

**ST. TERESA'S COLLEGE (AUTONOMOUS)
ERNAKULAM**

Affiliated to Mahatma Gandhi University, Kottayam.



**CURRICULUM FOR
MASTER'S PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

Under Credit & Semester System
(2020 Admissions Onwards)

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM
DEPARTMENT OF COMMUNICATIVE ENGLISH

BOARD OF STUDIES IN COMMUNICATIVE ENGLISH

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6. Mr. Vivek Mohan, Brand & Creative Consultant (Industry expert)

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ACKNOWLEDGEMENT

The present time is experiencing unprecedented progress in the field of mass communication in which journalism plays a vital role; and so the curriculum and syllabi of any academic programme has to be systematically framed so as to make them more relevant and significant.

I wish to express my sincere thanks to Dr. Tessy Anthony C, Associate Professor, St Teresa's College, Ernakulam, Dr. Janaky Sreedharan, Head of the Department of English, Calicut University, Dr. Anej Somaraj, Assistant Professor, Department of English, Christian College, Chengannur, Ms. Sonia John Markose, HoD, Assistant Professor, Department of Communicative English, St. Xavier's College for Women and Ms. Alicen Roshiny Jacob, Assistant Professor, Aquinas College, Edakochi for their selfless and timely service and for giving us all the help and guidance we needed. I also acknowledge my thanks to Mr. Vivek Mohan, Brand & Creative Consultant for his invaluable suggestions.

Our Director Dr Sr Vinitha and our Principal Dr. Sajimol Augustine have always rendered motivation and help in all our ventures and were the driving force behind this new curriculum. On behalf of the Department of Communicative English, St Teresa's college, I am happy to express my sense of gratitude to them.

Head of the Department

Ms. Saumya John

PREFACE

As an autonomous college under Mahatma Gandhi University, St. Teresa's College has taken conscientious efforts to strengthen the curriculum by retaining all the fundamental stipulations of the University/Higher Education Council, to ensure a well-balanced Curriculum. Within the constraints of prescribed syllabi, we have resolved to take a collective effort to create an inspiring academic culture in the institution, essential for teachers and students to access deeper knowledge and participate in its expansion and transmission. It is also to re-articulate the almost lost or forgotten fact that production and transmission of Quality Knowledge, essential for the development of students in particular and society in general, are the primary functions of any Educational Institution.

The syllabi of the new programmes aim to provide the students many opportunities to engage with authentic, real world learning which will foster their reasoning, imagination, intelligence and problem solving skills, thereby enable them to acquire true knowledge of universal validity and relevance which will lead to individual development, civil efficiency, economic competency and welfare of the whole humanity.

I acknowledge the efforts taken by the teachers in developing the syllabi and course outcomes of the new programmes that focus on the cognitive and intellectual skills of the learners, confidence to carry out independent and scholarly research in area of professional interest to them and to position themselves as globally effective cross- cultural educators.

I congratulate the efforts taken by the Principal Dr. Sajimol Augustine M. and Smt. Shanty B.P who coordinated the syllabus construction of all the new programmes in an effective manner. Transformation is what makes St. Teresa's distinctive; transforming lives in order to make a real impact on the local and international stage through the creation, sharing and application of knowledge. We look forward to sharing with you the outcomes of our new curriculum designing and I hope that these resources will enable you to reflect on the learning gain in our institution.

DR. SR. VINITHA (CELINE E)

DIRECTOR,

ST. TERESA'S COLLEGE.

FOREWORD

Autonomy in the field of higher education implies responsibility and accountability and this in turn leads to excellence in academics and pro active governance. St. Teresa's College was given autonomous status in the year 2014 and we have made a concerted attempt to maintain a high level of quality in the standard of education that we impart. In 2019 the college has been re-accredited with A++ grade (3.57)

Academic autonomy has granted us the freedom to fine tune the syllabus keeping in mind the changing needs of the new generation of students. Education in the current scenario throws up a multitude of challenges and the curricula and syllabi ought to reflect the paradigm shift that has occurred in the various disciplines. Structured feedback was taken from the Students, Alumni and the experts from the industry and the changes suggested by them were duly incorporated in the syllabi.

The Board of Studies constituted for each department meet regularly in the stipulated time frame and in depth discussions are conducted about the different dimensions of the curricula and syllabi. The IQAC team has felicitated the conduct of a number of workshops and conferences to equip the faculty with the necessary skill set to frame the syllabi, set question papers for internal tests that evaluate whether the learning outcomes enlisted in the syllabus have been achieved and to ensure the fair and transparent conduct of examinations.

The responsibility that autonomy has placed on us is indeed onerous but we have strived together to meet all the challenges that were placed in our way. We have worked towards moulding young women as responsible citizens who will carry forward the task of nation building in an exemplary manner. All effort has been made to nurture their academic ambitions as well as their skills in co-curricular activities. To keep in pace with the need of the new generation students, we have decided to introduce new post graduate programmes in the next academic year.

With sincere gratitude I acknowledge the instinct support and constant guidance extended by Rev. Dr. Sr. Vinitha, the Director of the College.

I specially thank the team headed by Smt. Shanty B. P. for coordinating the syllabus construction of the new programmes, the Heads of the Departments and all the faculty members for their diligence, commitment and exceptional contribution towards this endeavour.

DR. SAJIMOL AUGUSTINE. M
PRINCIPAL

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PREAMBLE

The aim of the post graduate education is to provide high quality education as well as a supportive learning environment for the students to reach their full academic potential. The higher education has to inculcate in students the spirit of hard work and research aptitude to pursue further studies in the nationally/internationally reputed institutions as well as prepare them for a wider range of career opportunities in industry and commerce.

Board of Studies in Communicative English has designed the curriculum for M.A. Journalism and Mass Communication so as to monitor, review and enhance educational provision which ensures the Post Graduate Education remains intellectually demanding and relevant to current needs of graduates. The thrust is given in fostering a friendly and stimulating learning environment which will motivate students to reach high standards, enable them to acquire real insight and become self-confident, committed and adaptable graduates. With this in mind, we aim to provide a firm foundation in every aspect of Journalism and Communication and to develop analytical, reasoning, writing and critical thinking skills of students.

The Board of Studies acknowledges and appreciates the good effort put in by the faculty members of Communicative English Department to frame the syllabus for M.A. Programme in Journalism and Mass Communication in the institution which will be implemented for the admissions from 2020 onwards.

PROGRAMME OUTCOME

The Department of Communicative English is committed to providing an enriched educational experience to develop the knowledge, skills and attributes of students to equip them for life in a complex and rapidly changing world.

On completion of the M.A. Programme in Journalism and Mass Communication, our students should be able to demonstrate the graduate attributes listed below

- *Professionalism, employability and enterprise*
 - Proficiency in problem solving, creativity, numeracy and self-management.
 - Confidence in accepting professional challenges, act with integrity, set themselves high standards.
 - Ability to work independently and along a team with professional integrity.
- *Learning and research skills*
 - Acquire skills of logical and analytical reasoning.
 - Develop a critical attitude towards knowledge.
 - Equipped to seek knowledge and to continue learning throughout their lives.
 - Develop intellectual curiosity, effective learning and research abilities.
 - Commitment to the pursuit of truth and academic freedom.
- *Intellectual depth, breadth and adaptability*
 - Proficiency in curricular, co-curricular and extracurricular activities that deepen and broaden knowledge.
 - Develop skills of analysis, application, synthesis, evaluation and criticality.
- *Respect for others*
 - Develop self-awareness, empathy, cultural awareness and mutual respect.
 - Ability to work in a wide range of cultural settings and inculcate respect for themselves and others and will be courteous.
- *Social responsibility*
 - Knowledge in ethical behaviour, sustainability and personal contribution.
 - Awareness in the environmental, social and cultural value system.

PROGRAMME SPECIFIC OUTCOME

The syllabi are framed in such a way that it provides a more complete and logical framework in almost all areas of Journalism and Mass Communication.

By the end of the first year, the students should have

PSO 1: Attained a secure foundation in core subjects like history of Journalism and news reporting.

PSO 2: Developed the ability to critically analyse contemporary advertising, editing and effective strategies in media management.

PSO 3: Imbued translation, reporting, and editing skills.

By the end of the second year, the students should have

PSO 4: Introduced to powerful tools and techniques adopted in the field of Cyber Journalism

PSO 5: Familiarised with latest trends in the field of public relations

PSO 6: Familiarised with modern tools used for video production

PSO 7: Updated with contemporary research methodologies.

Eligibility

Candidates shall have passed any degree examination of M. G University with 45% marks or any examination recognised by it as equivalent there to. Five% relaxation in marks is given for SC/ST candidates. Process of selection will be subject to rules and regulations regarding reservation.

Duration of the Course: Four Semesters

Examination: Credit and Semester system (CSS)

Direct Grading system with 7-point scale

Medium of instruction and assessment: English

STRUCTURE OF MASTER'S PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

The programme shall include two types of courses, Core courses and Elective courses. There shall also be a project and comprehensive viva-voce as core courses. The programme also includes assignment/seminar/practical etc. The total credit for the programme is fixed at 80.

Theory Courses

There are fifteen theory courses spread equally in all four semesters in the M.A. Programme. Distribution of theory courses is as follows: There are fifteen compulsory courses common to all students. Semester I, Semester II and Semester III will have **four** core courses each. Semester IV will have **three** elective courses (two electives with 4 credits each and one elective with 3 credits). Total credits for the Master's programme in Journalism and Mass Communication is 80. One Elective Group can be chosen as per the interest of students, availability of faculty, and academic infrastructure.

