoor Gopala Krishnan - G Aravindan - John Abraham.

Module IV.

Film Making: Steps in film making: Pre Production, Production and post production.

Visual language-Basics of cinematography : types of shots, camera movements, camera angles, camera view points - Lighting- three point lighting techniques.

Books for Reference

1. Bernard F Dick,'**Anatomy of Film**' –St. Martin Press, New York.1978.
2. John Russo,' **Making Movies**'-Dell Trade, 1989.

3. Susan Hayward, 'Key concept in Cinema studies', Routledge, , New York, 2004.
4. Louis Giannetti, 'Understanding Movies', A Simon and Schuster company, USA.
5. Nathan Abrams, Ian Bell and Jan Udriş, 'Studying film'.
6. J. Dudley Andrew, 'Major Film Theories an Introduction'.
7. Tom Holden, 'Film making'.
8. Brain Brown, 'Cinematography, Theory and Practice'.
9. Stanley J. Baran, 'Introduction to Mass Communication'.
10. Keval J. Kumar, 'Mass Communication in India', Jaico Publishing House, New Delhi.
11. Jill Nilmes: 'An Introduction to Film Studies', Routledge, London, 1996.
12. Bruce Mamer: 'Film Production Technique', Thomson Wadsworth, USA.

Web Resources

1. www.imdb.com
2. www.mrqe.com
3. www.wikipedia.org

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester: one, at the completion of module two and the second, at the completion of module four.

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Seminar/Production Assignment : 5 Marks

Each student shall present a study evaluating a film

Or

Each student shall write a script for a short film of 5 minutes duration on a story thread provided by the faculty.

II. Semester End Examination: 80 Marks

MODEL QUESTION PAPER

Code JOU3C02

Fundamentals of Cinema

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Lumiere Brothers.
2. Neo-realism.
3. Animation.
4. Camera viewpoints.
5. Special effects.
6. Sathyajith Ray.
7. Montage.
8. Anand Patwardhan.
9. Makmalbaf.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Explain the characteristics of cinema.
11. Explain the features of documentary film.
12. What are the new trends in Malayalam film industry?
13. Comment on digital revolution in cinema.
14. Explain the basics of cinematography.
15. Differentiate between art and commercial film.
16. Comment on Iranian cinema.
17. What is Hitchcock known for?
18. Briefly explain the contributions of Akira Kurasowa.
19. Elucidate the types of shots.
20. Describe the three- point lighting.
21. What is new wave?

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Trace the evolution of cinema, explaining also the latest developments?
23. Examine the various genres of cinema?
24. Critically analyze the films of Satyajith Ray.
25. Explain the steps involved in film making.

Complementary Courses in Electronic Media

Semester IV

Course 4

Code JOU4C02
Introduction to New Media

Contact Hours 3

Credits 2

Module I

Internet as a medium of communication: history and evolution of internet - characteristics of new media: immediacy, interactivity, universality, hypertext, multimedia - new media aesthetics – content, design, colours, font, templates, navigation bars, and hyperlinks.

Module II

Blogs: blogosphere – vlog – podcast - search engines and social media.

Module III

Online reporting: language and style of online journalism - tools for newsgathering - news determinants in cyberspace - dos and don'ts of online reporting.

Module IV

Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining -website design

Module V

Ethics in new media: obscenity and privacy - copyright and libel - cyber laws

Module VI

Introduction to technical writing: definition and types - objectives in technical writing - guidelines for effective writing: prewriting, writing and re-writing.

Books for Reference

1. Tapas Ray, '**Online Journalism – A Basic Text**', Foundation Delhi, 2006.
2. Jason Whittaker, '**The New Media Handbook –The Cyberspace Handbook**' .
3. Sunil Saxena , '**Broadcasting News: The craft and technology of online Journalism**'.
4. Jason Whittaker, '**Web Production for writers and journalists**'.

5. Anna Evertt, John T. Caldwell, ‘**New Media: Theories and practice of Digitextuality**’.
6. Stephen Quinn, ‘**Digital Sub editing and Design**’.
7. Nalini Rajan (ed.), ‘**21st Century Journalism in India**’, Sage, 2007.
8. Aravind Singhal & Everett M. Rogers, ‘**India’s Communication Revolution**’.

