



UNIVERSITY OF CALICUT

**Abstract**

General and Academic- Faculty of Journalism- Syllabus of BA Journalism and Mass Communication Programme under CBCSS UG Regulations 2019 with effect from 2019 Admission onwards - Implemented- Orders Issued.

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**G & A - IV - B**

U.O.No. 8782/2019/Admn

Dated, Calicut University.P.O, 04.07.2019

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*Read:-*1. U.O.No. 4368/2019/Admn Dated 23.03.2019

2. Minutes of the meeting of the Board of Studies in Journalism UG held on 27.05.2019
3. Minutes of the meeting of the Faculty of Journalism held on 18.06.2019 ( item no.8)

ORDER

The Regulations for Choice Based Credit and Semester System for Under Graduate (UG)Curriculum-2019 (CBCSS UG Regulations 2019) for all UG Programmes under CBCSS-Regular and SDE/Private Registration with effect from 2019 Admission has been implemented vide paper read first above.

The meeting of the Board of Studies in Journalism UG held on 27.05.2019 resolved to recommend to approve the syllabus of BA Journalism and Mass Communication in tune with CBCSS UG Regulation w.e.f 2019 Admission onwards, vide paper read second above.

The meeting of the Faculty of Journalism held on 18.06.2019 approved the minutes of the meeting of the Board of Studies in Journalism UG held on 27.05.2019, vide paper read third above.

Under these circumstances, considering the urgency, the Vice Chancellor has accorded sanction to implement the Scheme and Syllabus of BA Journalism and Mass Communication Programme in accordance with the new CBCSS UG Regulations 2019, in the University with effect from 2019 Admission onwards, subject to ratification by the Academic Council.

Sanction is therefore accorded for implementing the Scheme and Syllabus of BA Journalism and Mass Communication Programme in accordance with CBCSS UG Regulations 2019, in the University of Calicut with effect from 2019 Admission onwards.

Orders are issued accordingly. ( Syllabus appended )

Biju George K

Assistant Registrar

To

The Principals of all Affiliated Colleges

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Section Officer

# UNIVERSITY OF CALICUT



## BA JOURNALISM AND MASS COMMUNICATION

*Under*

**Choice Based Credit and Semester System for  
Under Graduate Curriculum 2019**

**(2019 Admissions Onwards)**

[Type text]

# UNIVERSITY OF CALICUT

**BOARD OF STUDIES (UG)  
IN  
JOURNALISM  
Restructured Curriculum  
and  
Syllabi as per  
CBCSSUG Regulations 2019  
(2019 Admission Onwards)**

**PART I  
B.A.  
Journalism and Mass Communication**

**PART II**

**Complementary Courses in**

**1. Journalism,**

**2. Electronic Media**

**3. Mass Communication (for BA West Asian  
Studies)**

**4. Complementary Courses in Media Practices for B.A LRP Programmes in Visual  
Communication, Multimedia, and Film and Television**

*for  
Non-Journalism UG Programmes*

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## GENERAL SCHEME OF THE PROGRAMME

Sl No Course	No of Courses	Credits
1 Common Courses (English)	6	22
2 Common Courses (Additional Language)	4	16
3 Core Courses	15	61
4 Project (Linked to Core Courses)	1	2
5 Complementary Courses	2	16
6 Open Courses	1	3
<b>Total</b>		<b>120</b>
<b>Audit course</b>	<b>4</b>	<b>16</b>
<b>Extra Credit Course</b>	<b>1</b>	<b>4</b>
<b>Total</b>		<b>140</b>

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**PART I**  
**B. A.**  
**JOURNALISM AND MASS COMMUNICATION**

**Distribution of Courses**  
**A - Common Courses**  
**B - Core Courses**  
**C - Complementary Courses**  
**D - Open Courses**  
**Ability Enhancement Course/Audit Course**  
**Extra Credit Activities**

[Type text]

### **A. Common Courses**

Sl. No.	Code	Title	Semester
1	A01	Common English Course I	I
2	A02	Common English Course II	I
3	A03	Common English Course III	II
4	A04	Common English Course IV	II
5	A05	Common English Course V	III
6	A06	Common English Course VI	IV
7	A07(1)	Additional language Course I	I
8	A08(1)	Additional language Course II	II
9	A09	Additional language Course III	III
10	A10	Additional language Course IV	IV

**Total Credit 38**

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## B. Core Courses

Sl. No.	Code	Title	Contact hrs	Credit	Semester
11	JOU1B01	Fundamentals of Mass Communication	6	5	I
12	JOU2B02	Media History	6	4	II
13	JOU3B03	Reporting for the Print	5	4	III
14	JOU3B04	Editing for the Print	4	4	III
15	JOU4B05	Design and Pagination	4	4	IV
16	JOU4B06	Radio Production	5	4	IV
17	JOU5B07	Mass Communication Theories	5	4	V
18	JOU5B08	Television Production	5	4	V
19	JOU5B09	Public Relations and Corporate Communication	4	4	V
20	JOU5B10	Advertising	4	4	V
21	JOU5B11	Photo Journalism	4	4	V
22	JOU6B12	Media Laws and Ethics	5	4	VI
23	JOU6B13	Online Journalism	5	4	VI
24	JOU6B14	Introduction to Cinema	5	4	VI
25	Electives				
	1. JOU6B15	Economic and Business Reporting	5	4	VI
	2. JOU6B16	Magazine Journalism	5	4	VI
26	JOU6B17				

### Project

Every student of a UG degree programme shall have to work on a project of 2 credits under the supervision of a faculty member relevant to the areas of communication, journalism and mass media. Evaluation is based on a dissertation (in approximately 25-40 pages typescript in standard dissertation format).

5 2 VI

**Total**

**63**

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### **C. Complementary Courses**

As per the CBCSS UG regulation 2019, there shall be one complementary course in a semester for B.A Programmes. The complementary courses in first and fourth semester (Type 1) shall be the same. Similarly the complementary courses in second and third semester (Type 2) shall be the same. The college can choose any complementary course either in Type 1 or in Type 2 for a programme. Once they choose the complementary courses that should be intimated to the university. If a college wants to change the complementary course pattern (Type 1 or Type 2) prior sanction has to be obtained.

<b>Sl. No.</b>	<b>Title</b>	<b>Contact</b>	<b>Credit</b>	<b>Semester</b>
1	Complementary I – Course 1	6	4	I
2	Complementary II – Course 1	6	4	II
3	Complementary II – Course 2	6	4	III
4	Complementary I – Course 2	6	4	IV
<b>Total</b>			<b>16</b>	

**The list of Disciplines from which Complementary Courses for B.A. Journalism and Mass Communication may be chosen:**

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

**Title of the Complementary courses, detailed syllabi and objectives of Complementary (to be taken by BA Journalism and Mass Communication students) are to be provided by the concerned Boards.**



[Type text]

#### **D. Open Courses**

Students from *other disciplines* can choose any one of the following courses in the FIFTH semester.

<b>Code</b>	<b>Title</b>	<b>Contact</b>	<b>Credit</b>	<b>Semester</b>
JOU5D01	Newspaper Journalism			
JOU5D02	Broadcast Journalism			
JOU5D03	Development Communication	3	3	V

#### **Ability Enhancement course/ Audit course**

Ability Enhancement courses/Audit courses: These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA. There shall be one Audit course each in the first four semesters. These courses are not meant for class room study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank) set by the University. The students can also attain these credits through online courses like SWAYAM, MOOC etc (optional). The list of passed students must be sent to the University from the colleges at least before the fifth semester examination. The list of courses in each semester with credits are given below.

Course with credit	Semester
Environment Studies – 4	1
Disaster Management - 4	2
*Human Rights/Intellectual Property Rights/ Consumer Protection - 4	3
*Gender Studies/Gerontology- 4	4

**\* Colleges can opt any one of the courses.**

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### **Extra Credit Activities**

Extra credits are mandatory for the programme. Extra credits will be awarded to students who participate in activities like NCC, NSS and Swatch Bharath. Those students who could not join in any of the above activities have to undergo Calicut University Social Service Programme (CUSSP). Extra credits are not counted for SGPA or CGPA.



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### **Evaluation of Project**

This is done under mark system. There will be an Internal assessment by the supervising teacher of the Project and an External evaluation by an External Examiner appointed by the University. Grade will be awarded to the candidates by combining the external and internal marks. The internal and external components are to be taken in the ratio 1:4. The internal will be 20 percent of the total and external will be 80 percent of the total.

#### **Sample table worked out for 100 marks**

COMPONENTS	INTERNAL in MARKS Total in <b>20</b> Marks	EXTERNAL in MARKS Total in <b>80</b> Marks
Originality – Relevance of the topic, statement of the objectives	4	16
Methodology- Reference/Bibliography, Presentation, quality of analysis/use of statistical tools	4	16
Scheme/ Organisation of report- Findings and Recommendations	6	24
Viva-Voce	6	24

#### **Ability Enhancement Course/ Audit Course**

At the end of each semester there shall be examination conducted by the College from a pool of questions (Question Bank) set by the University. The students can attain only pass grade (Grade P) for these courses. These are mandatory but not counted for the calculation of SGPA or CGPA.

**For further details:**

**See University of Calicut Regulations for CBCSSUG – 2019.**

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**Semester I**

<b>Course</b>	<b>Code</b>	<b>Title</b>	<b>Hrs./ Week</b>	<b>Credit</b>
Common Course 1	A01	Common English Course I	1 and 2 total	
Common Course 2	A02	Common English Course II	9	6
Common Course 3	A07(1)	Additional Language Course I	4	4
Core Course I	JOU1 B01	Fundamentals of Mass Communication.	6	5
Complementary I Course 1		Detailed Syllabi and Objectives are to be provided by the concerned Boards	6	4
<b>Total</b>			<b>25</b>	<b>19</b>

**Semester II**

<b>Course</b>	<b>Code</b>	<b>Title</b>	<b>Hrs./ Week</b>	<b>Credit</b>
Common Course 4	A03	Common English Course III	1and2 total	
Common Course 5	A04	Common English Course IV	9	8
Common Course 6	A08(1)	Additional Language Course II	4	4
Core Course 2	JOU2 B02	Media History	6	4
Complementary II Course 1		Detailed Syllabi and Objectives are to be provided by the concerned Boards	6	4
<b>Total</b>			<b>25</b>	<b>20</b>

[Type text]

**Semester III**

<b>Course</b>	<b>Code</b>	<b>Title</b>	<b>Hrs./ Week</b>	<b>Credit</b>
Common Course 7	A05	Common English Course V	5	4
Common Course 8	A09	Additional Language Course III	5	4
Core Course 3	JOU3 B03	Reporting for the Print	5	4
Core Course 4	JOU3 B04	Editing for the print	4	4
Complementary II Course 2		Detailed Syllabi and Objectives are to be provided by the concerned Boards	6	4
<b>Total</b>			<b>25</b>	<b>20</b>

**Semester IV**

<b>Course</b>	<b>Code</b>	<b>Title</b>	<b>Hrs/ Week</b>	<b>Credit</b>
Common Course 9	A06	Common English Course VI	5	4
Common Course 10	A10	Additional Language Course IV	5	4
Core Course 5	JOU4 B05	Design and Pagination	4	4
Core Course 6	JOU4 B06	Radio Production	5	4
Complementary I Course 2		Detailed Syllabi and Objectives are to be provided by the concerned Boards	6	4
<b>Total</b>			<b>25</b>	<b>20</b>

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## Semester V

Course	Code	Title	Hrs/ Week	Credit
Core Course 7	JOU5 B07	Mass Communication theories	5	4
Core Course 8	JOU5 B08	Television Production	5	4
Core Course 09	JOU5 B09	Public Relations and Corporate Communication	4	4
Core Course 10	JOU5 B10	Advertising	4	4
Core Course 11	JOU5 B11	Photo Journalism	4	4
Open Course I	Students can choose courses offered by other departments		3	3
<b>Total</b>			<b>25</b>	<b>23</b>

*The BOS in Journalism offers following courses as open courses. The Students from other disciplines can choose any one of these:*

*JOU5D01 Newspaper Journalism*

*JOU5D02 Broadcast Journalism*

*JOU5D03Development Communication*

[Type text]

## Semester VI

<b>Course</b>	<b>Code</b>	<b>Title</b>	<b>Hrs./ Week</b>	<b>Credit</b>
Course 12	JOU6 B12	Media Laws and Ethics	5	4
Core Course 13	JOU6 B13	Online Journalism	5	4
Core Course 14	JOU6 B14	Introduction to Cinema	5	4
Core Course 15	<i>Electives: The department should offer electives for the students to choose</i>			
	JOU6 B15	Economic and Business Reporting	5	4
	JOU6 B16	Magazine Journalism	5	4
Core Course16	JOU6B17	Project	5	2
<b>Total</b>			<b>25</b>	<b>18</b>
<b>Total Credits</b>				<b>120</b>



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**PART II**  
**Complementary Courses offered by Journalism for**

***NON JOURNALISM UG PROGRAMMES***

**Complementary Courses in**  
**1. Journalism,**  
**2. Electronic Media, and**  
**3. Mass Communication (for BA West Asian Studies)**  
**4. Complementary Courses in Media Practices (for B.A LRP Programmes in Visual**  
**Communication, Multimedia, and Film and Television)**

*for*  
***Non-Journalism UG Programmes***

**1. Complementary Courses in Journalism**

1. Introduction to Communication and Journalism.
2. Journalistic Practices

**Distribution of Courses**

<b>Semester</b>	<b>Code</b>	<b>Title</b>	<b>Hrs/ Week</b>	<b>Credit</b>
I/II	JOU1(2)C01	Introduction to Communication and Journalism	6	4
III/IV	JOU4(3)C01	Journalistic Practices	6	4
<b>Total</b>				<b>8</b>

**There will be examination at the end of each semester.**

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## **II. Complementary Courses in Electronic Media**

1. Introduction to Electronic Media
2. Introduction to T.V and Cinema

### **Distribution of Courses**

<b>Semester</b>	<b>Code</b>	<b>Title</b>	<b>Hrs./ Week</b>	<b>Credit</b>
I/II	JOU1(2)C02	Introduction to Electronic Media	6	4
III/IV	JOU4(3)C02	Introduction to T.V, And Cinema	6	4
<b>Total</b>				<b>8</b>

**There will be examination at the end of each semester.**

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

1. JOU1(2)C03 Mass Communication
2. JOU4(3)C03 Mass Media In West Asia

<b>Semester</b>	<b>Code</b>	<b>Title</b>	<b>Hrs/ Week</b>	<b>Credit</b>
I/II	JOU1(2)C03	Mass Communication	6	4
III/IV	JOU4(3)C03	Mass Media In West Asia	6	4
Total Credits				8

**There will be examination at the end of each semester.**

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#### IV COMPLEMENTARY FOR LANGUAGE REDUCED PATTERN LRP

Sl No	Course Code	Course Title	Contact Hours	External	Internal	Credits
1	JOU1C04	Introduction to Mass Media	3	60	15	3
2	JOU2C04	Newspaper Journalism	3	60	15	3
3	JOU3C04	Television Journalism	4	60	15	3
4	JOU4C04	Digital Journalism	4	60	15	3
		Total (4 Courses)	14	240	60	12

**Note:** In LRP Pattern there will be END SEMESTER examinations at the end of **each semester**.

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## BA JOURNALISM AND MASS COMMUNICATION

Sl.