Practical Courses

There are four practical courses distributed equally among all 4 semesters in the MA programme, each course awarded with 3 credits in the first three semesters. The practical course in the fourth semester will be awarded 4 credits.

Project

The project of the PG programme should be very relevant and innovative in nature. The type of project can be decided by the student and the guide (a faculty of the department or other department/college/university/institution). The project work should be taken up seriously by the student and the guide. The project should be aimed to motivate the inquisitive and research aptitude of the students. The students may be encouraged to present the results of the project in seminars/symposia. The conduct of the project may be started at the beginning of Semester III, with its evaluation scheduled at the end of Semester IV. The project is evaluated by one external and one internal examiner.

Viva Voce

A viva voce examination will be conducted by two external examiners at the time of evaluation of the project. The components of viva consists of subject of special interest, pertaining to Mass Communication and Journalism topics covering all semesters and awareness of current and advanced topics with separate marks.

Course Code

The 15 core courses in the programme are coded according to the following criteria. The first two letters of the code indicates the name of programme, ie. CE stands for Communicative English. Next digit is to indicate the semester. i.e., CE1 (Communicative English, 1st semester) followed by the letter C or E indicating whether the course is core course or elective course as the case may be. Next digits indicate course number. The letter/letters T/ PR/V follow it and are used to indicate theory/ project/viva. The last letter will be M which indicates whether the programme is for masters.

DISTRIBUTION OF COURSES AND CREDITS

Core Courses

Master of Arts in Journalism and Mass Communication (MAJMC)						
Semester	Course Code	Title of course	Type of the Course	Teaching Hours per Week	Credit	Total Credits
I	CE1C01TM	Introduction to Communication	Theory	4	4	19
	CE1C02TM	History and Development of Journalism	Theory	4	4	
	CE1C03TM	News Reporting	Theory	4	4	
	CE1C04TM	Business Journalism	Theory	4	4	
	CE1C05PM	News Reporting	Practical	10	3	
II	CE2C06TM	Editing for Print Media	Theory	4	4	19
	CE2C07TM	Advertising Practice	Theory	4	4	
	CE2C08TM	Media Management	Theory	4	4	
	CE2C09TM	New Media and Cyber Journalism	Theory	4	4	
	CE2C10PM	Editing and Translation	Practical	10	3	
III	CE3C11TM	Public Relations and Corporate Communication	Theory	4	4	19
	CE3C12TM	Radio and Television	Theory	4	4	
	CE3C13TM	Research Method for Media	Theory	4	4	
	CE3C14TM	Film Studies	Theory	4	4	
	CE3C15PM	Video Production	Practical	10	3	
	CE4E19TM	Elective – 1-Communication for Development	Theory	4	4	
	CE4E20TM	Elective – 2- Health	Theory	4	4	

IV		Communication				23
	CE4E21TM	Elective – 3-Media and Society	Theory	3	3	
	CE4C22PM	Lab Journal	Practical	4	4	
	CE4PRM	Project/Dissertation		5	5	
	CE4VM	Comprehensive Viva-Voce		3	3	
	Total					80

Elective Bunches

Group I

CE4E16TM	Media Laws and Ethics
CE4E17TM	Malayalam Journalism/Health Communication
CE4E18TM	Magazine Journalism

Group II

CE4E19TM	Communication for Development
CE4E20TM	Health Communication
CE4E21TM	Media and Society

Distribution of Credits

The total credit for the programme is fixed at 80. The distribution of credit points in each semester and allocation of the number of credit for theory courses, project and viva is as follows. The credit of theory courses is 4 per course in the first, second and third semesters. In the fourth semester, the practical course and two of the elective courses will have 4 credits and one elective will have 3 credits. The project and viva voce will have a credit of 5 and 3 respectively. The distribution of credit is shown below.

Semester	Courses	Credit	Total Credit
I	4 Theory Courses	$4 \times 4 = 16$	19
	1 Practical Course	$1 \times 3 = 3$	
II	4 Theory Courses	$4 \times 4 = 16$	19
	1 Practical Course	$1 \times 3 = 3$	
III	4 Theory Courses	$4 \times 4 = 16$	19
	1 Practical Course	$1 \times 3 = 3$	
IV	2 Elective Courses	$2 \times 4 = 8$	23
	1 Elective Course	$1 \times 3 = 3$	
	1 Practical Course	$1 \times 4 = 4$	
	1 Project / Dissertation	$1 \times 5 = 5$	
	1 Viva- Voce	$1 \times 3 = 3$	
Total Credit of the M.A. Programme			80

EVALUATION AND GRADING

The evaluation for each course shall contain two parts such as In-Semester Assessment (ISA) and End Semester Assessment (ESA). The ratio between ISA and ESA shall be 1:3 and 25% weightage shall be given to ISA and 75% to ESA. Both ISA and ESA shall be carried out using direct grading system.

Evaluation (Both ISA and ESA) to be done by the teacher is based on a six point scale shown in the table below:

GRADE	GRADE POINT	RANGE
A ⁺	5	4.50 to 5.00
A	4	4.00 to 4.49
B	3	3.00 to 3.99
C	2	2.00 to 2.99
D	1	0.01 to 1.99
E	0	0.00

Direct Grading System based on a 7 – point scale is used to evaluate the performance of students in both ISA and ESA.

For all courses (theory & practical) / semester/overall programme letter grades and GPA/SGPA/CGPA are given in the following table.

RANGE	GRADE	INDICATOR
4.50 to 5.00	A ⁺	Outstanding
4.00 to 4.49	A	Excellent
3.50 to 3.99	B ⁺	Very good
3.00 to 3.49	B	Good(Average)
2.50 to 2.99	C ⁺	Fair
2.00 to 2.49	C	Marginal
1.99	D	Deficient(Fail)

a. IN-SEMESTER ASSESSMENT (ISA)

No separate minimum is required for internal evaluation (ISA) for a pass for each course but a minimum C grade is required for a pass in ESA. The sessional evaluation is to be done by continuous assessments of the components given below.

- The components of the In-Semester assessment for theory and practical and their weights are as in the following table.

THEORY	
COMPONENTS	WEIGHT
Assignment	1
Seminar	2
Test Papers (Total of 2)	2
TOTAL	5

The two test papers should be in the same model as the End Semester examination question paper. For test papers questions shall be set in such a way that the answers can be awarded A⁺, A, B, C, D, E grade. The performance of students in the seminar and assignment should also be documented in terms of grades.

Distribution of grades for attendance is as follows:

ATTENDANCE	
>90%	A ⁺
>85% and ≤ 90	A
>80% and ≤ 85	B
> 75% and ≤ 80	C
= 75%	D
<75	E

- The components for assignments and seminars and their weights are as in the following table:

ASSIGNMENTS		SEMINAR	
COMPONENTS	WEIGHT	COMPONENTS	WEIGHT
Punctuality	2	Content	2
Content	3	Presentation	3
Total	5	Total	5

In-Semester Assessment (for Practical Course)

In-Semester Assessment evaluation is to be done by continuous assessments. The components and weightage of internal valuation for practical are as below:

The evaluation of all components is to be published and acknowledged by the candidate. All documents of in-semester assessment are to be kept in the institution for two years and shall be made available for verification. The responsibility of evaluating the in-semester assessment is vested on the teacher(s) who teach the course.

- The components of the In-Semester assessment for project and their weights are as in the following table.

COMPONENTS	WEIGHT
Relevance of the topic and analysis	2
Project content and presentation	2
Project viva	1
TOTAL	5

The sessional evaluation of the project is done by the supervising guide of the department or the member of the faculty decided by the head of the department. The project work may be started at the beginning of the Semester III. The supervising guide should keenly and sincerely observe the performance of the student during the course of project work. The supervising guide is expected to inculcate in student(s), the research aptitude and aspiration to learn and aim high in the realm of research and development. A maximum of three students may be allowed to perform one project work if the volume of the work demands it. Project evaluation begins with (i) the selection of problem, (ii) literature survey, (iii) work plan, (iv) experimental / theoretical setup/data collection, (v) characterization techniques/computation/analysis (vi) use of modern software for data analysis/experiments, and (vi) preparation of dissertation. The project internal grades are to be submitted at the end of Semester IV.

- The components of the In-Semester assessment for comprehensive viva- voce and their weights are as in the following table.

COMPONENTS	WEIGHTAGE
Subject of special interest, fundamental topics, topics covering all semesters and awareness of current and advanced topics.	5
TOTAL	5

General Instructions for In-Semester assessment

i. The In-Semester assessment should be fair and transparent. The responsibility of evaluating the sessional assessment is vested on the teacher(s) who teach the course. The evaluation of the components should be published and acknowledged by students. All documents of internal assessments are to be kept in the institution for 2 years.

ii. The assignments/ seminars / test papers are to be conducted at regular intervals. These should be marked and promptly returned to the students.

iii. One teacher appointed by the Head of the Department will act as a coordinator for consolidating grade sheet for In-Semester assessment in the department in the format supplied by the Controller of the examinations. The consolidated grade sheets are to be published in the department notice board, one week before the closing of the classes for Final Assessment. The grade sheet should be signed by the coordinator and counter signed by the Head of the Department and the college Principal.

iv. The consolidated grades in specific format (Form A) are to be kept in the college for future references. The consolidated grades in each course should be uploaded to the Institution Portal at the end of each semester as directed by the Controller of the Examinations.

v. A candidate who fails to register for the examination in a particular semester is not eligible to continue in the subsequent semester. [A pass in ISA is essential to register for the final examination.]

vi. Grievance Redress Mechanism for Internal evaluation:

There will be provision for grievance redress at three levels, viz,

a. at the level of teacher concerned,

b. at the level of departmental committee consisting of Head of the Department, Coordinator and teacher concerned,

c. at the level of college committee consisting of the Principal, Controller of Examinations and Head of the Department ,

College level complaints should be filed within one week of the publication of results and decisions taken within the next two weeks.

b. END SEMESTER ASSESSMENT (ESA)

The End Semester Assessment of all semesters shall be conducted by the institution on the close of each semester. The End Semester Assessment will be of 3 hours duration for each lecture based and practical courses. There is no minimum grade for a pass in ISA but a minimum C grade is required for a pass in ESA. Also a minimum C grade is required for a pass in a course.