Books for Further Reading

1. **Media and Power** – James Curran.
2. **Media, Technology and Society** – Brian Winston.
3. **Journalism Online** – Mike Ward.
4. **Managing Media Convergence** – Kenneth C. Killebrew.

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module six.

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. New Media Assignment : 5 Marks

Each student shall submit a report comparing home pages of two reputed online newspapers.

II. Semester End Examination: 80 Marks

MODEL QUESTION PAPER

Code JOU4C02

Introduction to New Media

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Portals.
2. I-pods.
3. Home page.
4. URL.
5. Arpanet.
6. USB.
7. Pop-ups.
8. HTML.
9. Vlog.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. What are the salient features of new media communication?
11. Trace the growth of online journalism in India.
12. Comment on online language.
13. Explain the scope and potentials of blogs.
14. How are the websites different from portals.
15. Explain the principles of web writing.
16. How do the search engines operate?
17. Define technical writing. Briefly explain the guidelines for effective writing.
18. What are the dos and don'ts of online reporting?
19. List out the advantages of social media communication.
20. Argue the importance of lay-out in online editing.
21. Critically review online edition of a Malayalam news paper of your choice.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Elaborate the principles and challenges of online editing.
23. Examine the cyber laws and their effectiveness in the current scenario.
24. Explain the characteristics of new media as a medium of mass communication.
25. Elucidate the ethical issues in new media communication.

Part II - 3
Complementary Courses in Mass Communication
(for BA West Asian Studies)

1. Introduction to Mass Communication
2. Print Media Journalism
3. Electronic Media
4. Mass Media in West Asia

Aim:

To expose undergraduate students to the discipline of Mass Communication which has come to play a significant role in contemporary society.

Objectives

- To review the basic concepts in the fields of communication and journalism.
- To create awareness about the role and scope of Mass Media in our contemporary society.
- To help students acquire skills which would enable them to work in newspapers, radio and television.
- To give a brief overview of media scenario in West Asia.
- To provide a bird's eye view of West Asian cinema with due emphasis on Iranian cinema.

Scope

The scope of the courses shall be limited to the study of the fundamental areas of Mass Communication with emphasis on understanding the basic concepts, principles and practices.

*Complementary Courses in Mass Communication
(for BA West Asian Studies)*

Semester I

Code JOU1C03

Course 1

Introduction to Mass Communication

Contact Hours 3

Credits 2

Module I: Fundamentals of Communication

Definitions of communication - elements of communication - types of communication - Concept of mass and its evolution - nature and characteristics of mass communication - functions and dysfunctions of mass media - types of mass media.

Module II : Print Media

Definitions, characteristics and types of newspapers, magazines and books - online newspapers - magazines and books in the digital age -Scope and limitations of print media.

Module III: Electronic Media

Characteristics of radio, television, film, home video industry, Direct Broadcast Satellites, Direct to Home service, recording industry - a brief history of radio, television and film in India.

Module IV: New Media

History and evolution of the internet, -characteristics and emergence of new media - online media: social networks, blogs, vlogs, podcast, news portals - basics of web writing - introduction to technical writing and documentation.

Reading List

1. Joseph R. Dominick : 'The Dynamics of Mass Communication'. McGraw Hill, New Delhi.
2. Agee, Ault and Emery : 'Introduction to Mass Communications', Harper and Row, New York, 1985.
3. Joseph A. Devito: 'Communicology: An Introduction to the Study of Communication'. Harper and Row, New York, 1978.
4. Keval J. Kumar : 'Mass Communication in India', Jaico Publishing House, New Delhi, 2005.
5. Uma Joshi: 'Text Book of Mass Communication and Media', Anmol Publications, New Delhi, 1999.
6. James Watson and Anne Hill: 'A Dictionary of Communication and Media Studies', Edward Arnold, London, 1993.

7. Denis McQuail: 'McQuail's Mass Communication Theory', Vistaar Publications, New Delhi, 2005.
8. Denis / DeFleur, 'Understanding Mass Communication', Goyl Saab, New Delhi, 1991.
9. O.M Gupta and Ajay S Jasra: 'Internet Journalism in India', Kanishka Publishers, New Delhi, 2002.
10. Gordon H, Mills & John A. Walter: ' Technical Writing'.
11. John Pavlik: 'Journalism and New Media'.
12. Jason Whitaker: ' The Internet, The Basics.'

1. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module four.

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Media Assignments/ Presentation : 5 Marks

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

II. Semester End Examination: 80 Marks

MODEL QUESTION PAPER
Code JOU1C03
Introduction to Mass Communication

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. News portal.
2. Intrapersonal communication.
3. Noise.
4. Receiver.
5. Feedback.
6. DTH.
7. WhatsApp.
8. SITE.
9. Citizen journalism.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Explain the types of newspapers with examples.
11. Explain the functions and dysfunctions of mass communication.
12. Elucidate the roles and responsibilities of a journalist in a democratic society.
13. Differentiate between radio and television
14. Explain the characteristics of radio as a medium of communication.
15. What are the basic principles of web writing?
16. Explain the relevance of alternative media.
17. Explain the ingredients of the concept 'global village'.
18. Briefly explain the types of magazines.
19. Elucidate the characteristics of film as a medium of mass communication.
20. Argue the role of 'Facebook' as a tool of political communication.
21. What is technical writing?

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Define communication. Explain its various types.
23. Critically examine the characteristics and roles of TV as a medium of mass communication.
24. Trace the evolution of radio and television in India.
25. Explain the nature, scope, and limitations of new media

*Complementary Courses in Mass Communication
(for BA West Asian Studies)*

Semester II

Course 2

Code JOU2C03
Print Media Journalism

Contact Hours 3

Credits 2

Module I: Introduction to Journalism

What is journalism? - Principles and functions of journalism - journalism as a profession - role and responsibilities of a journalist - ethics of journalism - How to start a publication?

Module II: Newspaper Organization

Organizational structure of a newspaper: business, mechanical and editorial departments - editorial hierarchy - responsibilities and qualities of chief editor, news editor, chief sub-editor, bureau chief, reporters – freelance journalism.

Module III: Newspaper Content

Contents of a newspaper – definition and types of news - news determinants – features – editorial – interviews – reviews – cartoons – columns - readers’ letters - photojournalism.

Module IV: News Reporting

Reporting practices - news story structure - inverted pyramid style - hour glass style - lead and body – beats - press conferences - meet the press - news releases - news sources - principles of reporting.

Module V: News Editing

Principles of editing – role and responsibilities of a sub-editor - editing process - headlines and headlining - newspaper layout and design - style book - typesetting and printing methods: DTP and offset printing.

Reading list

1. K.M Shrivastava: ‘**News reporting and editing**’, Sterling publishers Pvt. Ltd.
2. M.V Kamath: ‘**Professional Journalism**’, Vikas publishing House.
3. Vir Bala Aggarwal: ‘**Essential of Practical Journalism**’, concept publishing Company.
4. Bruce Itule, and Douglas Anderson: ‘**News Writing and Reporting for Today’s Media**’, McGraw Hill.
5. Julian Leiter, ‘**The Complete Reporter**’, Macmillan.
6. Harold Evans, ‘**Newsman’s English**’ William Hainemann Ltd. Baskette, Floyd K., Sissors, Jack Z., Brooks, S: ‘**The Art of Editing**’, Macmillan Publishing Co. Inc.
7. Bruce Westly: **News Editing.**
8. M.L. Stein. and Susan F Paterno: ‘**The News Writer’s Hand book**’, Surjeet Publications.
9. Franklin: ‘**Key Concepts in Journalism Studies**’, Vistaar Publications.

I. Continuous Assessment: 20 Marks

1. **Class Tests : 10 Marks**

There shall be two internal assessment examinations within the semester: one, at the completion of module two and the second, at the completion of module five.

2. **Attendance : 5 Marks**
Allotment of marks as per University regulations

3. **Media Practicals : 5 Marks**
Students shall collectively bring out a laboratory newspaper with news story inputs from each student.

II. Semester End Examination: 80 Marks

**Model Question Paper Code
JOU2C03**

Print Media Journalism

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Bureau chief.
2. Hour glass style.
3. Beat.
4. DTP.
5. Kicker.
6. Intro.
7. Middle.
8. Proximity.
9. Sting operation.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Differentiate between a feature and a news story.
11. What are the essential principles of interviewing?
12. What are the qualities required for a reporter?
13. Delineate the types of headlines.
14. Differentiate between press conference and meet-the-press.
15. Explain the role and responsibilities of the news editor.
16. How important is the cultivation of sources for a reporter?
17. What is the structure of a news story?
18. Briefly describe the ethics of journalism.
19. Delineate the types of news with examples.
20. Explain different printing methods.
21. What is style book?