No.	Code	Title	Contact hrs.	Credit	Semester
11	JOU1B01	Fundamentals of Mass Communication	6	5	I
12	JOU2B02	Media History	6	4	II
13	JOU3B03	Reporting for the Print	5	4	III
14	JOU3B04	Editing for the Print	4	4	III
15	JOU4B05	Design and Pagination	4	4	IV
16	JOU4B06	Radio Production	5	4	IV
17	JOU5B07	Mass Communication Theories	5	4	V
18	JOU5B08	Television Production	5	4	V
19	JOU5B09	Public Relations and Corporate Communication	4	4	V
20	JOU5B10	Advertising	4	4	V
21	JOU5B11	Photo Journalism	4	4	V
22	JOU6B12	Media Laws and Ethics	5	4	VI
23	JOU6B13	Online Journalism	5	4	VI
24	JOU6B14	Introduction to Cinema	5	4	VI
25	Electives				
	1. JOU6B15	Economic and Business Reporting	5	4	VI
	3. JOU6B16	Magazine Journalism	5	4	VI
26	JOU6B17	<b>Project</b>			
	Every student of a UG degree programme shall have to work on a project of 2 credits under the supervision of a faculty member relevant to the areas of communication, journalism and mass media. Evaluation is based on a dissertation (in approximately 25-40 pages typescript in standard dissertation format).		5	2	VI

**Total**

**63**

[Type text]

## **BA Journalism and Mass Communication**

**Semester I Course 11 Code: JOU1B01**

# **Fundamentals of Mass Communication**

**Contact Hours: 6 Credits: 5**

### **Objectives**

To make students acquaint with the basic concepts of communication.

### **Course Outcomes**

1. To attain the basic concepts of communication and the evolution of mass communication.
2. The knowledge gained from the course should act as a gateway and navigator to the various branches of mass communication.
3. To gain the capacity to examine the working of the media and to develop better perspectives of media.

### **Module I**

Definition of communication, evolution of human communication, elements of communication, types of communication: Intra, inter, group, organizational, public and mass; Verbal and nonverbal communication.

### **Module II**

Concept of Mass; Evolution of mass communication and mass communication technology; Invention of printing and democratization of knowledge.

### **Module III**

Nature, characteristics, functions and dysfunctions of mass media. Types of media, an overview of folk media, print, radio, TV, film and new media.

### **Module IV**

Definition and functions of models. Scope and purpose of communication models. Basic communication models: Aristotle, Lasswell, Shannon & Weaver, circular model, Berlo, Dance, Gerbner's general model. White's gatekeeping model.

### **Module V**

Status of mass media in India. Communication and information revolution in India, scope and challenges of digitalization in India, digital divide. Impact of new media on the conventional mass media. Future of print media.

### **Books for Reference**

1. International Encyclopedia of Communication: Oxford.
2. Turow, Joseph : Media Today: An Introduction to Mass Communication, 4<sup>th</sup> Edition,

[Type text]

Routledge.

3. Joseph R. Dominick : The Dynamics of Mass Communication.
4. Denis McQuail :McQuail's Mass Communication Theory.
5. Melvin L. Defleur : Fundamentals of Human Communication.
6. Denis McQuail and Sven Windahl : Communication Models.
7. Agee, Ault & Emery : Main Currents in Mass Communication.

### **Books for Further Reading**

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

### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

### **II. Semester end examination: 80 Marks**

[Type text]

**Model question paper**  
**First Semester B.A. Degree Examination**  
**JOU1B01 Fundamentals of Mass Communication**

**Time : 2.5 Hours**

**Max. Marks: 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks.  
Ceiling of marks for Part A is 25.*

- 1 Intrapersonal communication
2. Post-truth
3. Marshall McLuhan
4. Negative feedback
5. Digital divide
6. Blogs
7. Gatekeeping
8. Mass-line communication
9. *Theyyam*
10. WCC
11. Helical model of communication
12. Proxemics
13. 42 line Bible
14. Vividh Bharati
15. Ritwik Ghatak

**SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Explain the circular model of communication.
17. Explain the dysfunctions of mass media.
18. What are the characteristics of new media?
19. Differentiate between radio and television.
20. Explain the concept 'mass' in mass communication.
21. What are the functions of mass communication?
22. Explain the important functions of communication models.
23. Examine the challenges of print media in the digital era.

**SECTION C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

[Type text]

24. Trace the evolution of mass communication with special reference to India.
25. Explain the characteristics of film as a medium of mass communication.
26. Give a critique of mass media in India.
27. Describe with appropriate examples the various elements of human communication.

(10x2=20)



[Type text]

**BA Journalism and Mass Communication**  
**Semester II Course 12 Code: JOU2B02**

# **Media History**

**Contact Hours: 6**

**Credits: 4**

Objective: To help students understand the foundation on which Indian journalism stands.

## **Course outcomes**

1. To demonstrate an understanding of the history of media and role of professionals in Journalism
2. To understand the development of print and electronic media

## **Module I**

Evolution of the Indian press : James Augustus Hicky, James Silk Buckingham , Serampore missionaries, Raja Ram Mohun Roy. Freedom movement and the press. Gandhi as a journalist. Press in the post-independent period

## **Module II**

History of Malayalam press: Rajyasamacharam, Paschimodayam, Gnana Nikshepam, Deepika , Satyanada Kahalam , Malayala Manorama , Kerala Mitram, Kerala Patrika, Mathrubhumi, Kerala Kaumudi , Al-Ameen, Deenabhandu, Prabhatham

## **Module-III**

Prominent personalities of Indian journalism: S Sadanand, Ramnath Goenka, Pothen Joseph, cartoonist Sankar, Kuldip Nayar, Prabhu Chawla, Leela Menon, Karan Thapar.

## **Module IV**

Legends of Malayalam journalism: Herman Gundert, Kandathil Varughese Mappilai, Swadeshbhimani Ramakrishna Pillai , Kesari Balakrishna Pillai , Chengulathu Kunhirama Menon, Vengayil Kunhiraman Nayanar, K P Kesava Menon, C V Kunjiraman

## **Module V**

History of broadcasting: Growth of radio broadcasting in India, FM radio. Growth of television broadcasting in India, SITE, Prasar Bharati

## **Books for Reference**

1. Parthasarathy, R Journalism in India Sterling.
2. Krishna Murthy, Dr N Indian journalism
3. Raghavan, G N S The press in India
4. Robin Jeffrey, India's newspaper revolution
5. Raghavan, Puthupally Kerala pathrapravarthana charithram
6. Thomas, M V Bharathiya Pathracharithram Bhasha Institute

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### **Books for further Reference**

1. Masani, Mehra Broadcasting and the people National Book Trust
2. Aswathy, G C Broadcasting in India Allied
3. Kumar, Keval J Mass Communication in India Jaico
4. Barns, Margarita The Indian Press George Allen &Unwin
5. Bhargava, Motilal The role of the press in the freedom movement Reliance
6. Raghavan, G N S Indian Journalism :A new history
7. Rao, Chalapathi The press National Book Trust
8. Natarajan,J History of Indian journalism
9. Chatterjee, P C Broadcasting in India Sage
10. Pavarala,Vinod; Malik Kanchan K Other voices the struggle for community radio Sage
11. Luthra, H K Indian broadcasting Publications Division
12. Baruah, U L This is All India Radio Publications Division

### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

### **II. Semester end examination: 80 Marks**

[Type text]

**Model question paper**  
**Second Semester B.A. Degree Examination**  
**JOU2B02 Media History**

Time: 2.5 hours

Maximum marks: 80

**Section A**

*Each question carries 2 marks*

*Ceiling 25*

1. FM station
2. Arun Shourie
3. Pothen Joseph
4. Harijan
5. Terrestrial broadcasting
6. Sambad Kaumudi
7. Herman Gundert
8. Kerala Mitram
9. Asianet
10. Lionel Fielden
11. Zee TV
12. Calcutta Journal
13. Al - Ameen
14. Yuvavani
15. Rajdeep Sardesai

**Section B**

*Each question carries 5 marks*

*Ceiling 35*

16. What are the objectives of Prasar Bharati?
17. Write a note on Serampore missionaries
18. Comment on the SITE
19. Discuss the objectives of the AIR
20. Comment on Kesari Balakrishna Pillai
21. Briefly describe the contributions of Swadeshabhimani Ramakrishna Pillai
22. What were the contributions of Raja Ram Mohun Roy to Indian journalism?
23. Comment on the contributions of James Augustus Hicky

**Section C**

*Answer any 2 questions. Each question carries 10 marks*

24. Explain the contributions of Mahatma Gandhi to journalism
25. Trace the growth of television broadcasting in India.
26. Describe the state of press during the Emergency.

[Type text]

27. Elucidate the contributions of Christian missionaries to Malayalam journalism.

(2x10=20 marks)

[Type text]

**BA Journalism and Mass Communication.**

**Semester III Course 13 Code: JOU3B03**

## **Reporting for the Print**

**Contact Hours 5 Credits 4**

### **Objective:**

To make students exposed to the concept of news, types of and news values.

To introduce the students to news reporting practice.

### **Course Outcome:**

1. Make students reporters having news sense
2. Prepare reporters with the acquaintance of Journalistic Principles
3. Provide practical experiences to the students

### **Module I**

What is news – Definitions of News – News Values (Determinants): Proximity, prominence, oddity, conflict, controversy, consequence, timeliness and human Interest - News and views

### **Module II**

Qualities and responsibilities of a reporter – Nose for news- resourcefulness - Principles of reporting: Accuracy, objectivity, attribution, fairness and newsworthiness – Keeping deadlines- Source confidentiality.

### **Module III**

Structure of News – Chronological and logical (inverted pyramid) formats in writing – Intro – Importance of Intro – types of Intro – Elements of News – 5 W s and One H ingredients – Hard News – Soft News – human interest stories – Infotainment

### **Module IV**

News sources – Expected and unexpected sources – finding out and making use of sources –tip off – News conferences and Meet- the- presses – Interviews – pre interview home works for special interviews – hand outs and press releases – Other media – Internet - Social media – News agencies.

[Type text]

## **Module V**

Types of reporting – Basics of reporting - On (from) the spot reporting – gathering information through various channels – arm chair journalism — Beats and assignments – Reporting accidents, tragedies, natural disasters, crime, court, sports, speech, functions, seminars, entertainment, etc. – Investigative reporting - Specialised reporting.

### **Books for Reference**

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

### **Books For Further Reading**

1. B.G. Verghese (Ed.), Breaking the Big Story; Great Moments in Indian Journalism, New Delhi: Penguin Books, 2003.
2. David Randall, The Great Reporters, London: Pluto Press, 2005.
3. T.J.S. George, Lessons in Journalism: The Story of Pothan Joseph, New Delhi: Viva Books, 2007.
4. Anita Pratap, Island of Blood, New Delhi: Penguin Books, 2002.
5. B. G. Verghese, Warrior of the Fourth Estate: Ramnath Goenka of the Express, New Delhi: Penguin Books, 2005.

[Type text]

6. Kuldip Nayar, Scoop: Inside Stories from the Partition to the Present, New Delhi: Harper Collins Publishers, 2006.

7. P. Sainath, Everybody Loves a Good Drought, New Delhi: Penguin Books, 2004.

### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

**1. Class Tests: 8**

**2. Assignment: 4**

**3. Seminar Presentation: 4**

**4. Class room participation based on attendance: 4**

### **II. Semester end examination: 80 Marks**

[Type text]

**Model question paper**  
**Third Semester B.A. Degree Examination**  
**JOU3B03**  
**Reporting for the Print**

**Time: 2.5 Hours**

**Max. Marks: 80**

**SECTION A**

**Each question carries 2 marks:**

**ceiling 25 marks**

1. Nose for News
2. Beat
3. Meet the Press
4. Deadline
5. By-line
6. Scoop
7. Press release
8. Off the record
9. Curtain raiser story
10. Sidelight story
11. Scepticism
12. Sting Operation
13. Self-Censorship
14. Proximity
15. Boil down



[Type text]

## SECTION B

*Paragraph answer type; each question carries 5 Marks.*

*Ceiling 35 marks.*

16. What do you mean by 'inverted pyramid' in news writing? What are the main merits and demerits of this pattern of reporting news?
17. What is a follow up story? Suggest some recent news items worth attempting follow up.
18. List five most important qualities of a news reporter and explain.
19. Explain proximity, conflict and consequence as news values. Give suitable examples.
20. If you are one among the reporters team assigned to cover the State School Youth festival, what all will be the preparations you make?
21. How is a feature story different from a hard news story?
22. Sources are valued assets of a news reporter. He should handle it with care – Illustrate.
23. What do you mean by 5 W's and 1 H? Do we need to have all these in all the news equally?

## SECTION C

*Answer any two questions. Each not exceeding 400 words. Each question carries 10 marks*

24. Interview is not merely asking some questions. It is an art of opening mind. A reporter must do ample preparation for it – Describe.
25. Modern news reporter has various sources of information like Facebook, Twitter, Skype, Whatsapp, Wikipedia etc. – How do they support a journalist in his job?
26. Which all are the important qualities of news? Explain each with examples.
27. Prepare a detailed news report on a major issue of your village/town.

(2x10=20)

[Type text]

**BA Journalism and Mass Communication**

**Semester III Course 14 Code JOU3B04**

## **Editing for the Print**

**Contact Hours: 4 Credits 4**

### **Objective:**

To make students aware of the importance of error free copy and principles of editing.

To expose students to news editing practices

### **Outcomes:**

1. Produce students with the thorough knowledge in the need for editing
2. Prepare editors having practical knowledge in all the aspects related to editing

### **Module I**

What is editing – Need and importance – General principles of editing – Structure of a news story – News-person's language – Copy tasting – Editing for clarity– Editing for accuracy, objectivity, consistency, fairness, taste, balance and legal propriety – Euphemism – Policy of the paper – Keep it short and simple ( KISS) – stylebook

### **Module II**

News-room of a paper – Organisational structure of news desk – Editor, managing editor, associate editor, deputy editor, news editor, assistant editor, chief sub editor, senior sub editor, sub editor, proof reader – role and responsibility of news editor – functions and qualities of sub editor

### **Module III**

Copy editing – Handling copies of reporters, correspondents, stringers, agents, citizen journalists and news agencies – Hand outs and press releases – Translating: English to Malayalam and vice versa – Trimming human interest stories – Editing and DTP- Editing online.

### **Module IV**

Headlines and captions – Importance – Functions of headlines – Language of headline –

[Type text]

Action in headline – Punch and topical – Types of headlines : banner, skyline, kicker, deck, subheads, editorial and feature headlines, Caption and catchwords – Changes and trends in headlining Photographs and cartoons – Picture editing - Cropping and blowing ups

### **Module V**

Various pages - Features and functions of different pages: Front page – news and make up –editorial page: editorial, articles, middle pieces, columns, letters to editors – Other news pages: Sports, local, national, international, financial and obituary pages – Feature pages and supplements.

### **Books for Reference**

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

### **Books for further reading**

1. T.J.S. George, Editing: A handbook for Journalists, New Delhi: Indian Institute of Mass Communication, 1989.
2. M.L. Stein and Susan Paterno, The News Writer's Handbook, New Delhi: Surjeet Publications, 2003.
3. George Hough, News Writing, New Delhi: Kanishka Publishers, 2004.

[Type text]

4. Jan Hakemulder and Fay Jonge, News Reporting and Editing, New Delhi: Anmol Publications, 2002.

5. Ron Smith and Loraine O'Connell, Editing Today, New Delhi: Surjeet Publications, 2004.

6. M.K. Joseph, Outline of Editing, New Delhi: Anmol Publications, 2002.

#### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

**1. Class Tests: 8**

**2. Assignment: 4**

**3. Seminar Presentation: 4**

**4. Class room participation based on attendance: 4**

#### **II. Semester end examination: 80 Marks**

**III Suggested Activity: Students shall visit a Newspaper, understand the bureau activities as well as Desk activities and prepare a report.**

[Type text]

**Model question paper**  
**Third Semester B.A. Degree Examination**  
**JOU3B04**  
**Editing for the Print**

**Time: 2.5 Hours**

**Max. Marks: 80**

**SECTION A**

*Each question carries 2 marks;*

*ceiling 25 marks.*

1. Copy Desk
2. Catchword
3. Value Addition
4. Libel
5. Dateline
6. Embargo
7. Stylebook
8. Clean copy
9. Intro
10. News persons' language
11. Inverted pyramid style
12. News angle
13. Credit-line
14. Photo editing
15. Middle piece

[Type text]

## SECTION B

*Paragraph answer type: Each question carries 5 marks:*

*Ceiling 35 marks*

16. Both headline and intro represent the summary of the story. Then how do they differ?
17. What is the difference between running-story and a follow-up story?
18. Explain the term inverted pyramid. Do you consider it a relevant model of news narration of new age? Why?
19. Prepare a suitable intro for the news of unexpected resignation of KPCC president.
20. What are the characteristics of news-person's language?
21. Captions are considered to be the heart and soul of news photographs – How?
22. Examine the importance of knowledge of relevant laws while editing news?
23. Imagine K J Yesudas declares his retirement from playback singing. What will be your headline for the news story? Explain why did you consider that headline?