Students with less than 75% aggregate attendance during a semester are not eligible to attend ESA of any course.

Question Paper Pattern for Theory Courses.

All the theory question papers are of three hour duration. All question papers will have three parts. The question shall be prepared in such a way that the answers can be awarded A+,A,B,C,D,E.

Part A: Questions from this part are very short answer type. Eight questions have to be answered from among ten questions. Each question will have weight one and the Part A will have a total weight of eight. A minimum of two questions must be asked from each unit of the course.

Part B: Part B consists of problem solving and short essay type questions from the course concerned. Six questions out of eight given have to be answered. Each question has a weight two making the Part B to have total weight twelve. Minimum of three problems should be asked in Part B

Part C: Part C will have four questions. One question from each unit must be asked . Two questions have to be answered out of four questions. Each question will have a weight five making the total weight ten in Part C.

Maximum weight for external evaluation is 30. Therefore Maximum Weighted Grade Point (WGP) is 150

Directions for question setters

- 1) Questions shall be set to assess knowledge acquired, standard and application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge.
- 2) Due weightage shall be given to each module on content/teaching hours allotted to each module.
- 3) The question setter shall ensure that questions covering all skills are set.
- 4) A question paper shall be a judicious mix of short answer type, short essay type/problem solving type and long essay type questions.
- 5) The questions shall be set in such a way that the answers can be awarded A⁺, A, B, C, D, E grade.
- 6) Different types of questions shall be given different weights to quantify their range as shown below:

	Type of Questions	Weight	Number of questions to be answered
Part A	Short Answer type questions	1	8 out of 10
Part B	Short essay/ problem solving type questions	2	6 out of 8
Part C	Long Essay type questions	5	2 out of 4

Practical, Project and Viva Voce Examinations

Practical Examination:

First and second semester practical examinations are conducted at the end of the respective semesters. All practical examinations will be of four hours duration.

One external examiner will be selected from the panel of examiners and one internal examiner will be selected by the department.

Evaluation of Practical Examinations:

The different weight for assessment of different components is shown in the following table.

COMPONENTS	WEIGHTAGE
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Written/Lab test	20
Lab involvement and Record	6
Viva	4
TOTAL	30

Project Evaluation:

The project is evaluated by the two external examiners deputed from the board of practical examination. The dissertation of the project is examined along with the oral presentation of the project by the candidate. The examiners should ascertain that the project and report are genuine. Innovative projects or the results/findings of the project presented in national seminars may be given maximum advantage. The supervising guide or the faculty appointed by the head of the department may be allowed to be present at the time of project evaluation. This is only to facilitate proper evaluation of the project. The different weights for assessment of different components are shown in the following table.

COMPONENTS	WEIGHTAGE
Relevance of the topic and analysis	3
Project content and presentation	7
Project viva	5
TOTAL	15

Comprehensive Viva- Voce Examination:

Viva voce examination is conducted by the internal and external examiner of the board of practical examinations. The viva voce examination is given a credit two. The components of the Final Assessment for comprehensive viva- voce and their weights are as in the following table.

COMPONENTS	WEIGHTAGE
Course of special interest, fundamental topics covering all semesters and awareness of current and advanced topics.	15
TOTAL	15

Reappearance/Improvement:

For reappearance/ improvement as per university rules, students can appear along with the next regular batch of students of their particular semester. A maximum of two chances will be given for each failed paper. Only those papers in which candidate have failed need be repeated. Chances of reappearance will be available only during eight continuous semesters starting with the semester in which admission/readmission is given to the candidate.

c. COMPUTATION OF GPA/SGPA/CGPA

Grade Point Average (GPA): ISA and ESA are separately graded using a six point scale and the combined grade point with weightage 1 for ISA and 3 for ESA shall be applied to calculate the grade point average (GPA) of each course.

The Semester Grade Point Average (SGPA): After the successful completion of a semester SGPA of a student in that semester is calculated using the formula given below

Semester Grade Point Average (SGPA) = $\frac{\sum(C_i \times GPA_i)}{\sum C_i}$ where C_i and GPA_i are the credit point and GPA of each course respectively.

Cumulative Grade Point Average (CGPA) for the programme is calculated as follows:

CGPA = $\frac{\sum(C_i \times SGPA_i)}{\sum C_i}$ where C_i and $SGPA_i$ are the total credit point and SGPA of each semester respectively.

Note: GPA/SGPA/CGPA is graded on a 7 – point scale. A separate minimum of **C** Grade each for ISA and ESA (for both theory and practical) is required for pass for a course. For a pass in a programme, a separate minimum of Grade **C** is required for all the individual courses.

If a candidate secures **D** Grade for any one of the courses offered in a Semester/Programme, only **D** grade will be awarded for that Semester/Programme until she improves this to **C** grade or above within the permitted period.

Note on compliance with the UGC minimum standards for the conduct and award of postgraduate degrees: Credit and semester system is followed in this program. The program has 4 semesters with eighteen weeks in each semester. In each week there are 15 lecture hours and 10 laboratory hours(may change).In each

semester there are 270 lecture hours and 180 practical hours; thus a total of 450 calendar hours in each semester which is in compliance with the minimum 390 hours stipulated by the UGC.

SYLLABUS

M.A. Journalism and Mass Communication

SEMESTER I

CE1C01TM- INTRODUCTION TO COMMUNICATION

Total Credits: 4

Total Lecture Hours: 72

Course Outcomes

CO1: Set the foundation for the course with specific emphasis on the aspects of communication.

CO2: Gain an understanding of the types of communication and the possible barriers of effective communication.

CO3: Introduce history of communication with reference to its models.

CO4: Attain a conception of different aspects of communication.

CO5: Critical assessment of media and its tools.

Syllabus Content

Module 1

(14 Hours)

Communication: Definitions, meaning, elements-source, message, channel, receiver, feedback and noise-process, functions, nature, features and scope-7' Cs of communication-early forms of communication, human communication-verbal and non -verbal.

Module 2

(14 Hours)

Types of communication- intra-personal, interpersonal, group and mass communication-nature, functions, barriers to communications-remedies - opinion leaders, gatekeepers, persuaders-sociological and psychological needs, eastern and western concepts of communication.

Module 3

(15 Hours)

Models of communication - Aristotle, Claude E. Shannon and Warren Weaver, Harold D. Laswell, Wilbur Schramm and Charles E. Osgood, Gerbner, New Comb, David Berlo, SMCR, Becker, Riley and Riley, De Fleur, Westley and Mc Lean—structure, functions, applications, merits and demerits.

Module 4

(14 Hours)

Concepts of communication - mass media - nature, scope, merits and demerits - social media as a new method of communication -normative theories of the Press- Authoritarian, Libertarian, Communist, Social Responsibility, Development Media and Democratic Participant - Marshall McLuhan- concepts of mechanical and electrical age, global village, medium is the message, hot media and cool media - folk media- types and functions.

Module 5

(15 Hours)

Media and ideology-Gramsci and Althusser - book as a mass medium, media audience-classifications- media as culture industry - media as Disneyland - media criticism by Daniel Boorstin.

Books for Reference

- 1) Emery, Edwin and Philip H Ault and Warren Kendall Agee. *Introduction to Mass Communication*. Dodd Mead, 1970.
- 2) Kumar J, Keval. *Mass Communication in India*. Jaico Publishing House, 1994.
- 3) Pavlik, J. and McIntosh, S. (2018). *Converging Media*. 6th ed. Oxford University Press.
- 4) Schramm, Wilbur, and Donald F Roberts. *The Process And Effects Of Mass Communication*. University Of Illinois Press, 1977.
- 5) Schramm, Wilbur, and William Earl Porter. *Men, Women, Messages, And Media*. Peking University Press, 2007.

CE1C01TM- INTRODUCTION TO COMMUNICATION

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

MODEL QUESTION PAPER

**FIRST SEMESTER M.A. JOURNALISM AND MASS COMMUNICATION
CE1C01TM- INTRODUCTION TO COMMUNICATION**

Time : 3 hours

Weightage : 30

PART A

(Answer any **eight** questions in not less than 50 words. Each question carries **one** weightage)

1. What are the different elements of communication?
2. Define communication.
3. List out few psychological and sociological persuaders of communication.
4. Define Aristotle's model of communication.
5. Differentiate intra-personal and inter-personal communication with examples.
6. Define Westley and Mc Lean-structure.
7. Differentiate Authoritarian and Libertarian theories as normative theories of press.
8. Explain the classification of media audience.
9. Medium is the message. Explain.
10. Explain Gramsci's definition of ideology.

