

UNIVERSITY OF CALICUT
(Abstract)

Faculty of Journalism-Subsidiary Course-Public Relations-replaced-Complementary Course- in Mass Communication- Scheme and Syllabus-under Choice Based Credit Semester System-approved-implemented-with effect from 2009 admission-orders issued.

GENERAL AND ACADEMIC BRANCH – I E Section

No. GA. I/E3/4305/06

Dated, Calicut University. P.O., 20.08.2009.

Read : 1. U.O.GAI/J2/3601/08(Vol II) dt.19.06.2009

2. Minutes of the Board of Studies in Journalism UG held on 04.08.09.

ORDER

The Rules and Regulations governing the UG curriculum under Choice based Credit Semester System in the Colleges affiliated to the University was implemented with effect from 2009 admission onwards vide paper read as 1st above.

The meeting of the Board of Studies in Journalism as per paper read as 2nd prepared and approved the Scheme and Syllabus of BA programme in Mass Communication under Choice based Credit Semester System .

Considering the urgency of the matter, the Vice Chancellor exercising the powers of Academic Council approved the scheme and syllabus of BA programme in Mass Communication under Choice based Credit Semester System with effect from 2009 admission onwards subject to ratification by Academic Council.

Sanction is therefore accorded for implementing the scheme and syllabus of BA programme in Mass Communication under Choice based Credit Semester System with effect from 2009 admission onwards subject to ratification by Academic Council.

Orders are issued accordingly.

Sd/-
DEPUTY REGISTRAR (G&A I)
For REGISTRAR

To

The Principals of all Colleges

Offering Mass Communication Programme.

Copy to: 1)Chairman Board of Studies in Journalism UG.

2) System Administrator with a request to upload in the
University Websit/Controller of Examination/EX Section/
CE/EG I Section/DR.PG/GAI F Section/SF/DF/FC.

Forwarded/By Order

Section Officer.

UNIVERSITY OF CALICUT
(Abstract)

Faculty of Journalism-BA programme in Mass Communication-Scheme and Syllabus-under Choice Based Credit Semester System-approved-implemented-with effect from 2009 admission-orders issued.

GENERAL AND ACADEMIC BRANCH – I E Section

No. GA. I/E3/4305/06 Dated, Calicut University. P.O., 20.08.2009.

Read : 1. U.O.GAI/J2/3601/08(Vol II) dt.19.06.2009
2. Minutes of the Board of Studies in Journalism UG held on 04.08.09.

ORDER

The Rules and Regulations governing the UG curriculum under Choice based Credit Semester System in the Colleges affiliated to the University was implemented with effect from 2009 admission onwards vide paper read as 1st above.

The meeting of the Board of Studies in Journalism as per paper read as 2nd prepared and approved the Scheme and Syllabus of BA programme in Mass Communication under Choice based Credit Semester System .

Considering the urgency of the matter, the Vice Chancellor exercising the powers of Academic Council approved the scheme and syllabus of BA programme in Mass Communication under Choice based Credit Semester System with effect from 2009 admission onwards subject to ratification by Academic Council.

Sanction is therefore accorded for implementing the scheme and syllabus of BA programme in Mass Communication under Choice based Credit Semester System with effect from 2009 admission onwards subject to ratification by Academic Council.

Orders are issued accordingly.

Sd/-
DEPUTY REGISTRAR (G&A I)
For REGISTRAR

To

The Principals of all Colleges
Offering Mass Communication Programme.

Copy to: 1)Chairman Board of Studies in Journalism UG.

2) System Administrator with a request to upload in the University Websit/ Controller of Examination/EX Section/ EG I Section/DR.PG/GAI F Section/SF/DF/F

Forwarded/By Order

UNIVERSITY OF CALICUT

BOARD OF STUDIES (UG) IN MASS COMMUNICATION AND JOURNALISM

Restructured Curriculum and Syllabi 2009

PART I

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

PART II

**Complementary Courses in
Journalism and Mass Communication**

for

*B.A. English Language and Literature; Functional English;
Malayalam; Political Science; History; West Asian Studies;
and any other UG Programme*

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**

A. Common Courses

Sl. No.	Code	Title	Hrs/ Week	Credit	Semester
1	A01	Communication Skills in English	4	4	I
2	A02	Critical Reasoning, Writing and Presentation	5	4	I
3	A03	Reading Literature in English	4	4	II
4	A04	Readings on Indian Constitution, Secularism & Sustainable Environment	5	4	II
5	A05	Literature and Contemporary Issues	5	4	III
6	A06	History and Philosophy of Science	5	4	IV
7	A07	Communication Skills in Other Languages	4	4	I
8	A08	Translation and Communication in Other Languages	4	4	II
9	A09	Literature in Other Languages	5	4	III
10	A10	Culture and Civilisation	5	4	IV
		Total		40	

B. Core Courses

Sl. No.	Code	Title	Contact hrs	Credit	Semester
11	MCIB01	Methodology and Perspectives of Communication and Journalism	6	4	I
12	MCIIB02	Fundamentals of Mass Communication	6	4	II
13	MCIIB03	Basics of Computer Application	4	4	III
14	MCIIB04	Reporting for Newspapers	5	4	III
15	MCIVB05	Editing for Newspapers	5	4	IV
16	MCIVB06	Design and Pagination	4	4	IV
17	MCVB07	Radio Production	5	4	V
18	MCVB08	Introduction to Television Production	5	4	V
19	MCVB09	Corporate Communication	5	4	V
20	MCVB10	Advertising	5	4	V
21	MCVIB11	Media Laws and Ethics	5	4	VI
22	MCVIB12	Photo Journalism	5	4	VI
23	MCVIB13	Online Journalism	5	4	VI
24	MCVIB14	Introduction to Cinema	5	4	VI
25 Open Course II (Electives)	MCVIB15(E)-i	Documentary Film Production	3	2	VI
	MCVIB15(E)-ii	Magazine Journalism			
	MCVIB15(E)-ii	Business Journalism			
26	MCVIB16	Project	2+2	4	V and VI
Total				62	

C. Complementary Courses

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

A sample of Complementary Courses for B.A. Mass Communication and Journalism are listed below:

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

Detailed syllabi and objectives are to be provided by the concerned Boards.

D. Open Course I

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

Code	Title	Contact	Credit	Semester
MCVD01(i)	Development Communication	3	2	V
MCVD01(ii)	News Reporting and Editing*			
MCVD01(iii)	New Media*			

*Syllabi of the Complementary Course can be adopted.

PROJECT WORK

Every student shall carryout four projects, two each in the 5th and 6th semesters. The first and the second projects in the 5th semester must be translations of articles/pieces, in not less than 10 pages each, from *Malayalam to English* and *English to Malayalam* respectively on the topics approved by the faculty.

The first project in the 6th semester has to be a type-written review, in not less than 10 pages, of a film or a documentary approved by the faculty.

The second project in the same semester is to be a type-written report, in not less than 10 pages, of a visit to a media firm of the student's choice. The report must contain the organisational structure, characteristics, functioning and the brand position of the firm.

Each project and a viva-voce on them at the end of the 6th semester will carry 20 marks aggregating the total marks for the projects to 100.

Semester I

Course	Code	Title	Hrs/ Week	Credit
Common Course 1	A01	Communication Skills in English	4	4
Common Course 2	A02	Critical Reasoning, Writing and Presentation	5	4
Common Course 3	A07	Communication Skills in Other Language	4	4
Core Course I	MCIB01	Methodology and Perspectives of Communication and Journalism	6	4
Complementary I Course 1		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2
Complementary II Course 1		"	3	2
		Total	25	20

Semester II

Course	Code	Title	Hrs/ Week	Credit
Common Course 4	A03	Reading Literature in English	4	4
Common Course 5	A04	Readings on Indian Constitution, Secular State and Sustainable Environment	5	4
Common Course 6	A08	Translation and Communication in Other Languages	4	4
Core Course 2	MCIIB02	Fundamentals of Mass Communication	6	4
Complementary I Course – 2		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2
Complementary II Course – 2		"	3	2
		Total	25	20

Semester III

Course	Code	Title	Hrs/ Week	Credit
Common Course 7	A05	Literature and Contemporary Issues	5	4
Common Course 8	A09	Literature in Other Languages	5	4
Core Course 3	MCIIB03	Basics of Computer Application	4	4
Core Course 4	MCIIB04	Reporting for Newspapers	5	4
Complementary I Course – 3		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2
Complementary II Course - 3		"	3	2
		Total	25	20

Semester IV

Course	Code	Title	Hrs/ Week	Credit
Common Course 9	A06	History and Philosophy of Science	5	4
Common Course 10	A10	Culture and Civilization	5	4
Core Course 5	MCIVB05	Editing for Newspapers	5	4
Core Course 6	MCIVB06	Design and Pagination	4	4
Complementary I Course – 4		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2
Complementary II Course – 4		"	3	2
		Total	25	20

Semester V

Course	Code	Title	Hrs/ Week	Credit
Core Course 7	MCVB07	Radio Production	5	4
Core Course 8	MCVB08	Introduction to Television Production	5	4
Core Course 9	MCVB09	Corporate Communication	5	4
Core Course 10	MCVB10	Advertising	5	4
Open Course I	Students from other disciplines can opt any one of the following courses:			
	MCVD01(i) MCVD01(ii) MCVD01(iii)	Development Communication News Reporting and Editing* New Media*	3	2
	MCVIB16	Project	2	-
		Total	25	20

*Syllabi of the complementary course can be adopted.

Semester VI

Course	Code	Title	Hrs/ Week	Credit
Core Course 11	MCVIB11	Media Laws and Ethics	5	4
Core Course 12	MCVIB12	Photo Journalism	5	4
Core Course 13	MCVIB13	Online Journalism	5	4
Core Course 14	MCVIB14	Introduction to Cinema	5	4
Open Course II (Electives)	Students of Mass Communication discipline are to select any one of the following Open Courses (Electives):			
	MCVIB15(E)-i MCVIB15(E)-ii MCVIB15(E)-iii	Documentary Film production Magazine Journalism Business Journalism	3	2
Core Course-16	MCVIB16	Project	2	4
		Total	25	22
		Total Credits		120

PART II

Complementary Courses in Journalism and Mass Communication

for

- (1) B.A. English Language and Literature;
- (2) B.A. Functional English;
- (3) B.A. Malayalam;
- (4) B.A. Political Science;
- (5) B.A. History;
- (6) B.A. West Asian Studies (A separate complementary group 'Mass Communication for West Asian Studies' has already been introduced).
- (7) B.A. Sociology; and any other Under Graduate (UG) Programme excluding B.A. Mass Communication and Journalism.