## SECTION C

*Answer any two questions each not exceeding 400 words. Each question carries 10 marks*

24. Headlines, intros and captions are said to be the touchstones of an editors' skill - substantiate with examples.
25. What do you mean by a news desk? What are its functions? Explain the roles of a sub-editor and a news-editor in detail.
26. Writing pattern and language differ for different types of newspaper contents – Explain citing examples of hard news, features, analytical news, sports stories and news involving technical matters.
27. Edit the following raw narration into a clean comprehensive news story. Write a suitable intro, arrange the order of details as needed and delete all irrelevant details. Give a suitable heading also.

**The tragedy occurred today (Friday, 24th March) evening around 5 o'clock.**

Puthiya veetil Raghu (43) , 'Aradhana' , Kottiyodi, Near Kuthuparamba, Kannur district, Kerala, his wife Lalitha (39), Their children Anoop (18), Sandeep(16), and Alaka (14) were

[Type text]

on a family visit to Raghu's elder brother Rajendran's house at Chettikulam, Elathur, Kozhikkod district. Raghu is a private electrician. Anoop is a student of B.Sc. first year Mathematics at

Vimalagiri College, Kuthuparamba. Sandeep is plus one science student at Kottiyodi govt. HSS and Alaka studies in IX standard at Kottiyodi GHS. Rajendran (46), wife Latha (41), their son Adarsh (20), daughter Maneesha (16) were residing at 'Anand' at Chettikulam. Both Lalitha and Latha are housewives. Rajendran is a small scale building contractor. Adarsh is B.A. final year student at a private college. Maneesha studies for higher secondary (first year) at GHS, Elathur.

As part of their family re-union members of both families except Raghu and Rajendran were on a pleasure outing to Kappad beach. (Raghu and Rajendran were at a party with friends at a neighbourhood house).

Reaching Kappad and while playing at beach the children wanted to take selfie in sea-waters. The mothers were chatting at the sand-bed. The children got into the water, arranged themselves in height order. Anoop was in front facing the shore holding mobile camera. They were dipping themselves upto chest in water and on a selfie-spree. Suddenly a huge wave came and immersed all of them. No one could realize what was happening. Both mothers were seeing what was happening. People around, hearing hue and cry, jumped into the water for rescue. Some could get hold of Anoop and rescued him. Some others could find Alaka by a nearby rock unconscious a little later. She was rushed to Kozhikkode Medical College Hospital, but could not be saved. Died on the way. The body of Sandeep was found deposited at the shore near Koyilandy, 10 kms. away, after 2hrs. Adarsh and Maneesha are still missing. Rescue teams of police, fire force and local people has not abandoned search even late in the night.

The bodies of Sandeep and Alaka are kept at Kozhikkode govt. Medical College mortuary for postmortem which will be done tomorrow morning.

(2x10=20)

[Type text]

**BA Journalism and Mass Communication**  
**Semester IV Course 15 Code JOU4B05**  
**Design and Pagination**  
**Contact Hours 4 Credits 4**

**Objective:**

To help students to understand the pagination techniques which are applied for different pages.  
To make students understand the aesthetic and functional principles of page making.

**Course Outcome:**

1. Prepare students to be the editors having pagination skill
2. Provide students with practical experience in pagination

**Module I**

Pagination – Concept of broad sheets, tabloids and other formats – Functions of newspaper design – Principles of artistic design – White space – Balance, contrast, proportion and unity  
–Editor as a lay out artist

**Module II**

Principles of page make up – dummy preparation – positioning – vertical and horizontal make ups – Flexibility – Dos and don'ts of a good lay out – Various types of make ups-  
Modular make up

**Module III**

Traditional and contemporary make up concepts – Revolution brought about by computer – Potentials of D T P and computerized pagination –Speed and flexibility – possibilities of computer graphics- Pagination softwares – Page maker, Quark Xpress, Illustrator, Indesign – Photoshop

**Module IV**

Designing of different pages: front page, inside news pages, sports page, edit page –Concept of news package - Life style pages – Feature pages – Sunday pages – Supplement pages  
Designing magazines – Cover designs

**Module V**



[Type text]

Innovations and special effects in pages – wrap-arounds and skews – Photo cut outs – Close ups – Vignette – Mortises and insets – Screens and reverses – Display headlines – Info graphics – Colour and tone impacts – Cartoons and caricatures – Centre spreads and Jacket pages.

### **Books for Reference**

1. Tim Harrower, The Newspaper Designer's Handbook, McGraw Hill.
2. Tim Harrower and Julie Elman. Newspaper Designer's Handbook 7th Edition.

### **Books for Further Reading**

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

### **I. Continuous Assessment: 20 Marks**

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- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

### **II. Semester end examination: 80 Marks**

[Type text]

**Model question paper**  
**Fourth Semester B.A. Degree Examination**  
**JOU4B05 Design and Pagination**

**Time: 2.5 Hours**

**Max. Marks: 80**

**SECTION A**

*Each question carries 2 marks:*

*Ceiling 25 marks*

1. Mast head
2. Page balance
3. Highlights
4. White space
5. Advertorial
6. Modular make up
7. Print-line
8. Dummy
9. Primary optical area
- 10 Super lead
11. Subline
12. Page dummy
13. Ear panel
14. Box news
15. Broadsheet paper

[Type text]

## SECTION B

*Paragraph answer type: Each question carries 5 marks;*

*ceiling 35 marks.*

16. How does the lay-out of an editorial page differ from that of a front page?

17. What role do advertisements play in the page make ups of newspapers?

18. What is the difference between vertical and horizontal page design?

Which one do you prefer? Why?

19. What do you mean by picture editing? What are to be kept in mind while editing pictures?

20. What are the effects in newspaper design, brought about by the influence of TV?

21. Lay out of feature pages and supplements have more creative element compared to news pages – Do you agree? Why?

22. Gutter and white space contribute much in the aesthetics of newspaper pagination – How?

23. What are the advantages of modular page design?

## SECTION C

*Answer any two questions each not exceeding 400 words. Each question carries 10 marks*

24. What are the major principles in designing a newspaper page? Explain the key factors making it effective.

25. What are the main patterns in newspaper page lay-out? Evaluate the main merits and demerits of each?

26. The emergence of computer has revolutionized the process and effectiveness of newspaper pagination – Establish.

27. You have the list of following news items with you. Prepare a page 1 dummy according to your evaluation and sense. Add photographs and graphics of your choice. The page has two advertisements: (1) 15x3 and (2) 10x2 in size.

Landslide in Wayanad killing four people.

Story on the three member family who lost life in the tragedy

[Type text]

Demise of a former VC of Calicut University.

Moral police attack in Calicut beach, police cane charge, many injured.

A party (of your choice) leaves UDF and Joins LDF.

BSF Jawan killed in Kashmir

(2X10=20)

[Type text]

**BA Journalism and Mass Communication**

**Semester IV Course 16 Code JOU4B06**

## **Radio Production**

**Contact Hours: 5 Credit: 4**

### **Objective**

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

### **Course Outcomes:**

1. Develops an awareness on the role of radio as a mass medium
2. Gathers knowledge on the historical evolution of the medium.
3. Understands the technology behind radio production
4. Develops the ability to produce short radio programmes.

### **Module I**

Characteristics of the medium, impact of digital technology on radio broadcasting, fall and rise of radio, broadcasting and narrowcasting, scope and challenges of radio as a mass medium.

### **Module II**

Introducing radio formats: radio talk - interview - radio drama – chat shows – phone – in/phone – out programmes – running commentaries, 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 presentations – structure and content of news bulletins.

### **Module IV**

[Type text]

Radio programme production – theory of sound - frequency – spectrum – AM, FM, SW, long wave, sound formats – recordings softwares - 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, 7 Ps, 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 – VinodPavarala 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.

### **I. Continuous Assessment: 20 Marks**

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- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

### **II. Semester end examination: 80 Marks**

[Type text]

**Model question paper**  
**Fourth Semester B.A. Degree Examination**  
**JOU4B06 Radio Production**

**Time : 2.5 Hours**

**Max. Marks : 80**

**Section A**

*Each question carries 2 marks*

*Ceiling 25*

1. Lionel Fielden
2. FM & AM
3. ISBS
4. UL Baruah
5. Guglielmo Marconi
6. Melvine De Mello
7. Vividh bharathi
8. Edwin Armstrong
9. Yuvavani
10. Farm & Home
11. Prasar Bharathi
12. Phone in – programme
13. recording softwares
14. BBC
15. Jingle

**SECTION B**

*Each question carries 5 marks*

*Ceiling 35*

16. Write on the significance of community radio.
17. What do you mean by the 7Ps in radio production.
18. Write on the importance of radio as a development communicator.

[Type text]

19. Characteristics of radio as a mass medium
20. What are the different types of programmes aired through radio? Explain.
21. Write on the major characteristics of a radio play.
22. “Application of digital technology in radio broadcasting is a boon” Explain.
23. Write on the important characteristics of writing for radio.

### SECTION C

***Answer any two questions not exceeding 400 words. Each question carries 10 marks.***

24. Trace the history of radio in India focusing on key dates, events and personalities.
25. Comment on the importance of privatizations and its impact on FM transmission in India.
26. Write on the scope radio in the 21<sup>st</sup> century. Also write on the challenges faced by present day broadcasters.
27. Write on the importance of radio news, its formats, production and Structures.

(2 x 10=20)



[Type text]

**BA Journalism and Mass Communication**  
**Semester V Course Code: 17 JOU5B 07**  
**Mass Communication Theories**  
**Contact Hours: 5 Credit: 4**

**Objective:**

This course builds a theoretical framework for students and enables them to understand the different perspectives of media from different contexts. The course is a stepping stone to the academic knowledge in communication studies.

**Course Outcome**

1. To attain the basic knowledge of the important communication theories and their applications.
2. To attain a theoretical framework of media and also to contextualize the media theories.
3. To effectively assess the changing media scenario and accordingly to expand and redefine the existing media theories with an interdisciplinary approach.

**Module 1: Communication studies**

Origin of communication studies – communication studies as social science – psychological perspectives of communication, Concept of "Mass" in mass communication. Media audience – the public and the public opinion, public sphere, persuasion and propaganda, attitudinal changes, basics of semiotics

**Module 2: Media-audience interaction**

Stimulus Response theory, perspectives of individual differences, social categories and social relations; concept of selectivity; One-step, two-step and multi-step flow.

**Module 3: Gatekeeping functions**

Concept of Gate keeping; Gate keeping models of White, Galtung and Ruge, News flow models of McNelly, Bass and Mowlana.

**Module 4: Normative theories**

Normative theories of the press/media: Authoritarian theory, Libertarian theory, Soviet media theory, Social responsibility theory, Development communication theory, Democratization theory.

**Module 5: Media effects theories**

Media dependency theory; Agenda-setting and agenda building; uses and gratifications theories; Media effects – cognitive, affective and behavioural effects. Cultivation theory, cognitive dissonance, spiral of silence.

[Type text]

**Books for Reading:**

1. Agee, Warren K., Ault, Philip H. and Emery, Edwin: Introduction to Mass Communications.
2. Stephen W Littlejohn & Karen A Foss (Editors): Encyclopedia of Communication Theory, Sage
3. Fiske, John (1996), Introduction to Mass Communication Studies, London, Routledge
4. McQuail, Denis: McQuail's mass communication theory.
5. McQuail, Denis and Windahl, Sven: Communication models for the study of mass communications.
6. De Fleur, Melvin L. and Ball-Rokeach, Sandra J: Theories of mass communication.
7. Kumar, Keval J: Mass communication in India.
8. Hasan, Seema (2010), Mass Communication: Principles and Concepts, New Delhi, CBS Publishers
9. Watson, James and Hill, Anne: Dictionary of Media and Communication Studies.
10. Berger, Arthur Asa (2012), Media Analysis Techniques, New Delhi, Sage

**I. Continuous Assessment: 20 Marks**

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1. **Class Tests: 8**
2. **Assignment: 4**
3. **Seminar Presentation: 4**
4. **Class room participation based on attendance: 4**

**II. Semester end examination: 80 Marks**

[Type text]

**Model question paper**  
**Fifth Semester B.A. Degree Examination**  
**JOU5B07 Mass Communication Theories**

**Time : 2.5 Hours**

**Max. Marks : 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks.  
Ceiling of marks for Part A is 25.*

1. Selective perception
2. Social categories
3. Individual difference theory
4. Global village
5. Mean world syndrome
6. Opinion formation
7. Joseph Goebbels
8. Leon Festinger
9. Media studies
10. Libertarian theory of the press
11. Opinion followers
12. Propaganda
13. Public Sphere
14. Signs
15. *War of the Worlds*

**PART B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Evaluate one step and two step flow of communication.
17. Critically analyse the news flow model of McNelly.
18. What do you mean by media dependence theory?
19. What is the relevance and significance of semiotics in media studies?
20. What is the theory of cognitive dissonance?
21. Assess the possibilities of attitudinal change through communication.
22. What are the implications of the omnipotence of media?
23. Explain with appropriate examples the Uses and Gratifications theory.

**PART C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. Assess the cultivation analysis theory and its relevance in the present context.

[Type text]

25. What do you mean by normative theories? Discuss specifically the relevance of social responsibility theory of media?

26. Explain in detail the spiral of silence theory. Describe the working of the theory with suitable examples.

27. Explain the scope and challenges of media to set agenda for people.

**(10x2=20)**

[Type text]

## **BA Journalism and Mass Communication**

**Semester V Course 18 Code JOU5B08**

# **Television Production**

**Contact Hours 5 Credits 4**

### **Objective:**

By understanding the fundamentals of TV production, the students should be able to produce a TV programme.

### **Course Outcomes:**

5. Prepare practically experienced TV journalists
6. Provide technical know-how to the students
7. Make the students aware of other TV programmes with a thrust on production

### **Module I**

TV characteristics, potentials and limitations

### **Module II**

Technical details for a TV production camera—structure of a TV camera, types of TV cameras, Sound- types of microphones, lip- sync, audio console; Lighting – indoor and outdoor. Types- triangle lighting, studio lighting, white/black balancing.

### **Module III**

Different TV programmes- news, interview and discussion, magazine, OB, TV documentary, quiz, reality shows, EFP

### **Module IV**

Types of TV news- ENG, writing for visuals/ TV news scripting, editing – cutting the footages, voice over, news bulletin production, Teleprompter, news reading/ news anchoring/ incorporating live discussions and interviews

### **Module V**

TV programme production – pre-production, production and post-production, Basics of visual language – types of shots, camera movements, camera angle. Creative editing tool- cut, fade in and out, dissolve, cross cut, jump cut, cut away, match cut.

### **Books for Reference**

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

[Type text]

### **Books for Further Reading**

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

### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

### **II. Semester end examination: 80 Marks**

[Type text]

**Model question paper**  
**Fifth Semester B.A. Degree Examination**  
**JOU5B08 TELEVISION PRODUCTION**

**Time: 2.5 Hours**

**Max. Marks: 80**

**Section A**

*Each question carries 2 marks*

*Ceiling 25*

1. PCR
2. White balancing
3. TV magazine
4. Tele-prompter
5. Split page method
6. Tracking
7. Piece to camera
8. Oprah Winfrey
9. Low angle and high angle shots
10. Cut away
11. Lip-sync
12. Rough cut
13. VJ
14. EFP
15. Package

**Section B**

*Each question carries 5 marks*

*Ceiling 35*

16. Explain with the help of a diagram the triangle lighting technique
17. What are the preparations to be made for a TV interview?
18. Write on the different types of shots
19. Write on the major types of TV news
20. What is an OB? Explain the preparations for an OB
21. Explain 5 types of microphones used in TV production
22. Differentiate between back light and background light
23. Explain the change in the style of news reading with the advent of private news channels

[Type text]

### Section C

*Answer any 2 questions. Each question carries 10 marks*

24. Explain the potentials and limitations of television
25. Critically evaluate the reality shows telecast on Malayalam channels
26. Do you think the live discussions during the news bulletin are helpful to the viewers?  
Critically evaluate the on-air discussions in Malayalam channels
27. Explain with a diagram how a TV camera works. What are the different types of TV cameras?