PART B

(Answer any **six** questions in not less than 100 words. Each question carries **two** weightage)

11. Elucidate on the scope of 7 C's of communication.
12. Explain different types of communication with relevant examples.
13. Differentiate eastern and western concepts of communication.
14. Elaborate on Harold D. Laswell's and Gerbner's models of communication.
15. List down the merits and demerits of Westley and Mc Lean-structure.
16. Medium is the message. Comment.
17. Mass media has its own merits and demerits. Analyse.

18 Comment on Daniel Boorstin's media criticism

PART C

(Answer any **two** questions in not less than 250 words. Each question carries **five** weightage)

19. Social Media is the new means of communication. Elucidate.
20. Trace the early forms of communication and analyse its growth.
21. Explain the various barriers to communications and its remedies.
22. Analyse the significance of models of communication referring any four models prescribed in your syllabus.

SEMESTER I

CE1C02TM- HISTORY AND DEVELOPMENT OF JOURNALISM

Total Credits: 4

Total Lecture Hours: 72

Course Outcomes

CO1: Introducing journalism by stressing on its significance and tracing its development in India.

CO2: Outline the development of journalism from pre-Independence era and also examine the political contribution in the development of journalism.

CO3: Trace the evolution of language press and contribution of media in edifying the public.

CO4: Introducing the regulatory bodies and professional organisations of media.

CO5: Listing the functions and structure of Press Council of India.

Syllabus Content

Module 1

(15 Hours)

The Press: Its importance and significance - origin and growth of journalism at global level - beginning of journalism in India - the early print media in India - first newspaper of India: James Augustus Hickey - Indian press in nineteenth century - contributions of Christian missionaries to Indian journalism. - Serampore missionaries - James Silk Buckingham - early journalism in Madras, Bombay and Calcutta.

Module 2

(15 Hours)

Indian media: Media in pre-independence era - first war of Indian Independence - the birth of Indian language journals - Raja Ram Mohan Roy - the birth of Indian National Congress - national leaders and their contributions to media: Mahatma Gandhi as a journalist - Indian Press and freedom struggle - Indian press after Independence -the history of English daily newspapers - prominent journalists in India - media during emergency in India.

Module 3

(14 Hours)

History of language Press - characteristics and growth of Malayalam journalism - prominent newspapers and journalists in Malayalam - history of Indian broadcasting- AIR- Doordarshan - private satellite TV channels - educational and instructional TV - INSAT, PrasarBharathi - commercial broadcasting -FM Radio - satellite and Internet radio,

Module 4

(14 Hours)

Press commissions and committees – recommendations - A K Chanda -B G Varghese
- P.C.Joshi- KuldipNayar - wage boards - news agencies and syndicates – PTI – UNI -
professional organizations – INS– AINEC –Editors Guild - Press Institute of India –AMIC -
Kerala Press Academy.

Module 5

(14 Hours)

Press Council of India-structure and functions-Information and Broadcasting
ministry's outlets – PIB - Publication Division- Field Publicity - Song and Drama Division –RNI
- concepts of ombudsman - Readers' Editor – issues of regulations in broadcasting.

Books for Reference

- 1) Krishnamurthy, Nadiga. *Indian Journalism*. University of Mysore, 1966.
- 2) Kumar J, Keval. *Mass Communication in India*. Jaico Publishing House, 1994.
- 3) Mehta DS. *Mass Communication and Journalism*. Allied Publishers Private Limited, 1979.
- 4) Natarajan, J. *History of Indian Journalism*. The Publications Division, 1955.
- 5) Natarajan S. *History of the Press in India*. Asia Publishing House, 1962.

CE1C02TM- HISTORY AND DEVELOPMENT OF JOURNALISM

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

MODEL QUESTION PAPER

**FIRST SEMESTER M.A. JOURNALISM AND MASS COMMUNICATION
(CE1C02TM- HISTORY AND DEVELOPMENT OF JOURNALISM)**

Time : 3 hours

Weightage : 30

PART A

(Answer any **eight** questions in not less than 50 words. Each question carries **one** weightage)

1. Who is James Augustus Hickey?
2. Write a note on James Silk Buckingham.
3. Inscribe about the birth of Indian National Congress.
4. Mention any two publications by Raja Ram Mohan Roy
5. Discuss the features of Internet radio
6. Write a note on Doordarshan.
7. What do you mean by the Editor's Guild?
8. Make a note on Kerala Press Academy.
9. Explain about the Press Council of India.
10. Explain the concept of Ombudsman.

PART B

(Answer any **six** questions in not less than 100 words. Each question carries **two** weightage)

11. Explain the contributions of Gandhi as a journalist.
12. Write a note on the contributions of Christian missionaries to Indian journalism.
13. Explain the role of press in Indian freedom struggle.
14. Write a note on five prominent Malayalam newspapers.
15. Write a note on commercial broadcasting
16. What are news agencies? Explain with examples.
17. Write a note on:
 - a) P.C. Joshi
 - b) Kuldip Nayar

18. Explain the structure and functions of Press Council of India.

PART C

(Answer any **two** questions in not less than 250 words. Each question carries **five** weightage)

19. Write an essay on the origin and growth of journalism in the world

20. Write an essay on Indian media during pre-independence era.

21. Explain the characteristics and growth of Malayalam Journalism.

22. What are press commissions and committees? Explain.

SEMESTER I

CE1C03TM- NEWS REPORTING

Total Credits: 4

Total Lecture Hours: 72

Course Outcomes

CO1: Deals with the concepts and techniques of news gathering.

CO2: Summarises the structure and principles of news story and examine the nuances of news reporting.

CO3: Delineate the roles of a reporter.

CO4: Enumerate the types of news reporting.

CO5: Introduces students to specialised types of reporting.

Syllabus Content

Module 1

(13 Hours)

News- concepts, definitions, elements, values - news classification- sources of news - techniques of news gathering –dissemination -wire service and news flow.

Module 2

(15 Hours)

News story- structure of news story-inverted pyramid and other styles - principles of news writing - different types of lead - changing styles of news writing - reporting speeches - seminars, -conferences - press conferences – demonstrations – rallies –agitations - court proceedings - legislative assembly- parliament – government departments - non-governmental agencies.

Module 3

(15 Hours)

Reporter– qualifications - functions - news gathering qualities of reporter - cultivation of news sources - nose for news - social responsibility of a news reporter – correspondents -stringer, -mofussil, -district – foreign - political –sports – legal - special correspondents.

Module 4

(14 Hours)

Specialized reporting- development news - science and technical news - business news - election news – accidents – crime –war – disasters – conflicts – obituaries - weather - human interest stories.

Module 5

(14 Hours)

Medical reporting, - tourism reporting - agriculture reporting - reporting cultural events - art of interviewing - types of interviews – investigative – interpretative –embedded - in- depth - cheque- book - Page Three and local page – aggressive – yellow – paparazzi – tabloid - precision and citizen journalism -planting stories-sting journalism.

Books for Reference

- 1) Crump Spencer. *Fundamentals of Journalism*. Mc –Graw Hill, 1974.
- 2) Hohenberg, John. *The Professional Journalist*. Holt, Rinehart, Winston, 1978.
- 3) Kamath MV. *Professional Journalism*. Vikas Publishing House Private Limited, 2009.
- 4) Keeble, Richard. *The Newspaper Handbook*. Routledge, 1994.

CE1C03TM- NEWS REPORTING

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

MODEL QUESTION PAPER

**FIRST SEMESTER M.A. JOURNALISM AND MASS COMMUNICATION
CE1C01TM- NEWS REPORTING**

Time : 3 hours

Weightage : 30

PART A

(Answer any **eight** questions in not less than 50 words. Each question carries **one** weightage)

1. Mention the elements of news.
2. List the techniques of news gathering.
3. Explain the structure of a news story.
4. Write short notes on non-governmental agencies.
5. Who is a stringer?
6. What do you mean by nose for news?
7. What are human interest stories?
8. Write short note on war reporting.
9. Explain the art of interviewing.
10. Write the advantages of citizen journalism.

PART B

(Answer any **six** questions in not less than 100 words. Each question carries **two** weightage)

11. Evaluate the changing styles of news writing.
12. List the qualification and duties of a reporter.
13. Why is social responsibility a key element of reporting?
14. What are the principles of news writing?
15. Explain the different types of leads.
16. What is specialised reporting?

17. Write a note on developmental reporting.
18. Trace the history of yellow journalism.

PART C

(Answer any **two** questions in not less than 250 words. Each question carries **five** weightage)

19. Explain the techniques of news gathering and dissemination.
20. Report a press conference you recently attended.
21. 'Social media is changing the way we perceive news'. Explain.
22. Explain the different types of news reporting.

SEMESTER I

CE1C04TM- BUSINESS JOURNALISM

Total Credits: 4

Total Lecture Hours: 72

Course Outcomes

CO1: Introducing the fundamentals of business journalism.

CO2: Understand the impact of globalisation on business journalism.

CO3: Examine the targets of business journalism.

CO4: Analysing Indian economy and India's position in the world market.

CO5: Interpret state planning and financial planning in Kerala.

Syllabus Content

Module-1 (14 Hours)

Fundamentals of business journalism – growth– role – styles –trends - prospects and drawbacks - national and international business journals - history of Indian business journalism and financial reporting – roles – styles – trends- factors of growth of Indian business journalism.