I. Complementary Courses in Journalism

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

Distribution of Courses

Semester	Code	Title	Hrs/ Week	Credit
I	JCCI01	Introduction to Communication and Journalism	3	2
II	JCCI02	History of Mass Media	3	2
III	JCCI03	Corporate Communication and Advertising	3	2
IV	JCCI04	News Reporting and Editing	3	2
		Total		8

II. Complementary Courses in Audio Visual Communication

1. Introduction to Audio Visual Communication
2. Broadcasting
3. Fundamentals of Cinema
4. New Media.

Distribution of Courses

Semester	Code	Title	Hrs/ Week	Credit
I	AVCC01	Introduction to Audio Visual Communication	3	2
II	AVCC02	Broadcasting	3	2
III	AVCC03	Fundamentals of Cinema	3	2
IV	AVCC04	New Media	3	2
		Total		8

Note: The present subsidiary course in Public Relations can be replaced with the new complementary courses in Audio Visual Communication.

BA PROGRAMME IN MASS COMMUNICATION AND JOURNALISM
CORE COURSES

Sl. No.	Code	Title	Contact hrs	Credit	Semester
11	MCIB01	Methodology and Perspectives of Communication and Journalism	6	4	I
12	MCIIB02	Fundamentals of Mass Communication	6	4	II
13	MCIIIB03	Basics of Computer Application	4	4	III
14	MCIIIB04	Reporting for Newspapers	5	4	III
15	MCIVB05	Editing for Newspapers	5	4	IV
16	MCIVB06	Design and Pagination	4	4	IV
17	MCVB07	Radio Production	5	4	V
18	MCVB08	Introduction to Television Production	5	4	V
19	MCVB09	Corporate Communication	5	4	V
20	MCVB10	Advertising	5	4	V
21	MCVIB11	Media Laws and Ethics	5	4	VI
22	MCVIB12	Photo Journalism	5	4	VI
23	MCVIB13	Online Journalism	5	4	VI
24	MCVIB14	Introduction to Cinema	5	4	VI
25 Open Course II (Electives)	MCVIB15(E)-i	Documentary Film Production	3	2	VI
	MCVIB15(E)-ii	Magazine Journalism			
	MCVIB15(E)-ii	Business Journalism			
26	MCVIB16	Project	2+2	4	V and VI
Total				62	

BA Mass Communication and Journalism

Semester I

Course 11

Code MCIB01

Methodology and Perspectives of Mass Communication and Journalism

Contact Hours 6 Credits 4

Objectives

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

Language as a tool for communication - verbal and non-verbal. Culture and Mass media - Mass media systems.

Module II : Communication Perspectives

Fundamentals of Communication – The need for communication.

Module III : Language Perspectives

Communication and Language – Evolution of human language – functions of language : Basics of Semiotics. Fundamentals of Visual Language.

Module IV : Sociological and Psychological Perspectives

Mass communication and Social Sciences – Media Audiences – Attitudinal and behavioural changes – The Meaning of Media 'Effects'.

Module V : Cultural and Developmental Perspectives

The meaning of 'culture' – cultural effects of mass media - Role of communication in development – Media and Social Change.

Module VI : Technological Perspectives

Mass Media as technology – Evolution of medial technology – Print media, Broadcasting and New media – Media technology and Globalisation.

Module VII : Theoretical Perspectives

Theories of the mass media – Authoritarian theory – Libertarian or free press theory – Social Responsibility theory – Soviet media theory – Development communication theory – Democratization theory.

Books for Reference

1. Communicology: An Introduction to the Study of Communication – Joseph A Devito, Harper & Row Publishers, New York.
2. Mass Communication in India, Keval J. Kumar, Jaico Publishing House, New Delhi.
3. Development Communication – B.N. Ahuja and S.S. Chhabra.
4. English Language Teaching – Nagraj, Geetha, Orient-Longman, Hyderabad.
5. Fundamentals of Communication, Melvin L. Defleur.
6. Handbook of Social Psychology, Lindzey and Aronson.
7. Fundamentals of Media Effects: Bryant and Thompson.
8. Mass Media Research – An Introduction, Roger D. Wimmer and Joseph R. Dominick, Wadsworth Publishing Company, London.
9. International Encyclopedia of Communications, Mean Rumo, Oxford.
10. A Dictionary of Communication and Media Studies, James Watson and Anne Hill, Edward Arnold Group: London.
11. McQuail's Mass Communication Theory: Denis Mcquail, New Delhi.

Web Resources

I. Continuous Assessment : 25 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 seven.

2. Attendance : 5 Marks

Allotment of marks as per University Regulations.

3. Seminar Presentation : 10 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 : 75 Marks

Model Question Paper

Methodology and Perspectives of Mass Communication and Journalism Code : MCIB01

Time: 3 Hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.
Each question carries 1 weightage. (12 x 1 = 12)

1. Non-Verbal communication.
2. Kinesics
3. Proxemics
4. Verbal communication.
5. Sociology.
6. Psychology
7. 'Mass' Audience
8. Media 'Effects'
9. Define culture.
10. Define Development.
11. ICT
12. Stand-Alone technology.
13. Media Convergence
14. Culture
15. Semiotics
16. Electronic Democracy

Part B

Answer any 5 questions not exceeding 150 words.
Each question carries 3 weightage (5 x 2 = 10)

15. Explain the fundamentals of communication.
16. What are the characteristics of Non-verbal Communication?
17. Explain the concepts Kinesics and Proxemics?
18. Define culture?
19. Explain the role of communication in development.
20. Explain the Alternative approaches to development.
21. What are the ingredients of development communication?
22. Explain the evolution of media technology.

Part C

Answer any 2 questions not exceeding 450 words.

Each question carries 4 weightages (2 x 4 = 8)

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

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

Code MCIB01

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

A - 3.5 to 4

B - 2.5 to 3.49

C - 1.5 to 2.49

D - 0.5 to 1.49

E - Less than 0.5

BA Mass Communication and Journalism

Semester II

Course 12

Code MCIIB02

Fundamentals of Mass Communication

Contact Hours 6 Credits 4

Objectives

1. To familiarize students with the basic elements of mass communication
2. To enable students to assess the media effects
3. To motivate 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, new media.

Module IV

Status of mass media in India - Media Imperialism.

Books for Reference

1. Joseph A Devito : Communicology: An Introduction to the Study of Communication
2. Joseph R. Dominick : The Dynamics of Mass Communication
3. Denis McQuail : McQuail's Mass Communication Theory
4. Melvin L. Defleur : Fundamentals of Human Communication
5. Denis McQuail and Ven Windall : Communication Models
6. Agee, Ault & Emery : Main Currents in Mass Communication
7. Mean Rumo : International Encyclopedia of Communications.

Books for Further Reading

1. Marshall McLuhan	Understanding Media
2. David K Berlow	The Process of Communication
3. Kuppaswami	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: 25 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. Seminar Presentation :10 Marks

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

II Semester End Examination: 75 Marks

MODEL QUESTION PAPER

Fundamentals of Mass Communication

Semester II Code MCHB02

Time: 3 Hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each Question Carries 1 Weightage (12x1=12)

1. Marshall McLuhan
2. Intrapersonal communication
3. Noise
4. Mass
5. Global Village
6. Agenda setting
7. Blogs
8. Floor Manager
9. Transborder data flow
10. Media convergence
11. Feedback
12. Cross media ownership
13. Media Conglomerates
14. Communication
15. Cyberology
16. Virtual reality

Part B

Answer any 5 Questions not Exceeding 150 Words.

Each question carries 2 weightages (5x2=10)

15. Explain media Imperialism.
16. Explain the dysfunctions of mass media.
17. What are the characteristics of the recording medium?
18. Differentiate between new media and television.
19. Explain the concept 'mass' in mass communication.
20. What are the functions of mass communication?
21. Explain the relevance of alternative media.
22. Explain the ingredients of the concept 'global village'.

Part C

Answer any 2 Questions not Exceeding 450 Words.

Each Question Carries 4 Weightages (2x4=8)

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

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

Code MCIIB02

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

- A - 3.5 to 4
- B - 2.5 to 3.49
- C - 1.5 to 2.49
- D - 0.5 to 1.49
- E - Less than 0.5

BA Mass Communication and Journalism

Semester III

Course 13

Code MCIIB03

Basics of Computer Application

Contact Hours 4 Credits 4

Objectives

This course focuses on providing students with the basic knowledge of computers and the applications of those softwares that we normally use in academic and media worlds. Most employers, especially in the private sector, normally prefer, other things remaining the same, job applications from candidates with computing skills. Good computing skill is a prerequisite to higher studies in mass communication. Therefore, this course will provide the students with a skill that is extremely useful in both in job market and in academia.

Module I: Fundamentals of Computers and Windows

History of computers. Computer hardware. Central Processing Unit. Input devices. Output devices. Storage devices. Communication devices. Accessories. Computer software. Introduction to Windows. Working in Windows. Desktop operations. Windows explorer. Manipulation of files and folders. Windows accessories.

Module II: Word - Creation and Manipulation of Documents

Word processor basics. New blank document and toolbars. Manipulation of the first document. Editing the document. Designing and redesigning the document. Working with graphs, pictures, audio, and video in documents. Records and mail merge.

Module III: Excel - Data Analysis

Spreadsheet basics. Excel environment. Entering data. Excel toolbars. Creation and manipulation of charts and graphs. Manipulation of data. Mathematical and statistical calculations. Excel functions. Insertion of rows and columns. Changing the layout.

Module IV: Access - Database Management

Introduction to database. Defining database. Meaning and functions of database management system. Creation and manipulation of tables. Updating tables. Working with forms. Handling queries. Generating reports.