(2X10=20)



[Type text]

## **BA Journalism and Mass Communication**

**Semester V Course Code: 19 JOU 5B 09**

### **Public Relations & Corporate Communication**

**Contact Hours: 4 Credit 4**

#### **Objective:**

To furnish the students with fundamentals of PR and Corporate Communication.

#### **Course Outcomes:**

1. Introduce the students the concept of Public Relations
2. Introduce a wider and new concept namely Corporate relations
3. Provide the students with practical experience in PR and Corporate communication

#### **Module I**

Public Relations – definitions, origin and development of public relations, objectives and functions of public relations – qualities of a PRO- key personalities, Ivy Lee, Edward L Burneys, Paul Garret. History; of PR in India.

#### **Module II**

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

#### **Module III**

PR management tools, reputation management, media relations and crisis management tools, online PR and online PR tools. PR activities by Govt.: DAVP, IPRD. PR services and political parties; Code of ethics for PR, IPRA and PRSI

#### **Module IV**

Corporate communication - scope, nature, role and evolution of corporate communication - internal and external audiences, CSR.

#### **Module V**

Corporate Identity- Key concepts of corporate identity, corporate identity planning, corporate image, corporate personality, corporate communication tools – house journals.

#### **Module VI**

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

[Type text]

### **Books for reference**

1. Joep P Cornelissen: Corporate Communication, A Guide to Theory and Practice.
2. John Foster: Effective Writing Skills for Public Relations.
3. Joseph Fernandez, Corporate communications at 21st century primer.
4. J V Vilanilam: Public Relations in India
5. Robert L Heath: Encyclopedia of Public Relations
6. CEO's of leading PR Firms. The Art of Public Relations
7. David Phillips: *Online Public Relations*

### **Books for further reading**

1. Kieth Butterik, Public relations theory and practice. Sage
2. B.N. Ahuja & S.S. Chhabra, Advertising & Public Relations. Delhi, Surjeet Publications.
3. Alison Theaker. The Public Relations Handbook. New Delhi – Vikas Publishing House Pvt. Ltd.
4. Scott M. Cutlip, Allen H. Center, Effective Public Relations. New Jersey- Pentice Hall Books.

### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

### **II. Semester end examination: 80 Marks**

**III. Suggested activity: Visiting a PR department and filing a ten page report.**

[Type text]

**Model question paper**  
**Fifth Semester BA Degree Examination**  
**JOU5B09**  
**Public Relations and Corporate Communication**

**Time: 2.5 hrs**

**Max. Marks: 80**

**Section A**

*Each question carries 2 marks*

*Ceiling 25*

1. Lobbying
2. Ivy Lee
3. PRSI
4. “Crystallizing Public Opinion”
5. House Journals
6. Open house
7. ‘Kerala Calling’
8. Spin
9. Trial balloon
10. Organized P.R. Campaign
11. Media Kit
12. Press Release
13. DAVP
14. Corporate Identity
- 15. IPRA**

**Section B**

*Each question carries 5 marks*

*Ceiling 35*

16. Write a short note on house journals and its relevance in PR
17. What do you mean by CSR? Explain.
18. Differentiate between publicity and public relations.
19. What are the qualities of a good PRO? Explain.
20. How advertising is different from PR? Explain.

[Type text]

21. Trace a short history of PR in India.
22. Write a short note on the various tools of PR.
23. Explain the term 'enlightened self interest' and what are the contributions of Paul Garret to PR?

### **Section C**

*Answer any 2 questions. Each question carries 10 marks*

24. "Corporate Communication has its roots in public relations but enjoys wider scope." Comment.
25. What do you mean by crisis communication? Explain with an example.
26. What is Business Communication? What are the different aspects of business writing?
27. What do you mean by corporate Communication? Also explain the concepts corporate identity, corporate image, and corporate personality with examples.

(2x10=20)

[Type text]

## **BA Journalism and Mass Communication**

**Semester V Course Code: 20 JOU5B10**

# **Advertising**

**Contact Hours: 4 Credits: 4**

### **Objective:**

To enable students to critically analyze advertisements and also to give them an introduction to the world of advertising.

### **Course Outcome**

1. To gain an overview of the world of advertising both in theory and practice.
2. To prepare advertising copies that can effectively and convincingly convey selling ideas, brands and images.
3. To effectively assess the effects of advertising on a larger perspective on a given society.

### **Module I**

Definition, features, evolution and functions of advertising – kinds of advertising – product, consumer, co- operative, prestige, corporate, public service, national, regional, global – advertising agencies in India and World – trends in global advertising

### **Module II**

Media planning, market analysis – product research, media reach and frequency, media schedule, segmentation, positioning, niche, media mix – ad campaign and its elements. Ad personalities: David Ogilvy, Alyque Padamsee and Piyush Pandey – top agencies in world, India, and Kerala

### **Module III**

Brand awareness and attitudes- brand identity- brand equity- Brand image- brand loyalty- top national and international brands- Rossiter and Percy model

### **Module IV**

Print ads- principles and components- classified and display ads, television advertising principles, components and production. Radio ads- principles, components and production. Internet ads- principles and components

### **Module V**

Visualization – copy writing for print, radio, television and online advertisements

### **Module VI**

[Type text]

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

[Type text]

### **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.
4. Frank Jefkins Advertising Prentice Hall
5. Gerald J Tellis Effective advertising: understanding when, how and why advertising wakes 2004. Response Books New Delhi.
6. Lary Percy and Richard Elliot, Strategic Advertising management (2009) Oxford.

### **Books for further reading**

7. George Belch, Advertising and Promotion, Tata McGraw-Hill.
8. S.H.H.Kazmi and Satish Batra, Advertising and Sales Promotion, Excel Books.
9. Wells Burnett Moriarty, Advertising: Principles and Practice, Pearson Education.
10. S.N.Murthy and U Bhojana, Advertising: An IMC Perspective.

### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

### **II. Semester end examination: 80 Marks**

#### **III. Suggested activity:**

- 1. Advertising review.**
- 2. Preparation of print ads – classified and display**
- 3. Ad agency visit.**

[Type text]

**Model question paper**  
**Fifth Semester B. A. Degree Examination**  
**JOU5B 10 Advertising**

**Time: 2.5 hrs**

**Max. Marks: 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks.  
Ceiling of marks for Part A is 25.*

1. AIDA
2. David Ogilvy
3. Amul girl
4. Flight
5. ASCI
6. Classified Ad
7. Alyque Padamsee
8. Brand ambassador
9. Jingle
10. Rossiter and Percy model
11. PSA
12. Piyush Pandey
13. Consumer culture
14. Surrogate ads
15. Advertising appeals

**PART B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Analyze the reach of advertisements of FMCG and FMEG in middle class families in India?
17. “Advertising creates unnecessary needs”; Comment.
18. What do you mean by product life cycle?
19. “In the case of advertising selling is more important than reality”; Comment.
20. What are the key characteristics of print advertisement? Also write important elements of a print advertisement.
21. Write a short note on the challenges of TV advertising.
22. What do you mean by cultural jamming? Explain.
23. Write a short note on the key characteristics of online advertisement.

**PART C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. What are the different types of advertising? Explain with examples.
25. Write on the positive and negative effects of advertising?

[Type text]

26. What do you mean by brand advertising? Explain. Also write on terms like brand identity, brand image and brand loyalty with examples.

27. What do you mean media planning? Explain the concepts: segmentation, niche, targeting and positioning.

(2x10=20)



[Type text]

## **BA Journalism and Mass Communication**

**Semester V Course 21 Code JOU5B11**

# **Photo Journalism**

**Contact Hours 4 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.

### **Course outcomes**

1. To understand how photographs can be used to communicate in media
2. To enable the students to apply journalistic ethics to photo journalism
3. To produce a compelling and solid visual story telling medium

### **Module I**

History of photography - role of photography in communication and journalism – The legends : Henri Cartier Bresson, Raghu Rai, Victor George, Homai Vyrawala

### **Module II**

Definition, nature, scope and functions of photo journalism - qualifications and responsibilities of photojournalists – sources - covering issues - writing captions and cut-lines for photo

### **Module III**

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

### **Module IV**

Digital camera - digital technology - digital effects and techniques

### **Module V**

Legal and ethical requirements. A critique on the contemporary regional, national and international photojournalism/ photojournalists

### **Books for Reference**

1. Kobre, Kenneth *Photo journalism: The professionals' approach*, 5th Edition
2. Sammon, Rick *Complete guide to digital photography*
3. Muse, Ken *Basic photo text*
4. Pasricha, Nirmal *A professional's basic photography*
5. Wright, Terrence *The photography handbook*, 2nd Edition
6. Lester, Paul Martin *Visual communication : Images with messages*, 3rd Edition

[Type text]

**Books for further reading:**

1. Grill, Tom; Scanlon, Mark *Photographic composition*
2. Newnes *Basic photography*
3. Cyernshem, G R *History of photography*
4. Rothsteline *Photo journalism*
5. Bergin *Photo journalism manual*
6. Kalish, Stanley E; Edom, Clifton C *Picture editing*
7. Feinberg, Milten *Techniques of photo journalism*
8. Farndon, John *Encyclopaedia of photography*
9. Mallory, Laurance *The right way to use a camera*
10. Editors of Eastman Kodak Company *Pocket guide to 35mm photography*
11. Dilwali, Ashok *All About Photography*
12. London, Barbara; Upton, John; stone, Jim *Photography* Prentice Hall
13. Golden, Reuel *Photo journalism* Carltna
14. Aiyer, Balakrishna *Digital photo journalism* Authors Press
15. Loup, Lanton *Photojournalism and today's news creating visual reality* Wiley Blackwell

**I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

**II. Semester end examination: 80 Marks**

[Type text]

**Model question paper**  
**Fifth semester B. A. degree examination**  
**JOU5B11 PHOTO JOURNALISM**

Time: 2.5 hours

Maximum marks: 80

**Section A**

*Each question carries 2 marks*

*Ceiling 25*

1. Candid photo
2. Henri Cartier Bresson
3. Shutter speed
4. Cropping
5. Depth of field
6. Tele-photo lenses
7. Macro photography
8. Madhuraj
9. Papparazi
10. Photo-op
11. Caption
12. Kevin Carter
13. Cutline
14. Photo - essay
15. Homai Vyarawala

**Section B**

*Each question carries 5 marks*

*Ceiling 35*

16. 'Reporting disaster is an important part of the photojournalist's job'. Explain
17. What is a photo feature? How do a feature and news differ?
18. How does a photojournalist translate political views into pictures? Explain with suitable examples
19. What is wild life photography?
20. Delineate psychological portraits and group portraits
21. "Sports photographers are like athletes." Explain
22. Write a note on 'stand-alone' photograph
23. Explain the contributions of a known photographer of your choice

[Type text]

### **Section C**

*Answer any 2 questions. Each question carries 10 marks*

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

(2x10=20marks)

[Type text]

## **BA Journalism and Mass Communication**

**Semester VI Course 22 Code JOU6B12**

# **Media Laws and Ethics**

**Contact Hours: 5 Credit : 4**

### **Objective:**

To give the students an exposure to the fundamentals of Media Laws.

### **Course Outcome**

1. To gain basic understanding of the legal system and important media laws.
2. To assess the implications of freedom of speech and expression and perils of the restrictions on this freedom.
3. To obtain the capacity to examine the actual working of the media from an ethical perspective.

### **Module I**

Basic Legal concepts - Judicial system in India - Indian Penal Code, role of Macaulay. Fundamental rights - directive principles. Basic legal terms such as writ, FIR, habeas corpus, suo moto, judicial review, PIL, bail, amicus curie etc

### **Module II**

Freedom of the press - evolution of the concept of freedom of the press, Types of censorship. Freedom of speech and expression in Indian Constitution - article 19 (1) (a) and reasonable restrictions. India's ranking in the press freedom index.

### **Module III**

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

### **Module IV**

Press Laws: Official Secrets Act - PRB 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- Information Technology Act; Child rights and POCSO.

### **Module V**

Media Ethics and Issues - code of ethics for media personnel - Press Council of India- Paid News and Cheque-book Journalism. Impact of Indian emergency (1975-77) on mass media. Internet censorship, data mining by internet service providers, privacy versus public good, privacy in the digital age, embedded journalism, ethics of sting journalism. Corporatisation of media.

[Type text]

### **Books for Reference**

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

[Type text]

### **Books for Further Reading**

1. Aravind Singh & 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: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

## **II. Semester end examination: 80 Marks**

[Type text]

**Model question paper**  
**Sixth Semester B. A. Degree Examination**  
**JOU6B12 Media Laws and Ethics**

**Time: 2.5 Hours**

**Max. Marks: 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks.  
Ceiling of marks for Part A is 25.*

1. IPC
2. Objectivity
3. Media trial
4. Data mining
5. Whistle blower
6. Embedded journalism
7. Invasion of privacy
8. Press Freedom Index
9. Amicus curie
10. Libel
11. Wage Board
12. Norms of Journalistic Conduct
13. IPR
14. Chequebook journalism
15. *Reporters Without Borders*

**PART B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

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

**PART C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. Assess the impact of Indian emergency (1975-77) on the media.
25. Discuss the need for a code of ethics for the media personnel.
26. Elaborate the provisions of Right to Information Act. Assess its role in empowering citizens.
27. Write a critique of sting journalism.

(10x2=20)

[Type text]

## **BA Journalism and Mass Communication**

### **Semester VI Course 23 Code JOU6B13**

#### **Online Journalism**

**Contact Hours 5 Credits 4**

##### **Course Outcomes:**

1. Understanding the effectiveness of Digital Medium.
2. To achieve the capacity to evaluate the role of Internet in the contemporary society.
3. To involve and participate in the functional world of Internet in personal capacity.

*(The program intends to create a basic conceptual understanding about the function and use of Internet and does not engage in an act of transacting technical competence)*

##### **Module 1**

Internet as a medium of communication - history and evolution of internet- Various popular formats of Online Media- Earlier forms of Communication that led to the invention of Internet.

##### **Module 2**

Features of online journalism –Interactive, Participative, Virtual- Continuity, Anonymity and Convergent Characteristics, Hypertext, Multimedia - Online Aesthetics – content, design, colours, font, templates, navigation bars, and hyperlinks

##### **Module 3**

Annotative reporting and strengths and limitations - Citizen Journalism, Absence of Gatekeeping/Gate viewing, Timely Feedback- Portals; Styles of Involvement like Blogging– Podcasting – Vodcasting.

##### **Module 4**

Internet culture, Subjectivity and Objectivity of Facts– Media both as Social and Personal, Cybercrime and Regulations, Article 66 A of IT Act

##### **Module 5**

World Wide Web - web pages - e-groups - e-governance – e learning- Online advertisements.



[Type text]

## **Module 6**

Technical writing -Definition and Types - Objectives in Technical Writing - Guidelines for effective writing - prewriting, writing and re-writing. Structure and Content of Trolls and Memes.

### **Books for Reference**

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

### **Books for Further Reading**

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

### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

### **II. Semester end examination: 80 Marks**

[Type text]

**Model question paper**  
**JOU6B13 Online Journalism**

**Time : 2.5 Hours**

**Max. Marks : 80**

**SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks.  
Ceiling of marks for Part A is 25.*

1. ARPANET
2. Podcasting
3. WWW
4. e Governance
5. Micro blogging
6. Online Advertisement
7. Portals
8. Virtual reality
9. Net neutrality
10. Interactivity
11. Convergence
12. Gate Keeping
13. Citizen Journalism
14. Facebook
15. Troll

**SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for section B is 35.*

16. Evaluate the role of Internet as a participatory communication medium.
17. Explain the characteristics of Online journalism.
18. Describe the strengths and limitations of annotative reporting.
19. Discuss the importance of cyber Culture and regulations in online journalism.
20. Formation of e community is nothing but evolution of a new civil society – Critically evaluate the statement.
21. Analyze the reasons for the gradual decrease in Blogging.
22. Aesthetics has a key role in online journalism- Elucidate.
23. Continuity is the fundamental principle of digital media- Comment.