Module-2 (15 Hours)

Green revolution - white revolution - blue revolution - population policy - bank nationalization - information technology, bio-technology and telecommunication policies - new economic policy (NEP) – LPG–liberalization – privatization – globalization – FDI-commercial banks – non-banking financial institutions.

Module-3 (15 Hours)

Money and markets- financial instruments – equity – stock – share – bond – debentures – loans – subsidies - stock exchanges- Wall Street - bullion market - Dalal Street – NASDAQ – NSE – BSE - online trading – bear – bull - brokers and sub brokers – SEBI - Reserve Bank of India – NABARD – IDBI - international financial institutions –IMF –WTO – World Bank –ADB - European Union - G9 and G11.

Module-4 (14 Hours)

Indian economy-salient features – strengths - weakness and approaches - concept of planning-

Five Year Plans-role of public and private sectors- review of Indian economic policies
- India's position in the world economy and market.

Module-5

(14 Hours)

Kerala scenario- business journalism and financial reporting in Kerala- business publications in Kerala-Kerala budget- budget reporting- state planning - content analysis of major financial newspapers in English and Malayalam in India - business channels of television: an assessment.

Books for Reference

- 1) Graham Bannock, Ron Eric Baxter, Evan Davis. *The Penguin Dictionary of Economics*. Penguin Books, 2003.
- 2) Guffey, Mary Ellen and Dana Loewy. *Business Communication: Process and Product*. South Western Cengage Learning, 2008.
- 3) Kaul, Asha. *Effective Business Communication*. PHI Learning Private Limited, 2015.
- 4) Thomas, E C. *Economic and Business Journalism*. Sterling Publishers, 2001.
- 5) Venkiteshwaran R J. *How to Excel in Business Journalism*. Sterling Publishers Private Limited, 1994.

CE1C04TM -BUSINESS JOURNALISM

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

MODEL QUESTION PAPER

**FIRST SEMESTER M.A. JOURNALISM AND MASS COMMUNICATION
(CE1C04TM- BUSINESS JOURNALISM)**

Time : 3 hours

Weightage : 30

PART A

(Answer any **eight** questions in not less than 50 words. Each question carries **one** weightage)

1. Describe the styles of financial reporting.
2. Mention any two trends in business journalism.
3. Write a note on green revolution.
4. Briefly explain privatization.
5. Write short note on SEBI.
6. Differentiate between brokers and sub brokers.
7. Write the salient features of Indian economy.
8. Explain the first five year plan.
9. Analyse the various aspects of *Economic Times*.
10. Talk about financial reporting in Kerala.

PART B

(Answer any **six** questions in not less than 100 words. Each question carries **two** weightage)

11. Analyse the factors of growth of Indian business journalism
12. Explain the telecommunication policies.
13. Write a short essay on information technology.
14. Make a note of all the important international financial institutions.
15. Evaluate the G9 and G11 summit.
16. Analyse the 12 five year plans.
17. Review the Indian economic policies.
18. Discuss about any two major English business television channels.

PART C

(Answer any **two** questions in not less than 250 words. Each question carries **five** weightage)

19. Trace the history and growth of history of Indian business journalism and financial reporting.
20. Evaluate the non banking financial institutions.
21. Compare the role of financial instruments.
22. Discuss the role of public and private sector.

SEMESTER I

CE1C05PM – NEWS REPORTING

Semester	: 1
Course code	: CE1C05PM
Credits	: 4
Total hours	: 180

Course Outcomes

CO1: Develop skills for reporting and writing news.

CO2: Practice basic news photography skills.

CO3: Compose designs and layout for newspaper and magazine.

Syllabus Content

Module 1: Reporting and writing soft and hard news.	(36 hours)
Module 2: Photography for newspapers and magazines.	(36 hours)
Module 3: Introduction to Adobe Photoshop – making news graphics, basic tools of photo editing.	(54 hours)
Module 4: Introduction to Adobe InDesign – learning newspaper and magazine layout and designing pages.	(54 hours)

Marks distribution: Practical exam – 20 weightage

Record book – 6 weightage

Viva – 4 weightage

CE1C05PM – NEWS REPORTING

MODULE	HOURS	WEIGHTAGE (10)	TOTAL WEIGHTAGE
1	36	-	20
2	36	-	
3	54	1	
4	54	1	
	180	20	20

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM
MASTER'S PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

Semester I

CE1C05PM – NEWS REPORTING

Time: 4 hours

Weightage: 30

Answer all questions. Each question carries 10 weightage.

1. Design a news graphic on the recent forest fires in the Amazon forests.
2. Design the cover page for a women's magazine.

Record – 6 weightage

Viva – 4 weightage

SEMESTER II

CE2C06TM -EDITING FOR PRINT MEDIA

Total Credits: 4

Total Lecture Hours: 72

Course Outcomes

- CO1: Introduce the principles and tools of editing.
- CO2: Familiarise the layout of news articles.
- CO3: Examine the structure and functions of a newsroom.
- CO4: Delineate the fundamentals of print media design.
- CO5: Introduce typography and process of printing.

Syllabus Content

Module 1

(14 Hours)

Editing– introduction – principles – need – functions – symbols – tools – terminology
- line editing - creative editing and design editing - style sheet - editing process – selecting – examining – checking – correcting – condensing - slanting stories - integrating copy from different sources.

Module 2

(15 Hours)

Rewriting- leads and stories - editing and translating news copy - managing developing stories - the mode of transmitting news stories to the editorial desk - copy flow - copy desk personnel - headlines- types - functions and trends - writing heads and sub heads- unit counts - writing editorials and middle pieces.

Module 3

(14 Hours)

News processing–organizational hierarchy- news room setup - news desk - editorial duties and functions - new trends in editing -emergence of special editors - page editors - spot objectivity Vs advocacy in new stories-identifying and filtering fake news.

Module 4

(15 Hours)

Fundamentals of print media design- principles of page makeup and design – traditional - contemporary design - computer aided design (CAD) - dummy preparation – pagination - use of white space - copy fitting –teasers - colour schemes - new trends in pagination - layout and design of local pages - editorial page, pullouts- special pages - supplements and weekend magazines - photo editing - photo selection – cutting – cropping – trimming – slashing – cutline - caption writing- photo layout - principles - types.

Module 5

(14 Hours)

Typography - typesetting methods - desk top publishing - printing process- letter press – offset – gravure - silk screen - line blocks - half tones - multi colour process - types of paper stocks – print - size of publication – colour positives – negatives – colour separation – digital printing - flexography.

Books for Reference

- 1) Brooks and Jack Z Sissors and Brian S. *Art of Editing*. Allyn and Bacon, 2000.
- 2) Gibson, Martin L. *Editing in the Electronic Era*. Iowa State University Press, 1991.
- 3) *The Active Newsroom*. International Press Institute, 1961.
- 4) Westley, Bruce. *News Editing*. Houghton Mifflin, 1972.

CE2C06TM- EDITING FOR PRINT MEDIA

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

SEMESTER II

CE2C07TM- ADVERTISING PRACTICE

Total Credits: 4

Total Lecture Hours: 72

Course Outcomes

CO1: Introduce advertising and trace its evolution in the US and India.

CO2: Examine the structure of advertisement / TV commercials.

CO3: Understand structure and function of advertising agencies.

CO4: Outline the objectives / scope and methods of advertising.

CO5: Understand economic and social aspects of advertising in India.

Syllabus Content

Module 1 (14 Hours)

Introduction to advertising - evolution of advertising in USA and India -advertising - functions and relevance - classification of advertising - advertising and marketing mix.

Module 2 (15 Hours)

Structure of an advertisement/TV commercial - fundamentals of layout – design - production processes in different media - spots and jingles - copy writing techniques and exercises in copy writing - scripting and storyboard preparation for commercials - advertising campaigns - landmark ad campaigns - corporate film making.

Module 3 (15 Hours)

Advertising agency system - structure and functions - prominent advertising agencies and personalities - accreditation system - media planning -advertising media- media selection - scheduling - media mix-print, radio, television, film – Internet.

Module 4 (14 Hours)

Outdoor - direct mail - web advertising- mobile phones – infomercials -webmercials – advertorials - advertising research – scope - objectives - methods - professional organizations - ASCI and its code of conduct - advertising as a communication - AIDA - DAGMAR principles.

Module 5 (14 Hours)

Advertising and public relations – publicity - economic and social aspects of advertising - trends in contemporary advertising - status of advertising in India- issues and prospects - professional

organisations of advertising.

Books for Reference

- 1) Jefkins, Frank. *Advertising*. Pitman, 1994.
- 2) Mohan, Manendran. *Advertising Management: Concepts and Cases*. Tata Mc Graw Hill Publishing Company Limited, 1989.
- 3) Ogilvy, David. *Ogilvy on Advertising*. Knopf Doubleday Publishing Group, 2013.
- 4) Ogilvy, David. *The Unpublished David Ogilvy*. Profile Books, 2012.
- 5) Rathore B S. *Advertising Management*. Himalaya Publishing House, 1984.

CE2C07TM -ADVERTISING PRACTICE

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

SEMESTER II

CE2C08TM- MEDIA MANAGEMENT

Total Credits: 4

Total Lecture Hours: 72

Course Outcomes

CO1: Delineate the principles and concepts of newspaper management.

CO2: Explore the process involved in media production.

CO3: Familiarise the functioning of government supported electronic media and understand the importance of PR in media management.

CO4: Trace the evolution of printing in India and Kerala.