Module V: PowerPoint – Preparation of Presentations

Introduction to PowerPoint. Starting PowerPoint. AutoContent Wizard. Working with texts, graphs, pictures, audio, and video in slides. Design templates. Adding transition effects to slides. Adding animation in slides. Previewing the contents.

Module VI: The Internet – Basics and Applications

Meaning and scope of the Internet. Surfing the Net. Creating, sending and receiving e-mails using Outlook Express and hosting websites. Browsing the WWW. Downloading from and uploading to the Internet. Online journalism.

Reference: The Required Textbook is:

Gupta, Vikas., Comdex Computer Course Kit, DreamTech Press, New Delhi, 2006.

Additional Reading:

Sharma, D., Foundations of IT, Excel Books, 2008.

I. Continuous Assessment: 25 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examinations within the semester: One, at the completion of module 3 and the second, at the completion of module 6.

2. Attendance : 5 Marks

Allotment of marks as per University regulations

3. Seminar Presentation : 10 Marks

Each student shall present a seminar with PowerPoint on a topic selected by the faculty.

II. External Valuation of DTP Practicals: 25 Marks

Each student shall replicate a page given by the external examiner on A4 size paper in Microsoft Word.

III. Semester End Examination: 50 Marks

MODEL QUESTION PAPER

Code MCHIB03

Basics of Computer Application

Time: 3 hours

Total Weightage: 30

PART A

Answer ANY 12 QUESTIONS in not more than 50 words.

Each question carries 1 weightage. (1 x 12 = 12)

1. CPU
2. Hardware
3. Excel
4. Database
5. Design templates
6. www
7. Outlook Express
8. e-mail
9. Arpanet
10. Powerpoint
11. Windows
12. Piracy
13. Cyber Crime
14. Pop-ups
15. Google
16. Maya

PART B

Answer ANY 5 QUESTIONS in not more than 150 words.

Each question carries 2 weightages (4 x 2 = 8)

17. Comment on the Input and Output devices.
18. What are the functions of MS Excel?
19. Explain the scope and limitations of Desktop Publishing.
20. Trace the history and evolution of the Internet.
21. Comment on the leading video editing softwares.
22. Explain the steps involved in hosting a website.
23. Elucidate the importance of Animation Softwares in the post-production stage of film making.
24. Comment on Adobe Photoshop, Pagemaker, Illustrator and Indesign.

PART C

Answer ANY 2 QUESTIONS in not more than 450 words.

Each question carries 4 weightages. (2 x 4 = 8)

25. Trace the history and evolution of computers.
26. Explain the scope and functions of mathematical and statistical softwares.
27. Define database and explain the meaning and functions of database management system.
28. Explain the roles and scope of Multimedia applications in Mass Communication with examples.

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

Code MCIIB03

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23			
	24	-	40	28
Essay Questions 4 Questions answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

A- 3.5 to 4

B- 2.5 to 3.49

C- 1.5 to 2.49

D- 0.5 to 1.49

E- Less than 0.5

BA Mass Communication and Journalism

Semester III

Course 14

Code MCIIB04

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; reporting terminology

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 - handout, news conference, meet-the-press, international news agencies, Indian news agencies, internet, other media and beat - unexpected news sources.

Module IV

Interviewing-pre-interview homework, interviewing and writing interview-based reports.

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. Reporting science and environment.

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

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. Kuldeep 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: 25 Marks

4. 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 five.

5. Attendance : 5 Marks

Allotment of marks as per University regulations

6. Interview Assignment : 5 Marks

Each student shall submit an interview story for assessment

7. Seminar Presentation : 5 Marks

Each student shall read a book on journalism selected by the faculty, make a 10-minute seminar presentation and submit the paper for valuation.

II. External Valuation of Lab Newspapers: 25 Marks

Each student shall submit four single-page printed A3-size newspapers prepared individually as part of reporting assignments within the semester, to be evaluated by two external examiners with a viva voce.

III. Semester End Examination: 50 Marks

MODEL QUESTION PAPER

Code MCIIB04

Reporting for Newspapers

Time: 3 hours

Total Weightage: 30

PART A

Answer any 12 questions in not more than 50 words

Each question carries 1 weightage (1x12=12)

1. Proximity
2. AFP
3. Beat
4. Follow-up
5. Angle
6. Roundup
7. Staccato Lead
8. Ghost Writer
9. Strapline
10. Human Interest Story
11. Masthead
12. Exit Poll
13. Checkbook Journalism
14. Deadline
15. Sidebar
16. Scoop

PART B

Answer any 5 questions in not more than 150 words

Each question carries 2 weightages (4x2=8)

17. Differentiate between Press Conference and Meet-the -Press
18. What are the basic principles of interviewing?
19. Explain the strengths and limitations of inverted pyramid journalism
20. Comment on the Indian news agencies
21. Explain the types of news with examples.
22. What are the requirements for investigative reporting?
23. Explain the essentials of beat reporting?
24. Elucidate the principles of reporting science and environment

PART C

Answer any 2 questions in not more than 450 words

Each question carries 4 weightages (2x4=8)

25. What are the challenges and requisites of a successful newspaper reporter?
26. Give examples for any ten varieties of leads
27. Analyse the various sources of news.
28. What are the criteria for the selection of news in a newspaper?

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

Code MCIIB04

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
Short Essay Questions 8 Questions answer any 5	15	-	-	-
	16	-	48	27
	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
Essay Questions 4 Questions answer any 2	23			
	24	-	40	28
	25	4		A 4x4=16
	26	4		B 3x4=12
Grand total	27	-		
	28	-	32	28
		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

E- 3.5 to 4

F- 2.5 to 3.49

G- 1.5 to 2.49

H- 0.5 to 1.49

E- Less than 0.5

BA Mass Communication and Journalism

Semester IV

Course 15

Code MCIVB05

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, associate editor, news editor, assistant editor, chief sub-editors and sub-editors- news processing; desk operation; editing terminology; readers' editor/ombudsman.

Module II

Fundamentals of Editing – copytasting; editing for verbal clarity and correctness; editing to save space; editing for accuracy, objectivity, consistency, fairness, taste and legal propriety; style book.

Module III

Handling copies – 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 – cutting the straight news.

Module IV

Headlining - headline functions – headline language.

Types of headlines - banner, skyline, kicker, deck, strapline, label, editorial and feature headlines; captions and catchwords; traditional and modern headline styles.

Module V

Editorials - editorial page versus news pages: editorials, middles, features, columns and letters to the editor; types of editorials; qualities and responsibilities of a leader writer.

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

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: 25 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. Translation Assignment: 5 Marks

Each student shall translate a 400-word piece from English to Malayalam and from Malayalam to English, selected by the faculty and submit it for assessment.

4. Seminar Presentation: 5 Marks

Each student shall present a 10-minute seminar comparing the same story reported differently by different newspapers and submit it for valuation.

II. External Valuation of Newspaper Editing : 25 Marks

Each student shall edit and design the front page of a newspaper (A3 size) choosing stories from the PTI news agency and it shall be evaluated by two external examiners.

III. Semester End Examination: 50 Marks

Model Question Paper
Code MCIVB05
Editing for Newspapers

Time: 3 hours

Total Weightage: 30

PART A

Answer any 8 questions in not more than 50 words

Each question carries 1 weightage (8x1=8)

1. Stylebook
2. Captions and catchwords
3. Teaser and teller headlines
4. Middles
5. Leader writer
6. Objectivity
7. Strapline
8. Fillers
9. Copytaster
10. Moral propriety
11. Infotainment
12. Fairness

PART B

Answer any 5 questions in not more than 150 words

Each question carries 2 weightages (5x2=10)

13. What are the responsibilities of a news editor?
14. Explain the essential traits of a subeditor?
15. Describe the newsroom operation?
16. What are the basic principles of editorial writing?
17. Explain the steps in editing a news agency copy
18. What are the essential principles of translation?
19. Explain the difference between news and feature headlines
20. What are the salient traits of a photojournalist?

PART C

Answer any TWO questions in not more than 450 words

Each question carries 4 weightage (4x2=8)

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

IV. Headline the Following Stories

Each answer carries 1 weightage (4x1=4)

25. CHANDIGARH: CPI (M) general secretary Prakash Karat on Wednesday ruled out any scope of alliance with the Congress in any State during the run-up to the Lok Sabha elections, as the party was committed to ensure the defeat of the Congress as well as the BJP.

Talking to reporters on the sidelines of a meeting of the party’s Punjab State Council here, Mr. Karat reiterated that the CPI(M) would be part of a non-Congress secular alliance of like-minded parties. If voted to power, the alliance would not only scrap the India-U.S. nuclear deal but also reverse a plethora of anti-people policies implemented during recent years.

26. THIRUVANANTHAPURAM: The Kerala Regional Committee of the Indian Newspaper Society (INS) has urged the Chief Minister V.S. Achuthanandan to make arrangements to revise government advertisement rates in view of the crisis faced by the newspaper industry owing to shortage of newsprint caused by the global meltdown.

INS also urged Electricity Minister T.K. Balan to exempt the newspaper industry from the 25 per cent curb on power supply and higher tariff rates, including thermal surcharge. In its memorandum to the Chief Minister, INS pointed out that the prices of newsprint had witnessed a 50 per cent increase in the last few months, with prices ruling at \$ 900 (Rs. 40,500) a metric tonne, excluding transportation costs, up from \$ 600 (Rs. 27,000).

27. HYDERABAD: Railways retained the title in the All-India inter-state senior women’s cricket championship with an emphatic 10-wicket win over Maharashtra in the final at the Rajiv Gandhi Stadium here on Wednesday. Maharashtra elected to bat on a perfect batting strip but failed to make use of the opportunity and finished with a modest score of 153 for nine in 50 overs.

28. DUBAI: The Organisation of Petroleum Exporting Countries (OPEC) will cut daily oil production by 2 million barrels to shore up falling energy prices.

Saudi Arabia's Oil Minister Ali Naimi said on Wednesday, ahead of a crucial meeting of the grouping in Algeria, that there was a consensus among members to cut production by 2 million barrels from January 1, 2009.