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. What makes news? Explain the news values with examples.
23. Explain the structure of the editorial department of a newspaper enumerating the responsibilities of the key persons.
24. Explain the types of leads with examples.
25. Argue the role and responsibilities of a journalist in a democratic society.

*Complementary Courses in Mass Communication
(for BA West Asian Studies)*

Semester III

Course 3

Code JOU3C03
Electronic Media

Contact Hours 3

Credits 2

Module I: Radio Broadcasting

Defining broadcasting - kinds of radio stations - organizational structure of a radio station - radio programme formats: music, spot, talk, news, news bulletin, news reel, documentaries, magazine programme, interview, discussion, radio drama, radio advertising.

Module II: Radio Practices

Radio news writing - script writing for radio drama, documentary and commercials - radio interviewing techniques - news reading and presentation - radio jockeying.

Module III: Television Broadcasting-

Organizational structure of a television station - types of television programmes: action, animated cartoons, children's programmes, commercials, documentaries, plays, educational films, game shows/ quizzes, horror shows, musicals, news reports, public information, science fiction, sports, spots, talk shows and magazine programmes.

Module IV: Television Practices

Television news gathering - principles of television news writing - script writing for television - news anchoring and presentation - video Jockeying -the television studio.

Module V: Film characteristics and types:

Types of films: feature films, documentaries, short films, animations and others

Module VI: Basic production techniques of Film

Stage one-Pre-production: idea, treatment, script, storyboard, schedule, budget, crew, location, art direction, casting and rehearsals - **Stage two-Production:** set Procedures, camera techniques, camera movements, camera angles, camera distances, lighting - **Stage three-Post-production:** visual editing, sound editing, special effects.

Reading List

1. Arul Aram & Nirmaldasan: '**Understanding News Media**', Vijay Nicole Imprints Pvt. Ltd., Chennai, 2006.
2. Robert McLeish: '**Radio Production**', Focal Press, London, 1994.
3. Chester, Garrison, & Willis: '**Television and Radio**', Prentice Hall, 1978.

4. Herbert Zettl: '**Television Production Handbook**', Wadsworth, USA, 2000.
5. Andrew Boyd: '**Broadcast Journalism, Techniques of Radio and Television News**', Focal Press, London, 2001.
6. Ted White: '**Broadcast News: Writing, Reporting and Producing**', Focal Press, London, 2005.
7. P.K. Ravindranath: '**Broadcast Journalism**', Authors Press, Delhi, 2004.
8. Blain Brown. '**Cinematography, Theory and Practice**'.
9. Keval J. Kumar, '**Mass Communication in India**', Jaico Publishing House, New Delhi.
10. Bruce Mamer: '**Film Production Technique**', Thomson Wadsworth, USA.
11. Tom Holden: '**Film Making**'.
12. Susan Hayward, '**Key concepts in Cinema studies**', Routledge, New York, 2004.

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module six.

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Radio, TV & Film Practicals :5 Marks

Students shall produce and submit a radio programme such as radio documentary, PSA, radio interview and news magazine programme either individually or group-wise.

Or

Students shall produce and submit a television programme such as an extended news report, PSA and TV commercial either individually or group-wise.

Or

Each student shall write a script for a short film of 5 minutes duration on a story thread provided by the faculty.

II. Semester End Examination: 80 Marks

MODEL QUESTION PAPER

Code JOU3C03

Electronic Media

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. AM.
2. Radio drama.
3. DTH.
4. Story Board.
5. Radio Commercials.
6. ENG.
7. Special effects.
8. Structure of TV News
9. High Angle

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Explain the steps involved in scripting a TV programme.
11. What are the requisites of radio interviewing?
12. Explain the types of film with examples.
13. Explain the types of shots.
14. Briefly explain the different radio formats.
15. What are the challenges of live broadcast?
16. Why should radio script be written for the ear?
17. What is a radio documentary?
18. Differentiate between AM and FM stations.
19. What is radio jockeying?
20. Describe the three point lighting.
21. Critically review a new generation cinema in Malayalam of your choice.