CO5: Evaluate the impact of new technology in media operations.

Syllabus Content

Module 1

(15 Hours)

Principles and concept of newspaper management - principles of effective management - trends in modern management discipline - total quality management - types of media ownership- advantages and disadvantages – sole proprietorship – partnership – private - public limited companies – trusts – cooperatives - religious institutions - franchisees (chains) – corporations - Greiner's development model.

Module 2

(15 Hours)

Economics of media – budgeting and finance - capital costs - investment - operation costs - source of revenue – expenditure - human resource – advertising-marketing, - circulation – readership - space selling - time selling - brand promotion - product promotion- ABC, NRS, DAVP – RIND –ILNA - management problems of small and medium and large newspapers - trade unionism - competition and sales promotional methods campaigns and strategies - production problems.

Module 3

(14 Hours)

Economic and administrative concerns of government supported electronic media- AIR – Doordarshan - competition from private satellite TV channels - public service broadcasting Vs commercial broadcasting - public relations in media management.

Module 4

(14 Hours)

Brief history of printing in India and Kerala - pricing: cost of production - supply of materials – printing – distribution – price- war among newspapers-elasticity in pricing- cost- benefit ratio- plans for increase in employee morale.

Module 5

(14 Hours)

Cultural context of media management- physical environment –employee participation in management-inter-departmental co-operation and co-ordination - impact of new technology on media operations-issues in performance evaluation of management and employees.

Books for Reference

- 1) Bhatia R C .*Business Communication*. Ane Books Private Limited, 2006.
- 2) Emery, Edwin and Philip H Ault and Warren Kendall Agee. *Introduction to Mass Communication*. Dodd Mead, 1970.
- 3) Kumar J, Keval. *Mass Communication in India*. Jaico Publishing House, 1994.
- 4) Williams, Herbert Lee and Frank Warren Ruckur. *Newspaper Organisation and Management*. Iowa State University Press, 1969.

CE2C08TM -MEDIA MANAGEMENT

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

SEMESTER II

CE2C09TM- NEW MEDIA AND CYBER JOURNALISM

Total Credits: 4

Total Lecture Hours: 72

Course Outcomes

CO1: Define new media and list its characteristics and role in the world.

CO2: Introduce new media theories and examine new media as a tool of hegemony.

CO3: Trace the growth of social networking sites and analyse it as a tool for mediating self and society.

CO4: Analyse the impact of new media on communication.

CO5: Understand the ethical dimensions of new media.

Syllabus Content

Module 1

(14 Hours)

Definition and characteristics of new media - conventional media vs. new media - history of new media - the internet and the world wide web - uses - accessibility and net neutrality - commercial context of new media.

Module 2

(15 Hours)

New media theories - technological determinism – interactivity - networking and simulation - digital divide - post-national web and open source debate – Googleology -cultural context of new media - new media as a tool of hegemony.

Module 3

(14 Hours)

Introduction to growth of social networking sites - Facebook and Twitter: An introduction - functions and usage - blogging – tool for mediating self and society - YouTube and its culture of video sharing - social media and political communication.

Module 4

(14 Hours)

New media route to development – e- governance - e- commerce - impact of new media on communication - new media and popular culture.

Module 5

(15 Hours)

Political uses of new media - identities and relationships in computer mediated communication – cybercrimes – pornography – privacy- internet censorship - ethical dimension of new media.

Books for reference

- 1) Aithision Jean. *New Media Language*. Routledge, 2003.
- 2) Christopher, Callahan. *A Journalist's Guide to the Internet: The Net as a Reporting Tool*. Allyn Bacon, 2003.
- 3) Dovey, Jon. *New Media : A Critical Introduction*. Routledge, 2009.
- 4) Dewdney, Andrew and Ride Peter. *The Digital Media Handbook*. Routledge, 2013

CE2C09TM - NEW MEDIA AND CYBER JOURNALISM

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

SEMESTER II
CE2C10PM – EDITING AND TRANSLATION

Semester	: 2
Course code	: CE2C10PM
Credits	: 4
Total hours	: 180

Course Outcomes

CO1: Understand and practise editing for various media.
CO2: Demonstrate know-how in translating texts.

Module 1: (36 hours)

Copy editing and proofreading.

Module 2: (54 hours)

Audio editing.

Module 3: (54 hours)

Video editing.

Module 4: (36 hours)

Translating text – news stories, interviews, creative fiction.

Marks distribution: Practical exam – 20 weightage

Record book – 6 weightage

Viva – 4 weightage

CE2C10PM – EDITING AND TRANSLATION

MODULE	HOURS	PART A (5 weightage)	PART B (10 weightage)	TOTAL WEIGHTAGE
1	36	1		20
2	36	-	1	
3	54	-		
4	54	1		
	180	10	10	20

SEMESTER III

CE3C11TM- PUBLIC RELATIONS & CORPORATE COMMUNICATION

Total Credits: 4

Total Lecture Hours: 72

Course Outcomes

CO1: Provide an understanding of Public Relations, its function and regulation.

CO2: Traces the evolution of PR in India and understanding the various tools involved in PR.

CO3: Understanding the various Public relations departments and it also imparts knowledge on the importance of various PR campaign.

CO4: Analyses the contribution made by PR in various sectors including charitable institutions.

CO5: Examines the use of mass media and analyses the importance of labour relations in PR.

Syllabus Content

Module 1

(14 Hours)

Public relations – definitions - concept – characteristics – scope – relevance - origin and development - PR – propaganda – publicity - public opinion - PR functions – process - aims - strategic public relations - PR codes, of ethics - regulations - PR manager/practitioner – functions -responsibilities – qualifications - training.

Module 2

(15 Hours)

History and development of public relations in India PR professional organizations - IPRA – PRSI – PRCI – PIB – DPR – DAVP - Films Division - public relations tools– preparing and planning house journals – newsletters – handouts – brochures - media releases – lobbying - media conferences - annual meetings - open houses – exhibitions – speeches - seminars and symposia - demonstrations - conducted tours – grapevine – interviews - publicity materials and corporate films.

Module 3

(15 Hours)

Public relations departments/agencies – publics- internal and external- organizational set up –

functions - PR and communication flow-formal, informal -vertical – horizontal - PR campaigns-steps-fact finding – research – planning - implementing - evaluation and feedback - major PR campaigns - PR counselling and consultancy.

Module 4 **(14 Hours)**

Public relations in public and private sectors - PR for military - PR for tourism promotion - PR for sports/entertainment - PR for charitable institutions.

Module 5 **(14 Hours)**

Event management -public relations and use of mass media – print – radio – film – television – video - traditional media – Internet - customer relations- employee/labour relations- community relations- industrial/business relations- investor/shareholder relations - PR and corporate communication- corporate houses - contemporary trends in public relations.

Books for Reference

1. Black, Sam. *Practical Public Relations*. Pitman Publishing, 1976.
2. Lesley, Philip. *Public Relations Handbook*. McGraw-Hill, 1950.
3. Kaul, J. M. *Public Relations in India*. Naya Prokash, 1976.
4. Cutlip, Scott. M & Allen H Centre. *Effective Public Relations*. Prentice-Hall, 1958.

CE3C11TM - PUBLIC RELATIONS & CORPORATE COMMUNICATION

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

SEMESTER III

CE3C12TM - RADIO AND TELEVISION

Total Credits: 4

Total Lecture Hours: 72

Course Outcomes

CO1: Provides understanding to the characteristics of radio and TV and it also analyses the qualities of a broadcast journalist.

CO2: Create an understanding on the art of interviewing and it further imparts a brief knowledge on spot news covering.

CO3: Provides understanding on the various types of camera movements.

CO4: Provides a brief knowledge on screenplay, shooting, animation and programme production.

CO5: Develop a clear view on offline and online editing.

Syllabus Content

Module 1

(14 Hours)

Characteristics of radio broadcasting - basic production techniques in radio broadcasting - characteristics of TV - basic production equipment – production control room - comparative study of radio and TV - qualities of a broadcast journalist - FM radio.

Module 2

(15 Hours)

Covering spot news – ENG - SNG – reporter on camera - writing news for radio and TV - news bulletin production - role of newscaster/anchor/comperes/presenters - the art of interviewing - scripting for radio and TV talks – discussion - magazine programmes and special audience programmes - outdoor broadcast - audience research and TAM - TRP.

Module 3

(14 Hours)

Various types of shots and camera movements - basic creative editing - lights and lighting-triangle rule of lighting.

Module 4

(15 Hours)

Programme production – research - writing a proposal - different stages - conceptualization of an idea/plot - one-line treatment - detailed treatment – screenplay - shooting script – storyboard - genre of scripts and programme - scripting documentary, studio programmes and telefilms - post production - audio – video mixing – editing - special effects – animation – titling – graphics - preview.

Module 5

(14 Hours)

Offline and online editing - linear and non-linear editing - new software options - revenue models of radio and TV production - floor management - talent search - soaps and reality shows - system of distribution - recent trends in national and global sponsorship.

Books for Reference

1. Conroy, Andy & Peter Wilby. *The Radio Hand Book*. Routledge, 1984.
2. McLeish, Robert. *The Technique of Radio Production*. Focal Press, 1988.
3. Siegel, E H. *Creative Radio Production*. Focal Press, 1992.
4. Keith, M. *Radio Production, Art and Science*. Focal Press, 1990.
5. Shrivastava, K. M. *Radio and TV Journalism*. Sterling Publishers, 1989.