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

Code MCIVB05

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 12 Questions answer any 8	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	-	-	-
	10	-	-	-
	11	-	-	-
	12	-	-	-
	-	-	32	17
Short Essay Questions 8 Questions answer any 5	13	2		A 4x2=8
	14	2		D 1x2=2
	15	2		B 3x2=6
	16	2		C 2x2=4
	17	2		A 4x2=8
	18	-		
	19			
	20			
	-	-	40	28
Essay Questions 4 Questions answer any 2	21	4		A 4x4=16
	22	4		B 3x4=12
	23	-		
	24	-	32	28
	25	1		B 3x1= 3
Headlining Questions 4	26	1		A 4x1= 4
	27	1		C 2x1= 2
	28	1		D 1x1= 1
			16	10
Grand total		30	120	83

Combined grade point average of the paper = Total weighted grade point/Sum of the weightage) **Weightage = 83/30 = 2.76. Grade B**

A - 3.5 to 4

B - 2.5 to 3.49

C - 1.5 to 2.49

D - 0.5 to 1.49

E - Less than 0.5

BA Mass Communication and Journalism

Semester IV

Course 16

Code MCIVB06

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 - typography for legibility, harmony and white space; makeup versus design; principles of artistic design – balance, contrast, proportion and unity

Module II

Principles of page makeup, mechanics of dummies, 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; special page makeup; Sunday magazine page makeup

Module V

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

Module VI

Design and pagination softwares – QuarkXpress (page design), Photoshop, Corel Draw, Illustrator and Indesign

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

Continuous Assessment: 25 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 :10 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. External Valuation: 25 Marks

Each student shall design a sports page with the stories and photos supplied by the examiners, within the stipulated time.

III. Semester End Examination: 50 Marks

MODEL QUESTION PAPER

MCIVB06

Design and Pagination

Time: 3 hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. White space
2. News packaging
3. Vertical and horizontal makeup
4. Nameplate
5. Tombstoning
6. Column rules
7. Copyfitting
8. Blurbs
9. Deck
10. Masthead
11. Infographics
12. Navigators
13. CVI
14. Photo energy Index
15. Pictographs
16. Graphs and charts

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. How is makeup different from design?
18. What are the objectives of newspaper makeup and design?
19. Explain the mechanics of dummies.
20. Comment on lifestyle page makeup
21. How can the sports page be made visually appealing to the readers?
22. What are the principles to be followed in the selection of photos for a story?
23. What are the functions of display elements?
24. Explain the normal design of the edit page of a newspaper.

Part C

Answer any TWO questions not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

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

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

MCIVB06

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions Answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions Answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions Answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

- A - 3.5 to 4
- B - 2.5 to 3.49
- C - 1.5 to 2.49
- D - 0.5 to 1.49
- E - Less than 0.5

BA Mass Communication and Journalism

Semester V

Course 17

Code MCVB07

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

History and evolution of radio; 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 and 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: 25 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

:10 Marks

1. Is radio a morning medium? Write an essay by interviewing at least 50 people in your locality who are radio listeners.

2. Radio: Old and New

Tune into the new FM channels available in your locality and make a comparative study highlighting the difference between the Medium Wave and FM station both in content and presentation.

II. External Valuation: 25 Marks

Prepare and present a five minutes news bulletin based on the local page of two prominent dailies in your locality.

OR

Prepare and upload a 10 minutes podcast highlighting the talents amongst you.

III. Semester End Examination: 50 Marks

MODEL QUESTION PAPER
Code MCVB07

RADIO PRODUCTION

Time: 3 Hours

Weightage: 30

Part A

Answer any 12 of the following not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. A. I. R
2. Phone-in programmes
3. Special audience programmes
4. Narrowcasting
5. DTH
6. AM, SW, MW, FM
7. Radio Magazine
8. Internet Radio
9. Podcast
10. National News bulletins of Akashvani
11. BBC
12. Jingles
13. Radio-Jockey
14. OB programmes
15. Community Radio in Kerala
16. Different music programmes

Part B

Answer any 5 questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. The difference between writing for print media and radio. Illustrate with examples.
18. The reach of radio in Metros and rural areas: make a comparative study.
19. How effective, the communication through radio during national calamities and disasters. Illustrate with at least one example.
20. Elaborate on negative and positive aspects of at least two new and old radio broadcast formats (ex. Phone-outs, talks, jingles, commentary).
21. Do you agree with the statement that radio is a morning medium? Substantiate your arguments for and against with examples.
22. 'The private FM channels have heralded the second coming of Radio.' Discuss.
23. What are the striking similarities between the early radio programmes and the brand new ones? Elaborate the reasons.
24. Write about two noted radio broadcasters or programmes you like very much.

Part C

Answer any 2 questions not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

25. Future of radio in the next decade in India.
26. Is radio an effective communication medium for developmental activities of the state?
27. Will the new generation FM radios survive as entertainment channels for the youth? Discuss.
28. The dos and don'ts of a public service broadcaster in India.

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

Code MCVB07

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

A - 3.5 to 4

B - 2.5 to 3.49

C - 1.5 to 2.49

D - 0.5 to 1.49

E - Less than 0.5

BA Mass Communication and Journalism

Semester V

Course 18

Code MCVB08

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

History and evolution of television - characteristics; how does it differ from other media like print, radio, and film?

Module II

Visual language - types of shots and composition

Module III

Television Journalism - Television news gathering - TV news writing styles - TV News presentation.

Module IV

The television camera - movements and angles; types of cameras; the lens system; camera mounting equipment.

Module V

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

Module VI

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 VII

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 VIII

Script writing - Idea to script, stages of script development, shooting scripts and storyboard.

Module IX

TV production - different stages: preproduction, production and Postproduction; single camera and multi-camera production; studio production and outdoor production; programme formats.

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)

Continuous Assessment: 25 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 nine.

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Shooting and Editing Assignment :10 Marks

II. External Valuation of Project: 25 Marks

Each student shall produce a visual presentation without narration which is of two minutes duration using the rushes provided by the examiner. The exercise shall be completed within the stipulated time of three hours. This will be followed by a viva-voce.

Or

Each student shall write a TV script on a topic given by the examiner. This will be followed by a viva voce.

III. Semester End Examination: 50 Marks

MODEL QUESTION PAPER

Code MCVB08

INTRODUCTION TO TELEVISION PRODUCTION

Time: 3 Hours

Weightage: 30

Part A

Answer any 12 of the following not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. Script
2. POV shot
3. Jump Cut
4. Cutaway
5. Establishing Shot
6. Dress Rehearsal
7. Animation
8. Floor Manager
9. Frame and Shot
10. Continuity
11. Soap Opera
12. Floor Plan
13. Chroma Key
14. Story Board
15. Treatment
16. Electronic Field Production.

Part B

Answer any 5 of the following not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. What are the major differences between video production and television production?
18. Differentiate between the objective and subjective camera movements and explain the purpose of each one of them.
19. What are the various types of lights used for a studio based Television production and their purposes?
20. What are the main features of video camera and their specific usages?
21. Differentiate between linear and non-linear editing with suitable examples of their functioning.
22. What is a camera angle? Which are the various angles from which a camera can shoot?
23. What are the major differences between single camera and multi-camera shoot? Explain with suitable examples.
24. Differentiate between sound presence and sound perspective.

Part C

Answer any 2 of the following not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

25. Explain the various stages of production of a studio based multi-camera production of a musical Reality show?
26. Describe the different processes involved in the production of a telefilm based on a famous Malayalam short story from idea to screen.
27. What are the roles played by a Television producer? How does it differ from that of a film director?
28. What is editing? Explain the different kinds of transition devices.

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

Code MCVB08

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

A - 3.5 to 4

B - 2.5 to 3.49

C - 1.5 to 2.49

D - 0.5 to 1.49

E - Less than 0.5

BA Mass Communication and Journalism

Semester V

Course 19

Code MCVB09

Corporate Communication

Contact Hours 5 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; public relations as a refined business; objectives and functions of public relations; qualities of a PRO

Module II

PR campaigns, Propaganda and public relations, publicity and public relations, advertising versus public relations; PR techniques; public opinion in PR; PR and social responsibility

Module III

PR management tools, media relations and crisis management tools; code of ethics for PR; IPRA and PRSI; PR in public sector and private sector

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, branding the corporate, corporate functions and corporate tools

Module VI

Business Communication - Writing memos; report writing; writing proposals

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 Jersy-Pentice Hall.Books

I Continuous Assessment: 25 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 : 10 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 75 Marks

Model Question Paper
Code MCVB09
Corporate Communication

Time: Three Hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. Internal audience
2. Coporatization
3. Corporate citizenship
4. Corporate brand
5. Target Communities
6. Digitization
7. User manual
8. IPRA
9. Template
10. Propaganda
11. Public opinion
12. Press release
13. Crisis management
14. House journals
15. Media relations
16. PRSI

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. Image building is the core thrust of a PR strategy. Substantiate.
18. Explain the key functions of corporate communications.
19. What are the qualities of a successful PRO?
20. Differentiate propaganda and public relations.
21. Explain the concepts of corporate identity.
22. What is the role of public relations practitioners in the public and private sectors?
23. Evaluate the ethical guidelines for PR Personnels.
24. Discuss the role of corporate communication in our 'survival of the fittest' corporate culture.

Part C

Answer any TWO questions not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

25. Explain the role of advertising and public relations as potent tools to build corporate brands.
26. Define Public Relations and explain PR tools.
27. Public Relations Persons are 'conmen'. Examine.
28. Write a press release for an AIDS control campaign

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

MCVB09

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions Answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions Answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions Answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

A - 3.5 to 4

B - 2.5 to 3.49

C - 1.5 to 2.49

D - 0.5 to 1.49

E - Less than 0.5

BA Mass Communication and Journalism

Semester V

Course 20

Code MCVB10

Advertising

Contact Hours 5 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

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 - copy formats.

Module VI

Effects of advertising; advertising and cultural values; economic, social and ethical issues of advertising; professional organizations and code of ethics

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: 25 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 :10 Marks

Each student shall write an ad copy for a newspaper for the promotion of product allotted by the faculty and submit it for valuation.

II. External Valuation: 25 Marks

Each student shall prepare the ad copy and design a back page magazine cover with the photos supplied by the examiner for the promotion of a product.