[Type text]

### **SECTION C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. Explain the history and evolution of internet.
25. Describe the process and principles of technical writing.
26. Compare the content and design of any two web portals.
27. Elaborate the role of internet as a medium of communication.

**(10x2=20)**

[Type text]

## **BA Journalism and Mass Communication**

**Semester VI Course 24 Code JOU6B14**

# **Introduction to Cinema**

**Contact Hours 5 Credits 4**

### **Objective:**

The course exposes the students to a brief theoretical background in order to facilitate film appreciation. The faculty may lead the students to the communication and social aspects of cinema

### **Course outcome**

1. Prepare cinema literate students
2. Present the history of the medium so that the students can have a better knowledge about the present and the future.

### **Module1:**

Cinema – characteristics of the medium, early experiments: Eadweard Muybridge, WKL Dickson, T. A. Edison. E.S. Potter

### **Module 2**

World cinema and evolution of film language: D. W. Griffith, Charles Spencer Chaplin, Orson Welles, Ingmar Bergman and Akira Kurosawa.

A brief overview of German Expressionism, Soviet Montage, Italian Neo Realism – mise-en-scene, French New Wave.

Contemporary World Cinema- Alexandro Gonzalves Inareto, Jafar Panahi, Kim Ki Duk

### **Module 3**

Indian Cinema- a brief history, major people- H. S. Bhatvadekar, D. G. Phalke, Satyajith Ray, Khatak, Studio system, FTII and India Cinema, Contemporary Indian Cinema: Bengali films, Tamil, Marathi.

### **Module 4**

[Type text]

Malayalam Cinema- brief history, Studios and Malayalam Cinema, Parallel Cinema, Middle Cinema, Adoor Gopalakrishnan, John Abraham, G. Aravindan, T. V. Chandran and Current trends.

### **Module 5**

New technologies and Film making and film viewing– Animation films, you tube, Online Cinema streaming. Film festivals- Cannes, Berlin, IFFI, IFFK.

### **Module 6**

Ethics, certification of films and censoring, Practical - short film making/ Film review

### **List of Cinema**

**The list is not mandatory, but a model. The faculty is free to select other films of the directors mentioned.**

The Great Train Robbery – E.S. Potter

Birth of a Nation - D. W. Griffith

Modern Times/ The Kid – Charlie Chaplin

Citizen Kane - Orson Welles

Birds – Alfred Hitchcock

Wild Strawberries - Ingmar Bergman

Seven Samurai - Akira Kurosawa.

Cabinet of Dr. Caligiri – Robert Weine

Battleship Potemkin – Sergie Eisenstien

Bicycle Thieves – Vittorio Desica

Breathless – Jean Luc Godard

Birdman - Alexandro Gonzalves Inareto,

[Type text]

Offside - Jafar Panahi,

Three Iron - Kim Ki Duk

Raja Harischandra - D. G. Phalke

Charulatha - Satyajith Ray

Mekhe Dhakka Thara – Ritwik Ghatak

Aakrosh – Syam Benegal

Unishe April- Rituparno Ghosh

Pasi – K Balachandar

Fantry – Nagaraj Manjule

Elippathayam - Adoor Gopalakrishnan

Amma Ariyan - John Abraham

Oridath - G. Aravindan

Dany - T. V. Chandran

Irakal - K.G. George

Ee. Ma.Yow. (R.I.P.) – Lijo Jose Pellissery

Thondimurthalam Driksakshiyum – Dileesh Pothen

Coco- Lee Unkrich

Moana – Ron Clements

### **Books for Reference**

1. James Monaco. How to Read a Film, 3rd Edition. Oxford University Press.
2. Virginia Wright Wexman. A history of Film. 6<sup>th</sup> edition.
3. Jarek KUPSC. The History of Cinema for beginners.
4. Vijayakrishnan, 'Malayala Cinimayude katha'. Mathrubhumi Books.
5. M.F. Thomas. Indian Cinema. D C Books
6. Vijayakrishnan, Indian Cinemayude 100 Varshangal, Indian Cinemayude Katha. Chintha Publishers.
7. Vijayakrishnan. Loka Cinema. DC Books

[Type text]

**Books for Further Reading**

1. J. Dudley Andrew. Major Film Theories, An Introduction.
2. Stanley J. Baran. Introduction to Mass Communication, 4th Edition.

**I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

**II. Semester end examination: 80 Marks**

[Type text]

**Model question paper**  
**Sixth Semester B.A. Degree Examination**  
**JOU6B14 INTRODUCTION TO CINEMA**

**Time: 2.5 Hours**

**Max Marks: 80**

**SECTION A**

*Each question carries 2marks; ceiling 25 marks*

1. W.K.L. Dickson
2. H.S. Bhatvadekar
3. Aravindan
4. FTII
5. The Jazz Singer
6. IFFK
7. CBFC
8. “Rome Open City”
9. Udaya Studio
10. Jafar Panahi
11. Animation film
12. Middle cinema in Malayalam cinema
13. Eadweard Muybridge
14. Ritwik Khatak
15. “The Great Train Robbery”

**SECTION B**

*Paragraph answer type: Each question carries 5 marks; ceiling 35 marks*

16. Explain the main characteristics of cinema.
17. Explain the contributions of D.W. Griffith to the growth of film language.
18. What is Auteur theory? Describe its impact on French New Wave.
19. Delineate the early studio system in Indian cinema.
20. Why Cabinet of Dr. Caligari is known as the best example of German Expressionism?
21. Write a review of any one of the films directed by Akira Kurosawa.
22. Write a short review of a film that inspired you a lot.
23. Briefly explain the contemporary Bengali films.



[Type text]

### SECTION C

*Answer any two questions each not exceeding 400 words. Each question carries 10 marks.*

24. Write a note on Charles Chaplin and his film life.
25. Ethics and censoring of films are often controversial in India. Give your views with some examples.
26. Netflix and Telegram have opened a new world of film distribution. Do you agree with that? Substantiate your arguments.
27. Explain the contributions made by Adoor Gopalakrishnan to Indian Cinema.

(2X10=20)

[Type text]

## **Electives**

- 1. JOU6 B15 Economic and Business Reporting**
- 2. JOU6B16 Magazine Journalism**

## **BA Journalism and Mass Communication Semester VI. Course Code 25**

### **JOU6 B15**

## **Economic and Business Reporting**

**Contact Hours: 5**

**Credit: 4**

### **Objective:**

The course gives the students an outlook of Business Journalism.

### **Course Outcomes:**

1. Prepare the students to understand the different concepts of economies
2. Present the students the examples of different business newspapers, magazines and channels
3. Introduce the students the current status of Indian and Kerala economy.

### **Module I**

Major School of modern economics: Classical, Neo Classical, Marxian, Keynesian and Modernist. Important Institutions economic policies and implementation at the national and global levels: Breton Woods Institutions, GATT and WTO, IMF, World Bank, ADB. Planning Commission of India, NITI Aayog, RBI.

### **Module II**

Milestones of Indian economy: Five year plans – general overview of Nehruvian model- Bank nationalization- green revolution- control and permit raj, liberalization of the 1990s. 2008 global financial crisis and Indian economy; Status of Indian agriculture.; Currency Demonetization. Salient features of GST.

### **Module III**

A brief history of business journalism, Business reporting & editing, market reporting- stock market- currency exchange markets and commodity markets – regulatory bodies such as SEBI –

[Type text]

leading business newspapers & magazines in India, Leading business news agencies and business TV channels in India and abroad.

#### **Module IV**

Salient features of Kerala economy: Kerala model of development, linkages of Kerala economy with global markets especially with West Asia. Cash crops in Kerala – migration to the Gulf and other countries –migrant laborers in Kerala- status of agriculture in Kerala. 2018 Kerala floods and rebuilding attempts, major environmental issues and concerns in the state; KIIFB Specialized business magazines in Malayalam.

#### **Books for Reading**

- 1: Paul M Sweezy: The Theory of Capitalist Development
2. Michael Lewis: Liar's Poker
3. Robert Shiller: Irrational Exuberance
4. Nouriel Roubini: Crisis Economics
5. C.T. Kurien, Global Capitalism and Indian Economy,
6. Jagadish Bhajwati: In Defense of Globalisation
7. Dr. K. K. George, Limits to Kerala Model of Development

#### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

#### **II. Semester end examination: 80 Marks**

[Type text]

**Model Question Paper**  
**Sixth Semester BA Degree Examination**  
**JOU 6B 15 ECONOMIC AND BUSINESS REPORTING**

**Time : 2.5 Hours**

**Max. Marks : 80 marks**

**SECTION A**

*Each question carries 2marks; ceiling 25 marks*

1. GATT
2. UNIDO
3. NITI Aayog
4. Stock market
5. Budget
6. WTC and foreign trade
7. GDP
8. Budget
9. Liberalization Policy
10. Demonetization
11. GST
12. Five Year Plans
13. Breton Woods institutions.
14. Green Revolution
15. KIIFB

[Type text]

## SECTION B

*Paragraph answer type: Each question carries 5 marks; ceiling 35 marks*

16. Nationalisation of the banks in India
17. Discuss in detail the modernist school of thinking.
18. What are the major industries in India?
19. What are the major business journals available? Discuss briefly about their contents.
20. Write about global financial crisis of 1990s
21. What is the present status of Indian economy?
22. How to report budgets?
23. What are the business news agencies?

## SECTION C

*Answer any two questions each not exceeding 400 words. Each question carries 10 marks.*

24. Discuss in detail the Kerala Model of development.
25. What is the status of agriculture in Kerala? Discuss the cash crops in the state.
26. Write about the 'migrant labours' and the impact of this phenomena in Kerala society.
27. Discuss the 'Currency Demonitisation' of November 8, 2016 and its effects in our country.

(2 x10 = 20 marks)

[Type text]

## **Electives**

### **1. JOU6 B15 Economic and Business Reporting**

### **2. JOU6B16 Magazine Journalism**

## **BA Programme in Journalism and Mass Communication**

**Semester VI Course 25 Code JOU6B16**

## **Magazine Journalism**

**Contact Hours 5 Credits 4**

### **Objective:**

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

### **Outcome:**

1. Students with an awareness about the current status of Magazine Journalism
2. Give the students a practical know how on writing for Magazines.

### **Module I**

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

### **Module II**

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

### **Module III**

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

### **Module IV**

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

[Type text]

### **Module V**

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

### **Module VI**

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

### **Books for Reading**

1. Tim Holmes and Liz Nice: Magazine Journalism
2. Anthony Davis: Magazine Journalism Today
3. Adele Ramet: Writing for Magazines
4. Brendan Hennessy: Writing feature articles

### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

### **II. Semester end examination: 80 Marks**

[Type text]

**SIXTH SEMESTER B A DEGREE EXAMINATION  
MODEL QUESTION PAPER  
JOU6B 16  
MAGAZINE JOURNALISM**

**Time : 2.5 Hours**

**Max. Marks : 80**

**Section A**

*Each question carries 2 marks*

*Ceiling 25*

1. The Newyorker.
2. Of Sexes.
3. Shankar's Weekly.
4. Profile.
5. Narrative style.
6. Vinod Mehta.
7. Madhyamam Weekly.
8. Coverline.
9. Blurbs
10. Specialised Magazines
11. Book review
12. Sunday Magazines
13. Magazine cartoons
14. Cover Blaze
15. E-zines

**SECTION B**

*Each question carries 5 marks*

*Ceiling 35*

16. What are the basic differences between a magazine and a newspaper?
17. How is a feature different from a hard news?
18. What are the basic principles to be followed in the preparation of contents page of a magazine?
19. How are the feature headlines different from news headlines?
20. Differentiate between print magazines and web-zines
21. Briefly explain the organizational structure of a magazine.
22. Critically review a popular column in a magazine of your choice.
23. Write a brief note on literary magazines in Malayalam.



[Type text]

SECTION C

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. Explain the principles of cover design and importance of coverlines, with examples from the mainstream magazines.
25. Critically analyze two general interest Malayalam magazines.
26. Write the review of a film currently being screened in the theatres.
27. Do you think Magazine journalism has a bright future? Critically examine the current status of magazine journalism in Malayalam.

(2x10=20 marks)

[Type text]

### **C. Complementary Courses**

**Sl.**

<b>No.</b>	<b>Title</b>	<b>Contact</b>	<b>Credit</b>	<b>Semester</b>	<b>Marks</b>
1	Complementary I – Course 1	6	4	I	100
2	Complementary II – Course 1	6	4	II	100
3	Complementary II – Course 2	6	4	III	100
4	Complementary I – Course 2	6	4	IV	100
<b>Total</b>			<b>16</b>		<b>400</b>

**There will be complementary examination at the end of each semester.**

**A list of disciplines from which Complementary Courses for B.A. Journalism and Mass Communication may be opted is given below:**

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

**Title of the Complementary courses, detailed syllabi and objectives of Complementary (to be taken by BA Journalism and Mass Communication students) are to be provided by the concerned Boards.**

[Type text]

#### **D. OPEN COURSE**

### **BA JOURNALISM AND MASS COMMUNICATION**

The BOS in Journalism offers following courses as open courses. The Students from other disciplines can opt any one of these:

<b>Code</b>	<b>Title</b>	<b>Contact Hours</b>	<b>Credit</b>	<b>Marks</b>
JOU5D01	Newspaper Journalism			
JOU5D02	Broadcast Journalism			
JOU5D03	Development Communication	3	3	75

[Type text]

## **BA JOURNALISM AND MASS COMMUNICATION**

### **OPEN COURSES**

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

Each course carries 3 credits and 3 hours per week are allotted for the course.

JOU5D01 Newspaper Journalism

JOU5D02 Broadcast Journalism

JOU5D03 Development Communication

### **I.**

#### **BA Journalism and Mass Communication**

#### **Semester V Open course Code JOU5D01**

#### **Newspaper Journalism**

**Contact Hours 3 Credits 3**

#### **Objective:**

The course introduces the students the basic ideas of Newspaper Journalism.

#### **Course Outcomes:**

1. Have an introductory knowledge about how to write a news story.
2. Develops an understanding on reporting and editing and its principles.
3. Develops media literacy skills.

#### **Module I**

Organizational structure of a newspaper, business, mechanical and editorial departments, responsibilities and qualities of a news editor/sub editor, bureau chief and reporter, photo journalists – organizational structure of editorial desk and bureau.

#### **Module II**

Contents of a newspaper – news – definitions of news – types of news – news determinants – features – definition and types of features – articles – editorials - letters – to - the editor – interview – reviews – profiles and columns, contests.

[Type text]

### **Module III**

Reporting practices – news story structure – headlines – lead and body – conclusion – inverted pyramid style – types of reporting – general assignments – beats and specialties – principles of reporting – cultivating news sources – media literacy – media trial.

### **Module IV**

Process of editing – general principles of editing – writing headlines, sub heads 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.  
89
5. Julian Harris, Kelly Leiter, Stanley, Johnson, ‘**The Complete Reporter**’, Macmillan Publishing Co, New York.
6. Harold Evans, ‘**Newsman’s English**’ William Hainemann Ltd, 1972.
7. Baskette, Sissors and Brooks, S., ‘**The Art of Editing**,’ Macmillan Publishing Co.Inc., New York, 1982.
8. Bruce Westly, **News Editing**.
9. M.L. Stein. and Susan F Paterno,, ‘**The News Writer’s Hand book**,’ Surjeet Publications, New Delhi, 2003.
10. George A Hough, ‘**News Writing**’, Kanishka Publishers, New Delhi, 2006.
11. Joseph M.K., ‘**Outline of Reporting**’, Anmol Publications, News Delhi, 2002.
12. Franklin, et al., ‘**Key Concepts in Journalism Studies**’, Vistaar Publications, New Delhi, 2005.
13. Jan R. Hakemulder, ‘**News Reporting and Editing**’, Anmol Publications, New Delhi, 1998.