CE3C12TM - RADIO AND TELEVISION

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

SEMESTER III

CE3C13TM -RESEARCH METHOD FOR MEDIA

Total Credits: 4

Total Lecture Hours: 72

Course Outcomes

CO1: Create an understanding of nature and scope of mass communication research.

CO2: Develop a clear view on the formulation of Hypothesis and research design.

CO3: Explains the Nature and source of data and states the techniques related to data collection.

CO4: Execute the use of parametric and non- parametric tests of significance.

CO5: Defines the use of various research involved communication and media.

Syllabus Content

Module 1

(15 Hours)

Nature and scope of mass communication research - research objectives and research problem

- research – definitions - functions of research - types of mass communication research- qualitative, quantitative – historical – descriptive – exploratory – explanatory – fundamental – applied – scientific - analytical and experimental research - elements of research - research process.

Module 2

(14 Hours)

Hypothesis formulation - research design – measurements - reliability and validity - analysis and interpretation of data - sampling - types of sampling - sampling error.

Module 3

(15 Hours)

Nature and sources of data - techniques of data collection - questionnaire- interview schedule

– interview - types of interview – observation - case study - content analysis - types of content analysis - process of content analysis - data processing – tabulation-relationship between mean, medium and mode - variation or dispersion - mean deviation and standard deviation.

Module 4

(14 Hours)

Correlation test - use of chi-square test - F-test - t-test – ANOVA - parametric and non- parametric tests of significance - Karl Pearson's co-efficient of correlation - research in print and electronic media - mass media effects studies.

Module 5

(14 Hours)

Market research - public opinion research - readership and audience survey research in communication and media - source analysis - thesis writing - project planning and budgeting - dissertation formats and submission - ethical perspective of mass media research - recent trends in communication and media research.

Books for Reference

1. Dominic, Joseph R & Roger D.Wimmer. *Mass Media Research: An Introduction*. Senior Publisher, 2010.
2. Berger, Arthur Asa. *Media & Communication Research Methods*. Berger and Chaffee, 1987.
3. Jensen, Klaus Bruhn. *A Hand Book of Media & Communication Research*. Routledge, 2002.
4. Watt, James. H. *Research Methods for Communication Science*. Allyn & Bacon, 1995.

CE3C13TM -RESEARCH METHOD FOR MEDIA

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

SEMESTER III

CE3C14TM -FILM STUDIES

Total Credits: 4

Total Lecture Hours: 72

Course Outcomes

CO1: Classifies the basic aspects of film language and analyses the concepts of visual aesthetics.

CO2: Examines the evolution of early history of cinema and traces the development of Indian Cinema.

CO3: States a clear view on film industry in Kerala: trends and Issues.

CO4: Examines the problems of Indian Cinema and analyses the use of Symbolism in films.

CO5: Sketches a brief note on various film committees in India and defines the status and issues of Malayalam cinema.

Syllabus Content

Module 1

(14 Hours)

Basic aspects of film language - mise - en - scene editing and meaning film narratives
- economics of film production - film censorship as an issue - concept of visual aesthetics,

Module 2

(15 Hours)

Early history of cinema - silent era - talkies era - studio system - star system - development of Indian cinema - regional cinema – documentaries - Soviet montage – German expressionism - Italian neo- realism - French new wave - parallel cinema in India.

Module 3

(14 Hours)

Film reviews - criticism - awards - film festivals - film magazines - film and society - film and literature - film and gender - film industry in Kerala: trends and issues.

Module 4

(14 Hours)

Film theories - symbolism in films - concept of national cinema - Hollywood and Bollywood

cinema - film and television institutes in India (public and private) - problems of Indian cinema.

Module 5

(15 Hours)

Committees on films in India - Khosla committee -ShivaramKaranth committee – andShyamBenegal committee - research on films - popular film directors of Malayalam cinema – Arvindan - AdoorGopalakrishnan - T V Chandran - RamuKariath - state government initiatives forthe development of Malayalam film industry - status and issues of Malayalam cinema.

Books for Reference

- 1.Bordwell D, Staiger J. & Thompson K. *Classical Hollywood Cinema: Film Style and Mode of Production to 1960*. Routledge , 1988.
- 2.D, Bordwell. *Narration in Fiction Film*, Ediciones Paidos Ederica, 2003.
- 3.Eisenstein, Sergei. *Film Sense*. Harcourt Brace Jovanovich, 1975.
- 4.Eisenstein, Sergei. *Film Form*. Harcourt Inc, 1972.

CE3C14TM -FILM STUDIES

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

SEMESTER III

CE3C15PM – VIDEO PRODUCTION

Semester	: 3
Course code	: CE3C15PM
Credits	: 4
Total hours	: 180

Course Outcomes

CO1: Design and create advertisements.

CO2: Script, shoot, edit, and direct short films and documentaries.

CO3: Produce comprehensive television news stories.

Module 1: (45 hours)

Advertising.

Module 2: (45 hours)

Short film.

Module 3: (45 hours)

Documentary.

Module 4: (45 hours)

Video news production.

Marks distribution: Record book – 20 weightage

Viva – 10 weightage

SEMESTER IV

ELECTIVE COURSES

CE4E16TM – MEDIA LAWS AND ETHICS

Semester	: 4
Course code	: CE4E16TM
Credits	: 4
Total hours	: 72

Course Outcomes

- CO1: Understand laws pertaining to media and free speech.
- CO2: Comprehend structure of Indian legal system.
- CO3: Introduce framework of press regulation in India.
- CO4: Evaluate laws affecting media in the cyber space.
- CO5: Summarize and analyse media ethics.

Syllabus Content

Module 1 **(15 hours)**

Indian Constitution- salient features - fundamental rights and directive principles - freedom of press and parliamentary privileges -powers of President and Governors -case studies with regard to freedom of speech and expression.

Module 2 **(14 hours)**

Hierarchy of courts (civil and criminal) - cognizable and non-cognizable cases - anticipatory bail - bailable and non-bailable offences – defamation – sedition - types of writs - press legislations in India – Drug&Magic Remedies (Objectionable Advertisement) Act of 1954.

Module 3 **(14 hours)**

The Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act of 1955 - Press Council Act of 1978-Cable Television Networks (Regulation) Act of 1995.

Module 4 **(14 Hours)**

Video and audio piracy - Information Technology Act, 2000 - cyber laws- censorship guidelines-

Press Accreditation Rules - Cinematograph Act of 1952.

Module 5

(15 Hours)

Young Persons(Harmful Publications) Act of 1956 - Contempt of Court Act - Consumer Protection Act - Right to Information Act, 2005–Intellectual Property Right -media ethics- print and broadcasting- code of ethics for AIR and Doordarshan - Official Secret Act, 1923.

Books for Reference

1. Grover, A. N. *Press and the Law*. Vikas Publishing House Pvt Ltd, 1991.
2. Noorani, A. G. *Freedom of Press in India*. Quest, 1970.
3. Basu, Durga Das. *Law of Press in India*. Lexis Nexis, 2010.
4. Sarkar, R. C. *The Press in India*. Chand Publishers, 1984.

CE4E16TM – MEDIA LAWS AND ETHICS

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

SEMESTER IV

CE4E17TM – MALAYALAM JOURNALISM

Semester	: 4
Course code	: CE4E17TM
Credits	: 4
Total hours	: 72

Course Outcomes

- CO1: Introducing the fundamentals of Malayalam journalism.
- CO2: Understand the nuance of Malayalam journalism.
- CO3: Examine the contemporary trends of Malayalam journalism.
- CO4: Analysing evolution of Malayalam broadcast journalism.
- CO5: Interpret the prevalent issues in Kerala with respect to media.

Syllabus Content

Module 1 (15 Hours)

Origin – growth – development – characteristics of Malayalam print media in Kerala - beginning of printing and publishing in Kerala- contributions of missionaries - Malayalam journalism during pre-Independence period and Renaissance period - Malayalam media and Indian Independence struggle – role – contributions - Herman Gundert- Swadeshabhimani Ramakrishna Pillai - Nidherikkal Mani Kathanar - KesariBalakrishna Pillai - KandathilVergheeseMappillai - C.V.Kunniraman - K.P. Keshava Menon - Malayalam journalism and literature - socio-political movements in Kerala.

Module 2 (14 Hours)

Edit page – letters to editor – editorial – middle - survey and campaign – translation of news copy from English to Malayalam - headlines and caption writing - news writing – re- writing the copy - feature writing - writing for Malayalam web portals.

Module 3 (14 Hours)

Emergency and Malayalam media - emergence of political press and new generation newspapers

in Kerala - magazines and tabloids- specialised publications for women – sports – film – health - automotive – cartooning - column writing - internet and foreign editions.

Module 4

(15 Hours)

Emergence of broadcasting and electronic media in Kerala – AIR – Doordarshan - satellite TV channels - FM radio and commercials - contemporary trends in Malayalam journalism - regional and local newspapers - problems and prospects in the Malayalam language media - status of investigative journalism in Malayalam - inter and intra-media competition - cross media ownership in Malayalam journalism.

Module 5

(14 Hours)

The religious press in Malayalam/ Kerala - status of women journalists in Kerala - literary press in Malayalam - gender portrayal in Malayalam journalism - Malayalam journalism outside Kerala and India.

Books for Reference

1. Menon, M. K. *Swa Le*. Poorna Publications, 2013.
2. Narayanan, K.C. *Malayaliyude Rathrikal*. D C Books, 2004.
3. Venugopal, T. *Pathralokam*. Kerala Bhasha Institute, 2013.