III. Semester End Examination: 50 Marks

Model Question Paper

MCVB10

Advertising

Time: 3 hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. AAAI
2. Brand name
3. Radio spot
4. Slogan
5. Prime time
6. Client
7. USP
8. Surrogate ads
9. Story board
10. Internet advertising.
11. Trade mark
12. Media mix
13. PSA
14. Advertorial
15. TRP
16. Jingle

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. What are the basic components in an advertisement?
18. What are the criteria for the selection of the medium for the advertisement?
19. Explain the organizational structure of an ad agency.
20. What are the strengths and limitations of advertisements of radio?
21. What are the ingredients of ad copy thinking?
22. What is product positioning?
23. Explain the ad copy structure.
24. Comment on credibility of ad claims.

Part C

Answer any TWO questions not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

25. What are the key ethical issues in advertising?
26. Critically examine an ad each from the print, radio and television and give your comments on their effectiveness
27. How is a television ad conceived and produced? Explain the various formats adopted for television advertisements
28. Explain the roles played by the advertiser, advertising agency and the mass media in the advertising arena.

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

MCVB10

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions Answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions Answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions Answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

- A - 3.5 to 4
- B - 2.5 to 3.49
- C - 1.5 to 2.49
- D - 0.5 to 1.49
- E - Less than 0.5

BA Mass Communication and Journalism

Semester VI

Course 21

Code MCVIB11

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, 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;

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, Privacy and Cyber laws. Right to Information Act.

Module V

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

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. Nalinin 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

I Continuous Assessment: 25 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 :10 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 75 Marks

Model Question Paper
MCVIB11
Media Laws and Ethics

Time: 3 hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. Paparazzi
2. Objectivity
3. Media activism
4. Yellow journalism
5. Fairness
6. Embedded journalism
7. Invasion of privacy
8. Editorialization
9. Censorship
10. Self-regulation
11. RTI
12. Tabloids
13. Circulation war
14. Disinformation
15. Market-driven journalism
16. Newstainment

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. Explain the directive principles enshrined in the Constitution.
18. What are the reasonable restrictions for the freedom of speech and expression?
19. What are the fundamental rights of an Indian citizen?
20. Explain the basic tenets of Copyright Act
21. Comment on the constraints placed on the media with the Official Secrets Act
22. What are the major implications of the defamation law for a journalist?
23. Explain the Contempt of Court Act.
24. What are the major provisions of the Young Person's Harmful Publication Act?

Part C

Answer any TWO questions not exceeding 150 words.

Each question carries 4 weightages (2x4=8)

25. Explain the relevance of Indecent Representation of Women's Act in the context of advertisements in the media.
26. Discuss the code of ethics for the media personnel.
27. Critically examine the performance of Press Council of India?
28. Write a critique of sting journalism.

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

MCVIB11

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions Answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions Answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions Answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

- A - 3.5 to 4
- B - 2.5 to 3.49
- C - 1.5 to 2.49
- D - 0.5 to 1.49
- E - Less than 0.5

BA Mass Communication and Journalism

Semester VI

Course 22

Code MCVIB12

Photo Journalism

Contact Hours 5 Credits 4

Objective

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

Module I

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

Module II

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

Module III

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

Module IV

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

Module V

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

Module VI

Digital camera - digital technology, digital effects and techniques and photoshop

Books for Reference

1. Photo Journalism, The Professionals' Approach, 5th Edition – Kenneth Kobré
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: 25 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

:10 Marks

II. External Valuation of News Photo: 25 Marks

The students shall submit a news photo on a specific topic using digital camera with a caption and a story within a stipulated time. Each student shall start doing the assignment at 10 am and submit by 3 pm on the day of examination.

III. Semester End Examination: 50 Marks

MODEL QUESTION PAPER
Code MCVIB12
PHOTO JOURNALISM

Time: 3 Hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. Aperture
2. Precision exposure
3. Henri Cartier Bresson
4. Cropping
5. Depth of Field
6. Telephoto Lenses
7. Portrait
8. Shutter speed
9. Filters
10. Candid photography
11. Reaction shot
12. Macro Photography
13. Focal Length
14. Papparazi
15. Colour temperature
16. Beat

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. What are the specific roles of Long shot, medium shot and close up in assuring visual variety of a newspaper?
18. 'Reporting disaster is an important part of the photojournalist's job.' Explain.
19. What is feature photograph? How does features and news differ?
20. How does a photojournalist translate political views into pictures? Explain with suitable examples.
21. Light becomes a strong telling element in photojournalism. How?
22. What are psychological portraits and group portraits?
23. "Sports photographers are like athletes." Explain.
24. What is a photo story?

Part C

Answer any TWO questions not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

25. What are the challenges of a present day photojournalist of a newspaper competing with fast growing TV channels and Internet?
26. Describe the role of a picture editor in a newspaper or a magazine.
27. What are the various ethical and legal issues involved in news photography?
28. A terrorist group has agreed to let you photograph their activities. They ask you on a secret mission to plant a bomb. Do 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.

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

Code MCVIB12

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions Answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions Answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions Answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

A - 3.5 to 4

B - 2.5 to 3.49

C - 1.5 to 2.49

D - 0.5 to 1.49

E - Less than 0.5

BA Mass Communication and Journalism

Semester VI

Course 23

Code MCVIB13

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: 25 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 :10 Marks

Each student shall write a story on a subject allotted by the faculty, using web directories and search engines and submit for valuation.

II. Semester End Examination: 75 Marks

MODEL QUESTION PAPER

Code MCVIB13

Online Journalism

Time: 3 hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. Bulletin board
2. Cyberspace
3. Domain name
4. E-commerce
5. Hacker
6. HTML
7. Hyperlink
8. Intranet
9. Netizen
10. Virtual relationship
11. Search engine
12. Cache
13. Spiders
14. Hyperadaptive news
15. ARPAnet
16. Participatory journalism

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. Comment on internet governance.
18. What is multimediality?
19. Explain hypertextuality.
20. Comment on internet and interactivity.
21. Explain the strengths and limitations of blogs.
22. What are the major laws on cyber crime?
23. Critically examine any one of the portals
24. Explain the impact of convergence on journalism

Part C

Answer any TWO questions not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

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

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

MCVIB13

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions Answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions Answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions Answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

- A - 3.5 to 4
- B - 2.5 to 3.49
- C - 1.5 to 2.49
- D - 0.5 to 1.49
- E - Less than 0.5

BA Mass Communication and Journalism

Semester VI

Course 24

Code MCVIB14

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

Module 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: 25 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/Film appreciation :10 Marks

Each student shall present a study evaluating a film

II. External Valuation of Film Appreciation: 25 Marks

Each student shall present a paper within a stipulated time analysing a film screened to them on the day of the examination, based on the parameters of film aesthetics.

Or

Each student shall write a script for a short film of 5 minutes duration on a story thread provided by the external examiner. This will be followed by a viva voce.

III. End Semester Examination: 50 Marks

MODEL QUESTION PAPER
Code MCVIB14
INTRODUCTION TO CINEMA

Time: 3 Hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. Genre
2. Aspect Ratio
3. Montage
4. Mis-en-scene
5. Neo-Realism
6. Avant Garde
7. New Wave
8. Jump Cut
9. Invisible Editing
10. Auteur Theory
11. Third World Cinema
12. Silent Film
13. Cinema Verite
14. Censorship
15. Lumiere Brothers
16. Satyajit Ray

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. Evaluate the role of Film Society Movement in Kerala.
18. Describe the similarities and dissimilarities in visual editing and sound editing.
19. Do you think Slumdog Millionaire tarnish the image of Indians before the International audience? State the reasons.
20. What are the different aspects of film language?
21. Explain montage theory propounded by the Soviet filmmakers.
22. How does the Third World Cinema stand apart from the Hollywood and European Cinema?
23. What are the challenges posed by the video to film?
24. What is digital revolution?

Part C

Answer any TWO questions not exceeding 450 words.

Each question carries 4weightages (2x4=8)

25. Describe the early history and evolution of Cinema till the advent of talkies.
26. What is meant by Cinema aesthetics? What are the different Film Schools?
27. Compare in detail any two films made by Satyajit Ray and Akira Kurosawa.
28. How do you assess the parallel film movement in India?

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

Code MCVIB14

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions Answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions Answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions Answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

A - 3.5 to 4

B - 2.5 to 3.49

C - 1.5 to 2.49

D - 0.5 to 1.49

E - Less than 0.5

BA PROGRAMME IN MASS COMMUNICATION AND JOURNALISM
COMPLEMENTARY COURSES

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

A sample of Complementary Courses for B.A. Mass Communication and Journalism are listed below:

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

Detailed syllabi and objectives are to be provided by the concerned Boards.

Open Course II (Electives)

(Students of Mass Communication Discipline are to select any one of the open courses II/Electives)

MCVIB15(E)-i	Documentary Film Production	3	2	VI
MCVIB15(E)-ii	Magazine Journalism			
MCVIB15(E)-ii	Business Journalism			

BA Mass Communication and Journalism

Semester VI

Course 25

Code MCVIB15 (E) i

Open Course II / Electives
(Students of Mass Communication discipline are to select
any one of the Open Courses II/Electives)

Documentary Film Production

Contact Hours 3 Credits 2

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

Evolution of documentary filmmaking

Module II

Functions of documentary – observation, analysis and persuasion; types of documentary: reportage, interviews, investigative, narrative, dramatized, expository, propaganda, expedition, travel and wildlife; approach, structure and research; study of documentary films of renowned documentary filmmakers

Module III

Writing for documentary – proposal, treatment and script; writing commentary

Module IV

Documentary shooting and editing

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 Wolverton.
3. The Open Frame Reader, Unreeling the Documentary Film – Rajiv Mehrotra (Editor).

I. Continuous Assessment: 25 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 Presentation :10 Marks

Each student shall present a seminar analysing a documentary in depth.

II. External Valuation of Documentaries: 25 Marks

Each group consisting maximum of six students shall produce a documentary film of 10 minutes duration on any topic of their choice within a stipulated period decided by the institution. There shall be a viva-voce based on the film.