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Illustrate the organizational structure of a radio station.
23. Elucidate the principles of television news writing.
24. Explain the steps in film making.
25. Describe the different types of television programmes with examples.

*Complementary Courses in Mass Communication
(for BA West Asian Studies)*

Semester IV

Course 4

Code JOU4C03

Mass Media in West Asia

Contact Hours 3

Credits 2

Module I: Media Landscape of West Asia:

An overview of important newspapers, radio and television in West Asia:

1. **Egypt**
Al – Ahram, ERTU, Nile Sat and Nile FM.
2. **Qatar**
Al-Arab, The Gulf Times, QBS, and Al-Jazeera TV
3. **Saudi Arabia**
Arab news, Ar-riyadh, The Saudi Press Agency (SPA), Saudi Arabian Broadcasting Service,.
4. **UAE**
Al Bayan, [Dubai Media](#) City (DMC), Middle East Broadcasting Center (MBC).
5. **Turkey**
Turkish Daily News, Milliyet, RTUK, TRT, MED TV.
6. **Iran**
Tehran Times, The Islamic Republic News Agency (IRNA), Islamic Republic of Iran Broadcasting (IRIB).
7. **Iraq**
Al-Baath, The Iraqi News Agency (INA).
8. **Israel**
The Jerusalem Post, Haaretz, The Jewish Telegraphic Agency (JTA), Israel Broadcasting Authority (IBA).
9. **Gaza strip and West bank**
Al-Quds (*Jerusalem*), Palestine Broadcasting Corporation (PBC), Sawt Filastin (The Voice of Palestine or VOP).

Module II: West Asian Cinema

An overview of film industries of Egypt, Iraq, Israel, Turkey, Lebanon and Palastine.

Module III: The Cinema of Iran

Visual arts in Persia - Early Persian Cinema, -Pre-revolutionary cinema - post-revolutionary cinema - Commercial cinema in Iran - Iranian new wave films - Prominent film makers in Iran: Abbas Kiarostami, Mohsen Makhmalbaf, Majid Majidi, Jafar Panahi, Rakhshan Bani- E'temad, and Samira Makhmalbaf.

Reading List

1. Katharina Notzold, 'West Asia: Media Systems' ,Blackwell Publishers, 2008.
2. Dabashi Hamid, 'Close-up: Iranian Cinema, Past, Present and Future', Verso, London, 2001.
3. Dabashi Hamid, 'Masters and Master pieces of Iranian Cinema', Mage Publishers, Washington DC, 2007.
4. **History of Film**, Pearson.

Web Resources

1. www.imdb.com
2. www.mrqa.com
3. www.wikipedia.org.

I. Continuous Assessment: 20 Marks

1. **Class Tests : 10 Marks**

There shall be two internal assessment examinations within the semester: one, at the completion of module one and the second, at the completion of module three.

2. **Attendance : 5 Marks**

Allotment of marks as per University regulations

3. **Assignment/ Presentation : 5 Marks**

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

Or

Each student shall present a study evaluating an Iranian film.

II. Semester End Examination: 80 Marks

MODEL QUESTION PAPER

Code JOU4C03

Mass Media in West Asia

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Uday Hussein.
2. Nile FM.
3. Ar-riyadh.
4. PBC.
5. Haaretz.
6. Children of Heaven.
7. Khatami.
8. New wave.
9. Offside.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

10. Trace the evolution of Al-Ahram.
11. What is Yesilcam?
12. List out the important news papers in Egypt.
13. Comment on visual arts in Persia.
14. State the contributions of Samira Makhmalbaf.
15. Argue the strategic significance of Dubai Media City.
16. Comment on Iranian new wave films.
17. State the prominent film makers in Palestine.
18. Briefly explain the role of children in Iranian cinema.
19. What is QBS?
20. Cite some examples of early Persian cinema.
21. What is Sawt Filastin?

Part C

Answer any 2 questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

22. Explain the role and importance of of Al-Jaseera in West Asian media land scape.
23. Critically review the films of Jafar Panahi.
24. Describe the state of press freedom in West Asian Countries.
25. Compare and analyse the presence of mass media in Israel and Palestine.