CE4E17TM – MALAYALAM JOURNALISM

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

SEMESTER IV

CE4E18TM – MAGAZINE JOURNALISM

Semester	: 4
Course code	: CE4E17TM
Credits	: 3
Total hours	: 54

Course Outcomes

CO1: Enumerate the types of magazines and magazine journalisms.

CO2: Understand principles of magazine design and layout.

CO3: Evaluate specialised types of magazine journalism and understand its marketing aspects.

CO4: Examine history and evolution of magazine journalism in India and Kerala.

CO5: Differentiate between print and electronic magazine journalism.

Syllabus Content

Module 1 (12 Hours)

Classification of magazines by content - general and specialized magazines - professional and technical magazines - news magazines- little magazines – political - current affairs - women's – society – literary – automobile – business – health – IT – science – sports - film – children – agriculture – medicine - real estate - travel and tourism – management – career – photography - interiors and design – architecture - leisure and entertainment – crime – tabloids - e-publishing - trends in magazine journalism - online magazines and their future.

Module 2 (10 Hours)

Production of magazines–design – layout – cover – format - illustration principles – graphics – typography - info graphs – contents– cartoons – columns – photographs - principles of magazine editing - photo editing rules - use of colour - major e-magazines.

Module 3 (11 Hours)

Special issues and supplements - economics and business of magazine publishing - factor of competition- planning and launching a magazine - readership surveys - content studies– market research - subscription drives - circulation and readership drive - newsstand sales - promotional strategies and techniques - market trends.

Module 4 (10 Hours)

Magazines – major publishing houses and magazines in India - magazines in Kerala
- prominent editors - publishing houses and future of magazines in Kerala.

Module 5

(11 Hours)

Impact of electronic media on magazines in India - magazine advertisements– structure– positioning - use of software for magazine - ethical and legal issues in magazine publication - major investigative stories published in national and regional magazines of India.

Books for Reference

1. Wolsely, Roland E. *Understanding Magazines*. Iowa State University Press, 1969.
2. Daly, Charles P. *The Magazine Publishing Industry*. Allyn and Bacon, 1997.
3. Peterson , T. *Magazines in the Twentieth Century*. University of Illinois Press, 1964.
4. Wolseley, Roland E. *Understanding Magazines*. Iowa State University Press, 1969.

CE4E18TM – MAGAZINE JOURNALISM

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	0
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	1
Total	10	8	4

SEMESTER IV

CE4E19TM -COMMUNICATION FOR DEVELOPMENT

Total Credits: 4

Total Lecture Hours: 72

Course Outcomes

CO1: Understanding statistical indicators of development.

CO2: Evaluating significance of media as catalysts of development.

CO3: Apply principles of development to rural scenario.

CO4: Enumerate government organisations responsible for development.

CO5: Outline role of government organisations in Kerala.

Syllabus Content

Module 1 (14 Hours)

Concept of development – origin – definitions – meaning – characteristics – models - indices – obstacles - reasons and remedies for under-development – science, technology and development - development communication – origin – meaning – concept – definition - philosophy.

Module 2 (14 Hours)

Role of communication and information in development - development support communication - media selection and message design for development - conventional and new media for development - multimedia and development.

Module 3 (15 Hours)

Major theories and models of development communication- dominant paradigm - communication approaches - dependency theory - new paradigm of development - bipolar theories of development- communitarian theory of development - alternative concepts of development - socialistic model - integrated rural development of McNamara, self-help groups - participatory concepts and Gandhian model of development.

Module 4 (15 Hours)

India and development - industrialisation and globalisation - family planning - rural development –MNREGA - rural education and public health - TV and Indian development – SITE - educational programmes - KHEDA – INSAT – EDUSAT - radio and development - radio rural forums - community radio - case studies in development communication.

Module 5 (14 Hours)

Kerala and development - Kerala model of development - people's plan - state planning commission – KSSP – Kudumbasree – Janasree – NHGs – microfinancing - Victors Channel - development journalism - development news – concept - contemporary issues in development -

development and women - human rights - marginalised communities and NGOs - writing development features.

Books for Reference

1. Schramm, Wilbur. *Mass Media & National Development*. Stanford University Press, 1964
2. Vilanilam, J.V. *Science Communication & Development*. SAGE Publications Pvt. Ltd, 1992.
3. Rao, Y.V.L. *Communication & Development*. Univ. Minnesota P, 1966.
4. Dua, M. R. *Media and Development*. Har-Anand Publications, 1994.

CE4E19TM -COMMUNICATION FOR DEVELOPMENT

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

SEMESTER IV

CE4E20TM -HEALTH COMMUNICATION

Total Credits: 4

Total Lecture Hours: 72

Course Outcomes

CO1: Examine concepts of health and factors affecting it.

CO2: Understand correlation between health and communication.

CO3: Examining specific cases pertaining to health and communication.

CO4: Evaluate challenges in health communication.

CO5: Explain rural health paradigms.

Syllabus Content

Module 1

(14 Hours)

Concept of health and disease- evolution of the concept of modern medicine- status of health problems in India- national health policy - primary health care- national health programmes - concept of small family - India's population problem and policy.

Module 2

(14 Hours)

Role of communication in health and population programmes - communication process and principles applied to health and population- interpersonal and mass media sources - source credibility factors-opinion leaders and change agents.

Module 3

(14 Hours)

Content and treatment of message- health and family welfare communication campaigns-World Health Organization – UNICEF- campaigns against polio- AIDS/HIV- malaria
- small pox - female infanticide - role of Ayush.

Module 4

(15 Hours)

Hurdles in health communication campaign - resistance to change - overcoming the hurdles - role of opinion leaders - role of primary health

centres and anganwadi – ASHA - message preparation for health campaign - message structure - cultural adaptation - preparation of stickers, posters, bill boards - channel for health campaign - media selection.

Module 5

(15 Hours)

Advantages of traditional media, mass media and new media -National Rural Health Mission (NRHM) - a critical assessment - health as a communication discourse- health magazines- health columns in newspapers- ethical and legal aspects of health communication- religious components in health communication - health as an input of development - national and international health indices.

Books for Reference

1. Atkin, Charles K and Lawrence Marshall Wallack. *Mass Communication & Public Health*. Sage Publications, 1990.
2. Darley, Mark. *Managing Communication in Health*. Baillière Tindall, 2002
3. Bernard, Philip. *Effective Communication Skills for Health Professionals*. Chapman and Hall, 1992.
4. Thompson, L. Teresa. *Handbook of Health Communication*. Lawrence Erlbaum Associates, 2003

CE4E20TM -HEALTH COMMUNICATION

	Part A	Part B	Part C
Module I	2	1	1
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	0
Total	10	8	4

SEMESTER IV

CE4E21TM –MEDIA AND SOCIETY

Total Credits: 3

Total Lecture Hours: 54

Course Outcomes

CO1: Evaluate social contexts of media.

CO2: Understand influence of media on society and social issues.

CO3: Interpret philosophies of media.

CO4: Recognise societal institutions with respect to media

CO5: Correlate media and culture.

Module1

(11 Hours)

Structure of society -- media in the context of Indian society -media content - contrasts and contradictions – media consumers - sociology of Indian media - impact of new technology on Indian society and media.

Module 2

(11 Hours)

Effects of media upon society - media and gender issues - media and children - mediated violence - political dimensions of mass media - psycho-analytical approach to communication - semiological dimensions of communication.

Module 3

(12 Hours)

A philosophical discourse of mass communication - philosophical aspects of media functions - media literacy - a conceptual framed work - elements - UNESCO's efforts to promote media literacy - mass media, language and logic - mediated stereotypes.

Module 4

(10 Hours)

Social Institutions - family, school, religion and massmedia - media and marginalized sections - role of media in empowering them - agenda setting function of the media- corporatisation of media

Module 5

(10 Hours)

Media in the post truth era – media and post modernism – concept of fake news – media and new social movements – the concept of bystander journalism - media and literature: reciprocal impact – media as culture industry - media education in India.

Books for reference:

1. Lester, Paulm. *Visual Communication: Images with Messages*. Wadsworth Publishing Co, 1998.
2. Sitaram K. S. *Cultural and Communication: A World View*. Mac-Graw Hill, New York, 1995.
3. Bhabha, Homi K. *The Location of Culture London*, Routledge, 1994.
4. Burton, Gralne, *Media and Society: Critical Perspectives*. Tata McGraw Hill, 2010.

CE4E21TM –MEDIA AND SOCIETY

	Part A	Part B	Part C
Module I	2	1	0
Module II	2	2	1
Module III	2	2	1
Module IV	2	2	1
Module V	2	1	1
Total	10	8	4

SEMESTER IV

CE4C22PM – LAB JOURNAL

Semester : 4

Course code : CE4C22PM

Credits : 4

Total hours : 72

Course Outcomes:

CO1: Apply skill sets to specialised types of reporting.

Module 1: (18 hours)

Investigative reporting.

Module 2: (18 hours)

Interview.

Module 3: (18 hours)

Feature Writing.

Module 4: (18 hours)

Writing opinion pieces.

Marks distribution: Record book – 20 weightage

Viva – 10 weightage

PROJECT / DISSERTATION

Semester: 4

Credits: 5

Total Hours: 5

COMPREHENSIVE VIVA-VOCE

Semester: 4

Credits: 3

Total Hours: 3