III. Semester End Examination: 50 Marks

MODEL QUESTION PAPER
Code MCVIB15 (E) i
DOCUMENTARY FILM PRODUCTION

Time: 3 Hours

Weightage:30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. Robert Flaherty
2. Docudrama
3. Montage
4. Reportage
5. Rockumentary
6. Digital Revolution
7. Rough cut
8. Films Division
9. Live sound
10. Handheld camera
11. Treatment
12. Underground cinema
13. Narration
14. Travel films
15. Kino Pravda
16. Wildlife documentary

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. Who is known as the father of Documentary? What are his contributions?
18. Differentiate between Cinema Direct and Cinema Verite?
19. Discuss the importance of research in documentary film making?
20. What is Docu-Drama? How does it differ from other forms of documentaries?
21. Comparing to feature films, director has a greater role to play in shaping the documentaries. Discuss.
22. Compare and discuss any two documentaries you have seen.
23. What is the future of TV documentaries in India?
24. The Man with a Movie Camera is milestone in the history of documentary films. Discuss.

Part C

Answer any 12 questions not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

25. Explain the various functions of Documentary and what are the different types of documentaries according to those functions?
26. Describe the genesis and evolution of Documentary films.
27. “The first Indian Documentary was made quite by accident.” Who made it? Narrate the evolution of documentary filmmaking in India.
28. 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

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

Code MCVIB15 E (i)

Type of Questions		Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions Answer any 12		1	1	4	B 3x1= 3
		2	1	4	A 4x1= 4
		3	1	4	C 2x1= 2
		4	1	4	D 1x1= 1
		5	1	4	C 2x1= 2
		6	1	4	A 4x1= 4
		7	1	4	D 1x1= 1
		8	1	4	E 0x1= 0
		9	1	4	B 3x1= 3
		10	1	4	A 4x1= 4
		11	1	4	D 1x1= 1
		12	1	4	C 2x1= 2
		13	-	-	-
		14	-	-	-
		15	-	-	-
		16	-	48	27
Short Essay Questions 8 Questions Answer any 5		17	2		A 4x2=8
		18	2		D 1x2=2
		19	2		B 3x2=6
		20	2		C 2x2=4
		21	2		A 4x2=8
		22	-		
		23	-		
		24	-	40	28
Essay Questions 4 Questions Answer any 2		25	4		A 4x4=16
		26	4		B 3x4=12
		27	-		
		28	-	32	28
Grand total			30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

A - 3.5 to 4

B - 2.5 to 3.49

C - 1.5 to 2.49

D - 0.5 to 1.49

E - Less than 0.5

BA Mass Communication and Journalism

Semester VI

Course 25

Code MCVIB15(E)ii

**Open Course II /Electives
(Students of Mass Communication discipline are to select
any one of the Open Courses II/Electives)**

Magazine Journalism

Contact Hours 3 Credits 2

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; magazine journalism versus newspaper journalism

Module II

Types of magazines- general interest magazines, special audience magazines, public relations magazines, literary magazines, Sunday magazines and journals; online magazines- e-zines, web-zines, web-edition magazines; 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 – coverblaze - coverlines; contents page; cover story selection criteria: length, strength, importance, promotability and illustratability.

Module V

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

Module VI

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

Books for Reference

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

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: 25 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. Paper assignment :10 Marks

Each student shall critically analyze a magazine either in Malayalam or English with the guidelines provided by the faculty and submit it for valuation.

II. External Valuation: 25 Marks

Each student shall prepare an A3 8-page magazine with a cover story, a feature, an interview, a film review and a profile and submit it for external valuation with viva voce.

III. Semester End Examination: 50 marks

Model Question Paper
Open Course II Code MCVIB15(E) ii
Magazine Journalism

Time: Three Hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. Tehelka
2. Of Sexes
3. Anita Pratap
4. Profile
5. Narrative style
6. Journals
7. E-zines
8. Coverlines
9. Diary
10. Bleed
11. Blurbs
12. Photo montage
13. Peg
14. OTS
15. Niche market
16. Paparazzi

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. What are the basic differences between a magazine and a newspaper?
18. Comment on any of the specialized magazines in English
19. What are the basic ingredients of a book review?
20. How is a feature different from a hard news?
21. Comment on the Hindu's Sunday magazine
22. What are the basic principles to be followed in the preparation of contents page of a magazine?
23. How are the feature headlines different from news headlines?
24. Comment on magazine cartoons

Part C

Answer any TWO questions not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

25. Explain the criteria for the selection of cover story in a magazine, with examples from the latest issues of the mainstream magazines.
26. Critically analyze two general interest English or Malayalam magazines.
27. Write the review of a film currently being screened in the theatres.
28. Explain the principles of cover design and importance of coverlines, with examples from the mainstream magazines.

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

Code MCVIB15(E)ii

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

A - 3.5 to 4

B - 2.5 to 3.49

C - 1.5 to 2.49

D - 0.5 to 1.49

E - Less than 0.5

BA Mass Communication and Journalism

Semester VI

Course 25

Code MCVIB15(E)iii

**Open Course II /Electives
(Students of Mass Communication discipline are to select
any one of the Open Courses II/Electives)**

Business Journalism

Contact Hours 3 Credits 2

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

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

MODULE II

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

MODULE III

Milestones of Indian economy - Brief account of Indian economy on the eve of independence, process of the finalization of first five-year plan, general overview of Nehruvian model, bank nationalization, green revolution, control and permit raj and liberalization of the 1990s

MODULE IV

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

MODULE V

Business newspapers, magazines, news agencies and television channels - A straight narrative on business dailies and magazines in the country as well as abroad - Wall Street Journal, Financial Times (London), The Economic Times, The Financial Express, Business Line, Economist, Fortune, Outlook Money, Outlook Business, Business Today, Business World and Business India; 24x7 television channels dedicated to business – CNBC, NDTV Profit and others; financial and data service wire agencies - NewsWire18, Reuters, Bloomberg, Dow Jones and others.

MODULE VI

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

Books for Reference

1. Adam Smith, *Wealth of Nations*
- 2: Karl Marx, *Das Capital*
- 3: John Maynard Keynes, *General Theory of Employment, Interest and Money*
4. Joseph Schumpeter, *Capitalism, Socialism and Democracy*

Books for Further 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

9: 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

10: 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: 25 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

:10 Marks

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

II Semester End Examination 75 Marks

Model Question Paper

Code MCVIB15(E)iii

Business Journalism

Time: 3 hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. Business Cycle
2. SEBI
3. Sensex
4. NIFTY
5. FMC
6. Credit Policy
7. Wall Street
8. Central Bank
9. Planning Commission
10. Two major stocks markets in India
11. Two major national commodity exchanges of India
12. IRDA
13. CNBC
14. Unido
15. GATT
16. WTO

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. John Maynard Keynes is considered as savior of capitalism. Why?
18. Periodic Economic crisis is endemic to capitalism. Whose concept is this? Briefly explain
19. Write a review of 2008-09 budget issue of *Outlook Money*
20. The merits and demerits of Kerala Model of Development
21. 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.
22. Sensex tanked 300 points today to close at 7,000 points compared with previous session. Write a market report about the day's trading
23. Explain the evolution of BSE sensex
24. Comment on any one of the business magazines in English

Part C

Answer any TWO questions not exceeding 150 words.

Each question carries 4 weightages (2x4=8)

25. Trace the origin and development of modern stock exchanges
26. 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?
27. Write an imaginary interview with the finance minister of India on disinvestments
28. Write an essay on the significance of credit policy of Reserve Bank of India

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

MCVIB15(E) iii

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions Answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions Answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions Answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

- A - 3.5 to 4
- B - 2.5 to 3.49
- C - 1.5 to 2.49
- D - 0.5 to 1.49
- E - Less than 0.5

BA PROGRAMME IN MASS COMMUNICATION AND JOURNALISM

OPEN COURSE I

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

Code	Title	Contact	Credit	Semester
MCVD01(i)	Development Communication	3	2	V
MCVD01(ii)	News Reporting and Editing*			
MCVD01(iii)	New Media*			

*Syllabi of the Complementary Course can be adopted.

BA Mass Communication and Journalism

Code MCVD01(i)

Open Course I

(Students of other disciplines may opt any one of the open course I)

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

Module 2

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

Module 3

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

Module 4

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

Module 5

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

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 Joseph 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: 25 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. Paper Assignment: 10 Marks

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

III. Semester End Examination: 75 Marks

Model Question Paper

Code MCVD01(i)

Development Communication

Time: Three Hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. UNDP
2. Tradition versus modernity
3. Unilinear model of development
4. Daniel Lerner
5. Social marketing
6. Infotainment
7. Opinion leaders
8. Trickle-down approach to development
9. Digital divide
10. Ethnocentrism
11. Participatory Action Research
12. Empowerment
13. Krishi Darshan
14. Kheda
15. People's Planning
16. Wilbur Schramm

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. What are the biases of the dominant paradigm of development?
18. Explain the challenges of sustainable development.
19. Explain the scope of community radio in development.
20. Comment on the role of ICTs for rural development
21. What are the key ingredients of the Gandhian concept of development
22. Comment on the SITE development project
23. How effective are pro-development soap-operas
24. Explain Rostow's five-stage theory of growth

Part C

Answer any TWO questions not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

25. Write a critique of the role of mass media in development.
26. Critically examine the diffusion of innovations research and practice.
27. Critically analyse the relevance of old theories of development and modernization in the current scenario.
28. What are the strengths and limitations of the Kerala model of development?

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

Code MCVD01 (i)

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

A - 3.5 to 4

B - 2.5 to 3.49

C - 1.5 to 2.49

D - 0.5 to 1.49

E - Less than 0.5

PART II

Complementary Courses in Journalism and Mass Communication

for

- (1) B.A. English Language and Literature;
- (2) B.A. Functional English;
- (3) B.A. Malayalam;
- (4) B.A. Political Science;
- (5) B.A. History;
- (6) B.A. West Asian Studies (A separate complementary group 'Mass Communication for West Asian Studies' has already been introduced).
- (7) B.A. Sociology; and any other Under Graduate (UG) Programme excluding B.A. Mass Communication and Journalism.