### **I: Continuous Assessment: 15 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

#### **1. Class Tests: 6**

[Type text]

**3. Assignment: 3**

**4. Seminar Presentation: 3**

**5. Class room participation based on attendance: 3**

**II. Semester end examination: 60 Marks**

[Type text]

**Model question paper**  
**Fifth Semester BA Degree Examination**  
**JOU 5D 01 Newspaper Journalism**

Time: 2 Hours

Max. Marks: 60

**SECTION– A**

**Answer the following questions question carries 2 marks.**

**[Ceiling 20]**

1. Letters-to- the -editor.
2. Beat
3. Media Literacy
4. Column
5. Lead
6. Times of India
7. Byline
8. News hole
9. Masthead
10. Middle
11. PCI
12. Blurb

**SECTION B**

**Answer the following questions. Each question carries 5 marks.**

**[Ceiling 30]**

13. Write on the qualities of a newspaper reporter.
14. Importance of info-graphics in newspapers.
15. What do you mean by investigative reporting,
16. Write on the significance of a sports page in newspaper.
17. Write on the importance of newspaper editorials.
18. “Design and layout add to the beauty of a newspaper.” Explain.
19. What do you mean by inverted pyramid style of writing? Explain.

[Type text]

## SECTION C

**Write any one of the following. The question carries 10 marks.**

20. Write on the organizational structure of a newspaper giving special importance to editorial department.
21. What do you mean by editing? What are its major principles. Also write on the qualities and responsibilities of a sub editor. (1x10=10)



[Type text]

## **II.**

**BA Journalism and Mass Communication**

**Semester V Open course Code JOU5D02**

# **Broadcast Journalism**

Contact Hours 3

Credits 3

### **Course Outcomes:**

1. Understand the techniques involved in the practice of Broadcast Journalism.
2. Ability to distinguish the capacities and limitations of medium for effective content generation.
3. Tracking the brief history and evolution of Radio and Television.

### **Module 1**

Introduction to Broadcasting – Definition of Broadcasting - Evolution of Broadcasting - Broadcasting in India- Brief history of Akshavani/ Vivid Baharathi and Doordarshan/ Prasar Bharathi – Broadcasting for Information and Entertainment.

### **Module 2**

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- Private FMs, Community Radio.

### **Module 3**

Radio programme production techniques: Writing for the ear - Radio news writing – Script writing for radio drama, Radio commercials - Radio interviewing techniques - News reading and presentation – Radio jockeying – Radio as a medium in the time of Natural disasters and Calamities.

### **Module 4**

[Type text]

Television broadcasting - Characteristics of television as a medium - Organizational structure of a television station - Cable TV - DTH - Television programme formats- TRAI, Viewership Ratings.

## **Module 5**

Television programme production techniques: Scripting for TV programmes- TV interviewing - Structure of TV news – TV newsgathering - TV news writing - News anchoring - Video jockeying

### **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 Zetl, ‘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.

### **I: Continuous Assessment: 15 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 6**
- 3. Assignment: 3**
- 4. Seminar Presentation: 3**
- 5. Class room participation based on attendance: 3**

### **II. Semester end examination: 60 Marks**

[Type text]

## **JOU5D02 Broadcast Journalism**

**Time : 2 Hours**

**Max. Marks : 60**

### **SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for section A is 20.*

1. FM
2. Community radio
3. Vividh bharathi
4. Prasar bharathi
5. DTH
6. Breaking news
7. Prannoy Roy
8. VICTERS
9. RJ
10. TRAI
11. Talk Show
12. Krishi Darshan

### **SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for section B is 30.*

13. Explain the characteristics and role of radio.
14. "Writing for the ear" is the concept behind radio production- Elucidate.
15. What are the steps involved in radio interviewing?
16. Explain the organizational structure of television.
17. Briefly analyse the structure of TV news.
18. News reading, presentation and anchoring are the fundamental areas of attention in broadcasting- Explain.
19. Radio is gradually regaining its old status as an effective medium- Elucidate.

### **SECTION C**

*Answer one question not exceeding 400 words. 10 marks.*

20. Explain the definition and evolution of broadcasting.
21. What are the commonalities and differences in TV and Radio broadcasting?

**(10x1=10)**

[Type text]

### **III.**

#### **BA Journalism and Mass Communication**

**Semester V Open course Code JOU5D03**

#### **Development Communication**

**Contact Hours 3 Credits 3**

#### **Objective**

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

#### **Course Outcomes**

1. Familiarize the notion of Development with a concern towards Communication.
2. Understanding the evolution and Importance of Dev Com in International and National Scenario.
3. A fundamental awareness about how Society is being influenced by the strategies adopted for Communication.

#### **Module 1**

History of Development Communication-Period of World war – Industrialization- Cold War- Modernization- Idea of Third World – Sean Mac Bride Commission- NWICO, NANAP – Flow of Information- Information Superhighway- Global Village.

#### **Module 2**

The Concept of development- Different approaches to development (Economic, Sociological & Psychological). Development communication – Different Schools of development communication – Everett Rogers, Wilbur Schramm, Nora C Qubral, Daniel Lerner- The Passing of Traditional Society- Diffusion of Innovations.

#### **Module 3**

Global Scenario- Development Indices, Health and Pro-Social innovations, Poverty Eradication, Education, Family Planning, Communication strategies for Empowerment - Participatory and Sustainable Development, MDG, International agencies and FAO, ILO, UNDP, UNESCO, UNFPA, UNICEF, WTO, WSF and WHO.

[Type text]

## **Module 4**

Indian Context - Development and Communication Campaigns – Grama Swaraj, Anthyodhaya, Five Year Plan, KHEDA, SITE – Rural Communication, P. Sainath and [People's Archive of Rural India.](#)

### **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: 15 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

[Type text]

**1. Class Tests: 6**

**3. Assignment: 3**

**4. Seminar Presentation: 3**

**5. Class room participation based on attendance: 3**

**II. Semester end examination: 60 Marks**

[Type text]

## **JOU5D 03Development Communication**

Time : 2 Hours

Max. Marks : 60

### **SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for section A is 20.*

1. NWICO
2. SITE
3. UNESCO
4. P. Sainath
5. Rogers
6. Empowerment
7. Grama swaraj
8. WTO
9. Participatory communication
10. Development Index
11. Information Superhighway
12. Mac Bride Commission

### **SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for section B is 30.*

13. Explain the concept of communication campaigns in development.
14. Describe various Schools of development communication.
15. Elaborate the role of sustainable development in Indian context?
16. Kheda project was the milestone in development communication movements in India- Elucidate.
17. Diffusion of innovations is the fundamental theory behind the development communication strategies in third world- Examine.
18. Social learning is also important while executing development communication strategies- Explain.
19. Post world war period witnessed a change in the concept of Development – Discuss.

### **SECTION C**

*Answer one question not exceeding 400 words. 10 marks.*

20. Development agencies of United Nations play a vital role in Development Communication- Critically evaluate the statement.
21. Five year plans started in India was a role model for many third world countries during the period – Elucidate. **(10x1=10)**

[Type text]

**PART II**  
**Complementary Courses offered by JOURNALISM for**  
**NON JOURNALISM UG PROGRAMMES**

**Complementary courses in**

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

**AND**

- 4. Complementary Courses in Media Practices (for B.A *LRP* Visual Communication, Multimedia, and Film and Television)**



[Type text]

## **Part II - 1 Complementary Courses in Journalism**

1. Introduction to Communication and Journalism.
2. Journalistic Practices

### **Aim:**

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

### **Objectives and outcome**

**The major outcome of the complementary course is expected to be a student community with basic media literacy. The students shall be oriented not to consume what the media gives but to critically evaluate the media content.**

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

### **Scope**

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

[Type text]

**Complementary Course in Journalism**

**Semester I/II**

**Course I**

**Code JOU1(2)C01**

**JOU1(2) C01 Introduction to Communication and Journalism**

**Contact Hours 6**

**Credits 4**

**Course Outcome:**

1. Make the students literate about the communication terms
2. Provide the students with an outlook of the history of the Print media

**Module I: Fundamentals of communication**

Definitions of communication, elements of communication, types of communication, functions and dysfunctions of mass communication; Models of Communication - Aristotle, Shannon and Weaver, Lasswell, Schramm and Berlo; Normative theories; Magic Bullet theory.

**Module II: Different Media**

Print media –advantages and limitations of print media, Challenges faced by Print Media.

Electronic media and film: characteristics of radio and television – strengths and limitations of radio and television, F.M radio, Community radio, radio on mobile; 24X7 News Channels in India. – Communication aspect of film.

New media: Definitions- characteristics of new media – evolution of internet – online media platform: blog – online newspapers – citizen journalism – social media- troll. Impact of New media on other media

**Module III: Freedom of the press**

Freedom of speech and expression in Indian Constitution – Article 19(1) (a) and reasonable restrictions – defamation; Right to Information Act, Media ethics; contempt of court, Film Censorship and CBFC, Plagiarism, sting operations.

[Type text]

#### **Module IV: Evolution of Indian press**

Evolution of Print Media world-wide; Evolution of Indian Press: James Augustus Hicky – James Silk Buckingham – Serampore missionaries – Raja Ram Mohun Roy – freedom movement and the press – Gandhi as a journalist – press in the post-independence period Press Commissions, Press Council of India, Press during the Internal Emergency, Contemporary Press in India: Paid News, Corporatisation of media.

#### **Module V: History of Malayalam press**

Rajya samacharam – Paschimodayam – Jnana Nikshepam Western Star and Paschima Tharaka; Deepika– Kerala Mithram – Kerala Patrika – Malayala Manorama – Mathrubhumi – Kerala Kaumudi – Al-Ameen – Deenabhandu; Early Literary publications in Malayalam; Early Women's publications in Malayalam; Publications by political and religious organizations, Malayalam press during the Freedom Struggle.

#### **Module VI: Legends of journalism**

Prominent personalities of Indian journalism- S.Sadanand, Ram Nath Goenka, Pothen Joseph, Kuldeep Nayyar, Leela Menon, Legends of Malayalam Journalism: Hermann Gundert – Kandathil Varughese Mappillai – Swadeshabhimani Ramakrishna Pillai – Kesari Balakrishna Pillai – K.P. Kesava Menon – V.K. Madhavan Kutty, C.V.Kunhiraman, K. Jayachandran, T N Gopakumar.

#### **Books for Reference**

1. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Denis McQuail and Sven Windahl: Communication Models.
4. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
5. Dr. J V Vilanilam : Mass Communication in India.

[Type text]

6. GNS Raghavan, 'The Press in India'.
7. Robin Jeffrey, 'India's Newspaper Revolution'.
8. Puthupally Raghavan, 'Kerala Pathrapravarthana Charithram'.
9. M.V.Thomas, 'Bharathiya Pathrucharithram', Bhasha Institute.
10. Joseph A Devito : Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.

### **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. Rangaswami Parthasarathy, 'Journalism in India'.
5. Dr.Nadig Krishna Murthy, 'Indian Journalism'.
6. Mehra Masani, 'Broadcasting and the People'.
7. G.C.Aswathy, 'Broadcasting in India'.
8. Amanas Ramachandran Nair, 'Chalachithra Padhanagal'.

### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

### **II. Semester end examination: 80 Marks**

[Type text]

## **Model Question Paper**

### **FIRST/SECOND SEMESTER BA DEGREE EXAMINATION**

Complementary Course

JOU 1(2) CO1 INTRODUCTION TO COMMUNICATION AND JOURNALISM

**Time: 2.5 hours**

**Max. Marks: 80**

### **SECTION A**

*The questions carry 2 marks each Ceiling : 25 Marks*

1. Feedback
2. Aristotle's model of communication
3. Intrapersonal communication
4. The Hindu
5. Kerala Pathrika
6. Censor certificates given by Indian Censor Board
7. Bengal Gazette
8. Keralamithram
9. Troll
10. Young India
11. Benjamin Bailey
12. RTI
13. Community Radio
14. Citizen Journalism

[Type text]

15. Paid News

### **SECTION B**

*The questions carry 5 marks each Ceiling : 35 Marks*

16. Explain Shannon and Weaver model with diagram.
17. Examine the relevance of Magic bullet theory
18. What is Right to Information Act?
19. What are the contributions of Mahatma Gandhi to Indian Journalism?
20. Explain the working of first Press Commission.
21. Explain the specialities that make Television unique.
22. Briefly describe the evolution of Mathrubhumi daily
23. Briefly describe major political publications published in Malayalam.

### **SECTION C**

*Answer any 2out of 4.*

24. What are the functions and dysfunctions of mass communication?
25. Narrate the evolution of Malayalam Press
26. Explain Freedom of Expression in Indian Constitution.
27. Discuss the positive and negative impacts of New Media on other media

(2 x 10 = 20 marks)

[Type text]

## **Complementary Course in Journalism**

**Semester III/ IV**

**Course 2      CODE JOU 4(3) CO1**

### **JOU4(3)CO1 JOURNALISTIC PRACTICES**

**Contact Hours 6   Credits 4**

#### **Course Outcome:**

1. Provide the students with practical knowledge in reporting and editing
2. Introduce them to the other journalistic practices like P.R. and advertising

#### **Module I: Print Media Journalism: Organisational structure of a newspaper**

Business, Mechanical and editorial departmental chart- responsibilities and qualities of chief editor – news editor, chief sub editors, sub editors, Bureau: bureau chief- chief reporter – reporters, stringers and freelancers; photo journalists.

#### **Module II: Print Media Journalism: Contents and Reporting practices**

News – definitions – types of news – news determinants(values) – News story structure – lead (intro) and body – inverted pyramid and hour glass, principles of news writing; features – articles – middles – interviews – reviews – profiles – columns – travelogues – cartoons. Reporting practices – basics of reporting – on the spot, beats assignments – types of reporting – straight, interpretative, investigative, crime. Sources for reporting; Principles of reporting – news sources – news agencies

#### **Module III: Print Media Journalism: Editing**

Editing for newspapers – line editing, creative editing and design editing; general rules of editing – headlines – writing Headline; writing editorials; condensing stories, News agencies and handling news agency copies; Design and page make-up; systems of page make-up.

#### **Module IV: Public Relations**

Introduction to PR: definitions, origin and evolution of public relations – external and internal publics- role and functions of PR – PR tools – qualities of a PRO – PRSI, IPRA, PR campaign,

[Type text]

PR campaign conducted by Central and State governments; Political P R, Ethics in Public relations; PRSI code of conduct; Corporate Communication and CSR.

### **Module V: Advertising**

Definition – evolution of advertising – functions and effects of advertising – types of ads advertorial- ad agencies and functions of advertising agencies – ASCI and DAVP – Ad. Campaign.

### **Module VI: Copy writing practices**

Ad copy – elements of copy: Principles of illustration, HL, display and caption, text, logo and baseline – copywriting for broadcast commercials – jingles and internet ads. Ethics of advertising: ethical issues of advertising – professional organizations and code of ethics.

### **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. Bruce Westly, News Editing.
4. M.L. Stein. and Susan F Paterno,, 'The News Writer's Hand book,' Surjeet Publications, New Delhi, 2003.
5. George A Hough, 'News Writing', Kanishka Publishers, New Delhi, 2006.
6. Joseph M.K., 'Outline of Reporting', Anmol Publications, News Delhi, 2002.
7. Franklin, et al., 'Key Concepts in Journalism Studies', Vistaar Publications, New Delhi, 2005. 8. Jan R. Hakemulder, 'News Reporting and Editing', Anmol Publications, New Delhi, 1998.
8. Sandeep Sharma & Deepak Kumar, 'Advertising, Planning, implementations and control', Mangal Deep Publications, Jaipur.
9. Sanjay Kaptan & Akhilesh Acharya, 'Advertisement in Print Media', Book Enclave, Jaipur.
10. S.A Chunawalla, 'Advertisement an Introductory Text', Himalaya Publishing,
11. Chunnawalla etal, 'Advertising Theory and Practice', Himalaya Publishing, New Delhi.



[Type text]

12. Otto Klepner, 'Advertising Procedures', Atlanta Books. 6. Scott M Cutlip and Allan H. Centre, 'Effective Public Relations', Pearson Education Ltd. Delhi.
13. Sam Black, 'Practical Public Relations', UBS Publishers Distributors Pvt Ltd.
14. D.S. Mehta, 'Handbook of PR in India'.

#### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

#### **II. Semester end examination: 80 Marks**

[Type text]

## **Model Question Paper**

### **III/ IV SEMESTER BA DEGREE EXAMINATION**

Complementary Course

JOU4(3) CO1 JOURNALISTIC PRACTICES

**Time : 2.5 Hours**

**Max. Marks: 80 marks**

#### **SECTION A**

*The questions carry 2 marks each Ceiling : 25 Marks*

1. Bureau Chief
2. Editorials
3. ASCI
4. Desk Chief
5. Press Agents
6. Columns
7. Hourglass structure
8. House journal
9. Middle piece
10. Jingle
11. Reuters
12. IPRA
13. Advertorial
14. End product advertising

[Type text]

15. Public Service advertising

## **SECTION B**

*The questions carry 5 marks each Ceiling : 35 Marks*

16. What are the essentials of an effective copy?

17. Discuss the various external tools of PR.

18. Explain the inverted pyramid style

19. What are the principles of news reporting and writing?

20. What are the steps in an advertising campaign?

21. Describe feature stories in newspaper.

22. What are the steps of story condensing?

23. Exemplify how consumer ads persuade viewers to become prospective buyers?

## **SECTION C**

*Answer any 2 out of 4.*

24. Explain 10 prominent news determinants.

25. Describe the steps in a P.R. Campaign

26. Do you think ads are ethical? Put your views and substantiate them.

27. Delineate the organizational chart of a medium sized newspaper

(2X10=20)

[Type text]

## **PART II- Complementary Courses in Electronic Media**

1. Introduction to Electronic Media
2. Introduction to T.V and Cinema

### **Objectives and outcome**

**The major outcome expected is to create a media literate student group with special emphasis on Broadcast media. Since the viewing pattern of cinema and TV are changing dramatically every day, the syllabus should lead the students to the new zone and thus thrust is given to New Media too.**

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

### **Scope**

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

[Type text]

**Complementary Course in Electronic Media**

**Semester I/II**

**Course 1**

**Code JOU1(2)C02**

**Introduction to Electronic Media**

**Contact Hours 6**

**Credits 4**

**Course outcome**

1. Make them aware of communication and radio
2. Stress the importance of radio as a mass media
3. Introduce them to the New Media and the writing practices

**Module I: Communication**

Definition, elements and types of communication, mass communication - nature, characteristics, functions and dysfunctions of mass communication, mass media - types of media: print, radio, TV, film and new media. News: types of news - news determinants – news story structure- print VS broadcast news.

**Module II: Radio**

Characteristics, scope and limitations - brief history of radio and AIR; Organisational set up of AIR; Types of radio stations: AM, FM, Community radio, Private F M Stations in Malayalam; Online Radio, Radio on Mobile.

**Module III: Basic elements of radio programme.**

Basic elements of radio programme- sound, music and effects. Writing for the ear - radio news writing, news reading- script writing for different radio programmes – interview, talk, feature, commentary, magazine programmes, radio drama, documentary; Radio Jockeying; Outside Broadcasting- Cultural event and Sports event.

**Module IV: Internet**

Internet as a medium of communication: history and evolution of internet – characteristics of new media: immediacy, interactivity, universality, hypertext, multimedia, media convergence; Cyber laws and IT Act.

**Module V: Online reporting**

Online reporting: language and style of online journalism, tools for newsgathering, news determinants in cyberspace, dos and don'ts of online reporting; Online News writing: Types of Online news – writing breaking news, writing features, editing – HL writing

[Type text]

### **Module VI: Social Media**

Social media: evolution, definition and types, social media as a tool for news gathering, social media activism: Jasmine Revolution, India Against Corruption movement, Social media as a tool for Political Communication, social media as a tool for Public Relations, Political Communication and Propaganda.

### **Books for Reference**

1. Joseph A Devito : Communicology: An Introduction to the study of
2. Communication, Harper and Row, New York,
3. 1985.
4. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw
5. Hill, New Delhi.
6. Agee, Ault & Emery : Introduction to Mass Communications, Harper
7. and Row, New York, 1985.
8. Spencer Crump : Fundamentals of Journalism, McGraw Hill Book
9. Company.
10. Oxford : International Encyclopedia of Communications.
11. James Watson and Anne Hill : A Dictionary of Communication and Media
12. Studies, Edward Arnold Group, London.
13. John Vivian : The Media of Mass Communication, Allyn and
14. Bacon.
15. Andrew Boyd : Broadcast Journalism, Techniques of Radio and
16. Television News, Focal Press, London.
17. Tapas Ray, 'Online Journalism – A Basic Text', Foundation Delhi, 2006.
18. Jason Whittaker, The New Media Handbook –The Cyberspace Handbook .
19. Sunil Saxena , 'Broadcasting News: The craft and technology of online
20. Journalism'.
21. Jason Whittaker, 'Web Production for writers and journalists'.
22. Anna Evertt, John T. Caldwell, 'New Media:Theories and practice of
23. Digitextuality'.
24. Stephen Quinn, 'Digital Sub editing and Design'.
25. Nalini Rajan (ed.), '21st Century Journalism in India', Sage, 2007.
26. Aravind Singhal & Everett M. Rogers, 'India's Communication
27. Revolution'.

### **Books for Further Reading**

1. Uma Joshi : Textbook of Mass Communication and Media,
2. Anmol Publications New Delhi, 1999.
3. Keval J Kumar : Mass Communication in India, Jaico Publishing
4. House, New Delhi, 2005.
5. D S Mehta : Mass Communication and Journalism in India.
6. Dr. J V Vilanilam : Mass Communication in India.

[Type text]

7. Andrew Beck & Peter Bennet : Communication Studies.
8. Rogers and Singhal : India's Communication Revolution.

#### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

#### **II. Semester end examination: 80 Marks**

[Type text]

**Model Question Paper**  
**First/ Second Semester B.A. Degree Examination**  
**Complementary Course**  
**JOU1(2)CO2 Introduction to Electronic Media**

**Time: 2.5 Hours**

**Max. Marks: 80**

**SECTION A**

*The questions carry 2 marks each Ceiling : 25 Marks*

1. 'Radio Mattoli'
2. 'Radio Mango'
3. Limitations of Radio
4. Twitter
5. AM
6. Source
7. Online radio
8. Radio Jockeying
9. Group Communication
10. Jasmine revolution
11. Feature articles in online platform
12. IT Act
13. Intrapersonal Communication
14. Feedback
15. Mobilizing function of mass media

**SECTION B**

*The questions carry 5 marks each Ceiling : 35 Marks*

16. Explain any FIVE news determinants with examples.
17. Write on the features of Interpersonal Communication.
18. Explain the basic elements of radio programme production.
19. What are the elements that can be used for audience participation in a Radio Magazine?
20. Explain the specialties of Radio Drama.
21. Describe online news gathering
22. Use of social media for political campaign
23. Dysfunctions of communication



[Type text]

### **SECTION C**

**Answer any 2 of the following among the four**

- 24.** Delineate the Characteristics of New Media
- 25.** Explain the functions of mass media.
- 26.** Critically evaluate the role of social media on youth.
- 27.** What is OB? How it is important for radio? Explain the steps needed for preparing a cultural OB.

**(2X10=20)**

[Type text]

**Complementary Courses in Electronic Media**  
**Semester III/IV** **Course 2**

**Code JOU4(3)C02 Introduction to T.V. and Cinema**

**Hours : 6**

**Credits 4**

**Course Outcome**

1. Introduce the TV Broadcast journalism to the students
2. Introduce the students the medium cinema and its characteristics

**Module I**

Television: characteristics, scope and limitations - origin and development of television, DD Cable TV, Satellite TV, DTH; News Channels with special reference to Malayalam; Organisational structure of News wing of a TV channel. TV on Web, TV on Mobile.

**Module II: News and Programmes**

Structure and types of TV news – TV news gathering - news writing – voice over, news production, anchoring, PCR, teleprompter  
Scripting for television programmes - TV interviewing, Discussion, TV magazines, Live programmes, special audience programmes, sting operation

**Module III**

Cinema ; Characteristics and types

Cinema: a brief history. -Lumiere brothers and early experiments

Major film movements – An Overview

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

Soviet montage - Battleship Potemkin by Sergie Eisentein.

Italian Neo Realism - Bicycle thieves by Vittorio Desseca.

A few Great masters: Charles Spencer Chaplin - Akira Kurosawa, Kim Ki

Duk and Mohsen Makmalbaf.

**Module IV.: Indian Cinema**

Indian Cinema: Early experiments, New wave and commercial cinema, FTII – Indian Masters: H.S. Bhatwadekar, DG. Phalke, Satyajith Ray - Ritwik Ghatak, Mrinal Sen, Girish Kasaravalli, K Balachandar

**Module V**

Malayalam Cinema – a decade-wise Overview, Masters: - Adoor Gopalakrishnan - G Aravindan - John Abraham, P.N. Menon, K.G. George; contemporary Malayalam cinema.

**Module VI: Film Making**

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

[Type text]

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

### **Additional List of Cinema:**

1. The Circus - Charlie Chaplin
2. Psycho - Alfred Hitchcock
3. Dreams - Akira Kurosawa
4. Three Iron - Kim Ki Duk
5. Gabba - Mohsen Makmalbaf.
6. Apur Sansar - Satyajith Ray
7. Subarnarekha - Ritwik Ghatak
8. Vidheyam - Adoor Gopala Krishnan
9. Vaasthuhaara- G Aravindan
10. Cheriyaante Kroorakrithyangal - John Abraham
11. Olavum Theeravum – P.N.Menon
12. Panchavadippalam - K.G. George
13. Ee. Ma. Yow (R.I.P.) – Lijo Jose Pellissrey.

### **Book for reference:**

1. Herbert Zettl. Television Production Handbook, 7th Edition.
2. Arthur Asa Berger. Scripts, Writing for Radio and Television. SAGE Publications.
3. Virginia Wright Wexman. A history of Film. 6<sup>th</sup> edition.
4. Jarek KUPSC. The History of Cinema for beginners.
5. Keval J. Kumar, Mass Communication in India', Jaico Publishing House, New
6. Delhi.
7. Vijayakrishnan, 'Malayala Cinimayude katha'. Mathrubhumi Books.
8. M.F. Thomas. Indian Cinema. D C Books
9. Vijayakrishnan, Indian Cinemayude 100 Varshangal, Indian Cinemayude Katha. Chintha Publishers.
10. Vijayakrishnan. Loka Cinema. DC Books
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](http://www.imdb.com)
2. [www.mrqe.com](http://www.mrqe.com)
3. [www.wikipedia.org](http://www.wikipedia.org)

### **I. Continuous Assessment: 20 Marks**

[Type text]

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

**II. Semester end examination: 80 Marks**

[Type text]

**Model Question Paper**  
**Third/Fourth Semester B.A. Degree Examination**  
**Complementary Course**  
**JOU 4 (3) CO2 Introduction to T.V and Cinema**

**TIME: 2.5 Hours**

**Max. Marks: 80**

**SECTION A**

*The questions carry 2 marks each Ceiling : 25 Marks*

1. G. Aravindan
2. Footage
3. Rashamon
4. Voice over
5. Key light
6. TV on mobile
7. WKL Dickson
8. PCR
9. Extreme long shot
10. TV Magazine
11. Vittorio De Sica
12. P.N. Menon
13. New generation movies
14. Satellite TV
- 15. Teleprompter**

**SECTION B**

*The questions carry 5 marks each Ceiling : 35 Marks*

16. Explain the characteristics of Cinema.
17. Briefly narrate the structure of T V Magazine.
18. Briefly write on German Expressionism.
19. What are the major types of T V news?

[Type text]

20. Critically evaluate any one film by Satyajith Ray.
21. Explain the important types of shots.
22. Critically evaluate the discussions as part of news programmes in private news channels.
23. Explain the steps of post-production

### **SECTION C**

**Answer any 2 of the following among the four**

24. Write a note on the characteristics of Cinema.
25. Critically evaluate the contemporary Malayalam cinema
26. Explain the characteristics of TV
27. Detail the organizational structure of the news wing of a TV channel

(2X10=20)

[Type text]

## **Part II - 3**

### **Complementary Courses in Mass Communication**

#### **(for BA West Asian Studies)**

- 1. Mass Communication**
- 2. Mass Media in West Asia**

#### **Aim:**

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

#### **Outcome**

The major outcome of the complementary courses in Mass Communication is to enable students to develop basic mass media skills and inculcate in them the skills of critical thinking and content appreciation.

#### **Specific Objectives:**

- To review the basic concepts in the fields of mass communication.
- To create awareness about the role and scope of mass media in our contemporary society.
- To help students acquire skills which would enable them to work in newspapers, radio, television and digital media.
- To give a brief overview of media scenario in West Asia focusing on radio, television, cinema and digital media in West Asian countries.

[Type text]

- To provide a bird's eye view of Iranian cinema with due emphasis on the contributions of prominent Iranian filmmakers.
- To introduce the basic production techniques of filmmaking so as to develop film appreciation/reviewing skills.

### **Scope**

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



[Type text]

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

**Semester I/II**

**Course 1**

**Code: JOU1(2)C03**

**Mass Communication**

**Contact Hours 6**

**Credits 4**

**Module I: Introduction to Mass Communication**

**(18 Hours)**

Definitions of communication - elements of communication - types of communication -

- nature and characteristics of mass communication - functions and dysfunctions of mass media - types of mass media.

**Module II: Print Media**

**(30 Hours)**

Characteristics and types of newspapers, magazines and books - online newspapers - magazines and books in the digital age.

Organizational structure of a newspaper - editorial hierarchy - responsibilities and qualities of editorial staff.

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

Reporting practices - news story structure - inverted pyramid style - lead and body – news sources - principles of reporting.

Principles of editing – role and responsibilities of a sub-editor - editing process - headlines and headlining - newspaper layout and design.

[Type text]

### **Module III: Electronic Media**

(30 Hours)

Characteristics of radio, television, film, home video industry, Direct to Home service, and recording industry.

Organizational structure of a radio station - radio programme formats - radio news writing - script writing for radio drama and documentary - radio interviewing techniques - news reading and presentation - radio jockeying.

Organizational structure of a television station - types of television programmes - principles of television news writing - script writing for television - news anchoring and presentation.

### **Module IV: New Media**

(18 Hours)

History and evolution of the Internet - characteristics of digital media - social networks, blogs, vlogs, podcasts, news portals - basics of web writing - introduction to technical writing and documentation.

### **Reading List**

1. Joseph R. Dominick. (2012). *The Dynamics of Mass Communication*, New Delhi: McGraw Hill.
2. Agee, Ault and Emery. (1985). *Introduction to Mass Communications*, New York: Harper and Row.
3. Joseph A. Devito. (1978). *Communicology: An Introduction to the Study of Communication*, New York: Harper and Row.
4. Keval J. Kumar. (2012). *Mass Communication in India*, New Delhi: Jaico Publishing House.
5. Uma Joshi. (1999). *Text Book of Mass Communication and Media*, New Delhi: Anmol Publications.
6. James Watson and Anne Hill. (1993). *A Dictionary of Communication and Media Studies*, London: Edward Arnold.

[Type text]

7. K.M Shrivastava. (2013). *News Reporting and Editing*, New Delhi: Sterling publishers Pvt. Ltd.
8. M.V Kamath. *Professional Journalism*, Vikas publishing House.
9. Bruce Itule, and Douglas Anderson. *News Writing and Reporting for Today's Media*, McGraw Hill.
10. Julian Leiter. *The Complete Reporter*, Macmillan.
11. Floyd K. Baskette; Jack Z. Sissors; & Brian S. Brooks. *The Art of Editing*, Macmillan Publishing Co. Inc.
12. Bruce H. Westly. (1980). *News Editing*.
13. Arul Aram & Nirmaldasan. (2006). *Understanding News Media*, Chennai: Vijay Nicole Imprints Pvt. Ltd.
14. Robert McLeish. (2005). *Radio Production*, London: Focal Press.
15. Herbert Zettl. (2006). *Television Production Handbook*, USA: Thomson Wadsworth.
16. Andrew Boyd. (2001). *Broadcast Journalism, Techniques of Radio and Television News*, London: Focal Press.
17. Ted White. (2005). *Broadcast News: Writing, Reporting and Producing*, London: Focal Press.
18. P.K. Ravindranath. (2004). *Broadcast Journalism*, New Delhi: Authors Press.

#### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

#### **II. Semester end examination: 80 Marks**

[Type text]

**Model Question Paper**  
**FIRST/SECOND SEMESTER BA DEGREE EXAMINATION**

Complementary Course

**JOU1(2)C03 MASS COMMUNICATION**

Time: 2.5 Hours

Maximum Marks: 80

**Section A**

*Each question carries 2 marks*

*Ceiling: 25 Marks*

1. Noise
2. Transpersonal Communication
3. Feedback
4. Club FM
5. Blog
6. ARPANET
7. Banner Headline
8. Op-ed
9. Fifth estate
10. You Tube
11. Story board
12. Citizen journalism
13. DTH
14. ENG
15. Community Radio

[Type text]

## SECTION B

*Each question carries 5 marks*

*Ceiling : 35 Marks*

16. Differentiate between intrapersonal and interpersonal communication.
17. Comment on the broadsheet, tabloid and berliner newspaper formats.
18. What are the qualities required for a reporter?
19. What is the structure of a news story?
20. Delineate the types of news with examples.
21. Briefly explain the organizational structure of a medium-sized television station.
22. What are the do's and don'ts of radio script writing?
23. What is technical writing?

## SECTION C

*Answer any 2 out of 4.*

24. Define communication. Explain its basic elements.
25. Critically examine the roles and characteristics of digital media as a medium of mass communication.
26. Describe the different types of television programmes with examples.
27. What makes news? Explain the news values with examples.

(2 x 10 = 20 marks)

[Type text]

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

**Semester III / IV**

**Course 2**

**Code: JOU4(3)C03**

**Mass Media in West Asia**

**Contact Hours 6**

**Credits 4**

**Module I: Media Landscape of West Asia:** (40 Hours)

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

1. **Egypt**  
Al – Ahram, ERTU, Nile Sat and Nile FM.
2. **Qatar**  
Al-Arab, The Gulf Times, QBS, and Al-Jazeera TV.
3. **Saudi Arabia**  
Arab news, Ar-riyadh, The Saudi Press Agency (SPA), Saudi Arabian Broadcasting Service.
4. **UAE**  
Al Bayan, Dubai Media City (DMC), Middle East Broadcasting Center (MBC).
5. **Turkey**  
Turkish Daily News, Milliyet, RTUK, TRT, MED TV.
6. **Iran**  
Tehran Times, The Islamic Republic News Agency (IRNA), Islamic Republic of Iran Broadcasting (IRIB).
7. **Iraq**  
Al-Baath, The Iraqi News Agency (INA).

[Type text]

8. **Israel**

The Jerusalem Post, Haaretz, The Jewish Telegraphic Agency (JTA), Israel Broadcasting Authority (IBA).

9. **Gaza strip and West bank**

Al-Quds ( *Jerusalem* ), Palestine Broadcasting Corporation (PBC), Sawt Filastin (The Voice of Palestine or VOP).

**Module II: West Asian Cinema**

(14 Hours)

An overview of cinema in Egypt, Iraq, Israel, Turkey, Lebanon and Palastine.

**Module III : The Cinema of Iran**

(20 Hours)

Early Persian Cinema - Pre-revolutionary cinema - post-revolutionary cinema - commercial cinema in Iran - Iranian new wave films.

Prominent film makers in Iran: Abbas Kiarostami, Mohsen Makhmalbaf, Majid Majidi, Jafar Panahi, Asghar Farhadi, Rakhshan Bani-E'temad, and Samira Makhmalbaf.

**Module IV: Understanding Cinema**

(22 Hours)

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

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

**Reading List**

1. Katharina Notzold. (2008). *West Asia: Media Systems*, Blackwell Publishers.
2. Hamid Dabashi. (2001). *Close-up: Iranian Cinema, Past, Present and Future*, London: Verso.

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3. Hamid Dabashi. (2007). *Masters and Master-pieces of Iranian Cinema*, Washington DC: Mage Publishers.
4. Hamid Mowlana. (1970). *Mass Media System and Communication Behavior in the Middle East*, London: London Blond Publication.
5. William A Rough.(1979). *The Arab Press: News Media and Political Process in the Arab World*, London: Syracuse University Press London.
6. William A Rough. (2004). *Arab Mass Media: Newspapers. Radio, and Television in Arab Politics*. Westport, Connecticut, Prager.
7. Anwar Alam. (2010). *Contemporary West Asia: Politics & Development*
8. Shiva Rahbaran. (2015). *Iranian Cinema Uncensored: Contemporary Filmmakers Since the Islamic Revolution*
9. Richard Tapper (Ed.) (2002). *The New Iranian Cinema: Politics, Representation and Identity*.
10. Viola Shafik. (1998). *Arab Cinema: History and Cultural Identity*.
11. Roy Armes. (2015). *New Voices in Arab Cinema*.
12. Josef Gugler. (Ed.). (2010). *Film in the Middle East and North Africa: Creative Dissidence*.
13. Virginia Wright Wexman. (2010). *History of Film*, Pearson.
14. Bruce Mamer: *Film Production Technique*, Thomson Wadsworth, USA.
15. Susan Hayward (2004). *Key concepts in Cinema studies*, Routledge, New York.
16. James Monaco. (2000). *How to Read a Film*. New York: Oxford University Press.
17. Jane Barnwell. *The Fundamentals of Filmmaking*. Switzerland: AVA Book.



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### **Web Resources**

1. [www.imdb.com](http://www.imdb.com)
2. [www.mrqe.com](http://www.mrqe.com)

### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

### **II. Semester end examination: 80 Marks**

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**Model Question Paper**  
**FIRST/SECOND SEMESTER BA DEGREE EXAMINATION**

Complementary Course

**JOU4(3)C03 MASS MEDIA IN WEST ASIA**

Time: 2.5 Hours

Maximum Marks: 80

**Section A**

*Each question carries 2 marks each*

*Ceiling : 25 Marks*

1. PBC.
2. Asghar Farhadi
3. Nile FM
4. Khatami
5. DIC
6. Non-linear editing.
7. Shooting script
8. High Angle
9. Jafar Panahi
10. Arab News
11. QBS
12. Al-Baath
13. Sawt Filastin
14. Majid Majidi
15. Special Effects

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## SECTION B

*Each question carries 5 marks each*

*Ceiling : 35 Marks*

16. Trace the evolution of Al-Ahram.
17. Comment on Iranian new wave cinema.
18. State the contributions of Samira Makhmalbaf.
19. Briefly enumerate the important television channels in Turkey.
20. Explain the types of shots.
21. Comment on cinema in Egypt.
22. Differentiate between feature films and documentary films.
23. Explain the three-point lighting.

## SECTION C

*Answer any 2 out of 4.*

24. Explain the steps in filmmaking.
25. Explain the role and importance of Al-Jazeera in West Asian media landscape.
26. Critically review the films of Abbas Kiarostami.
27. Argue the importance of Dubai Media City in west Asian media scenario.

(2 x 10 = 20 marks)

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**Part II - 4**

**Complementary Courses in Media Practices for B.A LRP Visual Communication, Multimedia, and Film and Television**

<b>Sl No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Contact Hours</b>	<b>External</b>	<b>Internal</b>	<b>Credits</b>
1	JOU1C04	Introduction to Mass Media	3	60	15	3
2	JOU2C04	Newspaper Journalism	3	60	15	3
3	JOU3C04	Television Journalism	4	60	15	3
4	JOU4C04	Digital Journalism	4	60	15	3
		Total (4 Courses)	14	340	60	12

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**Aim:**

Expose undergraduate students to the discipline of journalism and mass communication with due emphasis on its practical aspects which has academic, industrial, and social relevance.

**Objectives**

- To review the basic concepts in the field of print, radio, television, and digital media.
- To introduce newspaper journalism through news reporting and editing.
- To expose the students to the field of television journalism with special emphasis on writing and reporting practices for television.
- To familiarize students with various aspects of digital media as a medium of mass communication.

**Scope**

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

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**Complementary Courses in Media Practices for B.A LRP**

**Semester I**

**Course 1**

**Code JOU1C04**

**Contact Hours 3**

**Credits 3**

**Introduction to Mass Media**

**Module I: Fundamentals of Communication**

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

**Module II: Print Media**

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

**Module III: Electronic Media and Film**

Characteristics and functions of radio and television – strengths and limitations of radio and television – organizational structure of radio and television – film as a medium – new trends in electronic media and film.

**Module IV: New Media**

History and evolution of the Internet - characteristics and emergence of new media - online media: social networks, blogs, vlogs, podcast, news portals.

**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

**Reading List**

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

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6. James Watson and Anne Hill: '*A Dictionary of Communication and Media Studies*', Edward Arnold, London, 1993.
7. Denis McQuail: '*McQuail's Mass Communication Theory*', Vistaar Publications, New Delhi, 2005.
8. Denis / DeFleur, '*Understanding Mass Communication*', Goyal Saab, New Delhi, 1991.
9. O.M Gupta and Ajay S Jasra: '*Internet Journalism in India*', Kanishka Publishers, New Delhi, 2002.
10. John Pavlik: '*Journalism and New Media*'.
11. Jason Whitaker: '*The Internet, The Basics.*'

#### **I. Continuous Assessment: 15 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 6**
- 2. Assignment: 3**
- 3. Seminar Presentation: 3**
- 4. Class room participation based on attendance: 3**

#### **II. Semester end examination: 60 Marks**

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**Complementary Courses in Media Practices for B.A LRP**

**Semester II**

**Course 2**

**Code JOU2C04**

**Contact Hours 3**

**Credits 3**

**Newspaper Journalism**

**Module I: Introduction to Journalism**

What is journalism? - Principles and functions of journalism - journalism as a profession - role and responsibilities of a journalist - ethics of journalism.

**Module II: Newspaper Organization**

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

**Module III: Newspaper Content**

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

**Module IV: News Reporting**

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

**Module V: News Editing**

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

**Reading list**

1. K.M Shrivastava: *‘News reporting and editing’*, Sterling publishers Pvt. Ltd.
2. M.V Kamath: *‘Professional Journalism’*, Vikas publishing House.
3. Vir Bala Aggarwal: *‘Essential of Practical Journalism’*, concept publishing Company.
4. Bruce Itule, and Douglas Anderson: *‘News Writing and Reporting for Today’s Media’*, McGraw Hill.
5. Julian Leiter, *‘The Complete Reporter’*, Macmillan.
6. Harold Evans, *‘Newsmen’s English’* William Hainemann Ltd.



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7. Baskette, Floyd K., Sissors, Jack Z., Brooks, S: *'The Art of Editing'*, Macmillan Publishing Co. Inc.

8. Bruce Westly: *News Editing*.

9. M.L. Stein. and Susan F Paterno: *'The News Writer's Hand book'*, Surjeet Publications.

10. Franklin: *'Key Concepts in Journalism Studies'*, Vistaar Publications.

#### **I. Continuous Assessment: 15 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

**1. Class Tests: 6**

**2. Assignment: 3**

**3. Seminar Presentation: 3**

**4. Class room participation based on attendance: 3**

#### **II. Semester end examination: 60 Marks**

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**Complementary Courses in Media Practices for B.A LRP**

**Semester III**

**Course 3**

**Code JOU3C04**

**Contact Hours 4**

**Credits 3**

**Television Journalism**

**Module I: Television News Channel**

Organizational structure of a television news channel; bureau and desk operation; television news terminology

**Module II: Television Reporting**

Qualities and responsibilities of a television reporter; news formats - O-C, O-C VO, O-C VO SOT, O-C Graphics, O-C SOT, O-C Live, O-C Phono and O-C Package; ENG and DSNG; Piece To Camera (PTC) – stand-up, stand-up close, stand-up open and signature line, Live news reporting – straight-up live, live with interview, live with SOT, live with VO, live with VOSOT and live with package; breaking news; techniques of live telecast

**Module III: Television News Structure**

Headlines, teaser and teller leads, body and tag; subbing reporters', news agency and citizen journalists' copies; writing voice-over; studio package; rundown preparation TV news language, ingredients of TV newscast

**Module IV: Production Control Room (PCR) operation**

Role and responsibilities of producer, news editor, assignment editor, visual editor and graphics editor

**Module V: Television Interviews**

Opinion interview, information interview, news interview, filed interview, vox pop and personality interview, interviewing techniques; panel discussion, News based programmes-debates, satirical programmes etc.

**Module VI: Television News Anchoring**

Qualities of a news anchor; aesthetics of presentation – speed, breath, gesture, posture, facial expressions, pitch, pace, pause and duration

**Books for Reference**

1. Ivor Yorke, *Television News*, Focal Press
2. Zettl, *Television Production Handbook*, Wadsworth

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3. Andrew Boyd, *Broadcast Journalism, Techniques of Radio and Television News*, Focal Press
4. Ted White, *Broadcast News Writing, Reporting and Production*
5. Gerald Millerson, *Effective TV Production*
6. Browssard and Holgate, *Broadcast News*
7. Fletcher, *Professional Broadcasting*

Books for Further Reading

1. Eric K. Gormly, *Writing and Producing Television News*, Surjeet Publications
2. Robert L. Hilliard, *Writing for Television, Radio, and New Media*, Wadsworth, 2004
3. Rick Thompson, *Writing for Broadcast Journalism*, Routledge.

**I. Continuous Assessment: 15 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 6**
- 2. Assignment: 3**
- 3. Seminar Presentation: 3**
- 4. Class room participation based on attendance: 3**

**II. Semester end examination: 60 Marks**

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**Complementary Courses in Media Practices for B.A LRP**

**Semester IV**

**Course 4**

**Code JOU4C04**

**Contact Hours 4**

**Credits 3**

**Digital Journalism**

**Module I: Digital Media**

Evolution of digital media – types of digital media - characteristics of digital media - World Wide Web - Web pages - e-groups - e-governance – online advertisements.

**Module II: Digital Journalism**

Features of online journalism - hypertext, multimedia, interactivity, instant feedback, and absence of gate keeping. Online aesthetics – content, design, colours, font, templates, navigation bars, and hyperlinks

**Module III: Digital Reporting**

Online reporting characteristics, tools, skills, strengths and limitations – mobile journalism - citizen journalism- portals; blogging – podcasting – vodcasting - microblogging.

**Module IV: Issues in digital Journalism**

Media convergence – cyber culture – subjectivity – cyber crime and related regulations – cyber ethics.

**Module V: Digital Content Development**

Definition and types - objectives in online content development - guidelines for effective writing - prewriting, writing and re-writing – qualities of a successful content developer.

**Module VI: Data Journalism**

Introduction to data – types of data – big data – online data sources – data journalism skills and tools for data journalists – sourcing, filtering, managing and visualising data.

**Books for Reference**

1. Tapas Ray, *Online Journalism: A Basic Text*, Cambridge University Press.

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2. Andy Bull, *Multimedia Journalism A Practical Guide*, Routledge – London.
3. Jonathan Gray, Miliana Bounegru, & Lucy Chambers (Eds.), *The Data Journalism Handbook*, [www.datajournalismhandbook.org/1.0/en/](http://www.datajournalismhandbook.org/1.0/en/)
4. Mark Briggs, *Journalism 2.0. How to Survive and Thrive*, [www.scholarcommons.usf.edu](http://www.scholarcommons.usf.edu)
5. Andrew Dewdney and Peter Ride, *The New Media Handbook*.
6. Jason Whittaker, *The Cyberspace Handbook*.
7. Sunil Saxena, *Breaking News*, , Tata McGraw-Hill.
8. Gordon H. Mills & John A. Walter, ‘ *Technical Writing*’.

### **Books for Further Reading**

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

### **I. Continuous Assessment: 15 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 6**
- 2. Assignment: 3**
- 3. Seminar Presentation: 3**
- 4. Class room participation based on attendance: 3**

### **II. Semester end examination: 60 Marks**

i.