Part II - A

Complementary Courses in Journalism

1. Introduction to Communication and Journalism – JCCI01

2. History of Mass Media – JCCI02

3. Corporate Communication and Advertising – JCCI03

4. News Reporting and Editing – JCCI04

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

Objectives

1. To review the basic concepts in the fields of communication and journalism.
2. To give a historical overview of mass media in India and abroad.
3. To introduce the relatively new concept of corporate communication with due emphasis on public relations and advertising.
4. To introduce newspaper journalism through news reporting and editing.
5. 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 JCCI01

Introduction to Communication and Journalism

Contact Hours 3

Credits 2

Module I

Fundamentals of communication, definitions of communication, elements of communication, basic communication models – models of Aristotle, Lasswell, Schramm, and Berlo; types of communication, functions of mass communication and types of media

Module II

Print media - types of print media, advantages and limitations of print media, role and responsibilities of a journalist

Module III

Electronic media and film– characteristics and functions of radio and television; strengths and limitations of radio and television; film as a medium

Module IV

New media - characteristics of new media; internet, news portal, blog, online newspapers; citizen journalism.

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.

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 Ven Windall : 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. Mean Rumo : International Encyclopedia of Communications, Oxford.
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. Kuppuswami : 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.

Continuous Assessment: 25 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 :10 Marks

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

Semester End Examination: 75 Marks

MODEL QUESTION PAPER

Code JCCI01

Introduction to Communication and Journalism

Time: 3 Hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. Marshall McLuhan
2. Intrapersonal communication
3. Noise
4. Mass
5. Feedback
6. Agenda setting
7. Article 19(1) (a)
8. Defamation
9. Transborder data flow
10. Media convergence
11. Citizen journalism
12. RTI Act
13. Media Conglomerates
14. Communication
15. Cyberology
16. Virtual reality

Part B

Answer any 5 questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. Explain the types of communication with examples.
18. Explain the functions and dysfunctions of mass communication.
19. Elucidate the roles and responsibilities of a journalist in a democratic society.
20. Differentiate between new media and television
21. Explain the characteristics of radio as a medium of communication.
22. What are the basic principles of web journalism?
23. Explain the relevance of alternative media.
24. Explain the ingredients of the concept 'global village'.

Part C

Answer any 2 of the following not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

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

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

Code JCCI01

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

A - 3.5 to 4

B - 2.5 to 3.49

C - 1.5 to 2.49

D - 0.5 to 1.49

E - Less than 0.5

Complementary Courses in Journalism

Semester II

Course 2

Code JCCI02

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.

Module II

History of Malayalam press - *Rajyasamacharam, Paschimodayam, Gnana Nishkhepam, 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.

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, Sivaram and Raghu Ray.

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 - evolution of film making in India, types of films, scope of documentary films, 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**’,

Continuous Assessment: 25 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 :10 Marks

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

Semester End Examination: 75 Marks

MODEL QUESTION PAPER

JCCI02

History of Mass Media

Time: 3 Hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. FM Stations
2. Raghu Ray
3. Ramu Kariat
4. Harijan
5. Terrestrial Broadcasting
6. Sambad Kaumudi
7. Herman Gundert
8. Vittorio Deseca
9. Asianet
10. Outside Broadcasting
11. Al-Ameen
12. SITE
13. James Augustus Hicky
14. Malayala Manorama
15. Kesari Balakrishna Pillai
16. Dig Darshan

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. What are the objectives of Prasar Bharati?
18. Write a note on Serampore Missionaries?
19. Trace the history of broadcasting in India.
20. Discuss the objectives of Press Council
21. Comment on Kesari Balakrishna Pillai, Pothan Joseph and Sivaram
22. Briefly describe the history of printing
23. What were the contributions of SITE?

24. Explain the various types of radio programmes

Part C

Answer any TWO questions not exceeding 450 words.

Each question carries 4 weightage (2x4=8)

•

25. Explain the contributions of Gandhiji and Raja Ram Mohan Roy to journalism?

26. Trace the growth of television broadcasting in India

27. Describe the state of press during the Emergency

28. State the evolution of Malayalam film industry

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

JCCI02

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

- A - 3.5 to 4
- B - 2.5 to 3.49
- C - 1.5 to 2.49
- D - 0.5 to 1.49
- E - Less than 0.5

Complementary Courses in Journalism

Semester III

Course 3

Code JCCI03

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, tools-external and internal publics, house journal, qualities of a PRO, PRSI, code of ethics for PR - PR Campaign.

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: 25 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 :10 Marks

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

Semester End Examination: 75 Marks

MODEL QUESTION PAPER

JCCI03

Corporate Communication & Advertising

Time: 3 Hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. House Journals
2. ASCI
3. Advertorial
4. Billboards
5. Newsletters
6. Storyboard
7. Corporate image
8. Copy Writer
9. PRSI
10. Slogans
11. Caption
12. Annual Reports
13. Classifieds
14. Jingles
15. Brand Name
16. DAVP

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightage (5x2=10)

17. Explain the different tools for Public Relations.
18. What are the functions of advertising?
19. Differentiate between publicity and advertising?
20. What are the characteristics of internet ads?

21. Explain the different types of ads.
22. What are public relations campaigns? How do they function?
23. Explain the key concepts in corporate communication.
24. Explain the scope of corporate communication.

Part C

Answer any TWO questions not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

25. Trace the evolution of advertising
26. Analyze the functions and structure of advertising agencies
27. Describe the role & functions of a PRO
28. Explain the various elements of a print ad? Prepare a print advertisement for a FMCG product

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

JCCI03

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

- A - 3.5 to 4
- B - 2.5 to 3.49
- C - 1.5 to 2.49
- D - 0.5 to 1.49
- E - Less than 0.5

Complementary Courses in Journalism

Semester IV

Course 4

Code JCCI04

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; 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; national and international news agencies; investigative journalism; sting operation - 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.

Continuous Assessment: 25 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 :10 Marks

Each student has to do News Reporting and Editing practicals on topics suggested by the faculty.

Semester End Examination: 75 Marks

Model Question Paper
JCCI04
News Reporting and Editing

Time: 3 Hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. Modular makeup
2. Blurbs
3. Bureau chief
4. Curtain raiser
5. Beat
6. UNI
7. Kicker
8. Cub reporter
9. Freelancer
10. Middles
11. Elements of news
12. Lead
13. Sting operation
14. Soft News
15. Profile
16. Cheque book journalism

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. Differentiate between a feature and a news story
18. What are the essential principles of interviewing?
19. What are the qualities required for a reporter?
20. Explain the challenges of investigative journalism with examples
21. Explain the role and responsibilities of the news editor.
22. How important is the cultivation of sources for a reporter?
23. What is the structure of a news story?
24. Comment on international news agencies

Part C

Answer any TWO questions not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

25. “ News is anything that you did not know till yesterday”. Discuss?
26. Explain the structure of the editorial department of a newspaper enumerating the responsibilities of the key persons
27. Does the end justify the means? Elucidate the question in the context of sting journalism?
28. Why is editing is vital for a news organization?

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

JCCI04

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

A - 3.5 to 4

B - 2.5 to 3.49

C - 1.5 to 2.49

D - 0.5 to 1.49

E - Less than 0.5

Part II - B

Complementary Courses in Audio Visual Communication

1. Introduction to Audio Visual Communication – AVCC01

2. Broadcasting – AVCC02

3. Fundamentals of Cinema – AVCC03

4. New Media– AVCC04

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

Objectives

1. To review the basic concepts in the field of audio visual communication.
2. To expose the students to the field of broadcasting by providing the basic principles and practices of Radio and TV.
3. To familiarize students with the theoretical, practical and cultural aspects of cinema as a medium of mass communication.
4. To introduce the relatively new concept of new media with special emphasis on online writing, reporting and editing.
5. To motivate students to take up further studies and careers in audio visual communication.

Scope

The scope of the courses shall be limited to the study of the fundamental areas of Radio, TV, Cinema and New media with emphasis on understanding the basic concepts, principles and practices.

Complementary Courses in Audio Visual Communication

Semester I

Course 1

Code AVCC01

Introduction to Audio Visual Communication

Contact Hours 3

Credits 2

Module I

Audiovisual communication – history, role, functions, features, scope limitations and impact; types of audio-visual media

Module II

Basics of audio communication - listening as communication; listening process; evolution of sound; Marconi and early experiments with sound; sound theory; components of sound - frequency, pitch, amplitude, loudness, sound wave and wavelength; basic acoustics.

Module III

Basics of visual communication - physics of light; human eye and the brain in visual perception; colour, form, depth and movement; sensual and perceptual theories of visual communication; visual language.

Module IV

Fundamentals of interactive media - characteristics of new media: interactivity, personalization, aesthetics of new media: content, design colour, font, templates, navigation bars, hyperlinks; fundamentals of animation.

Books for Reference

1. Joseph R. Dominick, '**The Dynamics of Mass communication**' Mc Graw Hill, New Delhi.
2. Melvin L.Defleur.et.al, '**Fundamentals of Human Communication**'. Mayfield Publishing Co.
3. Massaris, '**Visual Persuasion**'.
4. James Elkins,' **Visual Studies**'.
5. Andrew Dewdney and Peter Ride-'**The New Media Handbook**'
6. Michael Talbot-Smith- '**Sound Engineering Explained**'
7. Robert Mc Leish-'**Radio Production**', Focal Press, London, 1994.
8. Jason Whittaker-'**The cyberspace Handbook**'.
9. Hearn D and Baker P.M-'**Computer Graphics**', Prentice Hall.
10. John Villamil and Louis Molina-'**Multi media: An Introduction**', Prentice Hall'.
11. Paul Martin Lester, '**Visual Communication, Images with messages**', Thomson Wadsworth

Continuous Assessment: 25 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 Presentation :10 Marks

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

Semester End Examination: 75 Marks

MODEL QUESTION PAPER

Code AVCC01

Introduction to Audio Visual Communication

Time: 3 Hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. Sound wave
2. Kinesics
3. Intrapersonal communication
4. Semiotics
5. Templates
6. Hyper links
7. Semantic noise
8. 3D modeling
9. Ray tracing
10. Sound effects
11. Visual language
12. Typography
13. Amplitude
14. Sound isolation
15. Feedback
16. Interactivity

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. What are the characteristics of new media?
18. Discuss the components of sound
19. Explain the different elements of visual communication
20. Differentiate scalar and vector images
21. What are the fundamentals of graphics?
22. Explain the different types of visual media
23. Explain the fundamentals of animation
24. What are the aesthetics of new media?

Part C

Answer any TWO questions not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

-
- 25. Discuss the characteristics, functions and limitations of audio visual communication
- 26. Examine the strengths and limitations of the interactive media
- 27. Elaborate the human eye and brain processing in visual perception?
- 28. What are the basic principles of audio communication?

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

AVCC01

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

A - 3.5 to 4

B - 2.5 to 3.49

C - 1.5 to 2.49

D - 0.5 to 1.49

E - Less than 0.5

Complementary Courses in Audio Visual Communication

Semester II

Course 2

Code AVCC02

Broadcasting

Contact Hours 3

Credits 2

Module I

Introduction to broadcasting – definition of broadcasting; evolution of broadcasting; broadcasting in India; broadcasting as a production and distribution system; broadcast technology -earth station, teleport, uplinking, downlinking, transmission, cable, terrestrial and satellite transmission; new trends in broadcasting

Module II

Radio broadcasting - characteristics and role of radio; types of radio stations - AM and FM; organizational structure of a radio station; radio programme formats – talk, news and music formats

Module III

Radio programme production techniques - operational techniques; the studio.; production situations- recorded and live on air; audio editing - editing softwares; writing for the ear, radio news writing, script writing for radio drama, documentary, feature, commentary, talk and magazine programmes; radio commercials; radio interviewing techniques; news reading and presentation; on-air techniques -performance, speed, breathing, projection, emphasis and pitch; audition; radio jockeying; new trends

Module IV

Television broadcasting - characteristics of television as a medium; organizational structure of a television station; cable TV; home video; DTH; television programme formats

Module V

Television programme production techniques - television studio, video editing; outdoor broadcast; live broadcast; scripting for TV programmes – features, talks and magazine programmes; TV interviewing; structure of TV news; TV newsgathering; TV 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: 25 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, TV Practicals :10 Marks

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

Semester End Examination: 75 Marks

MODEL QUESTION PAPER

AVCC02

Broadcasting

Time: 3 Hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. FM
2. Teleport
3. Radio Feature
4. Home video
5. OB
6. Radio Commercials
7. Farm Journalism
8. Point– to – point telecommunication
9. Digital broadcasting
10. Live on air
11. Projection
12. RJ
13. Satellite Dishes
14. Structure of TV News
15. Cable TV
16. Audition

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 2 weightages (5x2=10)

17. Explain the steps involved in scripting a TV programme
18. What are the requisites of radio interviewing?
19. Comment on the new trends in broadcasting
20. Why is radio is called a “blind sister of TV”?
21. Differentiate between uplinking and downlinking
22. What are the challenges of live broadcast?
23. Why should radio script be written for the ear?
24. Explain the difference between terrestrial and satellite transmission

Part B

Answer any TWO questions not exceeding 450 words.

Each question carries 4weightages (2x4=8)

25. Illustrate the organizational structure of a radio station
26. Explain the evolution of broadcasting in India
27. Prepare a 5-minute radio news script based on news items of your choice
28. Describe the role played by electronic media in a developing country like India

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

Code AVCC02

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

A - 3.5 to 4

B - 2.5 to 3.49

C - 1.5 to 2.49

D - 0.5 to 1.49

E - Less than 0.5

Complementary Courses in Audio Visual Communication

Semester III

Course 3

Code AVCC03

Fundamentals of Cinema

Contact Hours 3

Credits 2

Module I

Cinema history – a brief history - Lumiere Brothers, the era of silent movies, evolution of sound films, major cinema movements: German expressionism, Soviet montage, Italian neo-realism and French impressionism; Japanese cinema; Indian new wave cinema; current trends in Latin American, South Korean, Chinese and Iranian cinema

Module II

Cinema characteristics and types - film terminology; characteristics, potentials and limitations of cinema; types of films - feature films, documentaries, short films, animations and others; cinema today-Hollywood, Bollywood and south India.

Module III

Filmmaking - steps in filmmaking -pre-production, production and post-production; reel language; basics of cinematography: camera movements, camera viewpoints, camera distances; lighting, sound, colour and special effects; digital revolution in cinema

Module IV

Great masters and their films: Eisenstein, Dziga Vertov. Charlie Chaplin, Ozu, Allain Resnais, Hitchcock, Akira Kurosawa, Fellini, Godard., Desica, Bergman, Satyajith Ray, Adoor Gopalakrishnan, Aravindan, John Abraham, Ritwik Ghatak, Possolini., Kim-Kiduk, Abbas Kiarostami, Mohsen Makhmalbaf., Walter Salles, Michael Moore and Anand Patwardhan.

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 Udris, '**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

Continuous Assessment: 25 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 Presentation :10 Marks

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

Semester End Examination: 75 Marks

MODEL QUESTION PAPER

Code AVCC03

Fundamentals of Cinema

Time: 3 Hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. Lumiere Brothers
2. Neo-realism
3. Animation
4. Camera viewpoints
5. Special effects
6. Sathyajith Ray
7. Montage
8. Docudrama
9. Anand Patwardhan
9. Bergman
10. Molly wood
11. Camera Distances
12. *Alam Ara*
13. Impressionism
14. Film societies
15. New wave
16. Reel language

Part B

Answer any FIVE questions not exceeding 150 words.

Each question carries 1 weightage (5x2=10)

17. Explain the characteristics of cinema.
18. Explain the features of documentary film.
19. What are the new trends in Malayalam film industry?
20. Comment on digital revolution in cinema
21. Explain the basics of cinematography
22. Differentiate between art and commercial film
23. Comment on Iranian cinema
24. What is Hitchcock known for?

Part C

Answer any TWO questions not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

25. Trace the evolution of cinema, explaining also the latest developments?
26. Examine the various genres of cinema?
27. Analyze the films of Satyajith Ray
28. Explain the steps involved in film making.

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

Code AVCC03

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

- A - 3.5 to 4
- B - 2.5 to 3.49
- C - 1.5 to 2.49
- D - 0.5 to 1.49
- E - Less than 0.5

Complementary Courses in Audio Visual Communication

Semester IV

Course 4

Code AVCC04

New Media

Contact Hours 3

Credits 2

Module I

Introduction to new media – internet as a medium of communication; history and evolution of internet, characteristics of online journalism - immediacy, interactivity and universality; difference between websites and portals

Module II

Blogs, blogosphere, vlog, webisodes, podcast and search engines; online sites of leading media organizations

Module III

Online reporting - language and style of online journalism; tools for newsgathering; news determinants in cyberspace; dos and don'ts of internet reporting; new media terminologies.

Module IV

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

Module V

Ethics in Online Journalism -ethical issues in online journalism, obscenity and privacy, copyright and libel, cyber laws

Books for Reference

1. Sunil Saxena , ‘Broadcasting News: The craft and technology of online Journalism’.
2. Jason Whittaker, ‘Web Production for writers and journalists’.
3. Anna Evertt, John T. Caldwell, ‘New Media:Theories and practice of Digitextuality’.
4. Stephen Quinn, ‘Digital Sub editing and Design’.
5. Nalini Rajan (ed.), ‘21st Centuary Journalism in India’, Sage, 2007
6. Aravind Singhal & Everett M. Rogers, ‘India’s Communication Revolution’
7. Tapas Ray, ‘Online Journalism – A Basic Text’, Foundation Delhi, 2006.

Continuous Assessment: 25 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. New Media Practical :10 Marks

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

Semester End Examination: 75 Marks

MODEL QUESTION PAPER

Code AVCC04

New Media

Time: 3 Hours

Weightage: 30

Part A

Answer any 12 questions not exceeding 50 words.

Each question carries 1 weightage (12x1=12)

1. Portals
2. I-pods
3. Home page
4. Online editions
5. Cyberspace
6. URL
7. Streaming
8. Arpanet
9. USB
10. Webisodes
11. Pop-ups
12. Podcast
13. Copyright
14. Hits
15. HTML
16. Vlog

Part B

Answer any FIVE questions not exceeding 50 words.

Each question carries 2 weightages (5x2=10)

17. What are the ethical issues of online journalism?
18. What are the salient features of new media communication?
19. Trace the growth of online journalism in India.
20. Comment on online language
21. Explain the scope and potentials of blogs.
22. How are the websites different from portals
23. Explain the principles of web writing.
24. How do the search engines operate?

Part C

Answer any TWO questions not exceeding 450 words.

Each question carries 4 weightages (2x4=8)

25. Elaborate the principles and challenges of online editing.
26. Examine the cyber laws and their effectiveness in the current scenario
27. Explain the steps involved in creating a website
28. Elucidate the ethical issues in new media communication.

CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER

AVCC04

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)
Short Answer Questions 16 Questions answer any 12	1	1	4	B 3x1= 3
	2	1	4	A 4x1= 4
	3	1	4	C 2x1= 2
	4	1	4	D 1x1= 1
	5	1	4	C 2x1= 2
	6	1	4	A 4x1= 4
	7	1	4	D 1x1= 1
	8	1	4	E 0x1= 0
	9	1	4	B 3x1= 3
	10	1	4	A 4x1= 4
	11	1	4	D 1x1= 1
	12	1	4	C 2x1= 2
	13	-	-	-
	14	-	-	-
	15	-	-	-
	16	-	48	27
Short Essay Questions 8 Questions answer any 5	17	2		A 4x2=8
	18	2		D 1x2=2
	19	2		B 3x2=6
	20	2		C 2x2=4
	21	2		A 4x2=8
	22	-		
	23	-		
	24	-	40	28
Essay Questions 4 Questions answer any 2	25	4		A 4x4=16
	26	4		B 3x4=12
	27	-		
	28	-	32	28
Grand total		30	120	83

(Combined grade point average of the paper =
Total weighted grade point/Sum of the weightage)

$$\text{Weightage} = 83/30 = 2.76$$

Grade B

A - 3.5 to 4

B - 2.5 to 3.49

C - 1.5 to 2.49

D - 0.5 to 1.49

E - Less than 0.5